

PRAXIS HOME RETAIL LIMITED

TRANSCRIPT OF THE 11TH ANNUAL GENERAL MEETING

Day : Friday
Date : August 19, 2022
Time : 11:35 AM (IST) to 12:36 PM (IST)
Venue : Through Video Conferencing and Other Audio Video Means

CORPORATE PARTICIPANTS

Directors and Key Managerial Personnel:

Mr. Jacob Mathew

Chairman and Independent Director (Location: Goa)

Mr. Mahesh Shah

Managing Director (Location: Registered Office – Kanjurmarg)

Mr. Harminder Sahni

Independent Director (Location: Gurgaon)

Ms. Anou Singhvi

Independent Director (Location: Mumbai)

Mr. Shrirang Sarda

Non-Executive Non-Independent Director (Location: United Kingdom)

Ms. Avni Biyani

Non-Executive Non-Independent Director (Location: Kolkata)

Mr. Samir Kedia

Chief Financial Officer (Location: Registered Office – Kanjurmarg)

Ms. Smita Chowdhury

Company Secretary and Compliance Officer (Location: Registered Office – Kanjurmarg)

Mr. Vikash Kabra

Deputy Chief Financial Officer (Location: Registered Office – Kanjurmarg)

Eleventh Annual General Meeting

Praxis Home Retail Limited

Friday, August 19, 2022 – 11:30 AM

Deemed Venue – Registered Office – iThink Techno Campus, Tower D, Ground Floor, Kanjurmarg – East, Mumbai – 400 042.

- **Ms. Smita Chowdhury – Company Secretary & Compliance Officer, Praxis Home Retail Limited:**
- Good morning, dear members. We welcome you to the 11th Annual General Meeting of Praxis Home Retail Limited. I, Smita Chowdhury, Company Secretary and Compliance Officer, and also the member of the company propose to elect Mr. Jacob Mathew, Independent Director also the Chairperson of Nomination and Remuneration Committee, and Member of the Company as the Chairman of this 11th Annual General Meeting.
- **Mr. Sanjay Rathi – Senior Management Personnel, Praxis Home Retail Limited:**
- I Sanjay Rathi second the same proposal and request Jacob Sir to take the chair.
- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**
- Good morning, members. So, thank you very much members for attending. On behalf of the Board of Directors and management of Praxis Home Retail Limited, I welcome all members to this 11th Annual General Meeting of Members of Praxis Home Retail Limited. I now introduce my fellow Board Members and other senior management personnel present on the panel who are attending this meeting through virtual mode. We have, Mr. Mahesh Shah, Managing Director, Mr. Harminder Sahni, Independent Director and Chairperson of the Audit Committee, Shrirang Sarda, Non-Executive, Non-Independent Director and Chairperson of the Stakeholder Relationship Committee, Ms. Anou Singhvi, Independent Director, Ms. Avni Biyani, Non-Executive, Non-Independent Director, who are attending this meeting through video conferencing from their respective locations in Kanjurmarg East (Registered Office), Gurgaon, United Kingdom, Mumbai, and Kolkata respectively. We also have the presence of Mr. Samir Kedia, Chief Financial Officer, Ms. Smita Chowdhury, Company Secretary and Compliance Officer, Mr. Vikash Kabra, Chief Financial Officer, and Mr. Sanjay Rathi, senior management personnel. Also let me place on record that I, Jacob Mathew, Independent Director and Chairperson of Nomination and Remuneration Committee, I'm attending this meeting from Goa. Representative from Statutory Auditors M/s Pathak HD and Associates, Chartered Accountants and Mr. Anant Gude, Secretarial Auditor and scrutinizer for meeting are present in the Annual General Meeting.

