



EXPERIENCES UNFORGETTABLE

Date: November 12, 2024

To,

The Secretary, Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001,
Maharashtra, India

Scrip Code: 544248

Scrip ID: MCEL

Subject: Investor Presentation

Dear Sir/Madam,

Please find attached herewith a copy of the Investor Presentation.

You are requested to kindly take the document on record.

Yours faithfully,
For **Mach Conferences & Events Limited**

Yashashvi
Srivastava

Digitally signed by
Yashashvi Srivastava
Date: 2024.11.12
17:22:11 +05'30'

Yashashvi Srivastava
Company Secretary & Compliance Officer

Mach Conferences & Events Ltd.

(Formerly known as Mach Conferences & Events Pvt. Ltd.)

CIN No. L74110DL2004PLC126130

Corp. Office: C-127, 2nd Floor, Sector - 2, NOIDA (Delhi NCR) -201301, UP (INDIA) Ph: +91 120 4747000

Registered Office: 2nd Floor, Back Side, Office no. 4, Master Space, Plot no.27, KH/Mustatil, No.154, Killa
No.19/2, Uggarsain Park, Dichaon Road, Najafgarh Street No.2, Najafgarh, New Delhi - 110043.

Mumbai Office : K Raheja platinum, Saugbaug lane,
off Andheri Kurla road, Marol, Andheri East, Mumbai 400059.

Email: info@machconferences.com | Website : www.machconferences.com





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MACH CONFERENCES

Investor Relations Presentation



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COMPANY OVERVIEW

MACH Conferences and Events Ltd is a leading player in the **MICE** (Meetings, Incentives, Conferences, and Exhibitions) industry, boasting over **20 years** of experience and a strong reputation for excellence. Established in 2004, the company has successfully organized more than **300 large and medium-sized events** in recent years, collaborating with over 30 elite brands globally.

The organization is dedicated to delivering **best-in-class services tailored** to meet diverse business travel needs. Its mission focuses on creating unforgettable experiences, making high-quality services affordable, and continuously evolving to stay ahead in the industry. MACH's vision is to become the top brand recognized for unmatched MICE solutions that provide significant benefits to businesses.

MACH Conferences and Events is also committed to maintaining high standards through various associations and accreditations from reputable bodies such as **IATA, ADTOI, IATO, and PATA**. With a dynamic team of experts, the company excels in logistics management, ensuring seamless event execution across multiple countries.



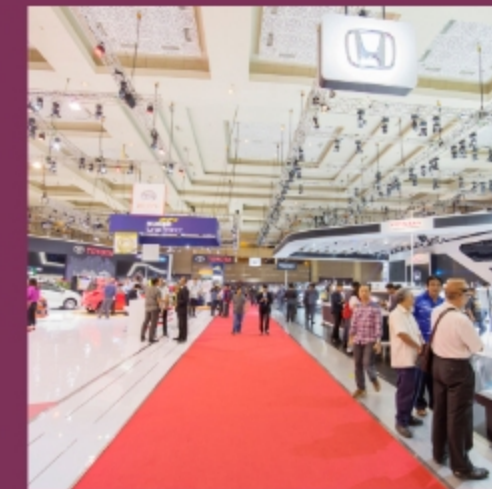
Meetings



Incentives



Conferences



Exhibitions

H1 MILESTONES AND ACCOMPLISHMENTS



KEY FACTS



20+
years of experience



38+
Location Managed



73+
Event Completed



79
Team Size



₹ 11,930.45 Lakhs
Revenue



₹ 1,262.28 Lakhs
EBITDA



₹ 853.26 Lakhs
PAT



41.41%
ROE
(TTM Basis)



