



Plot No.2/B, (C.F.Area) I.D.A. Cherlapalli, Phase II, Hyderabad - 51. Ph : 72070 20941, 72070 20942.

Date: 27th July, 2026

To,
Compliance Department,
Bombay Stock Exchange,
Mumbai.

Scrip Code: 544667

Dear Sir/Madam,

Subject: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended and in terms of other applicable laws, if any, please find attached Q1 FY27 Investor Presentation dated as on 27th July, 2026.

Please take the above intimation on record.

Thanking You.

For **DACHEPALLI PUBLISHERS LIMITED**

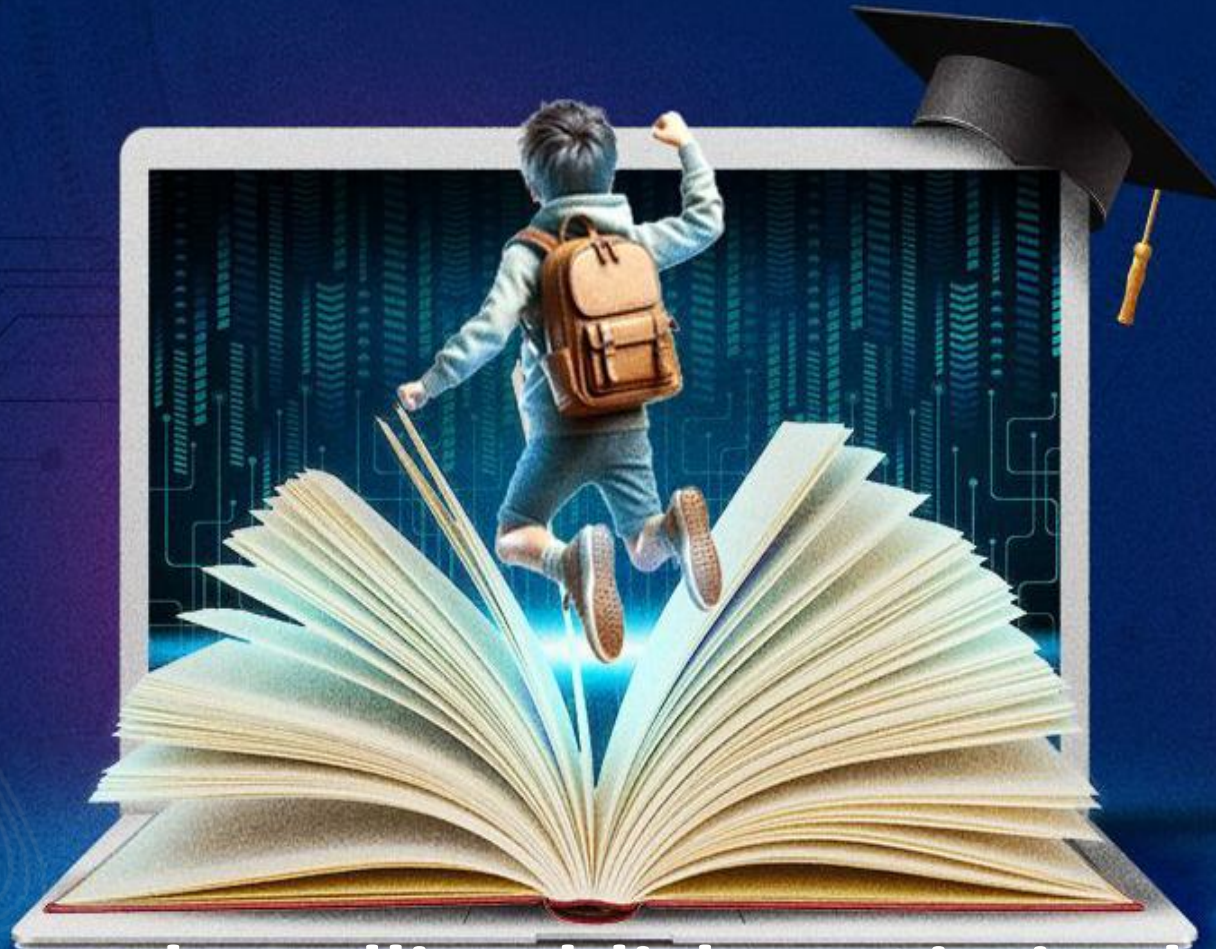
ANAND

JOSHI

ANAND JOSHI

Company Secretary and Compliance Officer

Digitally signed by ANAND JOSHI
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Dachepalli Publishers Limited

Q1 FY27 Investor Presentation

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Q1 FY27 HIGHLIGHTS

MANAGEMENT COMMENTARY – Q1 FY27 PERFORMANCE

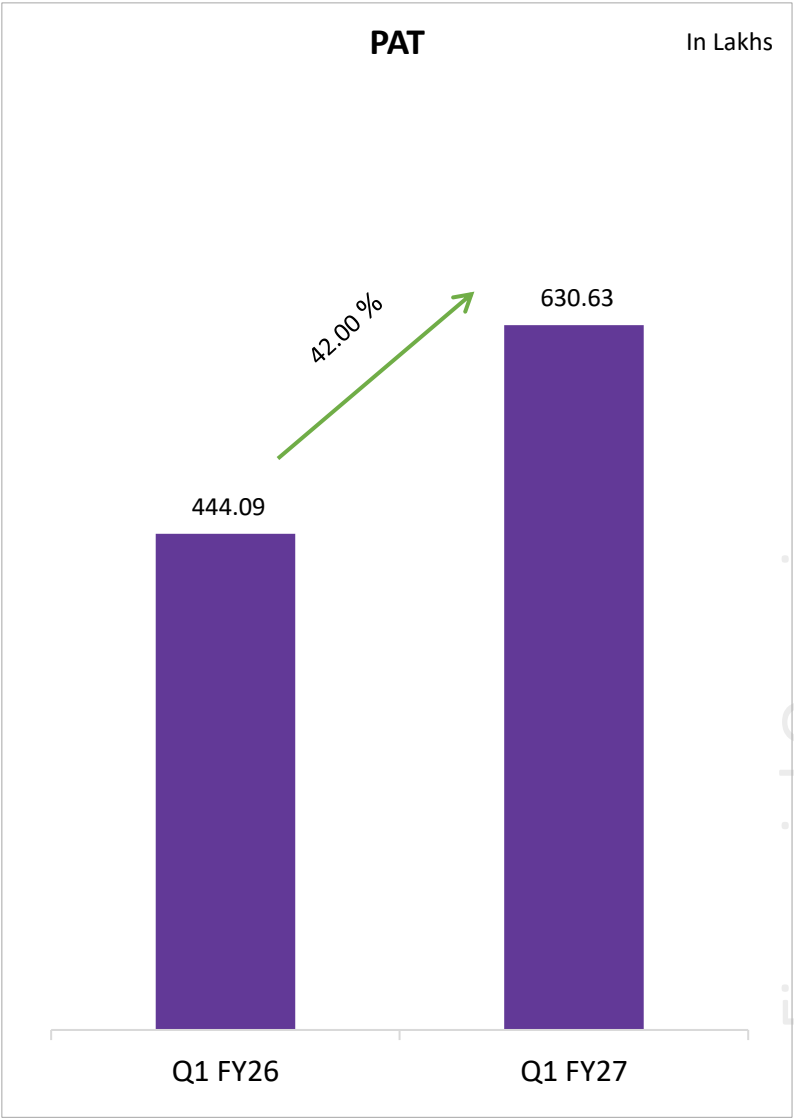
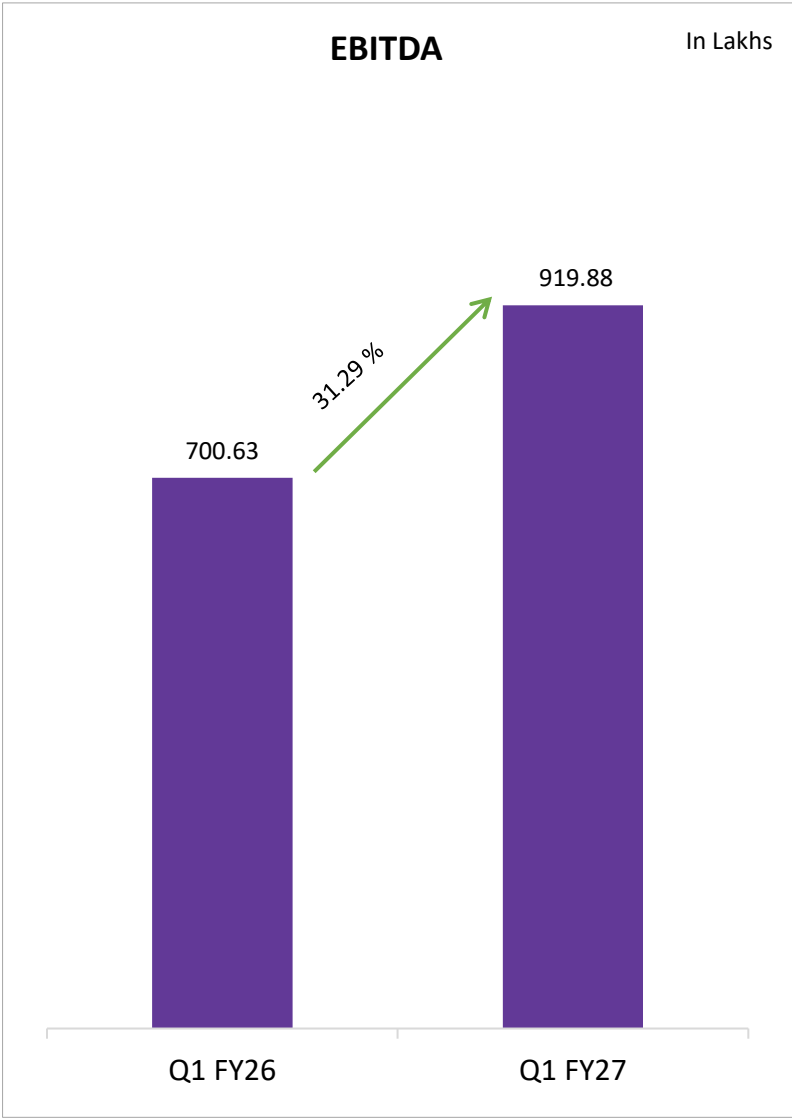


Mr. Vinod Kumar Dachepalli
Whole Time Director

"We have begun FY27 with encouraging momentum across our publishing and integrated education businesses. Our strategy remains centred on delivering a comprehensive academic ecosystem by combining quality educational content, digital learning solutions, technology-enabled supply chain capabilities, and an efficient distribution network. We continue to invest in strengthening our content portfolio, expanding our operational infrastructure, and enhancing our reach across schools, institutions, and channel partners to better serve the evolving needs of the education sector.

As we scale our capabilities and deepen our market presence, our focus remains on operational excellence, innovation, and creating long-term value for all stakeholders. With a strong foundation, disciplined execution, and continued emphasis on quality and accessibility, we are well-positioned to sustain our growth trajectory and capitalize on emerging opportunities in the education ecosystem."

Key Highlights Q1 FY27



Q1 FY27 - Profit & Loss Statement



Particulars <i>(In ₹ Lakhs)</i>	Q1 FY27	Q4 FY26	QoQ Growth	Q1 FY26	YoY Growth
INCOME					
Revenue from Operations	4,517.85	3,584.28		1,741.78	
Other Income	0.30	0.74		0.13	
Total Revenue	4,518.15	3,585.02	26.03%	1,741.91	159.38%
EXPENSES					
Cost of Materials Consumed	3,271.20	2,663.19		781.46	
Employee Benefits Expenses	207.64	318.92		82.52	
Operating and Selling Expenses	119.43	23.51		177.30	
Total Expenses	3,598.27	3,005.62		1,041.28	
EBITDA	919.88	579.40	58.76%	700.63	31.29%
Depreciation and Amortisation	39.10	50.29		18.74	
Finance Expenses	25.32	24.84		41.83	
Profit Before Tax	855.45	504.27	69.64%	639.91	33.68%
Tax Expense	224.82	-11.45		195.82	
PAT	630.63	515.72	22.28%	444.09	42.00%

Backward Integration

Acquisition of Linomatic Flexo print notebook manufacturing machine



Acquisition of Notebook Manufacturing Machine

- Acquired advanced notebook manufacturing machinery for in-house production
- Transitioning from trading ready-made notebooks to manufacturing internally
- Focused on premium-quality notebooks with superior GSM paper
- Will primarily cater to existing institutional clients and partner schools



Strategic Benefits

- Improved gross margins through backward integration
- Better quality control and customization
- Stronger supply chain reliability
- Reduced dependence on third-party suppliers
- Scalable production capabilities for future expansion



A black and white photograph of several stacks of books of various sizes and thicknesses, arranged on a surface. The background is blurred, showing more stacks of books. A green diagonal banner is overlaid on the bottom left of the image.

COMPANY OVERVIEW



Dachepalli Publishers: Over A Century Of Educational Legacy

Dachepalli Publishers Limited is an established educational publishing house dedicated to the K–12 segment, catering to CBSE, ICSE, and State Board curriculums.

Founded in 1998 by Mr. Vinod Kumar Dachepalli and Mr. Rushikesh Dachepally, the company traces its roots to a modest bookstall set up by their forefather in the early 1900s.

What began as a retail outlet for textbooks and magazines gradually evolved into a comprehensive academic publishing business, now known for providing high-quality textbooks and integrated learning solutions.

Today, Dachepalli Publishers partners with schools across India, ranging in size from 100 to 50,000 students, offering a full academic support system that includes curriculum-aligned digital tools like instructional videos and test generators.

Headquartered in Hyderabad, the company has become a trusted name in education, known for combining content expertise with digital innovation to enhance learning outcomes and streamline classroom delivery.



Key Facts & Figures

Since
1908
Incorporated
1998

250+
Total Employees

650+
Titles in Portfolio

6
Brands Owned

6.94+ Mn
Books Sold (FY 2026)

75+
Authors Associated
(In-house & External)

400+
Distribution Network

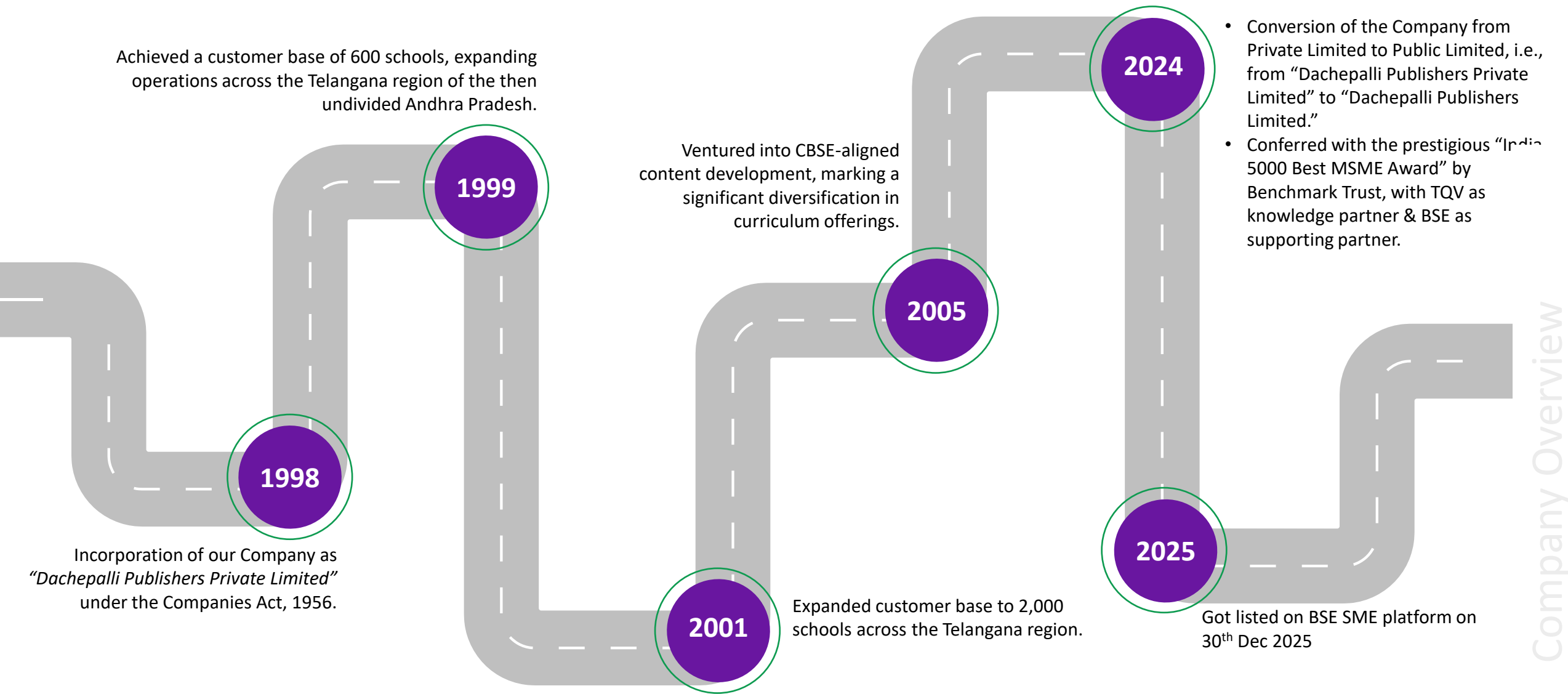
60+
Trained Professionals

15
states/UT's
Schools & Institutions
Served

Q1 FY27
Revenue - ₹4,518.15 L
EBITDA - ₹919.88 L
PAT- ₹630.66 L



Journey & Milestones



Company Overview

Management Team



Mr. Vinod Kumar Dachepalli
Whole Time Director

Mr. Vinod has been associated with our Company since its incorporation and has played a pivotal role in its establishment and growth. A Commerce graduate, he brings with him over four decades of experience in the industry. Under his leadership since 1998, our Company has evolved from a modest setup to a recognized name in the educational publishing sector. His expertise spans accounting, marketing, and customer relationship management. He is primarily responsible for the overall operations, strategic planning, and daily management of the Company.