- The company has received four representations under section 113 of the Companies Act 2013 from Bodies Corporate representing 3,84,36,350 equity shares comprising 51.04% of the paid-up equity share capital of the company. Since this meeting is being conducted through video-conferencing and other audio-video means pursuant to circulars from the Ministry of Corporate Affairs and SEBI, appointment of proxies by the members is not available for this meeting. The statutory registers and documents as required to be kept open for inspection under the Companies Act 2013 are made available for inspection by members on sending an e-mail to investorrelations@praxisretail.in. The information in the matter is mentioned in the AGM notice. A link of the said register is made available next to the live webcast page. Members can view the registers by clicking on the link. The notice calling the Annual General Meeting is already with you. I'm going to read a few lines of the notice. Here are some extracts from the notice. Notice is hereby given that the 11th Annual General Meeting or AGM of the members of Praxis Home Retail will be held via 2-way video-conferencing facility, OAVM on Friday the August 19th, 2022 at 11:30 AM. I seek the consent of the members present here to take the same as read. Thank you.
- To continue, the annual report for the financial year 2021-22 inter alia containing the Auditor's Report on financial statements has been sent to the members. There are no qualifications, observations, or comments in the Auditors Report on the financial transactions or matters having any adverse effect on the functioning of the company. Accordingly, with the permission of the members present, the Auditors Report can be taken as read. Mr. Mahesh Shah, Managing Director now will take you through a short presentation about your company Praxis Home Retail Limited and the important progress since last AGM. Mr. Mahesh, we're doing this right?
- **Mr. Mahesh Shah – Managing Director, Praxis Home Retail Limited:**
- Yeah. Thank you, Jacob. Good morning, members. In short, we've had a reasonably good year especially considering the challenges that we faced due to COVID. The major of which was supply chain disruptions by which we were not actually getting any merchandise from many of the countries we import from. There was also high inflation and there was a demand suppression. So, in spite of this, I am pretty happy that we've been able to achieve good numbers and we've got back up a lot of our market share back. Let me take you through some of the work we've done over the last year.
- Next one, next, yeah. So, we are present in 28 cities with 43 stores as on 31st March, 2022 occupying 9.4 lakh sq. ft. In addition to that, we've a significant presence on www.hometown.in and marketplace through online.
- Next please, we pursued our digital first strategy especially in the first few months when the offline stores were all closed because of COVID and this strategy has paid off for each dividend over the year. We today have a unique user visiting www.hometown.in every three seconds. We have a digital footprint of 6,000 pin codes, which means that we actually supply our merchandise to 6,000 pin codes over

the country -- across the country. We have revamped our website to again get good market share digitally. We have launched an exclusive online assortment to be sold only online and we've done a lot of catalog enhancement with A plus content and videos and re-shoots a lot of products. In short, our online customer visits jumped up by 65% over the last year and we aim to continue this kind of digital first strategy.

- Next, that is what www.hometown.in, in our marketplace where we put our products on other websites, we have rekindled our relationships with major marketplace players like Flipkart, Pepper Fry, Amazon, and also added new ones like Nykaa, Myntra, and AJIO. This also has given us a good jump in sales.
- Next, retail store is ultimately a combination of the kind of merchandise you put and the kind of customers you handset right. Now, we've done a lot of work on our merchandise, which I just wanted to share with you. Go ahead please, so these are our categories which are available in your stores, which is living room, dining, bedrooms, essentials, wardrobes, kitchens, and also furnishings, tableware, décor, and kitchenware. These are the main categories in hometown.
- Next, so these are the new products we've been able to launch in spite of the fact that I think for close to six or seven months we were not really actually able to buy from most of the countries abroad, but in the last five months of the financial year we were able to add a lot of new merchandise and that is given us good results. So, these are some of the sofas we brought in, some of the recliners, some of the velvet sofas which are right now very much in trend. Go ahead, these are the bedrooms we introduced. Go ahead, go ahead, these are the marble top dining tables again in trend right now. Décor, furnishings, and homeware, tableware, kitchenware. Now this is just a synopsis of all the work, which we have done in terms of assortment. I'm happy to say that a lot of new merchandise which came in, in the last year did really well and that really helped to increase our sales during the last year.
- Apart from them, there was a big brand campaign we brought in which said, make space for new, which basically says that we are available to a customer at every stage of his life, right from his birth, to his adolescent age, to his marriage, to getting a child, to his old age. So, we have products at every stage of the consumer's life. So, we are available with the consumer throughout his life and throughout life if he or she has an occasion to change whatever he has, whatever she has, whatever product she has furniture or homeware or etc. and we give them a chance to change this by giving new newer products. So, the whole brand was encapsulated in these words make space for new. This also had a fantastic response from the consumers.
- Go ahead please, so this is what the brand campaigns and our social media presence. In social media presence, I'm happy to share that on Instagram, we have something like 66,000 followers and on Facebook we have something like 2.5 lakh followers. This was as on 31st March. This has only increased beyond that.
- Go ahead, we've also taken pride in the fact that we try and strive and give the best possible customer experience. Google rating of our stores have an average of 4.3,

but we have a huge amount of positive customer responses, which we track on a daily basis.