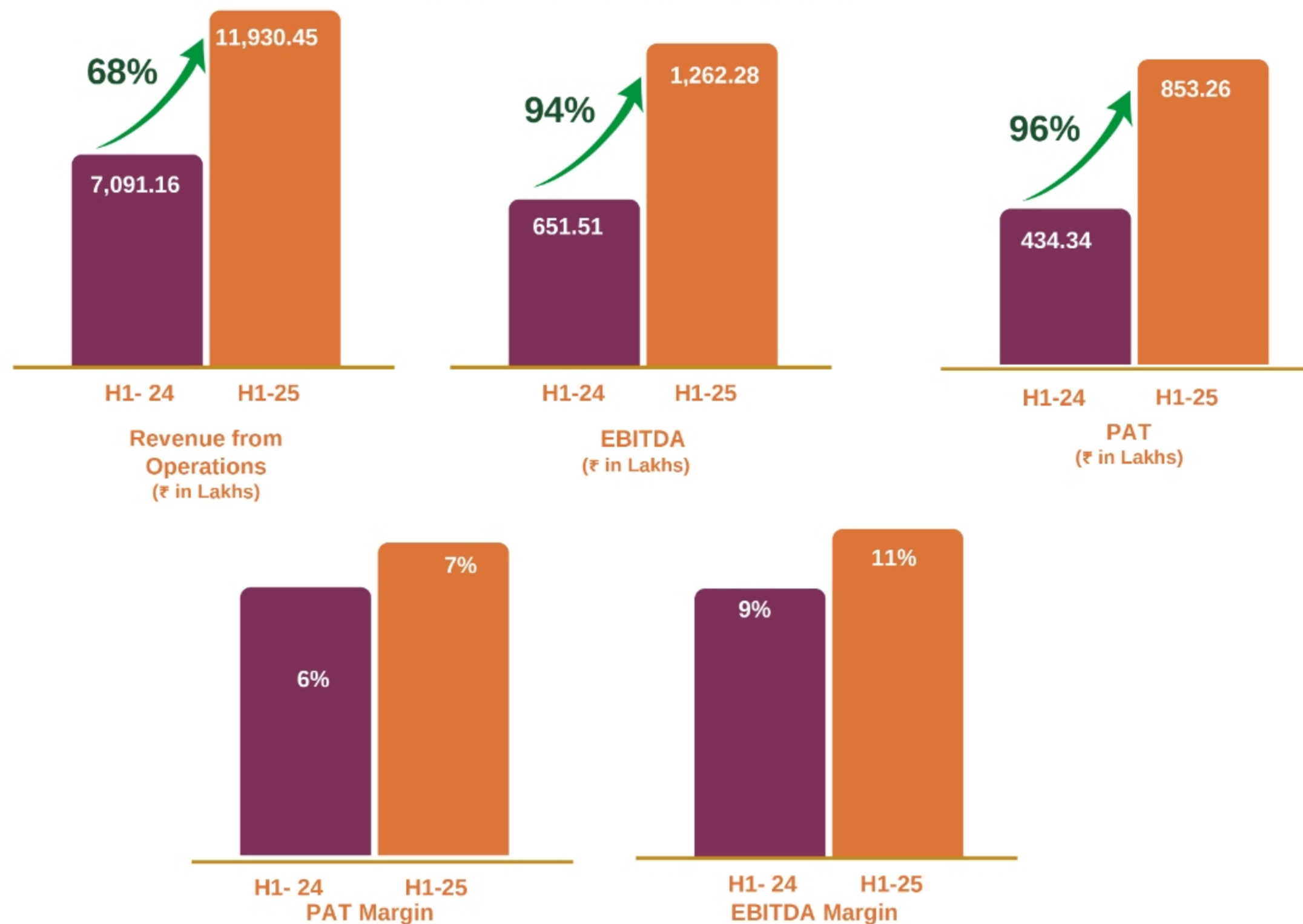
38.32%
ROCE
(TTM Basis)