Mr. Rushikesh Dachepalli
Executive Director

Mr. Rushikesh Dachepalli brings over 40 years of experience in customer relations & operations, playing a vital role in shaping the company's service-driven approach and operational excellence. He has been instrumental in shaping the Company's content design strategy and has contributed significantly to the development of high-quality, visually engaging educational material. He is actively involved in the Production and Marketing functions and plays a key role in strategic and operational decisions.



Ms. Manjula Dachepalli
Executive Director

Ms. Manjula is a Science graduate; she has been with the Company since its inception. She has significantly contributed to the formulation of business strategies and internal operations. Her responsibilities include overseeing human resources, design, and market expansion initiatives. She brings strong expertise in finance and management, playing a vital role in ensuring the Company's operational efficiency and financial stability.



Mr. Harish Kumar Dachepalli
Executive Director

Mr. Harish holds an Honours degree in Commerce from Badruka College of Commerce, Hyderabad, and has also completed executive education from the Indian School of Business (ISB), focusing on managing and scaling family-owned enterprises. Since joining the Company in 2009, he has played an active role in research & development, sales operations, and strategic planning. He was appointed as a Director on March 26, 2018.

Management Team



Mr. Abhinav Dacheppally
Executive Director

Mr. Abhinav holds an Engineering degree and an MBA in Marketing from a reputed international university. Since joining the Company in 2014, he has contributed contemporary marketing strategies and global business insights. He is primarily responsible for marketing and business development in the state of Andhra Pradesh and other regions. He was appointed as a Director on March 26, 2018.



Ms. Madhumathi Suresh
Independent Director

Ms. Madhumathi Suresh is a qualified Chartered Accountant with over 35 years of experience in finance and taxation. Her experience and insights provide valuable guidance to the Company's corporate governance and financial decision-making processes.



Ms. Dipali Pallai
Independent Director

Ms. Dipali Pallai is an experienced professional with over 20 years of expertise in Human Resource Strategy, Organisational Development, and business coaching. Her knowledge enhances the Company's people management and strategic planning capabilities.



**Ms. Aravinda Annapurna
Garikipati**
Independent Director

Ms. Aravinda is a Fellow Chartered Accountant with over 18 years of experience in finance, taxation, anti-money laundering regulations, and arbitration. Her multidisciplinary expertise strengthens the Company's compliance, governance, and risk management practices.

Product Portfolio

Pre-Primary Education

Grades/Levels:

Playschool, Nursery, Jr. KG, Sr. KG

Curriculum Coverage:

CBSE, ICSE, State Boards

Age Group:

3 to 6 years

Total Titles:

174

Highlights:

- NEP-aligned foundational content
- Technology-integrated and traditional series options
- Designed to nurture early learning and school readiness



Product Portfolio

Primary Education

Grades/Levels:
1 to 5

Age Group:
7 to 11 years

Total Titles:
273

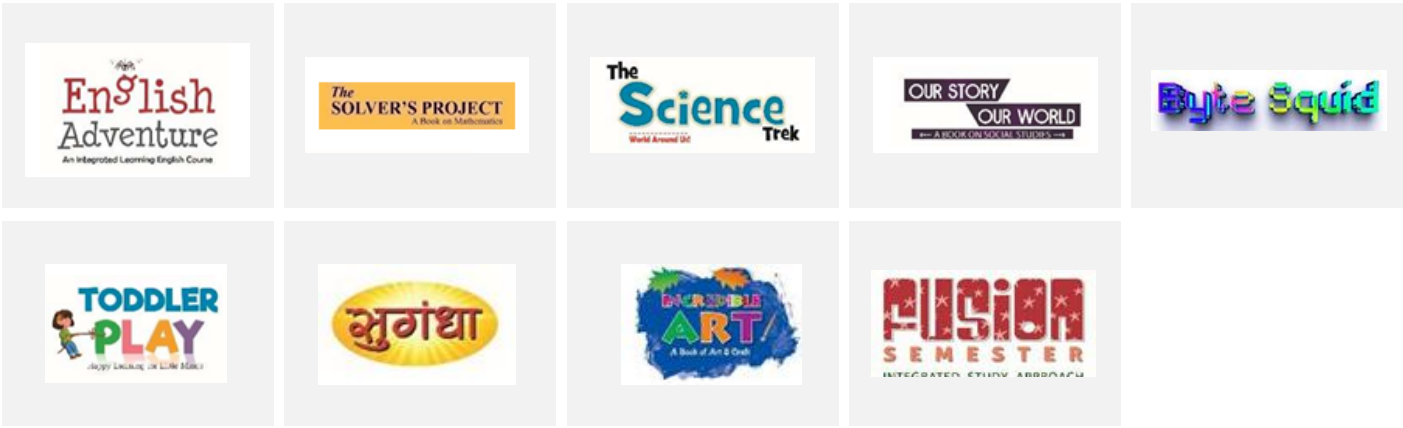
Subjects:

- **Core:** English, Mathematics, Hindi, EVS, Science, Social Studies
- **Supplementary:** Grammar, Computer Science, GK, Value Education, Aptitude, Coding, Art & Craft, Drawing, Cursive Writing

Languages Offered:
Telugu, Hindi, Tamil, Kannada

Key Feature:
Physical + Digital blended learning experience

Curriculum Coverage:
CBSE, ICSE, State Boards



Product Portfolio

Secondary Education

Grades/Levels:

6 to 10

Age Group:

12 to 16 years

Total Titles:

169

Subjects:

- **Core:** English, Hindi, Mathematics, Science, Social Studies
- **Supplementary:** Grammar, GK, Computer Science, Aptitude, Drawing, Value Education, Coding

Key Feature:

Select series come with integrated EdTech components to enhance engagement

ఆపిల్
తెలుగు భారతి

CLICK & LEARN
Computer Science Textbook

Fun With
GRAMMAR
And Composition

A Book of
Aptitude

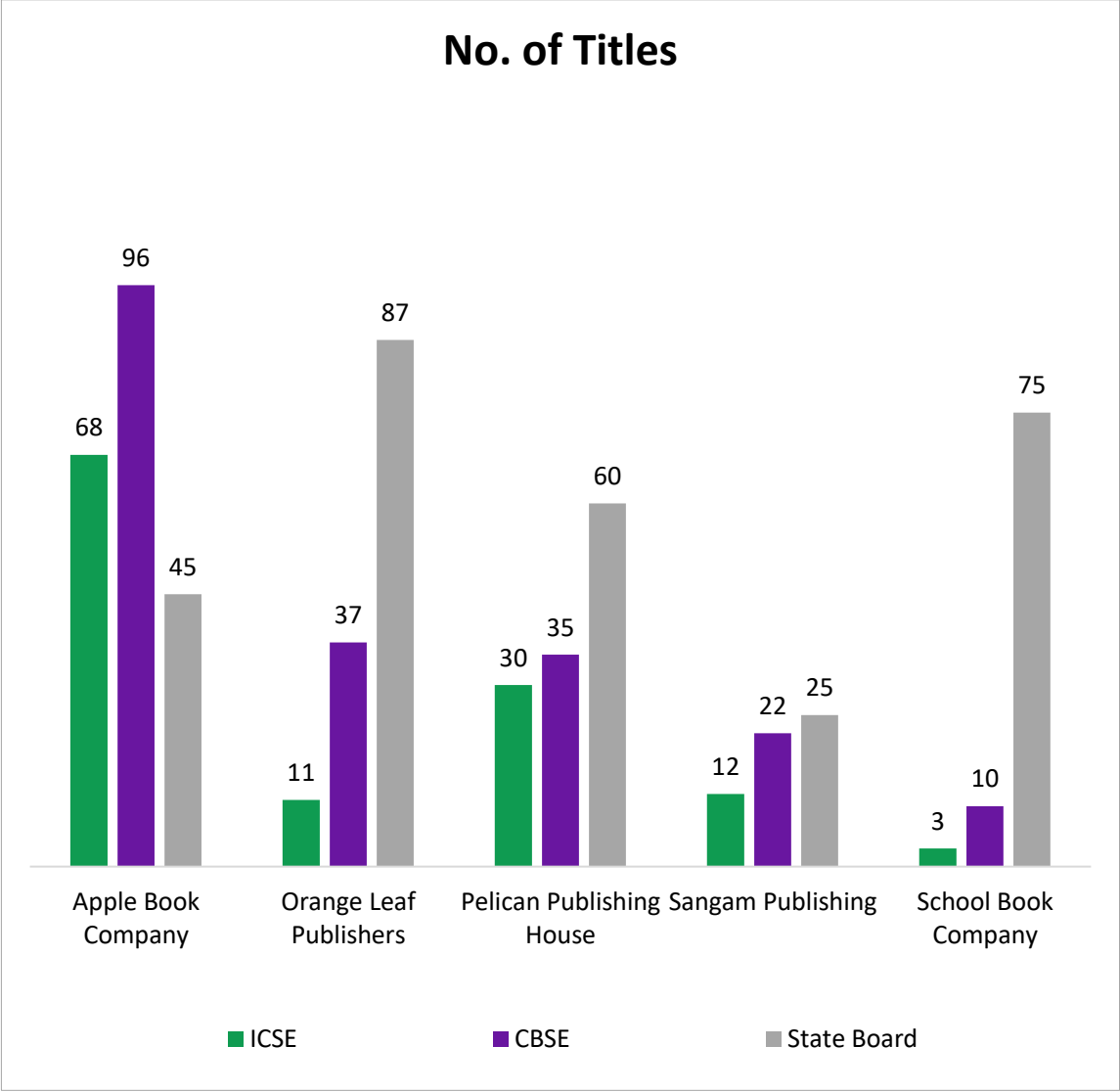


Business Overview

Titles By Brand, Board & Grade Range (K To 8)



Brand	Board	No. of Titles
Apple Book Company	ICSE	68
Apple Book Company	CBSE	96
Apple Book Company	State Board	45
Orange Leaf Publishers	ICSE	11
Orange Leaf Publishers	CBSE	37
Orange Leaf Publishers	State Board	87
Pelican Publishing House	ICSE	30
Pelican Publishing House	CBSE	35
Pelican Publishing House	State Board	60
Sangam Publishing	ICSE	12
Sangam Publishing	CBSE	22
Sangam Publishing	State Board	25
School Book Company	ICSE	3
School Book Company	CBSE	10
School Book Company	State Board	75



Strategic Expansion & Portfolio Diversification

01

Expansion into Notebooks & Stationery Distribution

- Traditionally focused on academic textbook publishing, the Company has **entered the distribution of notebooks and allied stationery products.**
- Distribution currently spans **multiple regions**, catering directly to partner schools.
- Enables delivery of a **comprehensive academic solution** under a single ecosystem.
- **Future Roadmap:** Upon achieving scale, the Company plans to commence **in-house manufacturing**, improving:
 - ✓ Margin efficiency
 - ✓ Supply chain control
 - ✓ Product quality standardization

02

School-Linked E-Commerce (D2C) Vertical

- Launched a **school-linked e-commerce platform** through tie-ups with partner schools.
- **Key features:**
 - ✓ Parents can order textbooks, notebooks, and academic supplies online
 - ✓ Home delivery to students
- Reduced dependency on physical school book counters
- Strengthens **Direct-to-Consumer (D2C)** capabilities and supports **scalable digital growth.**



Academic Innovation, Product Expansion & Geographic Growth

03

Curriculum Integration with Schools

- Entered **curriculum integration partnerships with 60+ schools.**
- Company books implemented **across all subjects from Kindergarten to Class 10.**
- Value-added support includes:
 - ✓ Structured teacher training programs
 - ✓ Continuous academic hand-holding & implementation support
- Enhances institutional stickiness and long-term partnerships.

04

Launch of NCERT-Aligned Workbooks

- Successfully launched **NCERT-aligned workbooks for Classes 6–8**, catering to CBSE schools nationwide.
- Product highlights:
 - ✓ Curriculum-aligned and scalable
 - ✓ Designed for classroom and practice-based learning
- **Planned Launch:** NCERT workbooks for **Classes 9 & 10** in the next academic year.

05

Financial Literacy Curriculum under NEP – “The Money Tree”

- Introduced a new subject on **Financial Literacy** in line with **NEP guidelines.**
- Offered to **CBSE, ICSE, and State Board schools.**
- Focuses on age-appropriate financial awareness and life skills.
- Received **strong adoption and positive feedback** across multiple boards.



Academic Innovation, Product Expansion & Geographic Growth

06

Geographic Expansion into New States

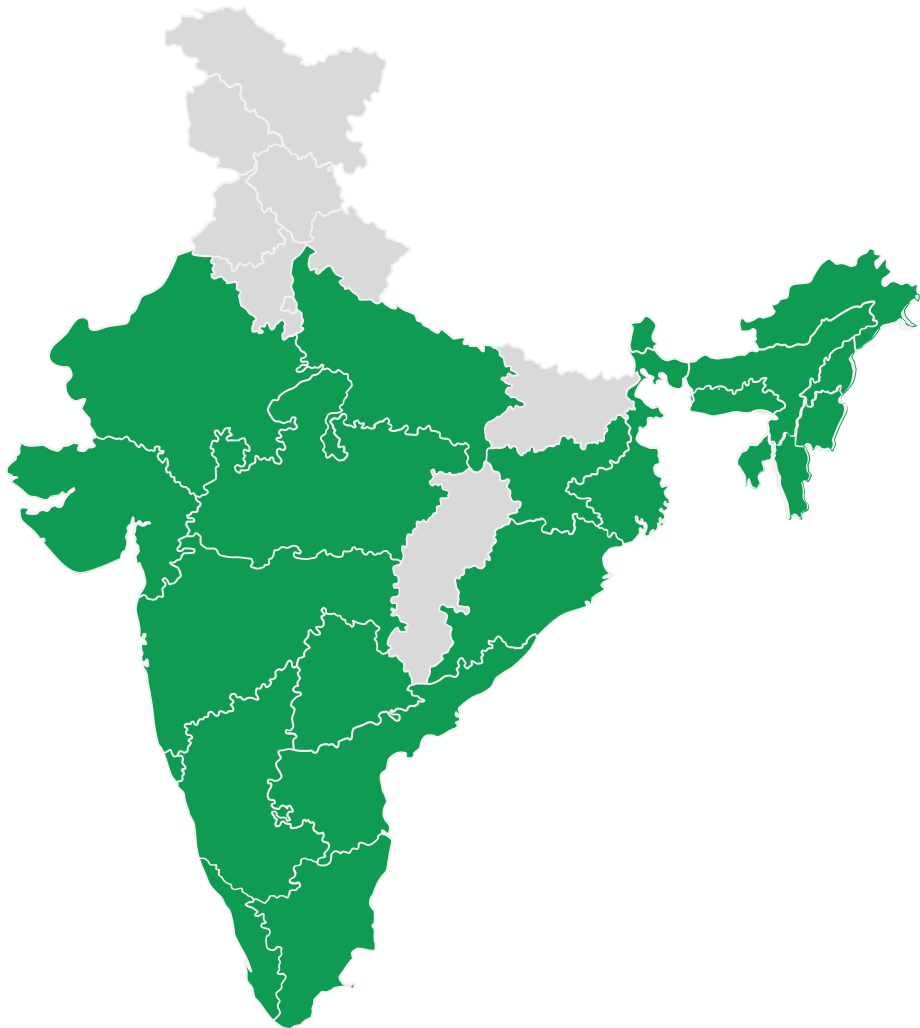
- Commenced full-fledged operations in **Uttar Pradesh, Rajasthan, Gujarat, & Assam.**
- **Expansion includes:**
 - ✓ Distribution network setup
 - ✓ Institutional partnerships
 - ✓ Regional sales teams
- Significantly enhances the Company's **pan-India presence.**

07

Child Author Development Initiative

- Launched a structured initiative to **identify, mentor, and publish young student authors.**
- Implemented in **collaboration with schools and parents**, with editorial and publishing support.
- **Encourages creativity, early authorship, and literary engagement**, strengthening stakeholder engagement.

