

STUDDS ACCESSORIES LIMITED

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CIN No.: L25208HR1983PLC015135

Date: August 08, 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: Earnings Presentation pursuant to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed Investor Presentation for Financial results of Q1 FY27.

The above details will also be available on the website of the Company at www.studds.com under Investor Relations' Section at <https://www.studds.com/investorrelations/financials>

This is submitted for your information & records.

Thanking You,

FOR STUDDS ACCESSORIES LIMITED

ASHA MITTAL
Company Secretary and Compliance Officer



www.studds.com





STUDDS
RIDE YOUR DREAMS
SMK



Studds Accessories Limited

Investor Presentation – Q1FY27

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Q1FY27 Performance Highlight



Sidhartha Bhushan Khurana

"We delivered a healthy 13.7% YoY growth in revenue to ₹169.7 crore in Q1 FY27, reflecting continued traction across our key markets, with the overall demand environment remaining stable. The quarter, however, witnessed significant inflation in key styrene-based raw material prices, which resulted in temporary pressure on our profitability. While we have undertaken pricing actions to offset the increase in input costs, the full benefit of these price increases is yet to flow through. With raw material prices beginning to moderate from July onwards, we expect the combined benefit of lower input costs and progressive price realisation to support a strong recovery in margins over the coming quarters.

We remain focused on strengthening our capacity and expanding our growth platforms. Our planned addition of 1.5 mn p.a. helmets capacity is progressing as scheduled and is expected to commence operations by October 2026. This capacity addition will provide us with the necessary headroom to cater demand and further strengthen our market position.

We are also progressing well on our strategic engagement with Decathlon, which provides an opportunity to further strengthen our presence in the organised and institutional segment. In parallel, our international expansion remains firmly on track, with the establishment of our operations in Italy progressing as planned and commercial operations expected to commence from October 2026. We believe this will enhance our ability to serve international customers more effectively and create a stronger platform for overseas growth.

Overall, we remain optimistic about the growth outlook. With stable underlying demand, capacity expansion underway, increasing opportunities across domestic and international markets, and a gradual moderation in styrene-based raw material prices, we remain confident of delivering sustainable growth and improving profitability over the coming quarters"

