

STUDDS ACCESSORIES LIMITED

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CIN No.: L25208HR1983PLC015135

Date: September 06, 2026

To, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051	To, BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai- 400001
NSE Scrip Symbol: STUDDS	BSE Scrip Code: 544599

Subject: General Update-Presentation

Dear Sir/ Ma'am,

With reference to our letter dated September 05, 2026, please find enclosed herewith the presentation displayed during the 44th Annual General Meeting of the Company.

This information will also be available on the website of the Company at www.studds.com under Investor Relations' Section.

This is submitted for your information & records.

Thanking You,

FOR STUDDS ACCESSORIES LIMITED

ASHA MITTAL
Company Secretary and Compliance Officer



www.studds.com



SMK

STUDDS

**FROM LEGACY
TO LISTED**

SCALING NEW HEIGHTS

Studds Accessories Limited

ANNUAL REPORT 2025-26

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From Legacy to Listed

Legacy stands for trust, reinvestment and manufacturing depth

Listed stands for transparency, governance and wider accountability

Scaling New Heights stands for disciplined growth across brands, markets, capacity and innovation



Studds at a Glance



1975

STUDDS brand registered



240+ Designs
19,000+ SKUs



360+
Distributors in India



70+
Presence in
Countries



8.13 Mn

Sales volume
Helmets and boxes



8.27 Mn

Production volume
Helmets and boxes



89%
Capacity utilisation
Helmets and boxes



~20%
Export revenue share
Vs 16.75% FY25

FY26 Performance Highlights



Revenue

Rs 634.2 cr

8.6% YoY



EBITDA

Rs 122.2 cr

16.4% YoY



PBT

Rs 111.6 cr

17.5% YoY



PAT

Rs 82.7 cr

18.7% YoY



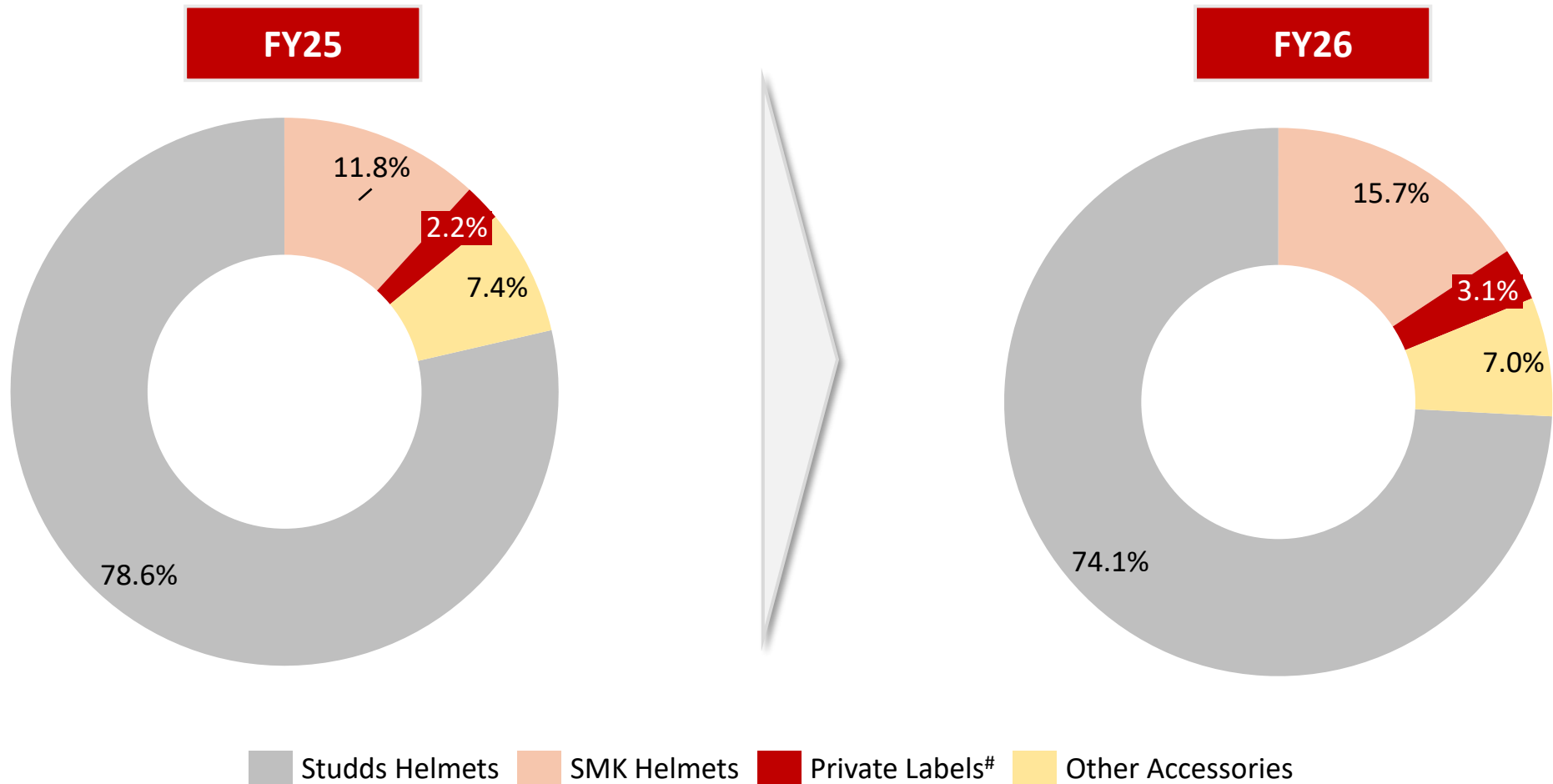
ROCE

20.4%

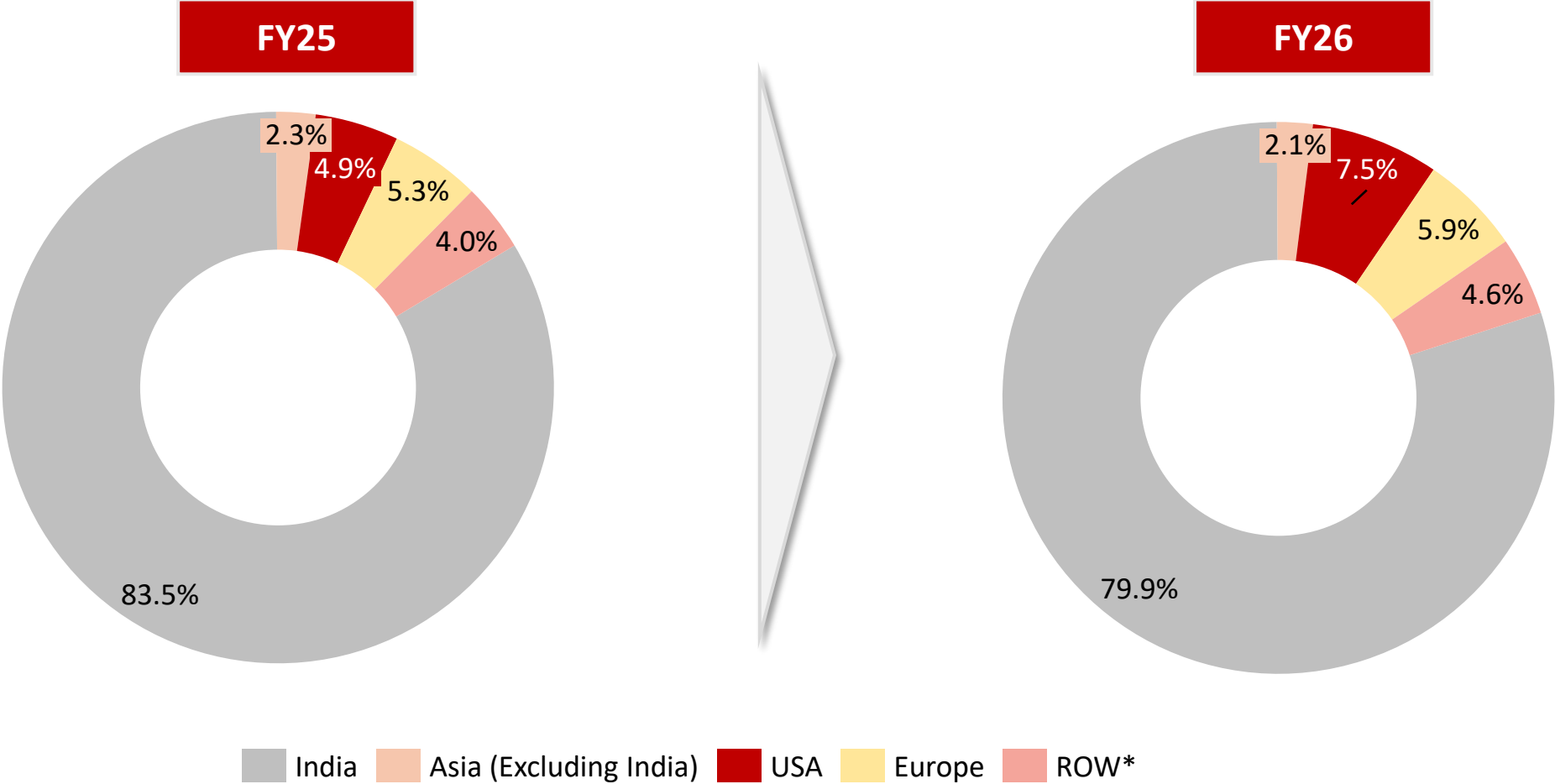