₹494 Cr
MARKET CAP
as on 12th Nov'2024



KEY PERFORMANCE INDICATORS



KEY EVENTS RECENTLY MANAGED

 Goa  April 2024  850  ₹ 7.40 Cr  Incentives tours/Events  Banking/Financial Services	 Goa  April 2024  480  ₹ 4.42 Cr  Incentives tours/Events  Banking/Financial Services	 Vietnam  April 2024  842  ₹ 5.27 Cr  Incentives tours/Events  Health Insurance	 Goa  May 2024  500  ₹ 5.98 Cr  Incentives tours/Events  Banking/Financial Services	 Istanbul  June 2024  550  ₹ 13.42 Cr  Incentives tours/Events  Banking/Financial Services
 Vietnam  July 2024  250  ₹ 4.05 Cr  Incentives tours/Events  General Insurance	 Goa  July 2024  1110  ₹ 5.22 Cr  Incentives tours/Events  Banking/Financial Services	 Peru  July 2024  97  ₹ 7.15 Cr  Incentives tours/Events  General Insurance	 Cordellia Cruise  Aug 2024  1400  ₹ 8.22 Cr  Incentives tours/Events  Banking/Financial Services	 Kuala Lumpur  Sept 2024  600  ₹ 7.53 Cr  Incentives tours/Events  Banking/Financial Services



Event managed by Mach Conferences in Peru

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KEY LOCATIONS



South Africa



Singapore



Canada



Madrid



Dubai



Paris



Bangkok



Istanbul



Goa



Peru



Jaipur



Kuala Lumpur

MAJOR ORDER HIGHLIGHTS

 Hongkong & Macau  Oct 2024  151  Incentives tours/Events  Life Insurance	 Goa  Oct 2024  480  Incentives tours/Events  Life Insurance	 Dubai  Nov 2024  102  Incentives tours/Events  Life Insurance	 Goa  Oct 2024  94  Incentives tours/Events  Health Insurance	 Goa  Oct 2024  38  Incentives tours/Events  Life Insurance
 Agra  Oct 2024  200  Incentives tours/Events  Chemicals	 Agra  Oct 2024  206  Incentives tours/Events  Chemicals	 Almaty  Oct 2024  302  Incentives tours/Events  Health Insurance	 Almaty  Oct 24 to Nov 24  700  Incentives tours/Events  Cement Manufacturing	 Hyderabad  Oct 2024  120  Incentives tours/Events  Chemicals



CHAIRMAN'S MESSAGE



"This year, Mach Conferences & Events Ltd. has made outstanding progress, achieving an **68%** revenue increase and a **96%** profit growth on a half-year basis from H1-24 to H1-25. Our commitment to delivering top-tier MICE solutions and fostering strong client partnerships has strengthened our industry standing. With the opening of our Kolkata office, we're excited to expand into Eastern India and explore new growth avenues. We extend our gratitude to our investors for their ongoing trust as we continue reaching new milestones together."

-Amit Bhatia
Chairman & Managing Director



PATHWAYS TO PROGRESS



KOLKATA OFFICE HIGHLIGHTS

We're excited to announce our **new Kolkata office**, strategically positioned to strengthen our reach and service offerings in Eastern India. Key benefits include:

Gateway to Emerging Markets

Kolkata opens doors to Eastern India and neighbouring regions, allowing us to tap into a growing demand for MICE services and connect with new client sectors.

Strategic Growth Milestone

This expansion aligns with our long-term strategy to establish a pan-India presence, marking a crucial step toward nationwide growth and leadership in MICE services.

Closer to Key Clients

A local presence lets us offer faster, more personalized services, deepening our relationships and understanding of regional business practices.

Skilled Talent Pool

Kolkata's rich talent pool, skilled in event planning, technical support, and client relations, enables us to provide high-quality, region-specific service.

Cost-Effective Operations

The Kolkata base lowers event logistics costs, streamlines local supply chains, and reduces overhead, ensuring efficient, economical service delivery.

Enhanced Brand Visibility

Expanding into Kolkata elevates our brand presence in Eastern India, reinforcing our position as a leader in MICE services across the nation.

NEW MANAGERIAL PERSONNEL

As part of our new expansion strategy, we have appointed new managerial personnel in Kolkata.

Designation: Vice President (Sales)

With nearly 25 years of experience in Marketing, Corporate & Channel Sales, Business Development, Team Management, Revenue Generation, Branch Operations, Relationship Building, Brand Promotion, Coordination, and Training, with extensive expertise in the Tourism sector.