Ride Your Dreams



Q1FY27 Consolidated Performance Highlights

Revenue from Operations

Rs. 169.7 cr



13.7% YoY

EBITDA

Rs. 19.6 cr



35.5% YoY

PAT

Rs. 12.3 cr



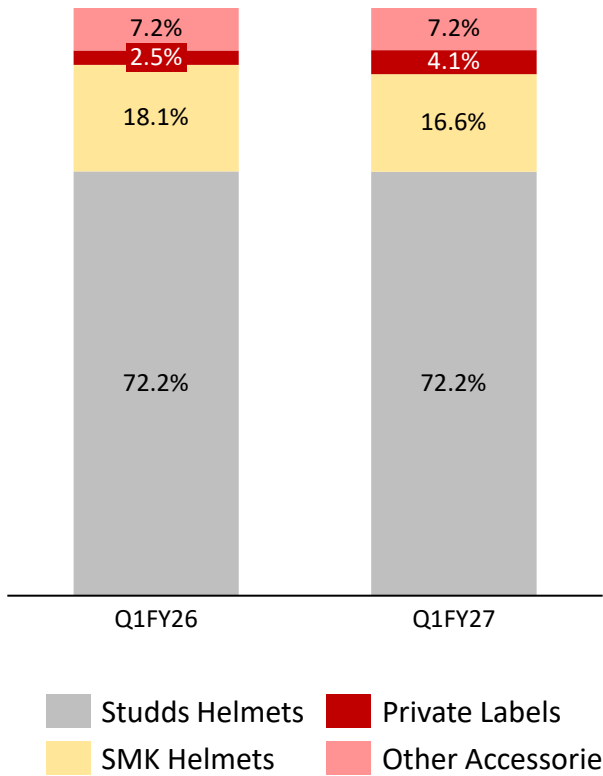
39.3% YoY

- ✓ **Revenue Growth:** Revenue grew by 13.7% on YoY to Rs 169.7 cr, supported by stable demand across key segments
- ✓ **Temporary Margin Impact:** EBITDA margin declined to 11.5% due to elevated styrene-based raw material prices, incremental wage costs and lag in price-pass through
- ✓ **Input cost Improving:** Styrene-based raw material prices have started moderating from July onwards; benefit of lower procurement costs to progressively flow through inventory
- ✓ **Pricing Action Underway:** ~9% price hike undertaken; ~5% effective realisation in Q1FY27, with balance benefit expected to flow through from Q2FY27 onwards
- ✓ **Margin Recovery:** EBITDA margin expected at ~14-15% in Q2FY27E and ~18-20% in Q4FY27E on run rate basis, subject to stable commodity prices