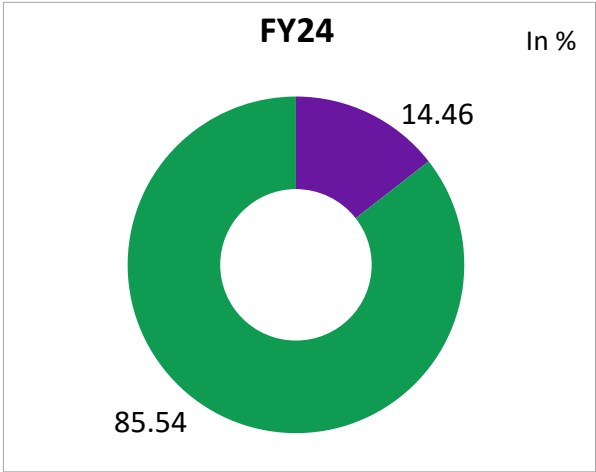
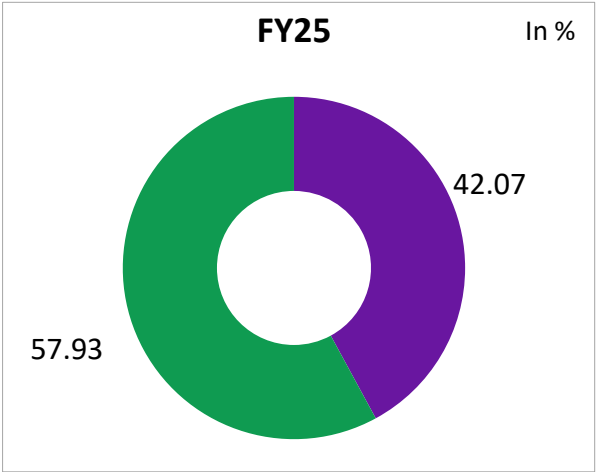
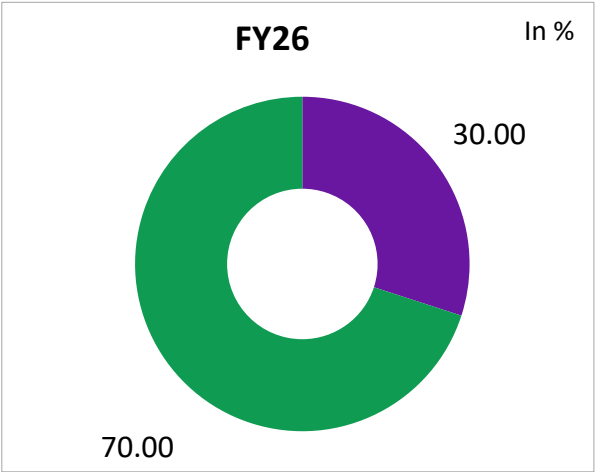
Geographical Presence & State wise Revenue Breakup



In ₹ Lakhs

State	FY26	%	FY25	%	FY24	%
Telangana	2,961.42	32.40%	2,108.67	33.00%	2,508.99	49.33%
Andhra Pradesh	1,959.65	21.44%	1,277.98	20.00%	1,434.93	28.21%
Karnataka	1,346.10	14.73%	958.49	15.00%	496.86	9.77%
West Bengal	260.25	2.85%	185.31	2.90%	76.39	1.50%
Maharashtra	278.20	3.04%	198.09	3.10%	71.65	1.41%
Odisha	161.53	1.77%	115.02	1.80%	56.92	1.12%
Tamil Nadu	897.40	9.82%	638.99	10.00%	311.39	6.12%
Kerala	296.15	3.24%	210.87	3.30%	35.51	0.70%
Madhya Pradesh	358.96	3.93%	255.60	4.00%	33.07	0.65%
Goa	137.09	1.50%	172.53	2.70%	40.20	0.79%
Gujarat	129.91	1.42%	0.00	0.00%	20.16	0.40%
Chhattisgarh	42.00	0.50%	146.97	2.30%	0.00	0.00
North East	170.51	1.87%	121.41	1.90%	0.00	0.00
Uttar Pradesh	100.00	1.09%	0.00	0.00	0.00	0.00
Rajasthan	40.00	0.44%	0.00	0.00	0.00	0.00
Total	9,139.02	100.00%	6,389.92	100.00%	5086.07	100.00%

Top 10 Customer Wise Revenue Bifurcation



Top 10 Customers Others

In ₹ Lakhs			
Customer Category	FY26	FY25	FY24
Top 100 Customers	2,741.70	2,688.00	685.94
Others	6,397.30	3,701.92	4,400.13
Total	9,139.00	6,389.92	5,086.07

Manufacturing Facility



75,000 sq. ft. unit (leased) at IDA
Cherlapally, Hyderabad

Centralized hub for design to
dispatch

Handles large-scale, time-sensitive K-12
publishing demand

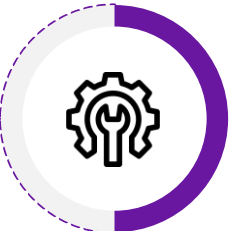


Business Overview

Installed Capacity & Capacity Utilization



15 tonnes per day (TPD)
printing capacity



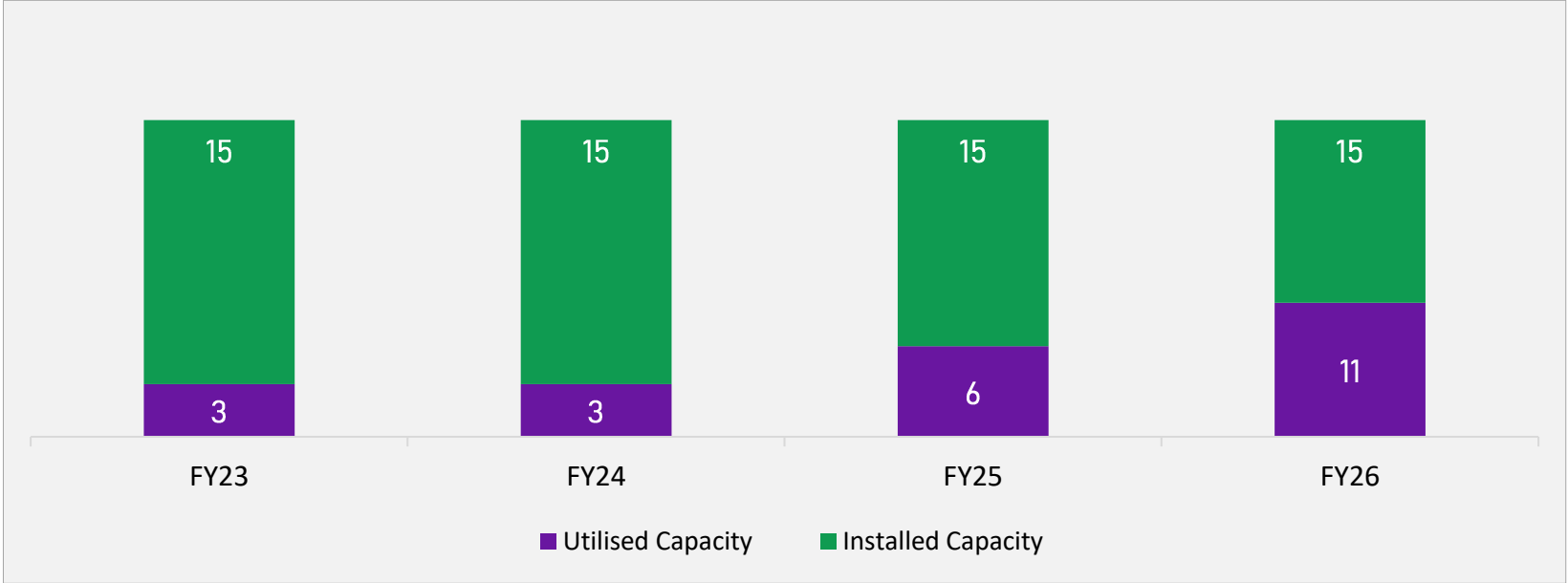
Current utilization at ~75% of
installed capacity



85% of printing
managed in-house



15% outsourced to trusted
partners during peak load



Particulars	FY23	FY24	FY25	FY26
Installed Capacity	15 tonnes per day	15 tonnes per day	15 tonnes per day	15 tonnes per day
Utilised Capacity	3 tonnes per day	3 tonnes per day	6 tonnes per day	11 tonnes per day

Warehouse & Supply Chain

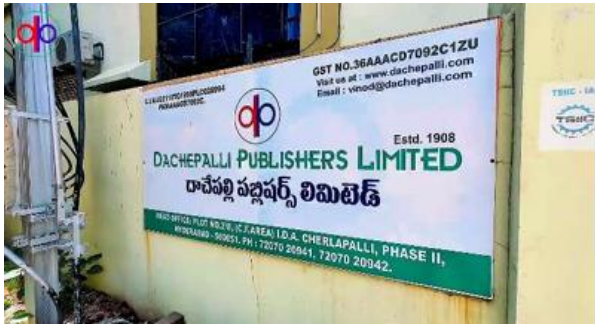


30,000 sq. ft. owned warehouse for national inventory

Custom logistics software for real-time tracking & route optimization

Real-time customer updates via Email & WhatsApp

End-to-end visibility from order approval to delivery



Business Overview

Blending Print With Technology: Powered By WeStudy



Dachepalli Publishers Limited offers an integrated academic ecosystem by combining traditional printed textbooks with its proprietary digital platform, *WeStudy*. This hybrid solution is tailored to support schools, educators, and students across both classroom and home environments.

Print-Backed Multimedia Support

Each textbook is complemented by chapter-wise animated videos and presenter-led content, available via WeStudy. These digital assets enhance in-class engagement and enable self-paced revision by students.

Interactive Practice & Assessment Tools

WeStudy provides interactive exercises such as MCQs, comprehension questions, & activity-based learning formats. Real-time feedback & performance analytics empower students to track progress independently, while educators access dashboards for monitoring outcomes, identifying gaps, & assigning targeted interventions.

Focused Language Learning Modules

The platform supports language development through AI-powered speaking tools, listening practice, grammar drills, and real-world communication simulations, aimed at improving fluency and comprehension.

Teacher-Centric Digital Aids

Educators benefit from ready-made classroom tools including presentation decks, interactive whiteboard content, digital test generators, and performance trackers, significantly reducing preparation time and improving delivery efficiency.

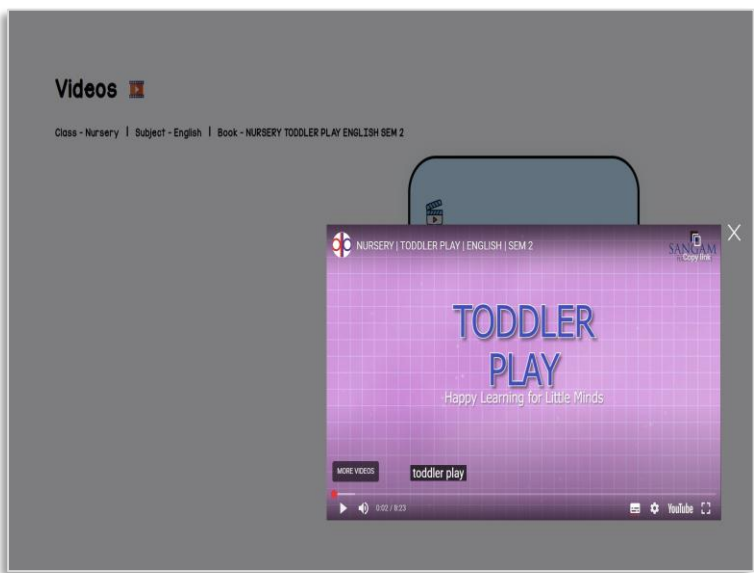
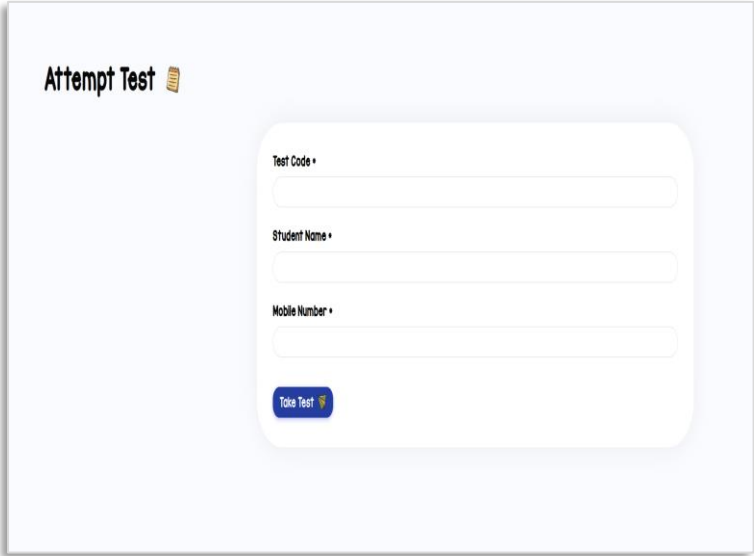
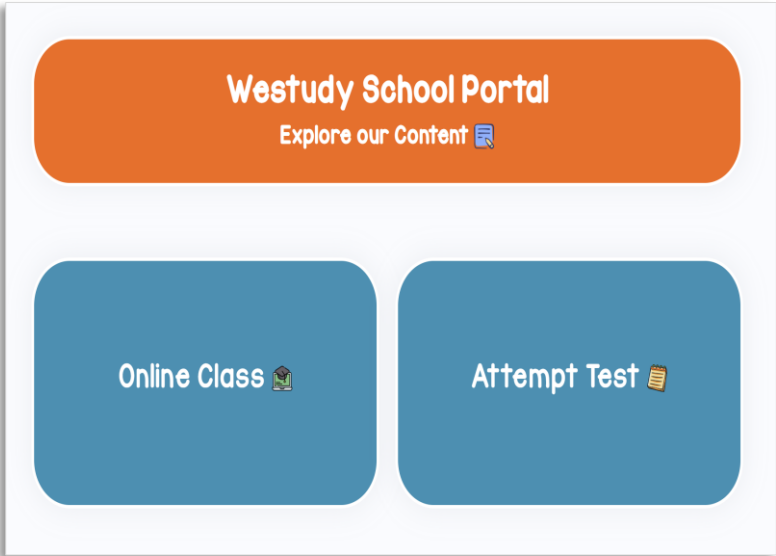
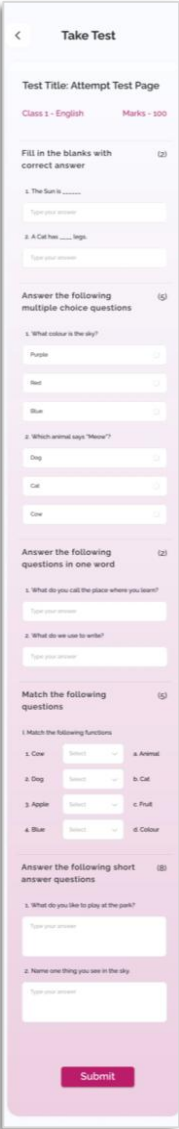
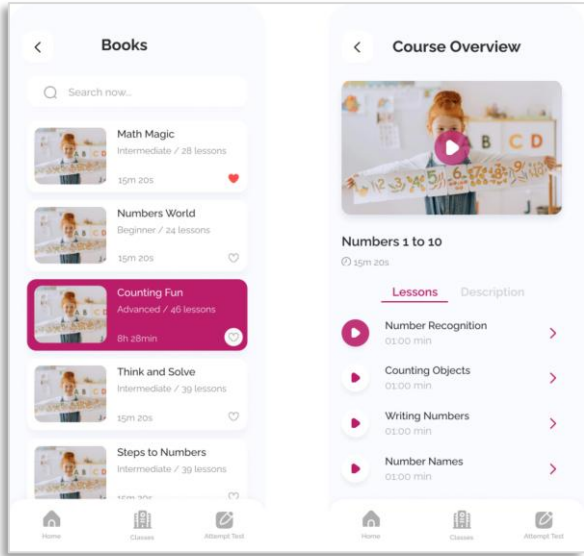
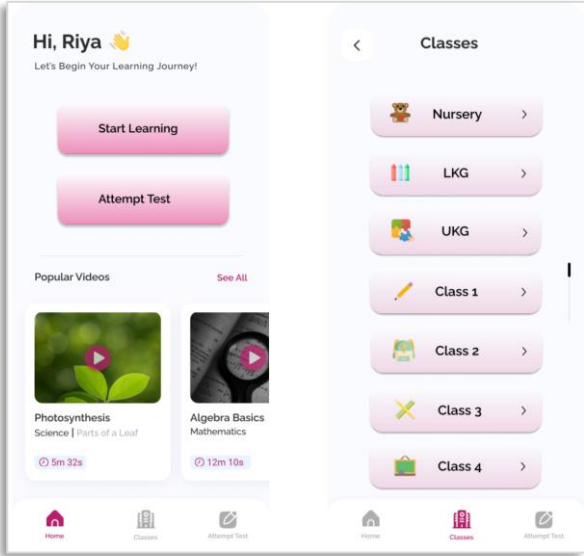
Comprehensive Academic Support