Previous Experience

- **Just Holidays Pvt Ltd.** – Vice President, MICE
- **Globe Forex & Travel Ltd.** – National Head, MICE
- **Mach Conferences & Events Pvt Ltd** – Sr. Manager, MICE Sales
- **ZENITH Leisure Holidays Ltd** – Branch/Regional Manager
- **Ramoji Film City (Dolphin Hotels Ltd.)** – Asst. Sales Manager



CORPORATE SNAPSHOT





Vision



To be the premier brand recognized for delivering benchmark-quality MICE solutions that provide unparalleled experiences and significant value to businesses.

Mission



we create unforgettable experiences that are accessible and affordable. Our mission is to craft interactive and immersive events that fully engage participants. With a commitment to innovation, we set new standards for excellence in MICE solutions, turning your vision into reality!

MANAGEMENT



Amit Bhatia
Chairman &
Managing Director



Laveena Bhatia
Whole Time Director



Ranjan Ghosh
Vice President



Adit Bhatia
Assistance Manager
MICE

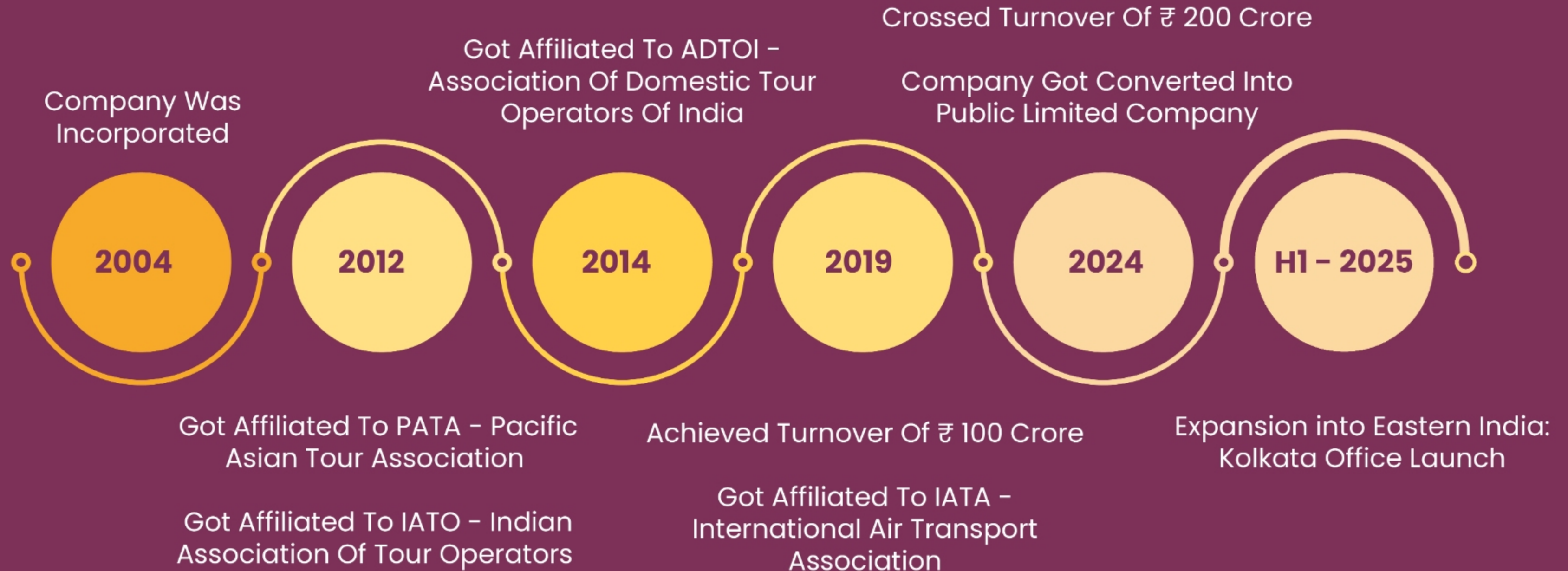


Ravi Mishra
Chief Financial Officer



Yashashvi Srivastava
Company Secretary
and Compliance
Officer

KEY MILESTONES



KEY STRATEGIES



Strategic Market Focus

Undertake thorough research to create detailed buyer personas, tailor marketing messages accordingly, and align efforts to maximize impact in the marketplace.