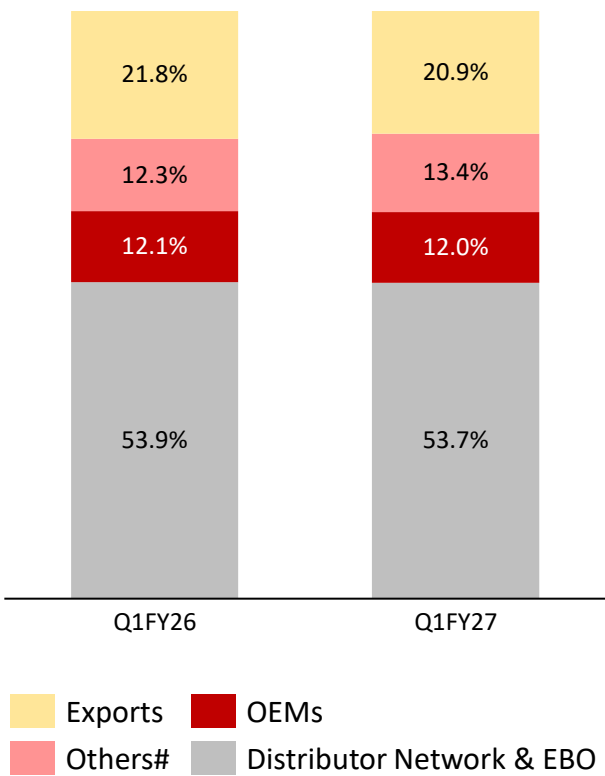


Multi Dimensional Revenue Mix

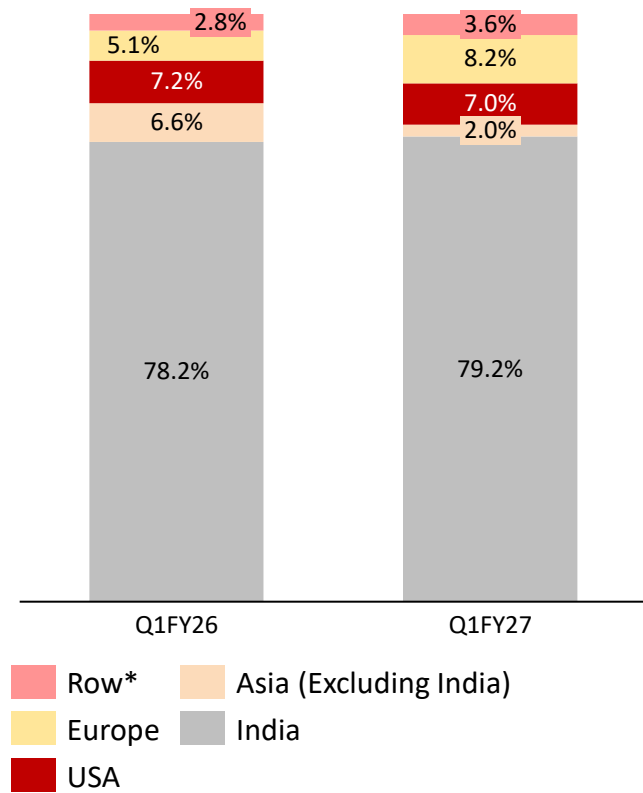
Product Mix



Channel Mix



Geography Mix



*includes Africa, Australia, Oceania, Nepal and Bangladesh

#includes E-com, Government Channels, Others

Private Labels – Daytona & ONel



Consolidated Profit & Loss Statement

Particulars (Rs. Cr)	Q1FY27	Q1FY26	YoY	Q4FY26	QoQ	FY26
Net Revenue from Operations	169.7	149.2	13.7%	167.5	1.3%	634.2
Cost of Goods Sold	79.0	60.6		67.7		255.5
Gross Profit	90.7	88.6	2.4%	99.8	-9.1%	378.8
Gross Profit Margin	53.5%	59.4%		59.6%		59.7%
Employee Cost	18.1	15.8		17.3		65.4
Other Expenses	53.1	42.5		51.1		191.2
EBITDA	19.6	30.3	-35.5%	31.3	-37.6%	122.2
EBITDA Margin	11.5%	20.3%		18.7%		19.3%
Other Income/(Loss)	3.2	2.8		3.2		11.5
Depreciation	5.4	5.2		5.4		21.2
EBIT	17.4	27.9	-37.7%	29.1	-40.4%	112.5
EBIT Margin	10.2%	18.7%		17.4%		17.7%
Finance Cost	0.2	0.2		0.2		0.9
Profit before Tax	17.2	27.7	-37.9%	28.9	-40.5%	111.6
Profit before Tax Margin	10.1%	18.5%		17.3%		17.6%
Tax	4.9	7.4		7.8		29.0
Profit After Tax	12.3	20.2	-39.3%	21.1	-41.7%	82.7
Profit After Tax Margin	7.2%	13.6%		12.6%		13.0%
Basic EPS (in Rs.)	3.12	5.14		5.36		21.00

Impact on EBITDA Margins

- **Raw Material Inflation:** Sharp increase in key RM prices impacted gross margin
- **Lag in Price Pass-through:** ~9% price hike undertaken; ~5% effective in Q1, with full impact expected from Q2 onwards
- **Wage Inflation:** Revision in minimum wages effective 1st April 2026

The background image shows two characters from Star Wars in racing gear. On the left is Chewbacca wearing a gold and black racing helmet with a visor. On the right is Han Solo wearing a blue racing helmet with a red stripe and a visor. Both helmets have the letters 'SMK' on the forehead. They are set against a bright, cloudy sky. A dark grey horizontal band is positioned across the lower half of the image, containing the text 'Our Business' in white.