- Go ahead, we also had a good recognition of our brand hometown from GIA, which is an agency which tracks the visual merchandising of shows worldwide. So, this was an award given to in a ceremony in USA last year. We also got an award internally by an Indian agency called HMTV for our best furniture stores for our Punjagutta Store.
- Go ahead, so that in short encapsulates the work which we have done in the last year. Thank you very much.
- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**
- Yeah. Thank you. Thank you, Mahesh. I'm pleased to inform you that in compliance with the provisions of Section 108 of the Companies Act 2013 read with rule 20 of the Company's Management and Administration rules 2014 as amended, Regulation 44 of SEBI Listing Regulations and the applicable provisions of Secretarial Standards issued by the Institute of Company Secretaries of India as amended from time-to-time, the company had provided its members the facility to cast their votes by electronic means through the remote E-voting, voting from a place other than the venue of this Annual General Meeting in respect of all the resolutions as set out in the notice convening the 11th Annual General Meeting, the remote e-voting commenced on Tuesday, August 16th, 2022 at 9:00 AM IST and ended on Thursday yesterday, August 18th, 2022 at 5:00 PM IST. The voting rights of the members as on the cutoff date that is August 12th, 2022 has been considered for ascertaining the members entitled to cast their votes on resolutions set out in the notice of this Annual General Meeting. Members are hereby informed that since the company has carried out remote e-voting on all resolutions set out in the notice calling this meeting, voting by show of hands at this meeting is not permissible. The company has, however, arranged facility for casting votes and resolutions through electronic voting system for those members who are present at this meeting, through video-conferencing, through audio-video means, and have not casted their votes through remote e-voting.
- Mr. Anant Gude, sole proprietor of M/s Anant Gude and Associates, Practicing Company Secretary has been appointed as the scrutinizer to scrutinize the remote e-voting process and voting done through electronic voting system at this meeting in a fair and transparent manner.
- Now, I request a member of the compliance team of the company to call out the names of the speakers who have expressed their wish to speak at today's AGM. I request the members to keep the questions concise, so that each one gets an opportunity to speak at this AGM. Mr. Vyankatesh.
- **Mr. Vyankatesh Rane – Praxis Home Retail Limited:**
- Good morning to all of you and welcome all the members of the company at this 11th Annual General Meeting. Now, I'll request some of the speakers who have

registered their names with us for expressing their views at this meeting. Our first speaker is Ms. Lekha Shah. I invite Lekha Shah to speak.

- **Ms. Lekha Shah – Shareholder:**

- Hello. Can you hear me Sir?

- **Mr. Venkatesh – Praxis Home Retail Limited:**

- Yes, yes.

- **Ms. Lekha Shah – Shareholder:**

- Thank you, Sir. Respected Chairman Sir, Board of Directors, and my fellow members, good morning to all of you. Myself Lekha Shah from Andheri. First of all, I'm very much thankful to our Company Secretary Smita ben for extending very good investor services and also sending me the AGM notice well in time, which is full of knowledge, fact and figures in place. Thank you, Mahesh ji for such an informative, wonderful presentation. Sir, I could thank to all the person of company for receiving awards and recognition by the various clients during the year 2021- 22 and also, I'm glad the company is doing very well in the field of CSR activities. Today being Janmashtami, I pray to God that he always shower his blessing upon our company and you Sir. Sir, I would like to ask few questions. My first question is, in the homeware division how much is percentage of sale through our online trading platform also with Amazon, Flipkart, etc. My second question is how much competition we face from the unorganized market and what measures we are taking? How many women employees are working in our office? So, I would like to say I strongly support all the resolutions for today's meeting and my best wishes always our company and its prosperity. Thank you, Sir.

- **Mr. Venkatesh – Praxis Home Retail Limited:**

- Thank you, Lekhaji. Our next speaker member is Mr. Yusuf Rangwala.

- **Mr. Yusuf Rangwala – Shareholder:**

- Yeah. Good afternoon. Good morning, Sir. Respected Chairman and my shareholders, am I audible Sir? am I perfectly audible?

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Yes.

- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**

- Yes, yes, we can hear you.

- **Mr. Yusuf Rangwala – Shareholder:**

- Yes Sir. Good morning Sir. I'm thankful to our Company Secretary, Smita Chowdhury Madam and our Jacob Sir, who is our Independent Director and Mahesh saab who is our Chairman. I will come direct to the point. The balance sheet of our company of 188 pages is printed by Madam and I am very happy and we are in a home business, Sir I would like to know, our home business store in Lower Parel is it open or not? At present how many numbers of stores do we have? Second point, how many ladies workers are walking with us? How many total number of ladies and total number of staff at present Sir?, point 2. Point 3, you have not given dividend due to loss, I would like to know our company is of Big Bazaar Group, who is purchasing our company I would like to know, whether it will remain with us Sir, how I would like to know Sir? Sir Big Bazaar is closed total store, when will they open, I want to know as Big Bazaar is our group of company? Please forgive me if I have asked wrong question Sir. please send us a discount coupon Sir, give us 30% and 40% discount Sir. The furniture that you have printed on page #1, what is it's the rate in the market? Please send me the price Sir. If possible, please give me the catalogue. On page #3, you have given balance sheet of furniture and we have also won lots of awards. Our agents who are link people, their service is wonderful Sir, especially Prashant Sir and his team. I have voted for all the resolutions in your favor and I would like to thank NSDL team who handles this. I wish you for Govinda festival and I fully support you. Ms. Smita Madam has printed a wonderful balance sheet. I want to know how many balance sheets you have printed in total and what is its cost? I don't want to ask anything more. I want to give best wishes for coming Diwali, Dussehra. How did you celebrated the 75th Independence, if possible, please send us sweets? Thank you very much. Jai Hind. Vyankatesh Sir, I thank you. Thank you very much Sir. Jai Hind Sir. I end my speech here only Sir. nothing more to add. Jai hind.