With Dachepalli's trusted content and WeStudy's digital platform, they offer:

- ✓ Textbooks + Digital content
- ✓ Practice + Analytics
- ✓ Language + Life skills
- ✓ Home + Classroom integration



Blending Print With Technology: WeStudy



Comprehensive Teacher Training Programs



01

Structured, Hands-On Teacher Training

- Programs tailored for all levels, from pre-primary to senior secondary.
- Developed in collaboration with pedagogical experts.
- Focused on learning outcomes, pedagogy, and seamless digital integration.

04

Weekly Online Subject-Wise Sessions

- Live Zoom sessions conducted throughout the academic year.
- Subject-specific focus with expert-led discussions and demonstrations.
- Recordings and materials shared for revision and reinforcement.

02

In-Depth Content Familiarization

- Teachers are guided through each textbook element.
- Training covers lesson planning, creative topic introduction, visual aids, classroom activities, and student assessment.
- Emphasis on using our tools as core teaching components, not just supplements.

05

On-Campus Physical Workshops

- Full-day, in-person training for schools implementing our full curriculum.
- Conducted multiple times a year, aligned with academic milestones.
- Includes peer collaboration, simulation lessons, and subject-specific planning.

03

Integration of Digital Tools

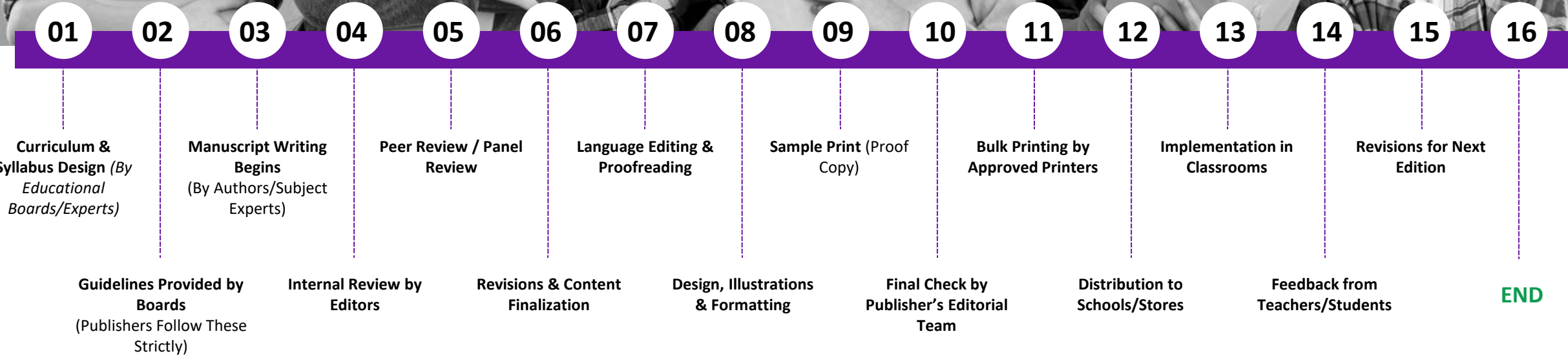
- Training includes effective use of WeStudy digital suite.
- Covers animated videos, interactive practice modules, and subject-specific language software.

06

Ongoing Support and Feedback

- Continuous engagement with schools post-training.
- Includes performance feedback, follow-up assistance, and curriculum alignment support.
- Ensures smooth and effective classroom implementation.

Textbook Development & Publishing Workflow



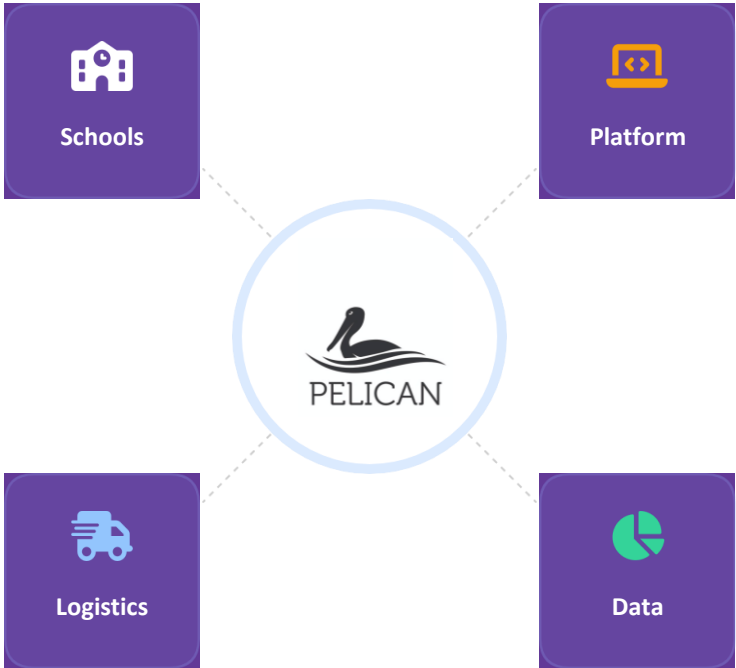
Building India's Most Scalable Academic Supply Ecosystem

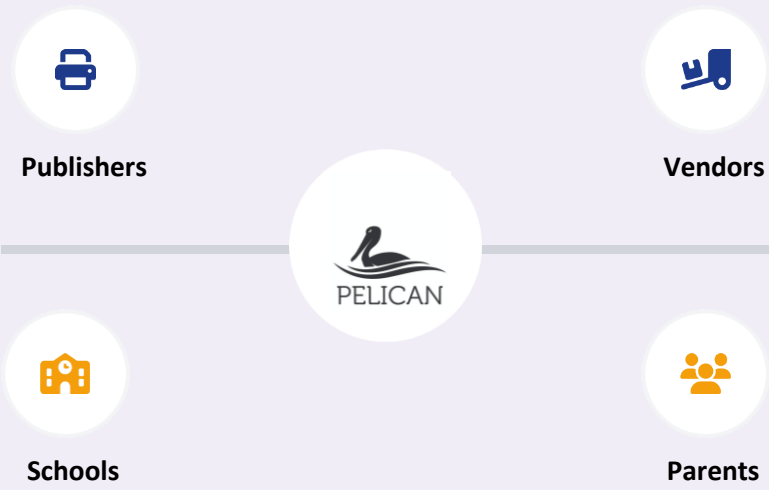
Pelican Edu Supply is transforming how schools procure, distribute, and monetize academic materials using **technology**, **logistics integration**, and **data intelligence**.



Our Mission

"To become India's most trusted, technology-enabled academic supply partner for schools and parents."





Structured Bridge

Seamlessly connecting the fragmented education supply chain.

Redefining Education Supply & Distribution

Pelican Edu Supply is a fast-growing education supply company acting as a unified platform for academic procurement. We replace chaos with organized, technology-driven logistics.

**Textbooks**
Curriculum-aligned sourcing for all boards

**Notebooks**
Custom academic notebooks & workbooks

**Supplies**
Institutional education material & stationery

**Solutions**
School-integrated learning solutions

“

We operate as a structured bridge between publishers, vendors, schools, and parents — eliminating operational bottlenecks.

India's Education Landscape



A massive, growing ecosystem ready for organized disruption.

Total Institutions

15+ Lakh

K-12 Schools across India



Student Base

25+ Crore

Students enrolled in K-12





Rapid Growth

Explosive increase in CBSE affiliations & private institutions demanding standardized quality.



Regional Expansion

Tier 2 & Tier 3 cities are the new growth engines, seeking metropolitan-grade educational access.



Procurement Shift

Increasing shift from ad-hoc local purchasing to organized, centralized procurement contracts.



The Consolidation Opportunity

The K-12 supply market remains highly fragmented with thousands of unorganized vendors.

Market Status

Fragmented

→

Future State

Consolidated



 Current Challenges

The Core Problem

Schools today are overwhelmed by **operational fragmentation** that distracts from their primary goal: Education.

"Operational burden reduces institutional efficiency and increases overhead costs."



Multiple Vendor Coordination

Dealing with dozens of disjointed suppliers for books, stationery, and uniforms.



Inconsistent Supply Cycles

Delays and partial deliveries disrupting the academic calendar planning.



Quality Standardization Issues

Variance in material quality across different batches and vendors.



Manual Reconciliation & Tracking

High administrative overhead for payments, invoices, and inventory checks.



No Centralized Partner

Lack of a single point of accountability for the entire academic supply chain.

Unified Academic Ecosystem



We replace fragmentation with a single, technology-enabled partner that handles the entire academic lifecycle.



End-to-End Procurement

Complete management of the supply chain from publisher negotiation to final school delivery.



Vendor Consolidation

Single-point invoicing and logistics, replacing interactions with 50+ disparate vendors.



Curriculum-Aligned Sourcing

Precise mapping of materials to school-specific curriculum boards (CBSE, ICSE, IB).



School-Specific Online Stores

Dedicated whitelabel e-commerce links for parents to order class-kits directly.



Data-Driven Sales Tracking

Real-time dashboards for schools to monitor orders, inventory, and parent fulfillment.



AI-Powered Engagement

Smart recommendations and timely notifications based on student academic progression.



We become the **single structured academic partner**.