Our Business

Studds at a Glance



Incorporated in
1983



Brands

STUDDS
RIDE YOUR DREAMS
SMK



Product Portfolio
Motorised Helmets
Non-Motorised Helmets
2W Accessories



4
Manufacturing Units



Installed Capacity

~9.5 Mn 2W Helmets & Boxes
~9 Mn EPS Liners
~2 Mn Water Transfer Decals



240+ Designs
19,000+ SKUs

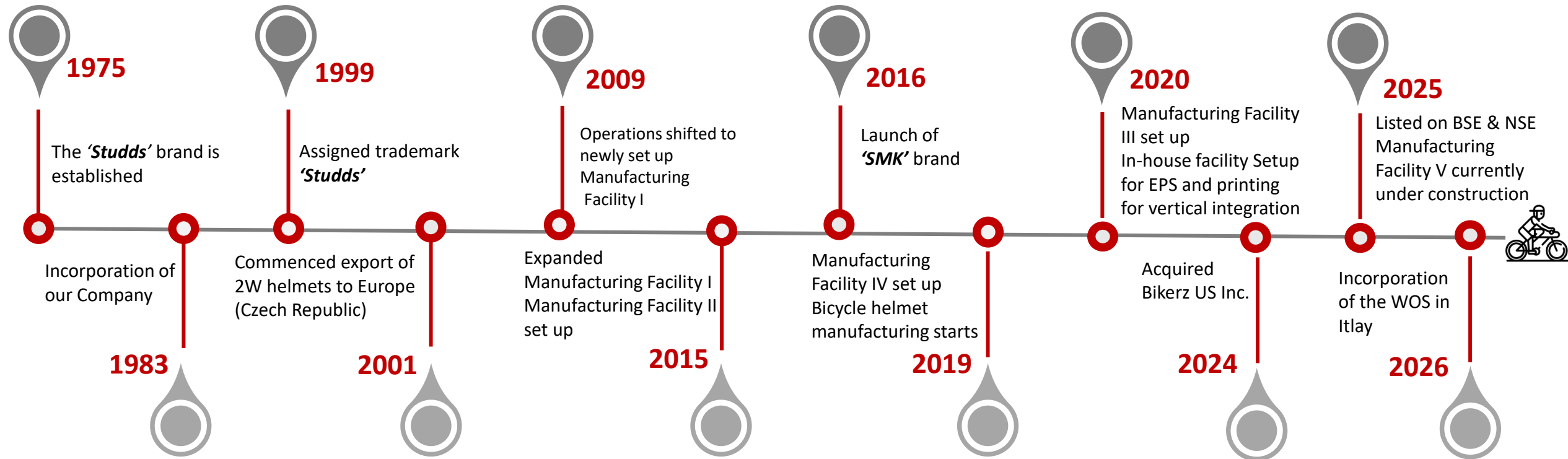


360+
Distributors in India



70+
Presence in
Countries

Five Decade Journey of Innovation



Diversified Brand Portfolio



STUDDS
RIDE YOUR DREAMS



Full Face



Open Face



Modular



Dual Sport



Bicycle Helmet

SMK



Full Face



Open Face



Modular



Dual Sport

Other Accessories



Two-wheeler luggage



Helmet locking device



Gloves



Riding jacket



Rain suit



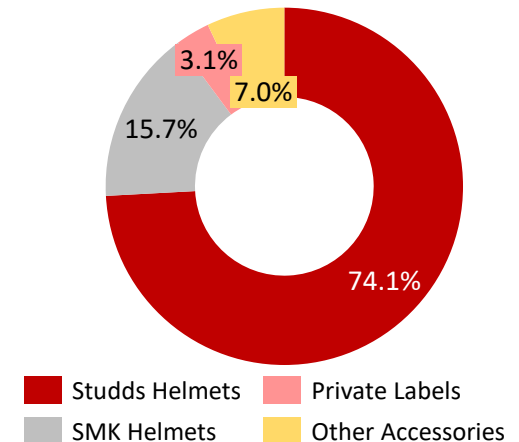
Eye wear

Studds

SMK

Year	1975	2016
MRP Range	Rs 925 – Rs 4,195	Rs 3,000 – Rs 15,350
Target Segments	Mid and mass market	Premium
Major Export Markets	Africa, Latin Central America, Philippines, Indonesia	North & South America, Africa, EU, ASEAN