- **Mr. Venkatesh – Praxis Home Retail Limited:**

- Thanks, Yusufji. Now, I'll invite Mr. Dnyaneshwar Bhagwat.

- **Mr. Dnyaneshwar Bhagwat – Shareholder:**

- Hello. can you hear me Sir? can you hear me Sir? hello, can you hear me Sir?

- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**

- Yes, yes, we can hear you.

- **Mr. Dnyaneshwar Bhagwat – Shareholder:**

- Yeah. Thank you very much, Sir. My name is Dnyaneshwar K. Bhagwat. I'm calling from Mumbai, Borivali. First of all, I would like to say thank you to Smita ma'am for sending me the soft copy well in advance, which is full of knowledge, easy to understand. So, I thank to Smita Madam and her team also like Palash, Nikhil for sending me the right time for attending the AGM through VC. Secondly, I thank to Jacob Mathew now for becoming a Director, so I congratulate to him also. Thirdly, I support all the resolution because whatever resolution is given in the agenda and the notice, I think I don't have any more question about that. So, I support all the

resolutions. Out of the financial part though one of the Director has given all the details in the financial as well as performance of the company, so no more question about the financial part. Rest, today is Janmashtami, so I wish good luck and belated happy Independence Day to all the employees, Chairman, and all the Directors and as well as the concerned person who was related with Praxis Home Retail. Thank you very much for patience hearing. Thank you, Sir.

- **Mr. Venkatesh – Praxis Home Retail Limited:**

- Thank you, Dnyaneshwarji. Thank you. Our next speaker member is Mr. Anil Parekh. I think he is not there. So, we'll call Mr. Rajendra Sheth.

- **Mr. Rajendra Sheth – Shareholder:**

- Hello. am I audible Sir?

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Yes Sir.

- **Mr. Rajendra Sheth – Shareholder:**

- I wish all the management team, staff, and shareholders best wishes for Janmashtami. Management has given a very good presentation. I am very happy. I received the notice well in time, so I thank the secretarial team. I have only two questions Sir. First, how many stores are we going to start? If we go in the Tier 2 and Tier 3 cities, we will get very good business Sir. Second, when will we turnaround in the business Sir? I am a shareholder of all group companies. I have full trust in the management as whatever they will do will be good for company and shareholders. I support all the resolutions. I would end my speech with this shlok "Yaa Devi Sarva-Bhutessu Shanti Rupe Namas-Tasyai. Namas-Tasyai, Namas-Tasyai, Namas-Tasyai Namoh Namah". I thank you for giving me an opportunity to speak.

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Thank you, Rajendraji. Now I'll invite Mr. Mukesh Chandiramani. Our next speaker, Mukesh Chandiramani. I think he is not there. Mr. Bharat Negandhi.

- **Mr. Bharat Negandhi – Shareholder:**

- Can you hear me?

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Yes.

- **Mr. Bharat Negandhi – Shareholder:**

- My name is Bharat Negandhi. I am from Bombay. First, of all, I have received the annual report in time. I congratulate our Company Secretary, Smita Chowdhury and team. Reported is very informative, authentic, and transparent. I also thank to Mr. Vyankatesh, they are giving the hard copy of this balance sheet. Now, 4-5 questions are there. 1, Sir, auditor signed this on 27 May, 22, but meeting will be held on today, because last year meeting will be held on September, so this time we received early. Second thing, so what if the CapEx program. Third, when the company declared the last dividend and when the company make profit to -- when you given the dividend. 4, what are the total number of the employees in the office? Sir, recently GST rate gone up, what is the effect of the company business? and I fully support to pass all the resolution and wish for a bright and healthy future of the company. Thank you very much.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Thank you, Bharatji. Now our next speaker is Mr. Vinay Bhide.
- **Mr. Vinay Bhide – Shareholder:**
- Hello. Can you hear me?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes, yes.
- **Mr. Vinay Bhide – Shareholder:**
- Yeah. I started my video also. Hello, are you able to hear me?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes.
- **Mr. Vinay Bhide – Shareholder:**
- Fine. I'll start.
- **Mr. Jacob Mathew - Independent Director, Praxis Home Retail Limited:**
- Now, we can see you too.
- **Mr. Vinay Bhide – Shareholder:**
- Yeah. Fine, fine, thanks. Yeah. Chairman for today meeting and Mr. Mahesh, Directors present at today AGM, company executives, shareholders, good morning to all of you. At the outset, I must you know compliment the entire team of Praxis Retail for having done a very good business in difficult situations, 1. Point 2. is that you made a very good presentation in the annual report and very happy after reading that, okay. I have listed a few questions, which I you know just put across

any questions are as follows. The first question is on the net profit margin and the ROEs. The net profit margin and the ROEs for audited year stand at 3.47 and 44.78 respectively. My question here is that what in the opinion of the Board and Management should be the medium-term target figures for these financial ratios? that is the first question. The second question is, what percentage of sales in the audited year came from online sales, second question. The third question is what percentage of our advertising spent was for digital channels? So, these were you know the three questions. In addition to that, if you permit me, I will just give you know some few observations and suggestions from the annual report. Yes please?

- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**

- Yeah. Please go ahead.

- **Mr. Vinay Bhide – Shareholder:**

- Yeah. Thank you. See the first suggestion is that I went through the management discussion analysis report okay. That is well prepared, that is routine report, but the parts that are covered there in the MD&A, pertains specifically to -- Mr. Mahesh are you listening?

- **Mr. Mahesh Shah – Managing Director, Praxis Home Retail Limited:**

- Yes, yes, very much, Mr. Bhide.

- **Mr. Vinay Bhide – Shareholder:**

- Thank you. Thank you. Yeah. It's a very generalized presentation relating to retail. Whereas, the business that we are in, if you see the avenue break up of our business about 62% comes from furniture. I didn't know about maybe around let us about just under 30% comes from the home used items, the home merchandise. So, what we would expect as a part of management discussion analysis is not the retail portion in general, but specifics regarding let us say the present in the market size let us say for furniture's okay, then what is the opportunity size that we have? what is the growth rates that we expect? so these we would like to be covered in the next annual report, so there was one suggestion and I have made one observation also, the secretarial team are adequate in our care, to ensure that the link has been sent in time and most importantly to get the speaker sequence number also in that particular list, which have been very necessary for all speaker shareholders. So, I think I have made my few points, so I will close. I think our company has got in a great business, we only need to keep faith in the business and to keep working day-by-day and month-and-month, and year-by-year and I'm sure the results will keep in the coming years. I wish the employees and the Directors all the best for the festive season. Thank you for giving opportunity to speak.

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Thank you, Vinayji. Our next speaker member is Mr. Rajat Setiya.

- **Mr. Rajat Setiya – Shareholder:**
- Hello.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes, Rajatji.
- **Mr. Rajat Setiya – Shareholder:**
- Am I audible?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes.
- **Mr. Rajat Setiya – Shareholder:**
- Yeah. Thank you. Hello everyone. Thank you for giving me the opportunity to speak. I have a few set of questions regarding the business, if you can answer it would be great. So, I will just go to my list of questions. Sir my first question is regarding revenue segmentation. Sir how much revenue comes from online and offline channels? In online channels how much come from our own website and how much from third party e-commerce channels? Are all our stores operate and company owned company operated model or are we looking forward to the franchise owned model too? Do our business face some seasonality any quarter incurring good sales over the other? If you can just answer that. My second question is regarding the revenue, Sir our revenues dropped down significantly in 2021 and sort of regaining ground in FY22, but still far below from FY20 levels of 700 crore, is it just because of pandemic induced lockdown? because if it is the case then we should have gone above 150 crore quarterly revenue numbers in the last 3-4 quarters, just like we were doing before March 20 every quarter. So, can you dive more deep into it and help us understand the situation. Also, if you can explain the whole value chain right from procurement of inventory to reaching the final customer? I would like to understand which third party manufacturers we outsource our production? why do we have to maintain such high level of inventories? is there any way we can reduce the inventory debt. On the other expenses side, there are some 2-3 big heads like marketing expense, credit expense, do you see this expense coming down so that we become operating margins positive? how much do you expect to incur marketing expense every year as a percentage of revenue? Also, we operate in a fairly high competition where there are many players alongside us, so how do you take a look at any competitive edge they can make us stand apart from our competitors? Also what type of customer segment do we cater to, just want to understand whether we can penetrate into Tier 2 and Tier 3 cities? Lastly, what is your outlook on revenue sustainable operating margins and store editions for the upcoming 3-5 years? Thank you very much and happy Janmashtami. Thank you.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Thank you, Rajatji. Our next speaker member is Mr. Satish Shah.
- **Mr. Satish Shah – Shareholder:**
- Hello.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes Sir.
- **Mr. Satish Shah – Shareholder:**
- Am I audible? Okay. Respected Chairman Sir and other Directors, my name is Satish Shah. In your Chairman speech, you have given a very nice information about the company. This year the performance of the company is good. For dividend, I would like to say that other companies will also perform good and we will get a good dividend. Sir, I want to know that in all over India, how many stores are there of our company? I want to request one thing; can I get the brochures and catalogue of the furniture? If possible, please courier them to me. Sir, I received the balance sheet in time, which is colorful, attractive, informative, and nice balance sheet. I thank our Company Secretary Smita ji and her team for this. I support all the resolutions. Wish you all the best. Thank you, Sir.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Thank you, Satish Sir. Now, I'll invite Mr. Ramesh Golla to express his views.
- **Mr. Ramesh Golla – Shareholder:**
- Yes, yes. Sir, are you audible Sir?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes.
- **Mr. Ramesh Golla – Shareholder:**
- Hello. audible Sir?
- **Mr. Ramesh Golla – Shareholder:**
- Yes, yes.
- **Mr. Ramesh Golla – Shareholder:**
- Sir, very good morning, Jacob Mathew Sir, our Chairman. Sir, first of all congratulation to the management Sir. Belated wishes for happy Independence Day to all and today is auspicious day of Sri Krishna Janmashtami. We are celebrating all over India. All the all wishes to my all Directors and Co-staff, and my shareholders also. Sir, my questions are, that we have very less stores in north regions, why Sir