vs 20.1%



FY26 Revenue Mix: Product wise



FY26 Revenue Mix: Geography wise



*includes Africa, Australia, Oceania, Nepal and Bangladesh



Manufacturing Footprint: Current & Upcoming Capacities

Capacity Utilization

~90%

Manufacturing Facility

~88%

EPS Liners

~57%

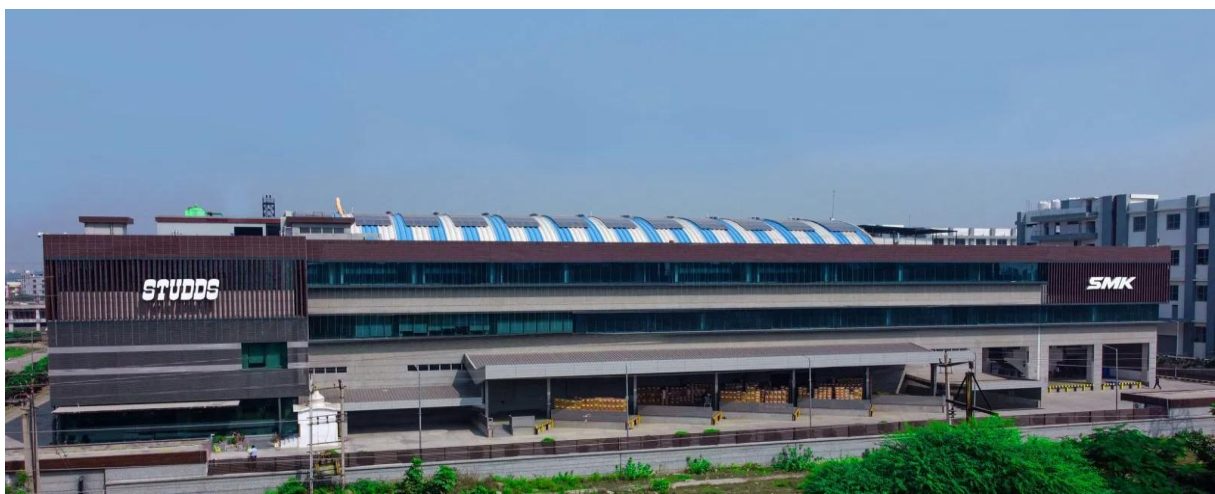
Water Transfer Decals

Upcoming Facility

Manufacturing Facility V: **2W Helmet and Boxes**

Total Planned capacity in Phase: **3mn**

Operational by: **1.5mn (Phase I) Q2FY27**



Faridabad, Haryana

- **75+ members** dedicated to R&D, design, aerodynamics & electronics lab focuses on product innovation, comfort enhancement, and advanced technology integration.
- Dedicated supply chain & procurement teams for raw material stability Large skilled workforce across moulding, painting, stitching, assembly & testing
- Strong QC and compliance teams ensuring ECE 22.06 and IS 4151 standards