Product-wise Revenue FY26



Comprehensive Product Catalogue



Increased Range And Diversity



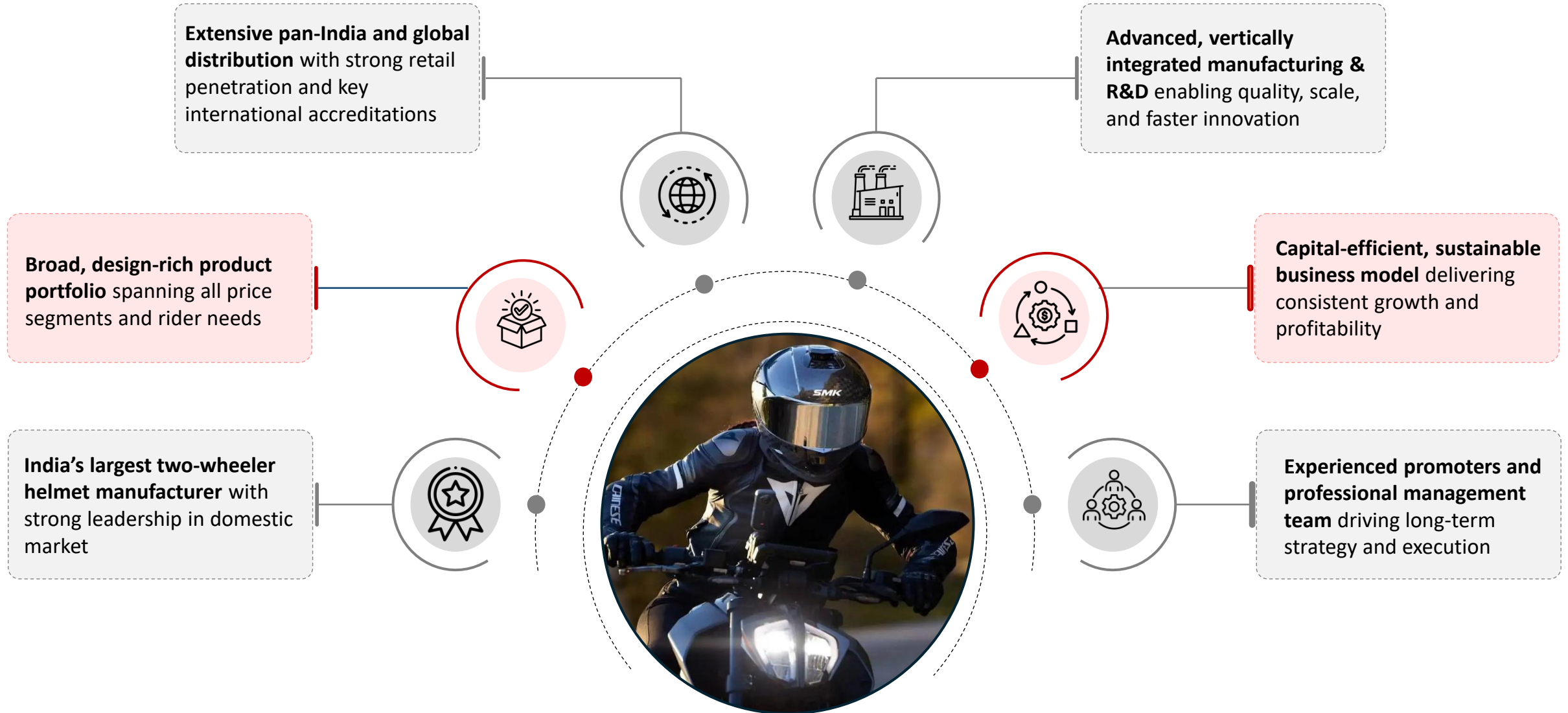
Increased Brand Loyalty



Repeat Customers



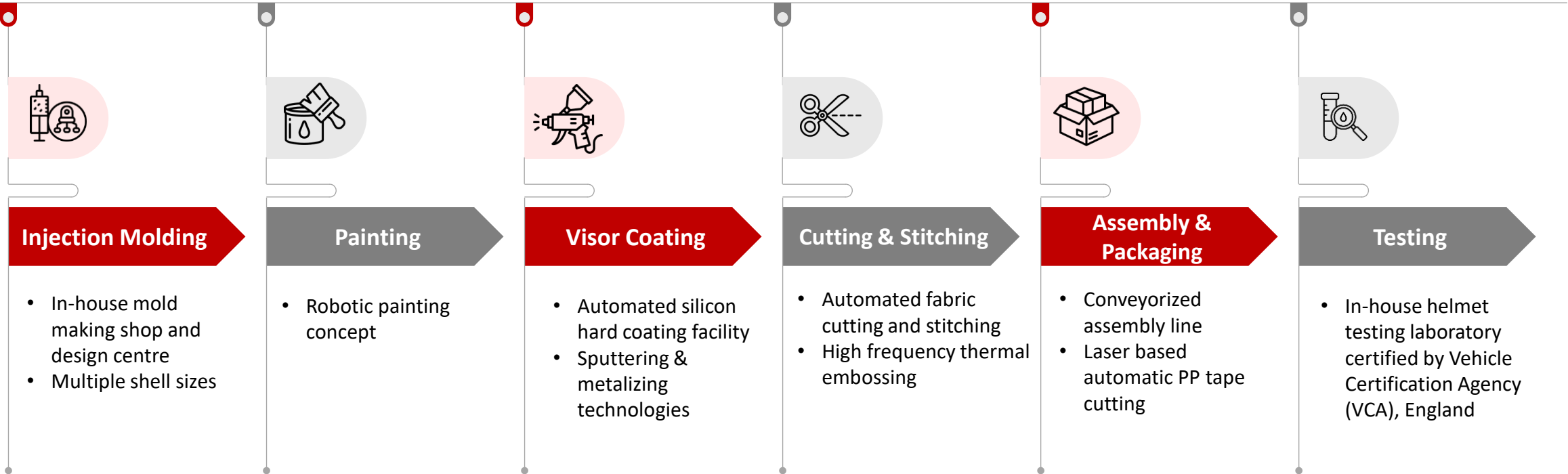
What Sets Us Apart





Manufacturing & Technology

Deep Vertical Integration Driving Scalability & Quality



**Improved Precision, Consistency
& Product Quality**

**Cost-Efficient vis-à-vis
Third Party Manufacturing**

**Reduced Human Intervention
Resulting in Enhanced
Operational Efficiencies**

**All manufacturing facilities are
ISO 9001:2015 certified**



In-house Design & Innovation Engine

Focus on Customer-centric Design and Technological Advancement



In-House Design Team

75-member design and development Team*

- Forecast design trends
- Design and improve fit and comfort
- Integrate new and advanced technologies



External Designers

- European design firm – designing and conceptualising 2W helmets
- Spanish design firm – full face and flip-up helmets with inbuilt Bluetooth

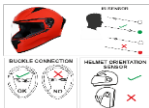
Differentiated Product Capabilities



Built-in Communications



LED Indicators



Integrated Navigation & Helmet Wear Detection

Regularly refreshed product offerings

	Products	New Launch	New Designs
	Full Face	2-3 models annually	1 graphic in 3 months
	Open Face	1-2 models annually	1 graphic in 6 months
	Skull Cap	1 model in 2 years	1 graphic annually
	Flip Up	1 model annually	1 graphic annually
	Gloves / Jackets	1-2 models in 2 years	-

Reduced Timeline from Ideation To Production



Time To Launch - **9 Months**



Time To Launch - **14 Months**

Ability to Develop New Prototypes and Develop New Products Improves Competitive Positioning



Manufacturing Footprint: Current & Upcoming Capacities

Particulars (Units in Mn)	Q1FY27			Q1FY26		
	Installed	Production	Utilisation	Installed	Production	Utilisation
Manufacturing Facility I	0.90			0.83		