Attract and Retain Talent

Emphasize the recruitment of top-tier talent while investing in training programs to enhance service quality and build lasting trust.



Culture of Professionalism

Cultivate an environment of transparency and dedication, ensuring seamless coordination among a well-balanced team of experts for efficient project execution.



Brand Image

Forge partnerships with high-quality clients to deliver exceptional project outcomes, thereby enhancing the brand's reputation through outstanding service.



Exploring New Segments

Leverage existing B2B relationships to expand into the B2C market with initiatives like "BookMyYatra.com," while diversifying into Religious Tourism to combine spiritual experiences with economic opportunities.

KEY OFFERINGS

Comprehensive End-to-End Solutions:

Mach Conferences and Events Ltd. delivers a full suite of event management services, ensuring meticulous attention to every detail for successful execution.

Long-Term Client Relationships:

The company prioritizes fostering enduring relationships with clients through exceptional service and unwavering support.

Proven Track Record:

With over 20 years of experience in the MICE industry, Mach has built a strong reputation for consistently delivering successful events.

Established Partnerships:

The organization has cultivated robust relationships with hospitality and event vendors, guaranteeing high-quality execution and service.

Experienced Management Team:

The leadership team possesses extensive expertise, with promoters having over 20 years of experience in the MICE sector.

Meticulous Event Management:

Mach ensures the success of events by overseeing all components—including catering, venue selection, invitations, gifts, transportation, and hospitality—through trusted and reliable vendors.

Deep Industry Knowledge:

The seasoned team leverages their profound understanding of the industry to consistently exceed client expectations.

Proactive Communication:

The company excels in maintaining strong customer relationships through tailored solutions and steadfast support.

Preferred Choice for MICE Solutions:

Mach Conferences and Events Ltd. stands out as a leading provider of comprehensive MICE services, offering seamless logistics and booking solutions tailored to diverse client needs.

TARGET SEGMENT

Our current focus areas include **BFSI (banking, financial services, and insurance), cement, glass, automotive, and both consumer and industrial specialty chemicals.** Leveraging our strengths in these sectors, we are committed to a **dual approach** of deeper market penetration and strategic expansion into additional industries.

This roadmap aligns with our objective of diversifying our portfolio, ensuring sustained growth, and delivering robust value across a broader range of markets.



BUSINESS MODEL

Client Engagement & RFQ (Request for Quote)

Firstly, the client reach out to us based on our business promotion activities, referrals and word of mouth and provide Request for Quote (RFQ) with their complete requirement i.e. Travelling dates, No. of Guests, No. of Night stay and other details, based on request received from client, our contracting team initiate the queries with hotels/ venue, Airlines, multiple vendor such as transporters, restaurant, etc. after collection of all required rates from vendors. Our team prepares a costing sheet and a proposal, to be shared with the client for their review.

Proposal & Quotation Preparation

Our Sales team collaborates with the client with respect to the details mentioned under the proposal so provided, after many rounds of discussions and providing Quotation to the Clients.

Client Follow-up & Service Provider Negotiation

Our Sales team starts to follow up with the client and re-negotiating all service providers before reconfirming their services.

Booking & Advance Payment

We receive bookings from the client as well as we issue proforma invoice (PI) to release advance payment. After receiving advance payment, our contracting team will pass the client's file to our operational team for further action.

Service Delivery & Real-Time Coordination

Our operational team will start interacting with the client's organizing team and track progress on real time basis through calls/ WhatsApp/ mails and reaching the destination in advance to ensure the fulfilment of the quality service.

Feedback & Final Invoice

After delivering the services to the client, our operational team takes valuable feedback from the client and the travellers on the last day of itinerary and final invoice will be raised to the client including onsite extras if any. The client makes the balance payment and file gets closed by account team accordingly.