FY26: The Launches that Defined STUDDS



**Raider
Street DV**



Laminar



Nova



**JET Long
Visor**



**Ninja
Comet**



**Raider
DV**



**Terrain
Goggles**

- ✓ **50+ years of evolution**, adapting to changing rider needs and preferences
- ✓ Expanded from **commuter helmets to premium and performance-focused helmets**
- ✓ Diverse portfolio spanning **Full-Face, Open-Face, Modular, Flip-Up, Off-Road & Adventure**
- ✓ Strengthened **in-house capabilities** across design, moulds, EPS, graphics, testing and finishing

DC Collection : A Warner Bros Collaboration



**Drifter Batman
Edition**



**Trooper Legacy
Shield Edition**



**Helios Superman
Edition**

- ✓ **Strategic Partnership:** Warner Bros. Discovery collaboration for licensed helmets
- ✓ **Iconic Designs:** Superman, Batman, Tom & Jerry & Looney Tunes
- ✓ **Safety + Style:** ISI-certified protection with lifestyle-led designs
- ✓ **New Growth Avenue:** Expanding STUDDS' appeal across age groups



India Strategy: Expanding Distribution & Digital Channels



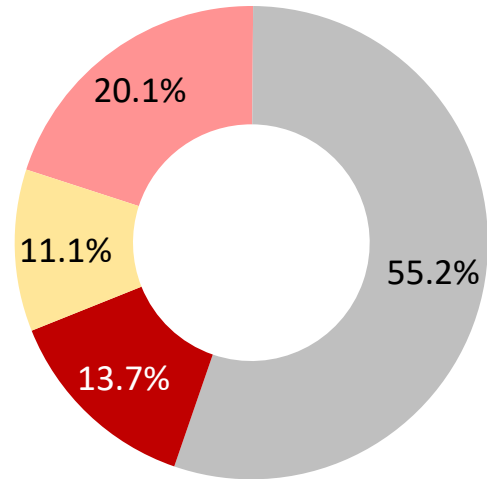
Strong relationships
with OEMs



ROYAL ENFIELD



Diversified Channel-mix FY26



Export OEMs#
Distributor Network & EBOs Others (E-com, Govt Channels, Others)

Established
Online Presence

E-commerce

Quick Commerce

Own website

www.studds.com

Institutional
Customers

Central Police
Canteens

Canteens
Stores
Department

EBOs Serving as
Brand Extension

Drive Customer
Engagement

Increase Brand
Visibility



360+ Active Distributors Pan-India*

Note: The Brand Names mentioned are the property of their respective owners and are used here for identification purposes only