Part 1 – Offline + Digital Hybrid Model

01

Requirement Finalization

Planning & Verification Phase



School shares class-wise list

Detailed book list ingestion



Curriculum verification

Matching editions & publishers



Quantity planning

Student count forecasting



Timeline confirmation

Delivery schedule lock-in



02

Bulk Procurement

Sourcing & Consolidation Phase



Negotiated publisher pricing

Volume-based discounts



Vendor consolidation

Single purchase order flow



Quality verification

Inbound stock inspection

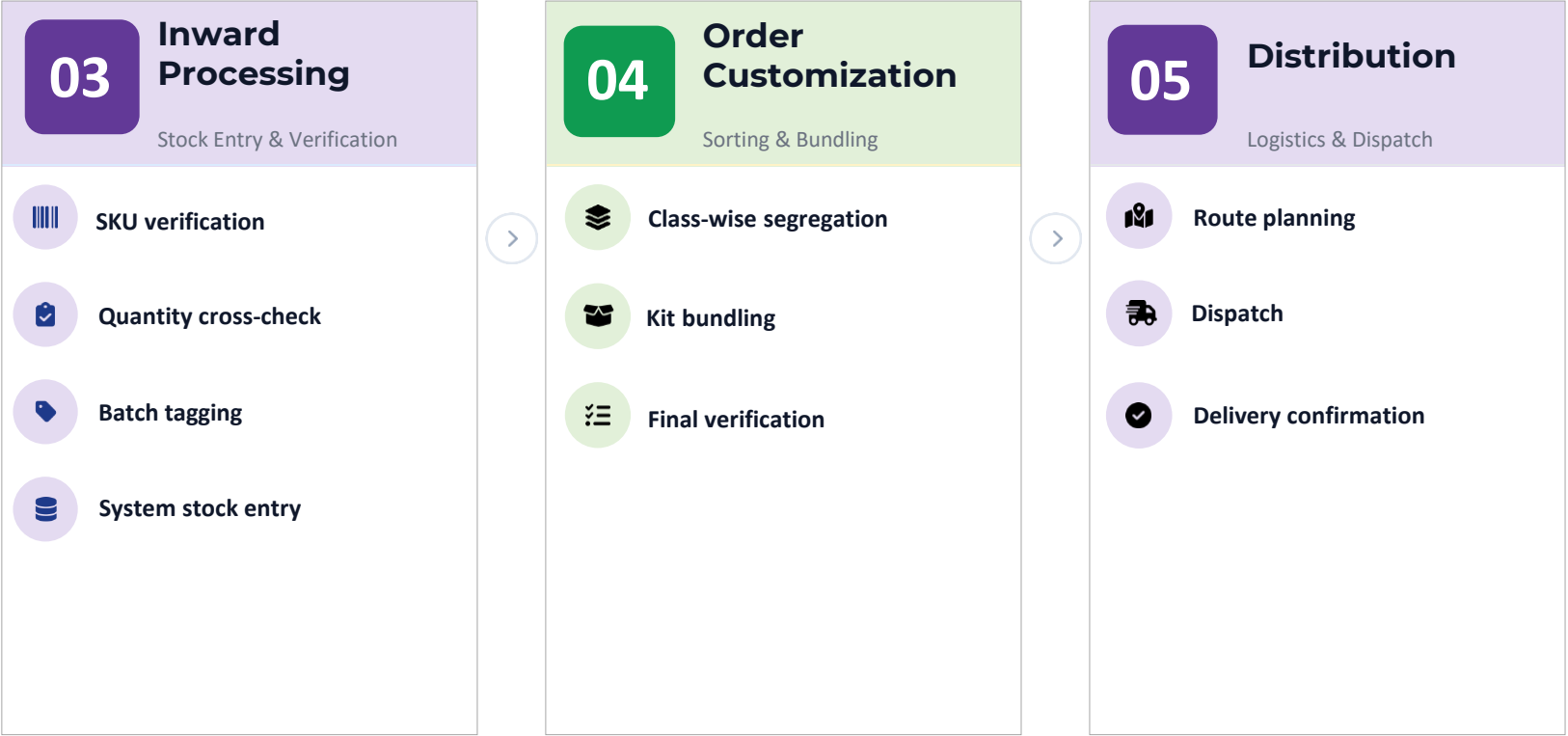


Warehouse delivery

Centralized stocking

Warehouse & Fulfillment Process

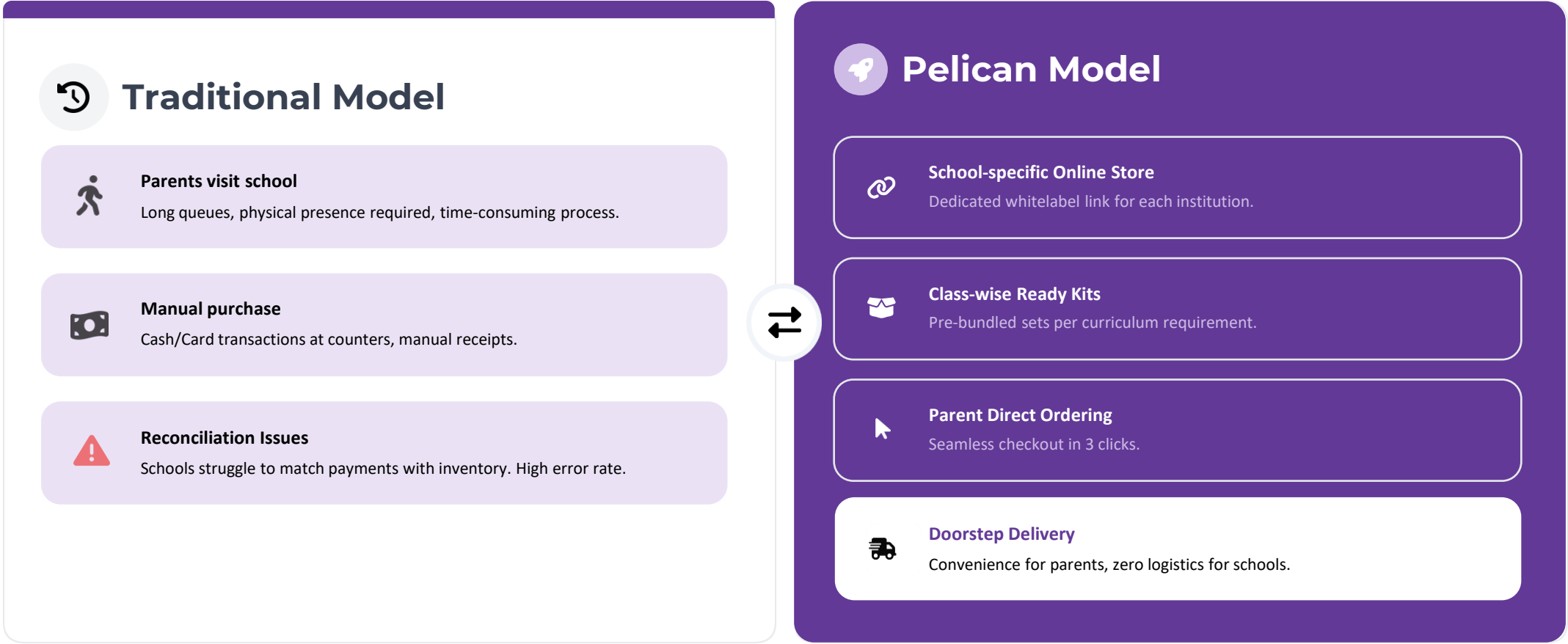
Part 1 – Offline + Digital Hybrid Model



The Digital Transformation



Revolutionizing the procurement experience for schools and parents

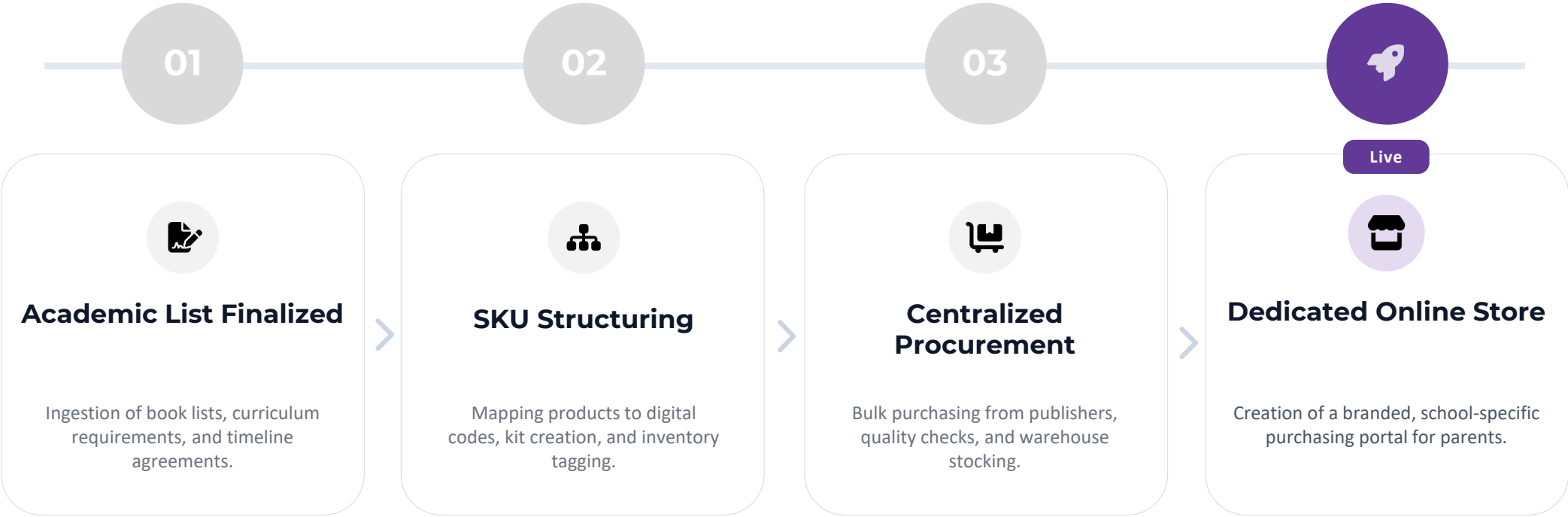


 **The Outcome**
Schools handle ZERO procurement management. 

School Onboarding Process



From agreement to go-live in 4 structured steps

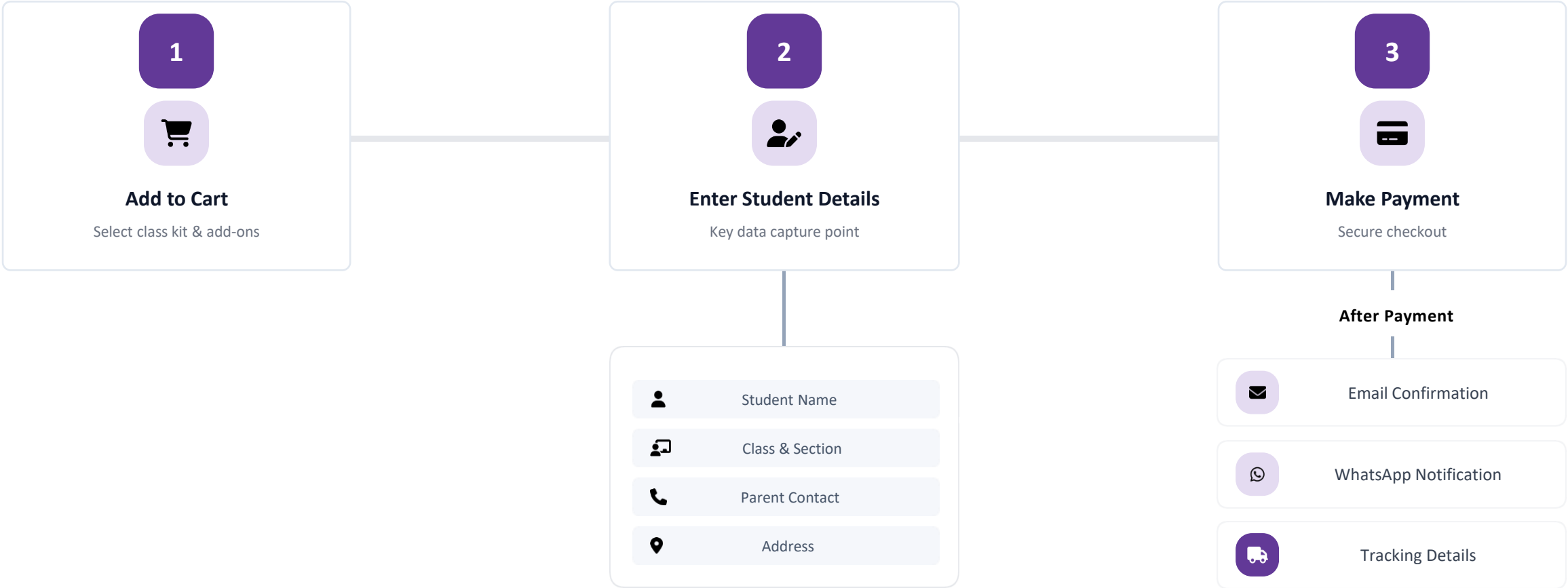


The Result

Each school gets a unique digital storefront.



Seamless 3-step ordering process that builds our data asset





Strategic Outcome

Structured Student Database Created

Enabling future personalization and AI-driven revenue

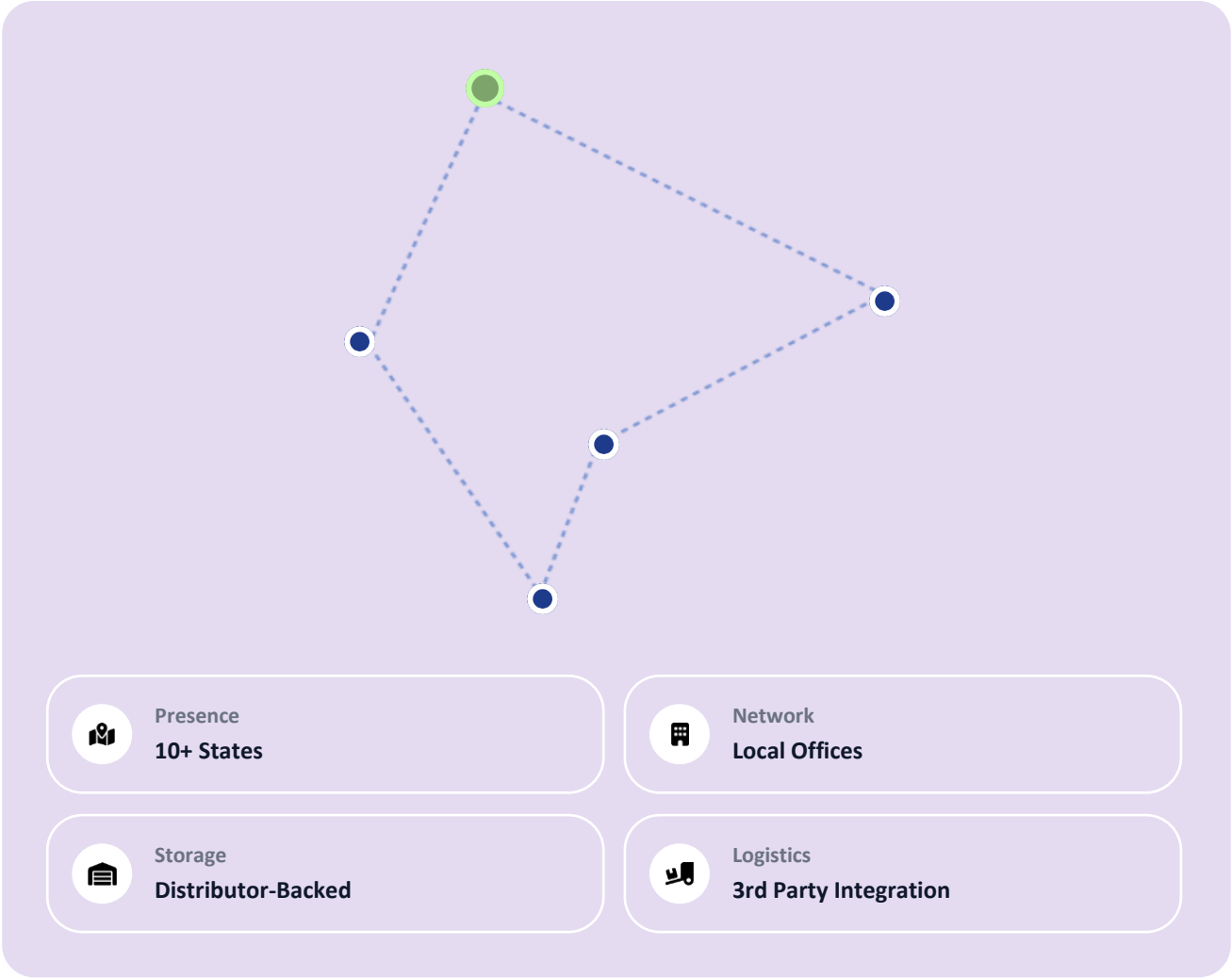
Phase 1
Transaction

→

Phase 2
Intelligence



Seamless 3-step ordering process that builds our data asset



Why It Works

Model Advantages

Built for speed, efficiency, and rapid scaling without heavy capital expenditure.



Asset-Light Expansion

Zero capex on warehousing. We leverage existing distributor infrastructure for storage.



No Inventory Risk

Schools don't hold stock. Inventory remains with the channel until purchase.



24-Hour Pickup Cycle

Integrated courier partners ensure dispatch within 24 hours of order confirmation.



State-by-State Replicable

Plug-and-play operational model allows rapid entry into new territories.

Distributor Ecosystem Advantage



A technology-enabled distribution ecosystem ensuring scalable win-win growth



Pelican Platform

Technology, Demand Aggregation & Sales

- ✓ Guaranteed Orders
- ✓ Digital Payments
- ✓ Zero Bad Debts



Sourcing via Distributors

We do not bypass; we source publisher books through them.



Earn Product Margins

They retain their standard margins without sales effort.



Shared Storage Revenue

Monetization of their existing warehouse space.



Higher Long-term Volume

Scale brings consistent, predictable annual business.



Distributor Network

Textbooks | Notebooks | Stationery | Uniforms

Logistics, Storage & Regional Reach

- ✓ Regional Expertise
- ✓ Stock Management
- ✓ Last Mile Support



Result: A Scalable, Technology-Driven Academic Supply Ecosystem

School Performance Dashboard



● Real-time analytics for **Greenwood High International**

📅 Academic Year 2025-26

📄 Export Report

Total Revenue

Rs

₹ 45.2 Lakhs

↑ 12% vs last year

Kits Sold

📦

1,240

92% Adoption Rate

Avg Order Value

🛒

₹ 3,650

↑ 5% vs estimate

Fulfillment

✓

98.5%

Dispatched in 24hrs



Revenue & Margin Transparency



Schools gain complete visibility into their financial ecosystem. No hidden costs, just actionable **data intelligence**.



Granular Margin Analysis

View margins per class, subject, & category.



Live Inventory Visibility

Real-time stock tracking across warehouses.



Demand Forecasting

AI-driven insights for next academic year.