not opening any reason is there? South is okay, but how many new stores is opening in South India? That too investors, how many new stores is coming Sir? Sir, compared -- this is the most important question Sir compared to previous year number of clicks on website has increased too significantly, so what is the click to sales? Conversion on ratio or percentage please tell me is how much Sir? Is any track being maintain on this? This is the future so we should concentrate. Sir, what steps are taken in CSR? How many employees is there Sir at present? Sir, what are the new products that are coming? Is the manufacturing done from our side or not? Sir our secretarial department is doing well Sir, Smita Chowdhury our CS very, very good human being person Sir. They reply nicely whenever we call, she is very good ma'am and her associates also receive nicely, but Sir what is the roadmap for the CapEx in the year to come. If you would give dividend, it will be good. We request to and strongly asking bonus shares. This is my question Sir, please. I want to see my registered office in Mumbai. Please allow me Sir, I wish to see our office and meet the Chairman. This is my humble request to you Sir. I'm Ramesh Golla speaking from Hyderabad Sir. Thank you very much. All the best. Good luck. God bless you all Sir.

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Thank you, Ramesh ji. Now, I'll invite our next speaker number is Mr. Aspi Bhesania. By profession he is a chartered accountant.

- **Mr. Aspi Bhesania – Shareholder:**

- Sir, can you see me and hear me?

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Yes, yes.

- **Mr. Aspi Bhesania – Shareholder:**

- I am Aspi from Bombay. Sir, I welcome Mr. Samir Kedia as our CFO. I'm sure he'll contribute to our company. Sir, I can't see him properly because they're all sitting next to each other. Sir how much percentage of our sales is online and how much is of offline? Offline and online prices are they the same or offline prices are lower? Sir, for the previous year we've done very well, we made a profit, but again first quarter there was a loss, so what is the reason for that and I hope none of our shops have gone to Reliance. Sir Ikea has opened a shop in Bombay, any effect on our shop? Thank you very much and all the best for the future.

- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Thank you, Aspiji. Now, I'll invite Mr. Rajendra Prasad Joshi to express his views.

- **Mr. Rajendra Prasad Joshi – Shareholder:**

- Hello. Am I audible?

- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes, yes.
- **Mr. Rajendra Prasad Joshi – Shareholder:**
- Am I visible also?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes, yes, Sir.
- **Mr. Rajendra Prasad Joshi – Shareholder:**
- Okay. Thank you, Sir. thank you very much. Our Respected Chairman Sir, Jacob Mathewji, our Managing Director Mahesh Shah and other dignitaries present in today's AGM. Our Company Secretary, Smita Chowdhury, good morning and also happy Janmashtami to one and all. I wish all the best on this auspicious occasion to all of you.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Thank you, Sir.
- **Mr. Rajendra Prasad Joshi – Shareholder:**
- Sir, at the outset, I cannot stop myself from expressing myself that our Company Secretary, Smita Chowdhury has served me a lot. Sir, I appreciate the way she handles the shareholders concerns. I'm very happy - I'm very much thankful to her for helping me in registering my name as speaker, which I was not able to do, due to Yahoo problem. Smita Madam, thank you very much. Sir, company CS team as a whole is worthy of admiration for the cooperation. I hope them to continue the same. Thanks to all of them. Sir, our Mahesh Shah, Managing Director, handles the affairs of the company very excellently and also his presentation was very informative and from that we have got so much idea about the business of our company. Sir, our hometown pros are well accepted in the market with its excellent design, workmanship, and the range to suit every pocket. Our installation services are also excellent. With being these skills, I'm confident of our company to prosper more and more in its business. Hope, the company has a great future ahead. Sir, I have very few questions to ask you Sir. Firstly, what steps are being taken to expand company's clientele base both in volume as well as geographically? Second is, how company will tackle the adverse effect of the rising inflation on the sales of our company products? Third is, how many more new stores are proposed to be opened in FY23 and 24? Fourth is, Sir what is percentage marketing through ecommerce and how company is looking forward to develop ecommerce sales? Thank you very much. Sir, with this, I thank Chairman, Company Secretary for giving me this opportunity to speak. Thank you very much, Sir. Many, many thanks.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Thank you, Mr. Joshi. Our next speaker member is Ms. Smith Shah.
- **Ms. Smith Shah – Shareholder:**
- Hello.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes, yes.
- **Ms. Smith Shah – Shareholder:**
- Okay. Am I audible Sir?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes.
- **Ms. Smith Shah – Shareholder:**
- Hello. Okay, okay. Thank you, Sir. Respected Chairman, M.D., Mr. Mahesh Bhai and Mr. Jacobji, and other Board of Directors, I am Smita shah speaking. I would like to wish you for Shri Krishna Janmashtami. Today is an auspicious day on which you have our AGM. I would like to thank Smitaji, she sent me the right link and gave me the chance to speak. She spent her time to solve my problem as there was a technical issue from my side to join the VC. So, I would like to thank hardworking and always helpful, Smita Madam and hard worker Vyankateshji also for their good investor service. Also, Sanjay bhai who is doing hard work since many years and is very responsible person. So, all is well Sanjay bhai I would like to thank him. I have seen your presentation also Sir and you have launched many products also Sir. You have also received lots of awards for good and excellent performance. Sir, with hour hard work, you have taken the company forward. Sir revenue from operation, other income, profit after tax, is increasing. Sir I appreciate your hard work. We are always with you. As they say, “mehnat karne walonki kabhi haar nahi hoti aur himmat na harnewalonki kabhi piche hat nahi hoti” so excellent Sir. I full support all the resolutions. Your market place is very good Sir. you have won the Global Innovation Award, so you are moving ahead with good work. Mahesh bhai your photo is very handsome and smiling. You are going to achieve a lots in the future Sir. there are two goddess laxmi ji also, our young start Miss Avni ji.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Smita Madam, we have lost you. Smita Madam you are on mute.
- **Ms. Smith Shah – Shareholder:**
- Sir, am I audible?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Yeah.
- **Ms. Smith Shah – Shareholder:**
- Hello.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes continue.
- **Ms. Smith Shah – Shareholder:**
- Okay, okay. Thank you, Sir. Sir, I wish you will go ahead in life in the future. Sir the company is doing so good, so please give some dividend. Sir “dene se to badhta hai Sir” so I wish the next year you will give dividend to the shareholder. I wish you for all the upcoming festivals and we will have a physical AGM next year. Thank you. Sir, Bharat Shah will speak. Please hold on.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes, yes. Thank you, Smitaji. Bharat Shah our next speaker.
- **Mr. Bharat Shah – Shareholder:**
- Sir, am I audible?
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Yes.
- **Mr. Bharat Shah – Shareholder:**
- Respected Chairman Shri, MD Shri, and other respected directors. Sir I don't have any query Sir. I am a shareholder from the start Sir. You have always given respect to shareholder and always thought about the shareholder. Our progress and performance is very good Sir. You are taking the company to the first position Sir. I thank you for that. Sir, what are future programs for the next five years? Sir, I want to thank you for the CSR activity. Our hard-working Company Secretary, Smitaji and her whole team I thank them all. They give best investor service Sir. They solve all the queries of the shareholders and give respect to the shareholder. I also thank Sanjay Bhai Rathiji. I don't any query, but Sir if possible next year we will meet face to face in the AGM. We have not met in three years, so I wish to meet you Sir. So, next year please meet in physical Sir. I give my best wishes for the upcoming festivals of Ganesh Chaturthi. I fully support all the resolutions Sir. Thank you very much, Sir. Jai Shri Krishna sir. Sir Jai Hind Sir. Thank you, Sir. Jai Shri Krishna.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**

- Jai Hind, Sir. Thank you, all shareholders. Now, I will request our respected Chairman, Jacob Sir. Thank you.
- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**
- Yeah. So, I thank you all for expressing your views. I request the handsome, Mr. Mahesh Shah and Mr. Samir Kedia to answer the questions on my behalf. I would also like to add that I think almost unanimously all the shareholder members have commented on the quality of the annual report and the excellent customer service, customer relations management services that they've received from the company. So, I'm asking Mr. Shah and Mr. Samir Kedia to answer the questions on my behalf. However, they shall not be in a position to answer any forward-looking questions due to regulatory restrictions. Over to you Mr. Mahesh.
- **Mr. Mahesh Shah – Managing Director, Praxis Home Retail Limited:**
- Thank you, Jacob. Okay, let me give us a brief synopsis of the industry which should cover most of the many of the questions and then we will try and answer whatever is allowed to us. The industry is pretty fragmented. The furniture industry is mainly unorganized, in fact the entire home industry is mainly unorganized and we were amongst the first players who came into an organized retail way back in 2007, we had put up a first store and of course in the recent years a lot more competition is coming, which is helping grow the industry per say, but as of now one expects I mean there is no published report which says the size of the industry etc., but one expects the organized industry around 10% or may be even less than 10% of the total industry. This was one question which was asked. Within that the Praxis Home Retail Limited, our online sale today is around 12% I mean till March and March of 22 was 12% and we had spent - while our total marketing spent, we would like to contain within 3%-3½%. We'd spent 35% of that on digital channels itself.
- This was also because in the first three or four months of the year, there were no physical stores open and entire sale was being conducted through online sphere only, hence it's a bit more. As far as expansion plans and why our stores are not available -- so much available in north, I think store locations etc. are decided by both the potential of the area and also the fact what kind of deals, what kind of store rentals we get in those areas, so it's an ever evolving issue -- I mean ever evolving process where if we get good stores in any city in the country, we do go ahead and put new stores. So, there is no discrimination against North India as such. We would like to put up stores across India as and when good opportunities come in.
- As of now, we have six MOUs signed for new stores and we hope to open those this year as long as there are no further issues with the developers also. Other parties that -- while we as an operational company we keep on trying to improve our performance both in terms of productivity of our stores as well as expenses which we need to reduce. Obviously, there are good costs and bad costs and it is the bad costs that we try to reduce and cut down. Good costs like marketing etc. need to be entertained because that is the way to grow, so we have a clear distinction between the two and please be assured that your management is trying their best to cut the