BUSINESS MODEL

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SERVICE BOUQUET UNDER ONE ROOF



Events & Conferences



Destination Management



Hotel/Venue



Ticket & Visa Arrangements



Ticket Booking



Logistics

INDUSTRIES WE SERVE



**Banking/Financial
Services**



Insurance



Automotive



**Cement
Manufacturing**



Chemicals



**Education/
Publishing**



**Glass
Manufacturing**

SWOT ANALYSIS

S

STRENGTHS

- Experienced Promoter
- Professionally Qualified and experienced team
- Establish Track Record
- One Stop Solution

W

WEAKNESSES

- Lack of Funds
- Unavailability of experienced professional in our industry

O

OPPORTUNITIES

- Leveraging emerging technologies, global expansion and broadening service offerings.
- Explore International Market
- Scope of association with Airline/Hotel/Other Service Provider

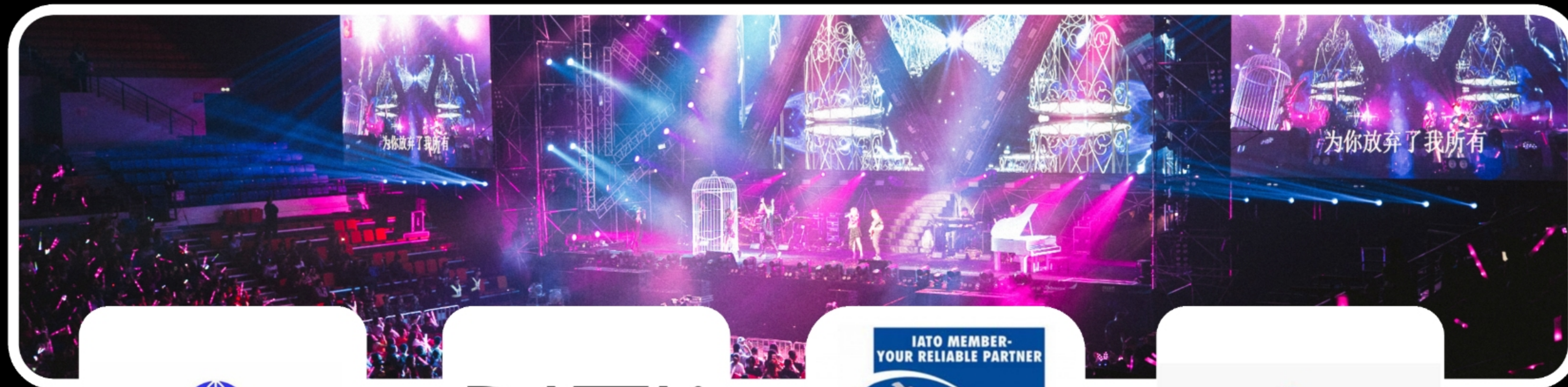
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THREATS

- Increased competition from domestic market
- Economic Recession
- Low entry barriers

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MEMBERSHIP & CERTIFICATION



**International Air
Transport Association
(IATA)**



**Pacific Asia Travel
Association (PATA)**



**Indian Association of
Tour Operators (IATO)**



**Association of Domestic
Tour Operators of India
(ADTOI)**

MICE INDUSTRY OVERVIEW

The MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is experiencing robust growth, with a market valuation of approximately \$904.30 billion in 2023 and projections to reach around \$1.93 trillion by 2032, reflecting a compound annual growth rate (CAGR) of about 8.99%. This growth is driven by factors such as globalization, technological advancements in event management, and increased corporate investment in face-to-face interactions, which are essential for networking and relationship-building.

Despite its positive trajectory, the MICE industry faces challenges including high operational costs and geopolitical uncertainties that can impact international travel and participation. The competitive landscape is dynamic, with companies focusing on strategic partnerships and innovative solutions to enhance their service offerings. As businesses continue to prioritize collaboration and knowledge exchange, the demand for MICE services is expected to expand significantly in the coming years.