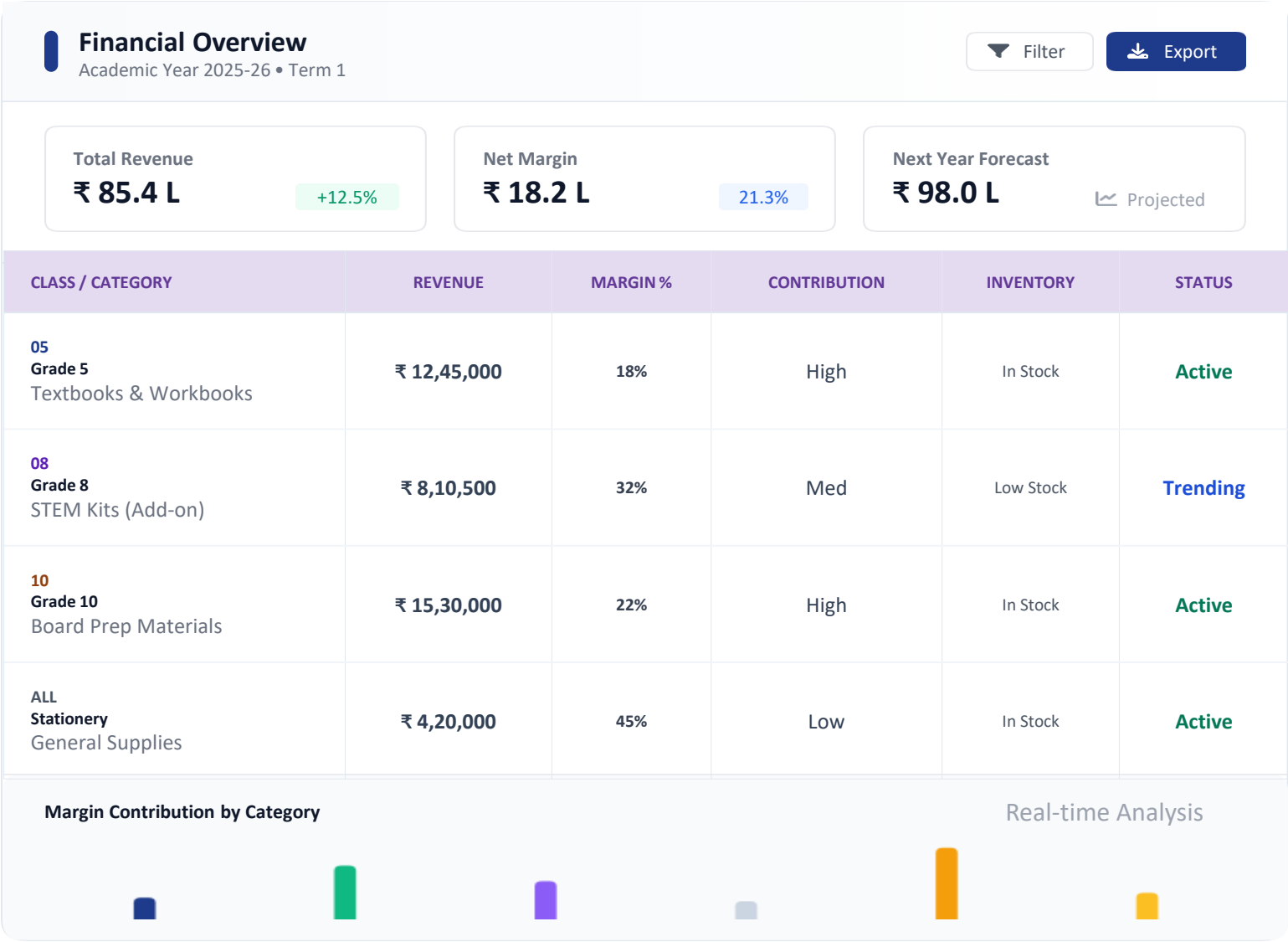
Automated Reconciliation

Zero manual accounting errors.



Pelican Trust Standard

100% Audit-Ready Digital Reports

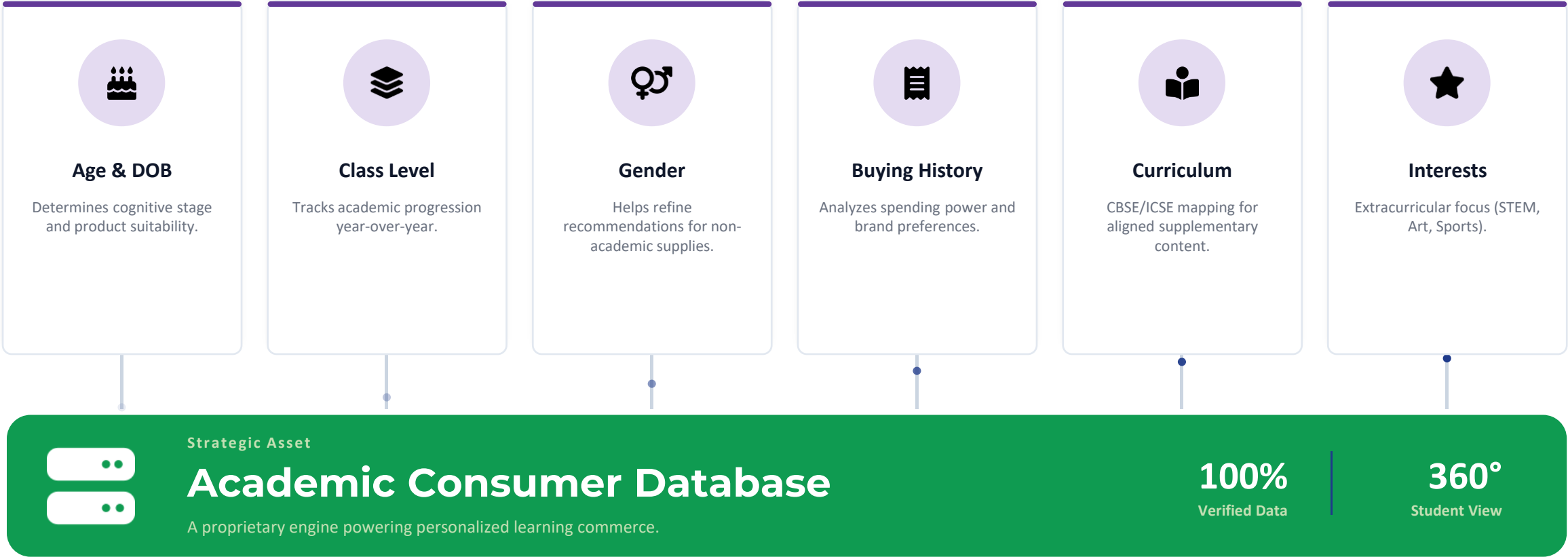


Structured Student Data Engine



 Consent-Based Collection

Transforming simple transactions into a deep understanding of each learner's journey.



Direct-to-Parent E-Commerce Expansion



Leveraging school trust to capture share of wallet beyond textbooks.



Stationery
Premium notebooks, art supplies, and daily essentials.



High Margin

Educational Toys
Cognitive development puzzles and learning aids.



STEM Kits
Robotics, science experiments, and coding sets.



Olympiad Prep
Supplementary books for competitive exams.



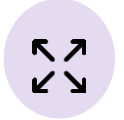
Skill Development
Calligraphy, abacus, and mental math resources.



Board Exam Material
Sample papers, guides, and question banks.



Seasonal Accessories
Summer camp kits, holiday projects, and back-to-school gear.



Upcoming

D2C E-Commerce Website
Educational toys, Apparel Books & learning materials



Strategic Goal

Beyond Academic Season Revenue

Traditional

3 Months

→

Pelican Model

12 Months

AI-Powered Revenue Intelligence Engine



Converting student data signals into personalized revenue opportunities.

Input Signals

**Student Age**
Developmental Stage

**Class Progression**
Academic Level

**Academic Calendar**
Exam Schedules

**Purchase History**
Spending Patterns

**Seasonal Trends**
Market Demand

Smart Triggers

Automated Emails
"Exam Prep Guide" 

WhatsApp Nudges
High-Conversion Msgs 

Push Notifications
Restock Alerts 

Recommendations
Personalized Upsell 



Traditional Mass Marketing
Generic blasts, low open rates, spammy feel.

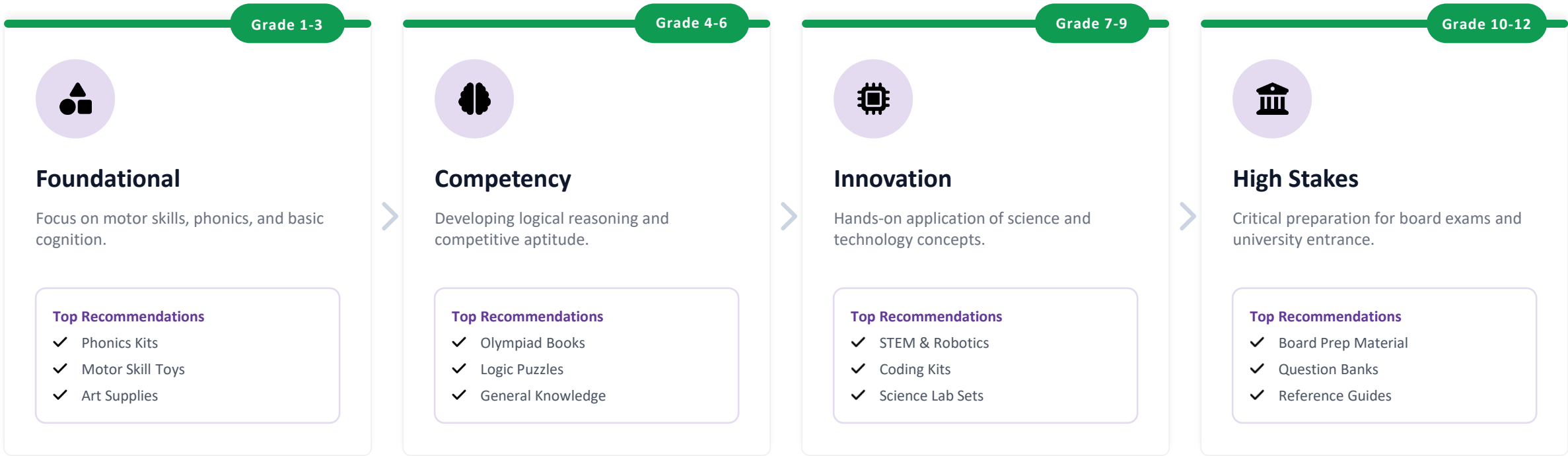


Behavior-Based Targeting
Right product, right time, high conversion.

Age-Specific Monetization



One student, multiple revenue opportunities throughout their 12-year journey.



Automated Progression Engine

As the 'Class' field updates in the database, the recommendation engine instantly shifts the product catalog.

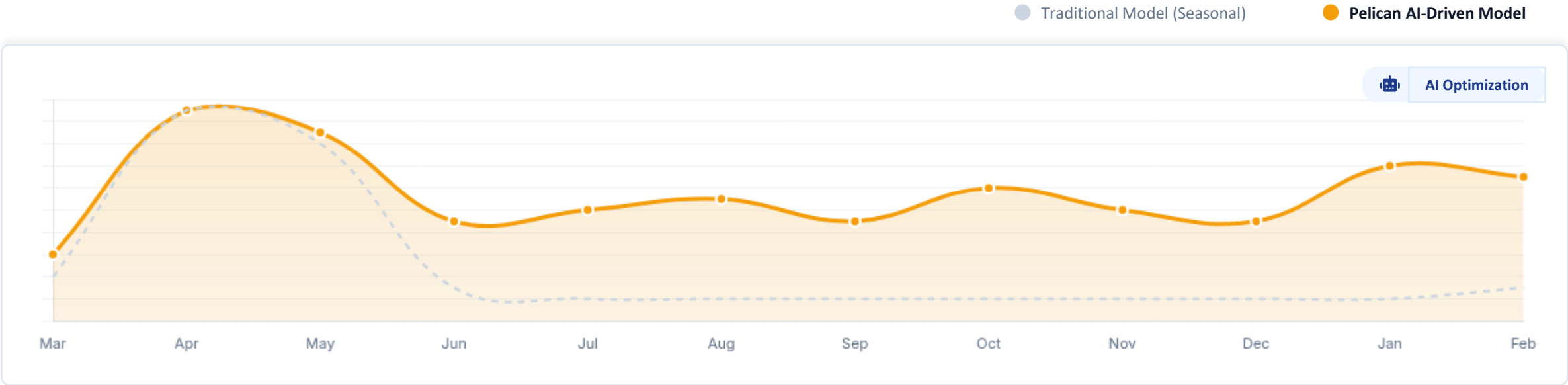
Result
Zero Churn Risk

Impact
Maximized LTV

Continuous Second Revenue Layer



Shifting from seasonal transactions to year-round engagement.



Higher LTV

Lifetime Value

Capturing wallet share across 12 months instead of just 2 months.



4-5x

Purchase Frequency

Moving from annual bulk buying to recurring supplemental orders.



+35%

Avg. Order Value

AI-driven bundling of skills kits & accessories increases cart size.



Expanded

Net Margins

Non-academic add-ons typically carry 2x higher margins than textbooks.

The Data Flywheel Effect



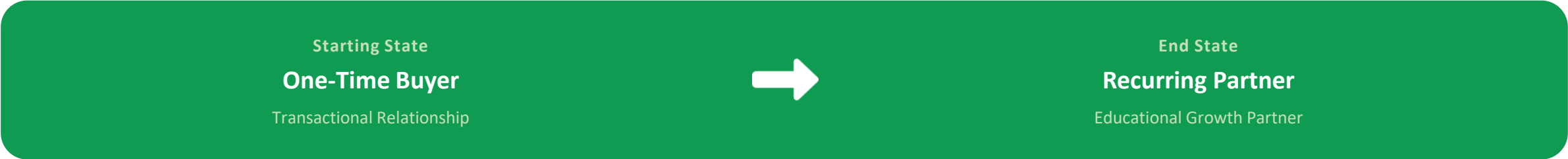
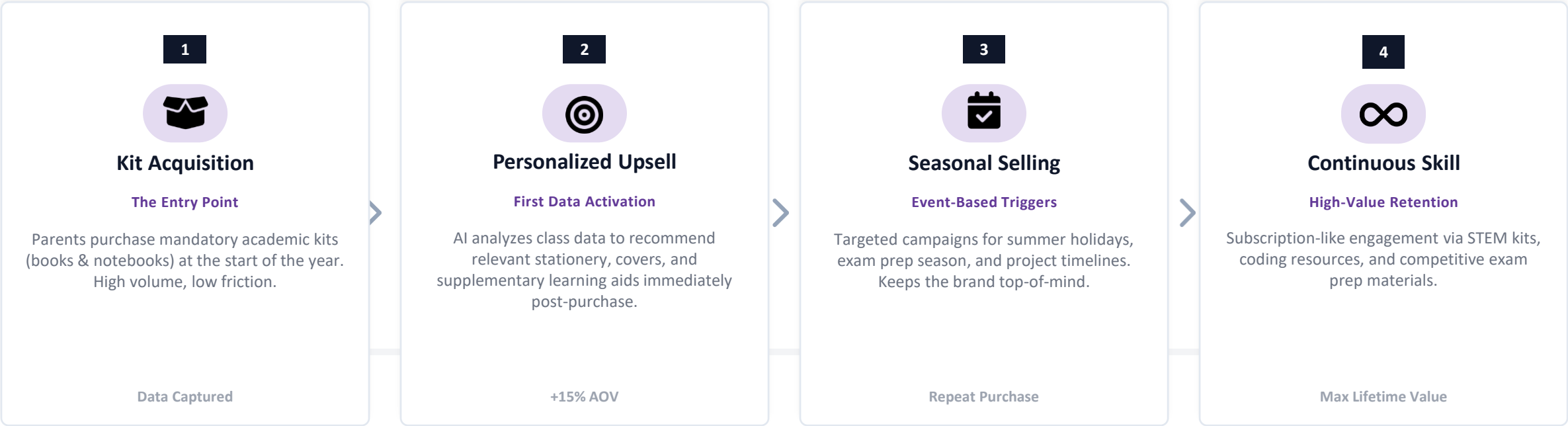
How our ecosystem creates a compounding competitive advantage.



Lifecycle Monetization Model



Converting transactional interactions into a continuous value relationship.



Revenue Streams



A balanced portfolio of high-volume institutional sales and high-margin consumer growth.

Primary Revenue

Core Institutional Business (B2B)

Institutional Bulk Supply

High-volume textbook and workbook procurement for K-12 schools. The foundation of our revenue.

School Partnerships

Contractual annual supply agreements ensuring recurring yearly revenue and vendor exclusivity.

Custom Branded Materials

School-logo notebooks, diaries, and stationery kits manufactured and supplied at scale.

Characteristics: Stable, Predictable, High Volume

Secondary Revenue Layer

Consumer Growth & Expansion (B2C)

Direct-to-Parent E-Commerce

School-specific online stores for parents to order kits directly to their doorstep.

Academic Add-Ons

Upselling supplementary materials like covers, labels, and art supplies during checkout.

Subscription Learning Kits

Future

Monthly STEM and activity boxes delivered to students based on curriculum progression.

Brand Partnerships

Long-Term

Leveraging student database for targeted educational brand collaborations.

Characteristics: High Margin, Data-Driven, Scalable



Strategic Balance
Stability from B2B funds the rapid scalability of B2C.