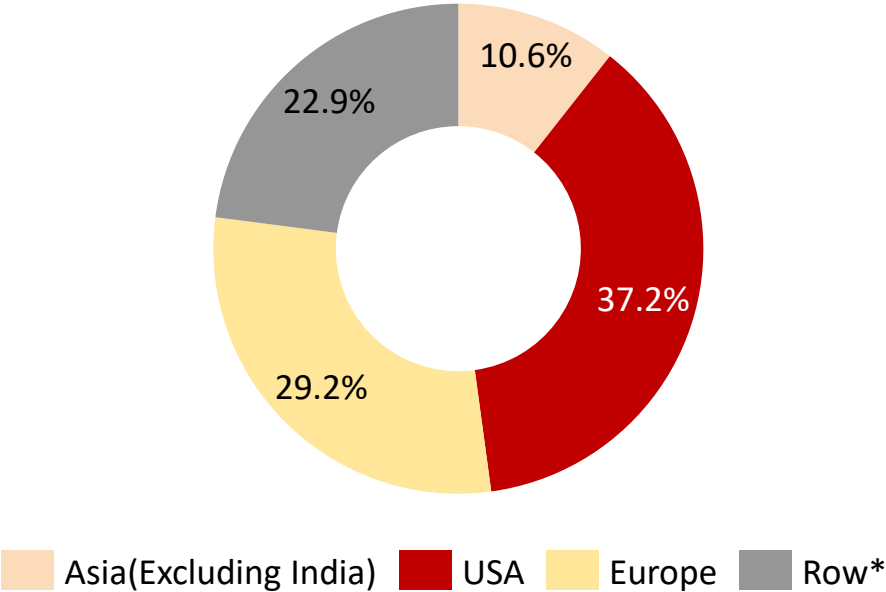
As on 31st Mar'26

#includes E-com, Government Channels, Others



Global Expansion Roadmap

Strong presence in key export markets FY26



Manufacturing For Leading Global Brands



Daytona

USA



O'neal

Australia
EU
USA

~20% Export revenue share FY26 of total revenue	~Rs. 2,600 SMK Export ASP FY26	~Rs.1,000 STUDDS Export ASP FY26	Italy WOS Direct dealer hub	USA ~200% increase in Sales Bikerz US Inc.	Moto4 FIM Road to MotoGP SMK Brand Building
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As on 31st Mar'26

*includes Africa, Australia, Oceania, Nepal and Bangladesh



Global Events

Motobike Istanbul, Turkey
April 2025



Feria 2 Ruedas, Colombia
May 2025



GIIAS, Indonesia
July 2025



EICMA, Italy
Nov 2025



Moto4Latin, Brazil
March 2026



The Case for STUDDS

01



The largest two-wheeler helmet player

- India's Largest by Revenue (FY24) and World's Largest by Volume (CY24)
- 27.3% Domestic Volume Share and 25.5% Value Share
- Nearly 5 Decades of Trust, built on safety, quality and innovation

02



A catalogue that covers every rider and price Point

- 240+ Designs across STUDDS and SMK, covering mass-market to premium segments
- 160+ STUDDS & 80+ SMK Designs, offering a wide range of choices
- Strong Customer Loyalty & Repeat Purchases driven by extensive product variety

03



Vertical integration that controls quality, cost and speed

- End-to-End In-House Manufacturing & Testing
- Fast Product Development: 9 months (STUDDS) | 14 months (SMK)
- Backward Integration Drives Speed & Innovation

04



A premium engine reshaping the Economics

- SMK: Premium Growth Engine since 2015-16
- ~52% Volume CAGR in 3 Years with ~10 percentage points higher EBITDA margin vs. STUDDS
- Global Premium Positioning through European design & MotoGP ecosystem

05



A distribution moat at home and abroad

- Pan-India Distribution: 360+ active distributors
- Global Reach: Exports to 70+ countries
- Strong Quality Credentials: ISO, BIS & ECE 22.06 certifications create a high entry barrier

06



A capital-efficient model that funds its own growth

- Strong Growth(FY23-25): Revenue +8.15% | EBITDA +32.14% | PBT +43.10% CAGR
- Efficient & Debt-Free: Tight working capital with Zero Net Debt
- Shareholder Focus: 60% Dividend Payout, Rs. 3 per equity share

Six strengths, each built over five decades, each measurable today



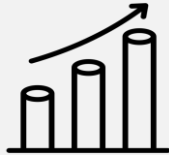
The Road Ahead

Four clear growth engines underpin the next phase of Studds



Premiumisation

Scale SMK as a higher-value growth and margin engine



Exports

Deepen market-building across the US, Europe and Latin America



Capacity

Expand installed capacity from ~9.5 mn to 12.5 mn units through Facility V



Long Term Vision

Build riding gear, Bluetooth, bicycle helmets and smart-safety platforms

Rs 1,000+ cr

Revenue Ambition over the Medium term

Build Studds into a globally respected rider safety company



Community Programmes

Project Arogya: Health & Wellness



Project Paryavaran: Environmental Conservation



Project Shiksha: Education & Learning



Harit Brick Abhiyan: Women Empowerment & Environment



FY26 CSR obligation was Rs. 1.46 Cr and the same was entirely spent during the year



The Year That Changed Everything – BSE and NSE Listing



Listing Date: 7th November 2025

SMK

STUDDS



THANK YOU

44TH ANNUAL GENERAL MEETING | 05 SEPTEMBER 2026

Company: Studds Accessories Ltd.
CIN: L25208HR1983PLC015135

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