FINANCIAL RESULTS AND ANALYSIS



PROFIT AND LOSS (CONSOLIDATED)

PARTICULARS* (₹ in lacs)	H1-25	H1-24	H2-24	HOH%	FY-24	FY-23	YOY%
Revenue from operation	11,930.45	7,091.16	16,634.74	68%	23,725.89	14,129.17	68%
Other income	117.51	38.18	158.07	208%	196.25	64.71	203%
Total Income	12,047.96	7,129.34	16,792.80	69%	23,922.14	14,193.88	69%
Total Expenditure	10,785.68	6,477.83	13,779.64	67%	20,257.48	13,045.53	55%
EBITDA	1,262.28	651.51	3,013.16	94%	3,664.66	1,148.35	219%
EBITDA Margin	11%	9%	18%	15%	15%	8%	90%
Depreciation	53.1	8.55	30.46	521%	39.01	61.36	-36%
EBIT	1,209.18	642.96	2,982.70	88%	3,625.65	1,086.99	234%
Interest	50.92	50.55	66.01	1%	116.56	18.47	531%
PBT	1,158.26	592.40	2,916.69	96%	3,509.10	1,068.52	228%
Tax	305	158.06	732.76	93%	890.82	187.76	374%
PAT	853.26	434.34	2,183.93	96%	2,618.28	880.76	197%
PAT Margin	7%	6%	13%	17%	11%	6%	77%
EPS	4.48	2.31	11.61	94%	13.92	4.68	197%

*These figures are Un-audited.

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BALANCE SHEET (CONSOLIDATED)

PARTICULARS* (₹ in lacs)	30-09-2024	31-03-2024
Equity capital	2,103.71	1,880.81
Reserves	7,614.63	3,070.12
Borrowings	1,220.1	1,233.08
Other liabilities	2,606.59	3,944.06
Total Liabilities	13,545.03	10,128.07
Fixed Aseets	1862.56	2,159.88
Other Assets	11,682.47	7,968.19
Total Assets	13,545.03	10,128.07

*These figures are Un-audited.

FINANCIAL ANALYSIS



Revenue from Operations

Increased from ₹7,091.16 lacs in H1-24 to ₹11,930.45 lacs in H1-25, marking a 68% Half year-over-Half year (HOH) growth. This surge indicates strong sales growth, due to higher demand and expanded market reach.



Reserves

There is a significant increase in reserves from ₹3,070.12 lacs to ₹7,614.64 lacs, indicating retained earnings or possibly profit accumulation over the period. This sharp increase in reserves contributes positively to the company's financial health and increases total shareholders' funds.



Borrowings

Borrowings have slightly decreased from ₹1,233.08 lacs to ₹1,220.1 lacs, suggesting a reduction in debt, albeit minor. This may indicate efforts to improve the company's leverage position.



EBITDA and EBITDA Margin

EBITDA nearly doubled, from ₹651.51 lacs in H1-24 to ₹1,262.28 lacs in H1-25, showing a 94% growth. The EBITDA margin improved from 9% to 11%, indicating better operational efficiency.



PAT and PAT Margin

PAT (Profit After Tax) almost doubled, growing by 96% from ₹434.35 lacs to ₹853.26 lacs. The PAT margin improved from 6% to 7%, showcasing improved net profitability.



Earnings Per Share (EPS)

EPS rose from 2.31 to 4.48, reflecting a 94% improvement, signaling value creation for shareholders.



Total Assets

Total assets rose from ₹10,128.06 lacs to ₹13,545.04 lacs. The increase suggests growth in the asset base, which can provide more resources for revenue generation in the future.

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THANK YOU



Corporate Office: C-127 2nd Floor, Sector 2, Noida,
Gautam Buddha Nagar, Noida, Uttar Pradesh, India,
201301



E-mail: compliance@machconferences.com



Phone: +91 - 120 - 4747000



Website: www.machconferences.com



FINPORTAL

Himanshu Jain
+91 89051 81853

Abhishek Bhutra
+91 80006 85556

ir@finportal.in

Nov 2024