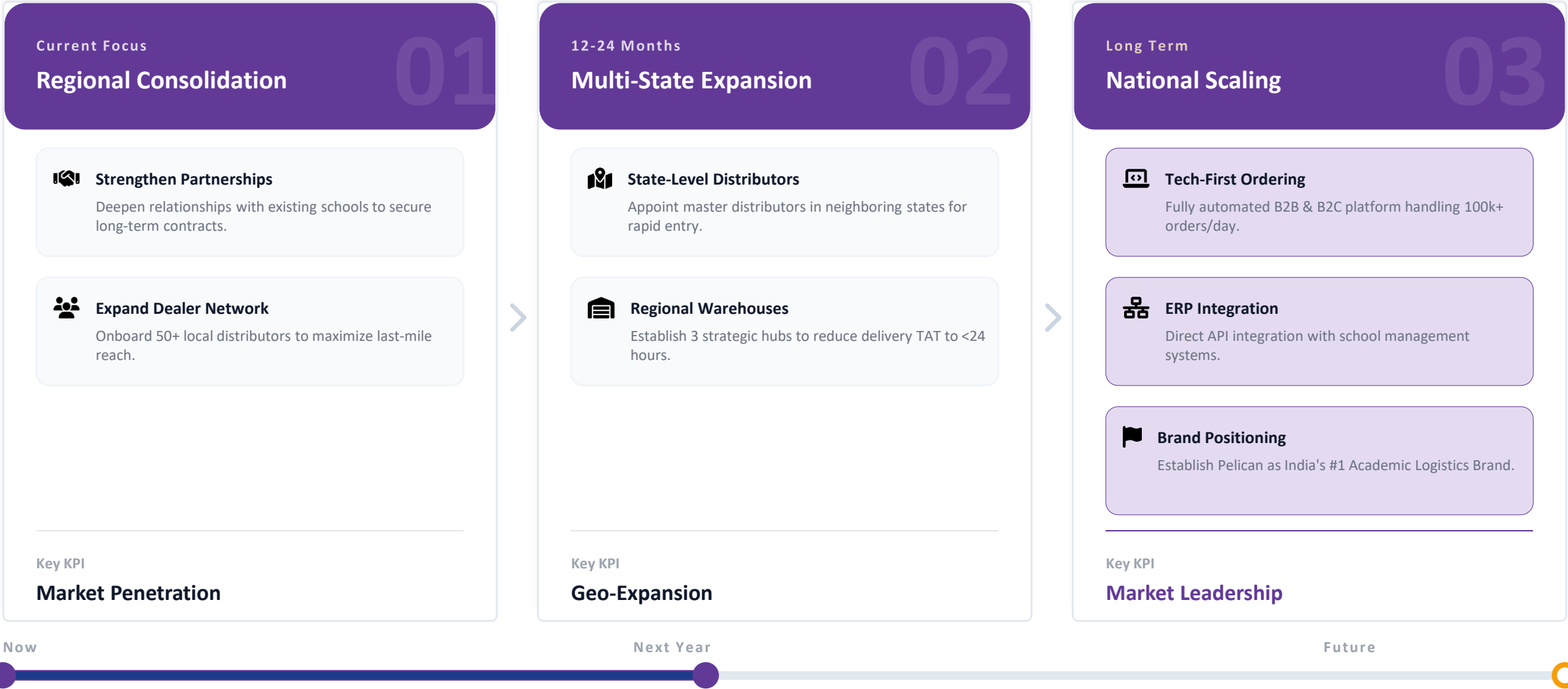
70%
Current Revenue (B2B)

30%
Target Growth (B2C)

Growth Strategy Roadmap



A phased approach to scaling from regional dominance to national leadership.



Why Pelican Wins



A deep competitive moat built on operational excellence and data intelligence.



Structured Procurement

Centralized aggregation replaces fragmented vendor management, solving the #1 pain point for schools.



Asset-Light Scalability

Growth is not tied to heavy Capex. We leverage partner logistics and publisher inventory.



Distributor-Backed Network

Aligned incentives with local distributors ensure rapid last-mile delivery and localized support.



Data-Driven Expansion

Every transaction builds a richer student profile, enabling precise targeting that competitors lack.



AI-Powered Personalization

Automated recommendations based on academic progression maximize conversion rates.



Strong Recurring Revenue

Institutional contracts provide a stable floor, while consumer sales provide unlimited ceiling.



The Pelican Edge

We don't just supply books; we own the academic supply chain.

Market Position
Category Leader

Building a Technology-Driven Academic Commerce Ecosystem

Pelican Edu Supply is not just moving books. We are digitizing the demand, supply, and consumption of education in India.



Recurring Revenue Layers

Transforming seasonal transactional sales into year-round lifecycle monetization through B2B contracts and B2C engagement.

↑ High LTV Model



Scalable & Asset-Light

A tech-first architecture leveraging distributor logistics and publisher inventory. Minimal Capex required for national expansion.

✓ Rapid Geo-Expansion



Data-Powered Moat

Proprietary student database + AI prediction engine creates a defensive moat that traditional distributors cannot replicate.

🗄️ Owned Audience

We are creating the **organized future** of India's K-12 academic supply chain.



Competitive Strengths



Focused K–12 Market Leadership

100% revenue from the K–12 segment, with a strong foothold in South India and a growing pan-India presence supported by our WeStudy digital suite.

Pedagogically Sound & Consumer-Centric Content

Content designed with feedback from schools and developed through a rigorous author selection and editorial process, ensuring NEP-compliant, activity-based learning.

Aligned with NEP 2020 & NCF

Integrated digital tools tailored for all four K–12 stages, offering curriculum-aligned, age-appropriate content directly within school infrastructure.

Legacy of Over 100 Years

Established roots since 1908, with a trusted brand presence across multiple states and long-standing relationships with schools and educators.

In-House Printing Infrastructure

85% of production handled internally, enabling control over quality, cost, and delivery timelines, critical during peak academic seasons.

Extensive Sales & Distribution Network

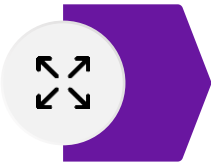
Network of over 300 distributors across 10 states/UTs, backed by a proactive sales team engaged in direct school outreach and academic promotions.

Experienced Leadership Team

Led by industry veterans with over 40 years of experience, supported by a skilled professional team across all operational domains.



Strategic Growth Roadmap



Expanding Across Education Ecosystems

The company is strengthening its presence across CBSE, ICSE, and State Board schools while expanding its integrated offerings across textbooks, notebooks, stationery, uniforms, and digital learning solutions.



AI-Integrated Learning Ecosystem

The company is developing an AI-integrated LMS platform alongside its WeStudy digital ecosystem to improve school retention, student engagement, and long-term institutional relationships.



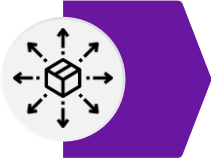
Scalable School Acquisition Strategy

The company is building a structured institutional sales engine to accelerate school onboarding and expand from 50+ partner schools toward a larger nationwide ecosystem.



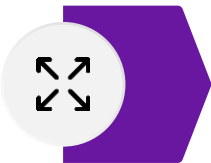
Deep Geographic Expansion

The company is pursuing district-level expansion across existing states while entering new high-potential markets including Kerala, Punjab, Haryana, and additional emerging regions.



Backward Integration & Margin Expansion

The company is transitioning from trading-led notebook distribution toward in-house manufacturing to improve quality control, operational efficiency, and long-term margin expansion.



Building a D2C Commerce Ecosystem

Through the upcoming Pinaka platform, the company aims to build a direct-to-consumer educational commerce ecosystem focused on educational products, learning materials, apparel, and parent engagement.



Education Sector In India



Massive Demographic Advantage

- **580 million** people aged 5–24 years — largest educational cohort globally.
- Over **250 million** school-going students.
- **43.3 million** enrolled in higher education (2021–22).

Market Size & Growth

- Sector size: **\$117 Bn (FY20) → \$225 Bn (FY25)**.
- Edtech market: **\$7.5 Bn → \$29 Bn by 2030**.
- K–12 segment: **\$48.9 Bn (2023) → \$125.8 Bn by 2032 (CAGR: 10.7%)**.

Institutional Base

- **52,538 colleges, 1,362 universities** (as of Feb 2025).
- **8,902 AICTE-approved** institutions.

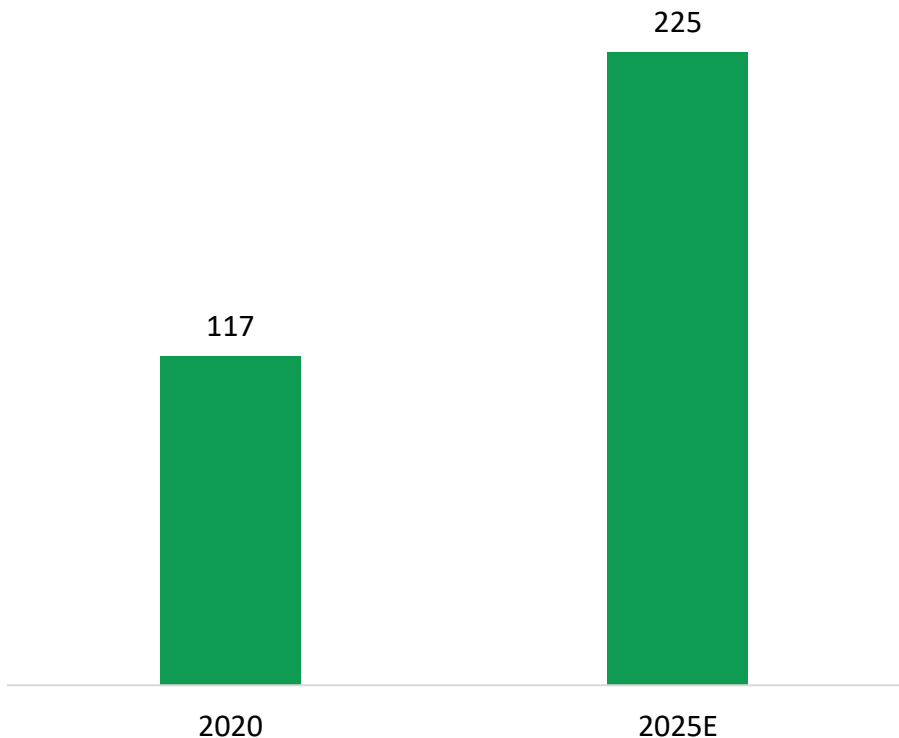
Policy & Reform

- **NEP 2020** targets **50% Gross Enrolment Ratio** by 2035.
- Budget 2024–25: Record **₹73,498 Cr** for school education.
- Board exams to be conducted **twice a year**.

Digital Shift

- India is the **2nd largest e-learning market** globally.
- **62%** of enrolments now come through digital channels.

Education Industry In India (US\$ billion)



Source: IBEF

India Publishing Market



Market Overview

- Projected CAGR: **5.8% (2025–2031)**
- Covers: Books, newspapers, magazines, journals, eBooks
- Driven by: **Digital shift, local language demand, mobile-first content**, and **government literacy initiatives**

Challenges

- High **imported paper costs**, **piracy**, and **regulatory hurdles**
- **Low digital literacy** in rural areas
- Fragmented market with slow tech adoption

Opportunities

- **E-learning content**, **regional publishing**, **last-mile logistics**
- **Eco-friendly printing** and **virtual reading platforms**
- Potential for innovation in **edtech-aligned publishing**

Key Trends

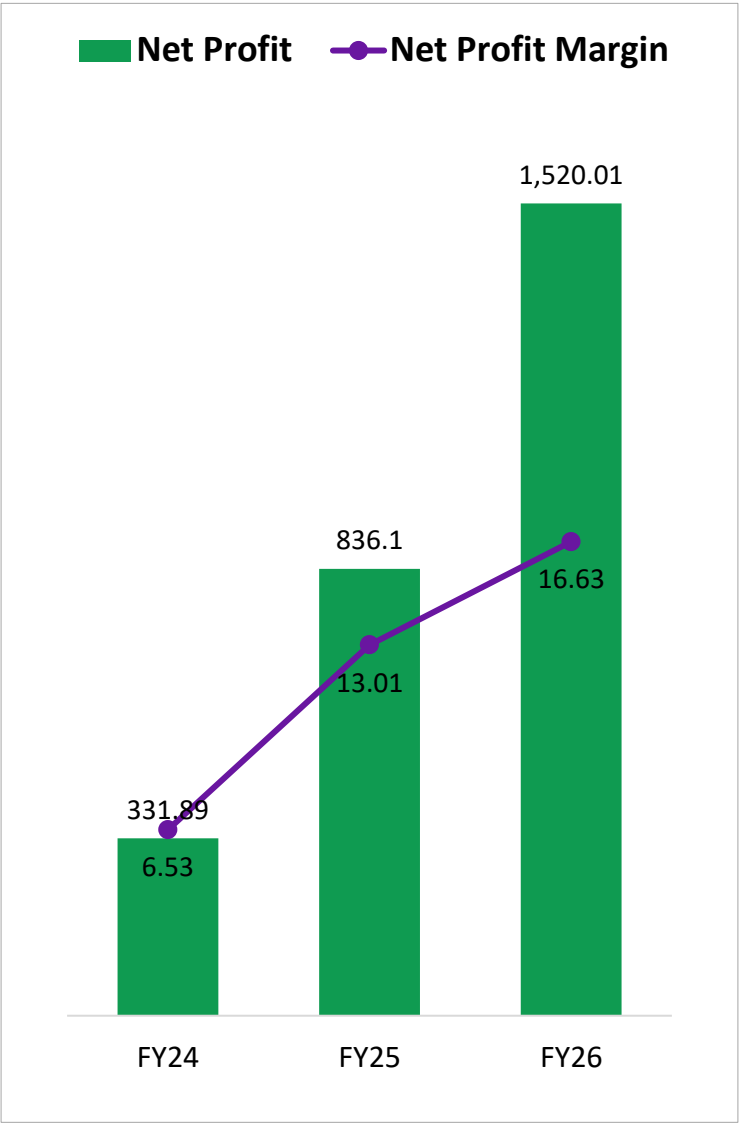
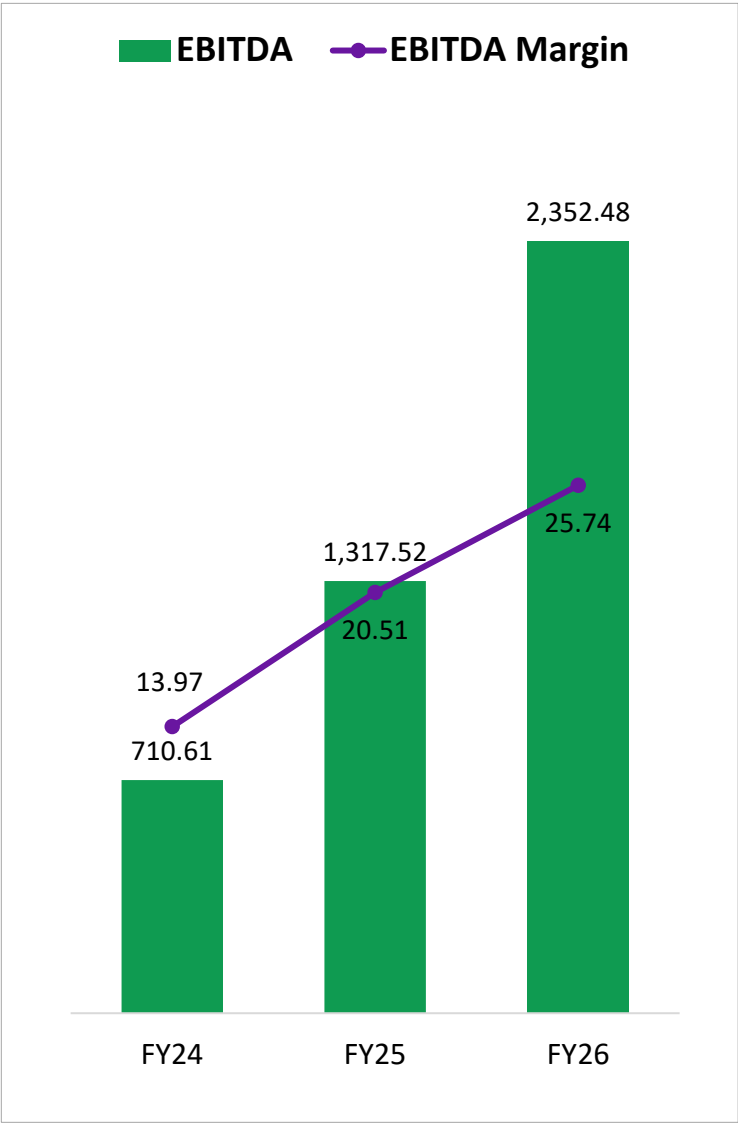
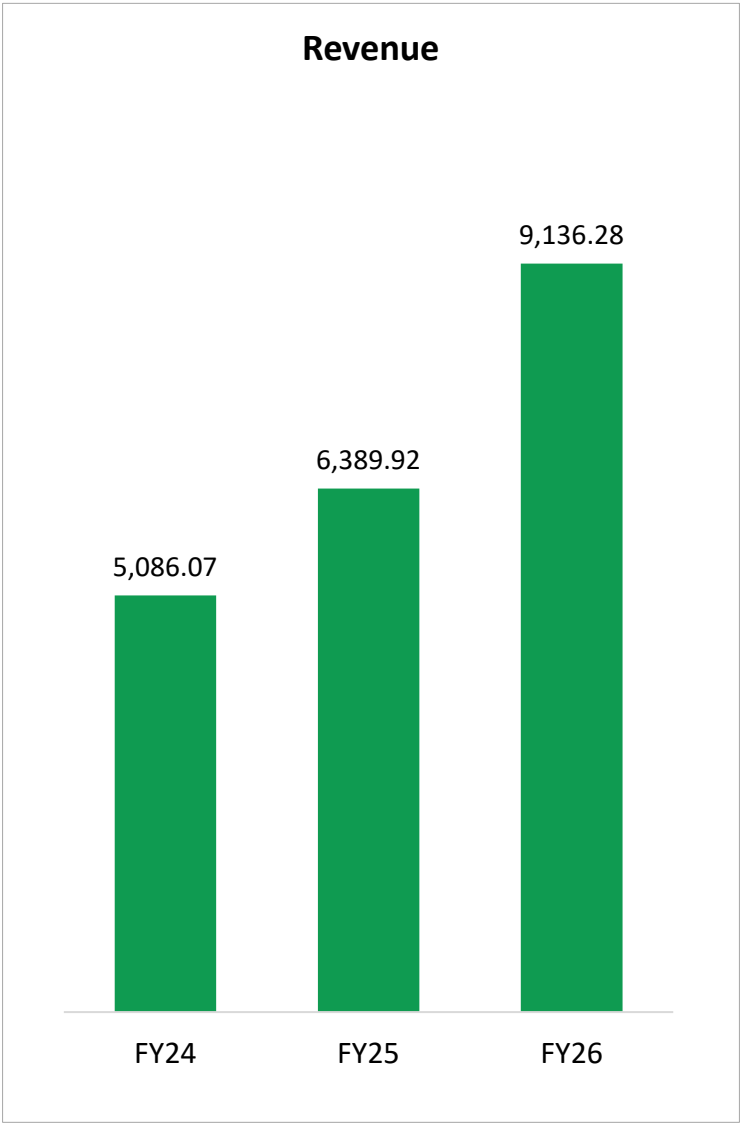
- Rise of **interactive eBooks**, **AI-driven personalization**, and **AR/VR** in print
- Surge in **regional language content**
- Growth of **subscription models** and **hybrid retail formats**