cost and increase our sale. While we are not directly connected with the Reliance Retail etc. a few of the future retail stores and also stores FLFL stores, which were taken over by Reliance, a few of those stores also housed Praxis Home Retail Stores also. Some of them were anyway not performing well and which we have decided to shut down, some of them we are renegotiating with Reliance to see whether we could restart some of these stores.

- Our conversion ratio on online sale is 0.4%, which is the industry norm today and there is no difference between online and offline sales at all. There's also a question regarding revenue segmentation, in online channels hometown and market place as of today are at 50%-50%, that means hd.in contributes to 50% of online sales and so does marketplace. Currently, all our stores are company leased and company operated, as of now we do not have any franchisee though this may change. Usually in terms of seasonality, it's the quarter three and four which are generally the biggest because of the festive season, which is true in most consumer facing companies. Regarding our revenue drop, which has yet not yet picked up as per 19 and 20 numbers, obviously the challenges are still facing in the sense we've had huge supply chain disruptions, which continue even till date. China is not easy to do business even till now and I think around a huge part of our imports were from China, so we are getting their replacements in other countries including India, but it does take time.
- The other part is of course the very large part of -- there's been a huge inflation over the last few months in fact and which has also led to demand suppression at times. We are facing this issues in business and we are trying to resolve that and I think over a period of time, I hope that we will give you much more satisfactory performance, value chain right from procurement of entire inventory from vendors into another warehouse and this is to the regional distribution centers from the for obvious reasons because these are strategic internationally from China, Vietnam, Indonesia, and please be rest assured that we are working very hard to ensure that all expenses including inventory costs are brought down to the optimum level. we at hometown definitely take pride in the quality of our service and quality of our we have 520 women.
- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**
- Thank you. Can you hear me?
- **Mr. Mahesh Shah – Managing Director, Praxis Home Retail Limited:**
- Yes, Jacob.
- **Mr. Jacob Mathew -- Independent Director, Praxis Home Retail Limited:**
- Yeah. I should now proceed to move the resolutions proposed for this AGM.
- Resolution 1, ordinary resolution. I hereby move the resolution at item 1 of the notice for this meeting as an ordinary resolution to receive, consider, and adopt the

audited financial statements of the company the financial year ended 31st March, 2022 together with the reports of the Board of Directors and Auditors thereon.

- Resolution 2, which is also an ordinary resolution. I hereby move the resolution at item 2 of the notice for this meeting as an ordinary resolution to appoint a Director in the place of Miss Avni Biyani DIN 02177900, Non-Executive, Non-Independent Director who retires by rotation and being eligible of herself for reappointment.
- Resolution 3, which is a special resolution. I hereby move the resolution at item 3 of the notice of this meeting as an ordinary resolution to appoint the Statutory Auditors and fix their remunerations and in this regard to consider and if though fit to pass with or without modifications, the resolution as stated in the notice for this meeting.
- I now order voting to be conducted through the electronic voting system in respect of all the resolutions forming part of notice for those members who are present at this meeting and have not yet casted their votes through remotely e-voting. I request the members to carefully read the instructions given on the AGM notice since incomplete and inaccurate votes casted will be considered as invalid. Since the meeting is held through videoconferencing, there is no need to keep ballot boxes.
- I now request the scrutinizer, Mr. Anant Gude to scrutinize the remote e-voting process and voting done through electronic voting system at this meeting and submit the report to me not later than 48 hours from the conclusion of this meeting. The consolidated result of remote e-voting and voting done through electronic voting system at this meeting shall be declared and placed on the company's website and sent to Stock Exchanges as per applicable regulations. So, I think we're done with all the proceedings. I therefore declare the meeting is concluded.
- **Mr. Mahesh Shah – Managing Director, Praxis Home Retail Limited:**
- Thanks, all Board Members.
- **Mr. Vyankatesh – Praxis Home Retail Limited:**
- Thank you, Sir.
- **Ms. Smita Chowdhury – Company Secretary & Compliance Officer, Praxis Home Retail Limited:**
- Thank you, Sir.

End of Transcript