(Source: <https://www.6wresearch.com/industry-report/india-publishing-market-2020-2026>)

Key Financial Highlights



All Amount In ₹ Lakhs & Margins In %



Financial Overview

Profit & Loss Statement



Particulars <i>(In ₹ Lakhs)</i>	FY26	FY25	FY24
INCOME			
Revenue from Operations	9,136.28	6,389.92	5,086.07
Other Income	2.74	35.34	3.75
Total Revenue	9,139.02	6,425.26	5,089.82
EXPENSES			
Cost of Materials Consumed	5,312.79	4,109.51	3,607.69
Employee Benefits Expenses	897.29	584.32	516.07
Operating and Selling Expenses	576.46	413.91	201.44
Total Expenses	6,786.54	5,107.74	4,350.96
EBITDA	2,352.48	1,317.52	710.61
Depreciation and Amortisation	106.50	74.93	69.81
Finance Expenses	146.66	174.42	198.12
Profit Before Tax	2,099.32	1,068.17	470.93
Tax Expense	579.31	232.07	139.04
Profit for the Year	1,520.01	836.10	331.89

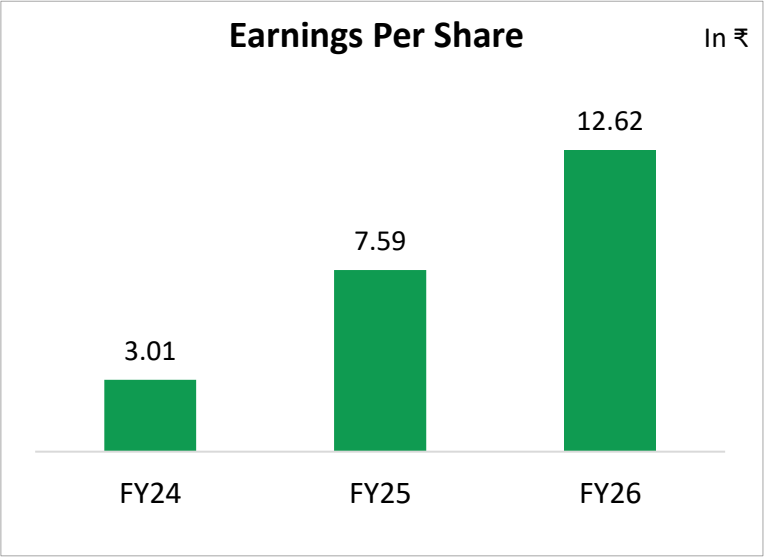
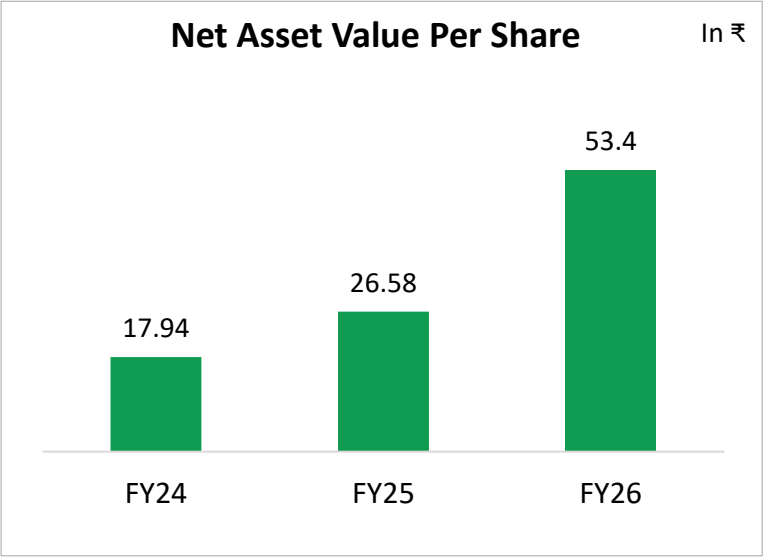
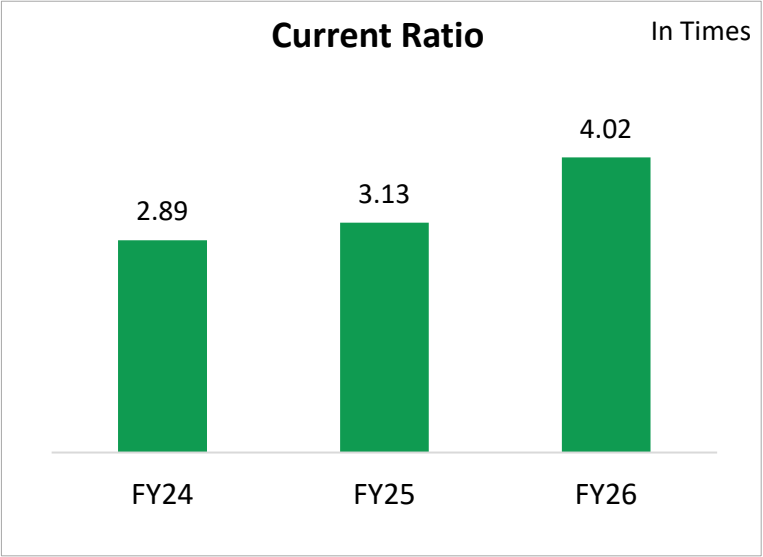
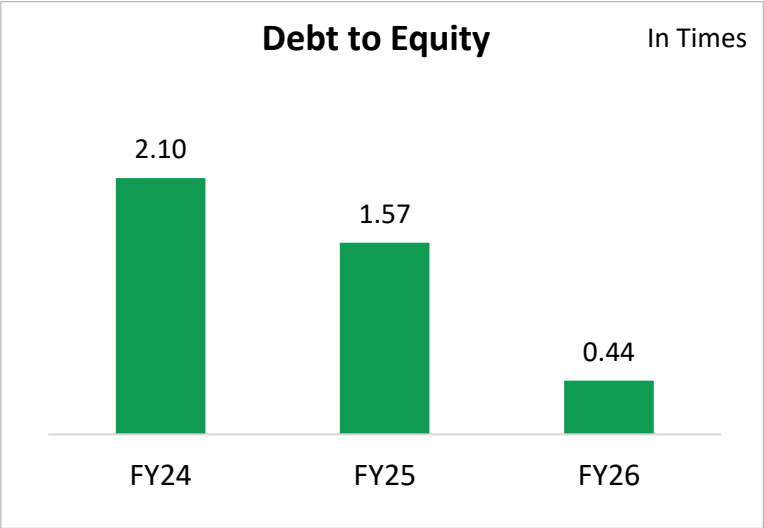
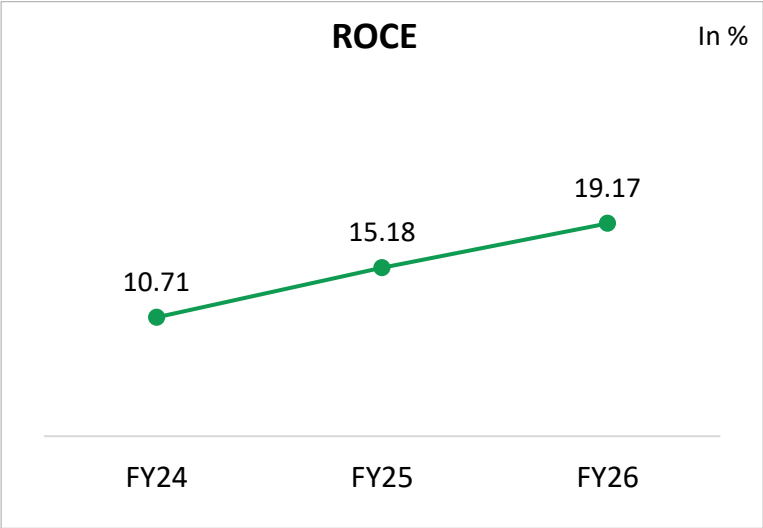
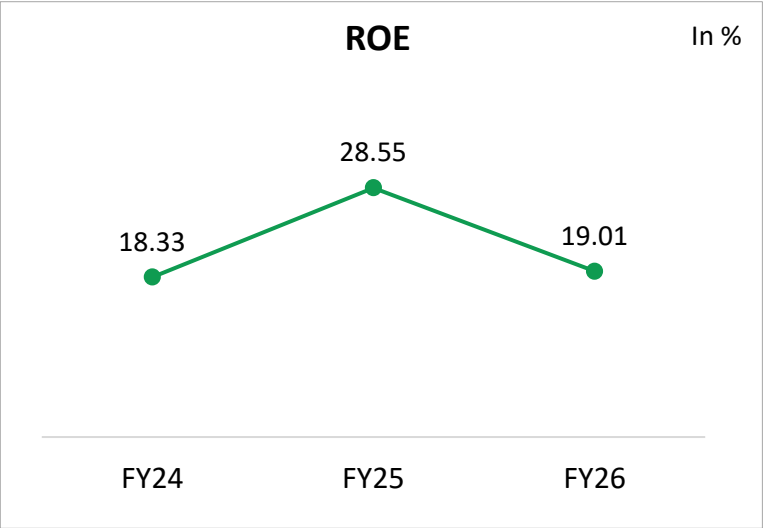
Balance Sheet



Particulars (In ₹ Lakhs)	FY26	FY25	FY24
Shareholders Funds			
Share Capital	1,497.60	1,101.60	612.00
Reserves and Surplus	6,499.57	1,826.99	1,364.22
Total Shareholders Funds	7,997.17	2,928.59	1,976.22
Non-Current Liabilities			
Long Term Borrowings	3,342.65	4,410.93	4,147.20
Deferred Tax Liability (Net)	15.11	23.06	51.76
Long Term Provisions	183.22	-	130.23
Total Non-Current Liabilities	3,540.98	4,433.99	4,329.19
Current Liabilities			
Short Term Borrowings	164.91	192.70	0.00
Trade Payables	2,613.88	2,651.33	2,459.49
Other Current Liabilities	77.86	99.64	391.61
Short Term Provisions	610.74	128.06	140.69
Total Current Liabilities	3,467.39	3,071.73	2,991.79
TOTAL EQUITIES & LIABILITIES	15,005.54	10,434.30	9,297.20

Particulars (In ₹ Lakhs)	FY26	FY25	FY24
Non-Current Assets			
Property, Plant and Equipment	953.18	743.94	598.36
Non Current Investments	127.07	67.72	19.40
Long Term Loans and Advances	0.00	0.00	0.00
Other Non-Current Assets	0.00	0.00	43.60
Total Non-Current Assets	1,080.25	811.66	661.36
Current Assets			
Inventories	5,453.00	3,043.60	2,723.16
Trade Receivables	7,451.76	6,191.56	5,605.01
Cash and Bank Balances	66.63	360.33	226.92
Short Term Loans and Advances		-	80.75
Other Current Assets	953.90	27.16	0.00
Total Current Assets	13,925.29	9,622.65	8,635.84
TOTAL ASSETS	15,005.54	10,434.31	9,297.20

Key Ratios





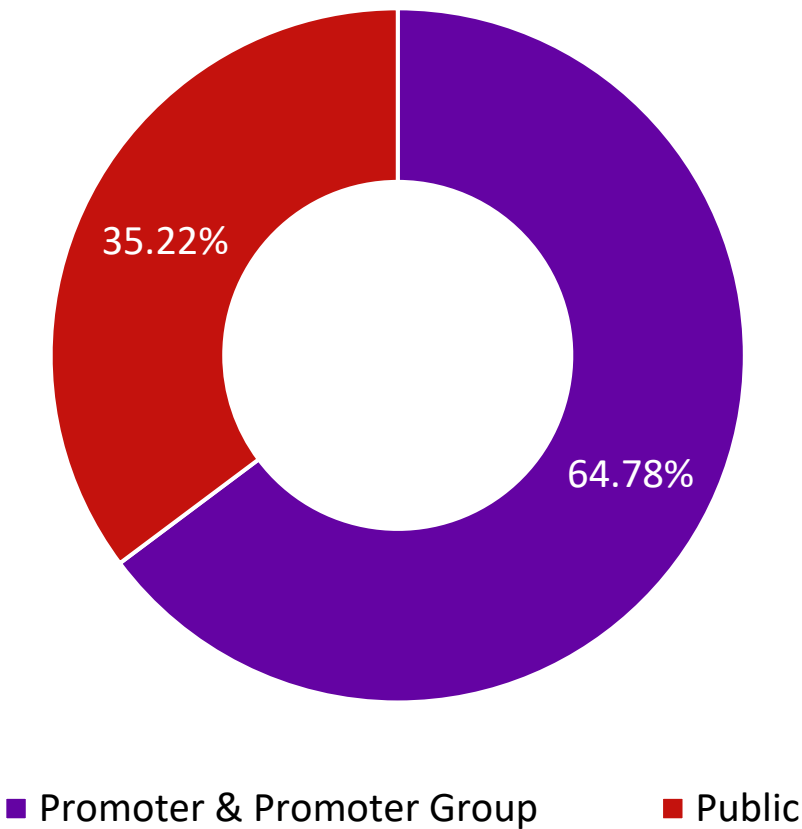
As on 24/07/2026

As on 30/06/2026

BSE : DACHEPALLI | 544667

Share Price (₹)	81.60
Market Capitalization (₹ Cr)	122.20
No. of Shares	1,49,76,000
Face Value (₹)	10.00
52 week High-Low (₹)	96.77 – 48.10

Shareholding Pattern



THANK YOU!



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