Manufacturing Facility II	0.73	1.95	~81%	0.67	1.81	~80%
Manufacturing Facility III	0.75			0.75		
Total – 2W Helmet and Boxes (I + II + III)	2.38			2.25		

Manufacturing Facility IV (Captive Facility)

EPS Liners	2.2	1.92	~85%	2.2	1.72	~77%
Water Transfer Decals	0.5	0.32	~66%	0.5	0.23	~57%

Upcoming Facility

Manufacturing Facility V	Planned capacity in Phase I	Operational by
2W Helmet and Boxes	1.5	Q2FY27

240+ Designs

19,000+ SKUs



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

A person wearing a dark jacket and blue jeans is holding a black and yellow motorcycle helmet. The helmet has 'SWISS' written on it in large, bold letters. The background is a blurred image of an airplane taking off from a runway. A semi-transparent blue banner is at the bottom of the image.

Strategy & Growth Levers

Product Strategy: Premiumisation & Diversification

Increase Offering In The Premium Helmet Segment

Demand for Premium 2W Helmets Driven By



**Increasing Sales
of Premium
Motorcycles**



**Increasing
Disposable
Income**



**Growing
Replacement
Market**



Trusted mid and mass
market 2W helmet brand

- Introduce premium offerings under Studds (at lower prices than SMK)
- Capture broader base of consumers across different price points



Established premium
2W helmet brand

- Increase manufacturing capacity of SMK and of premium helmets under Studds

Increase Market Share And Sales in Premium 2W Helmet Segment Internationally and in India

Expand Product Portfolio

Expand Production Of Niche Products



Bicycle Helmets



2W Luggage



2W Apparel

Develop new & diversified 2W lifestyle products



**Enter New
Aspirational
Product Lines**



**Target New
Customer
Segments**

Higher margins by targeting niche customer segments



India Strategy: Expanding Distribution & Digital Channels



Seamless journey across touchpoints



Invest further towards expansion of online presence



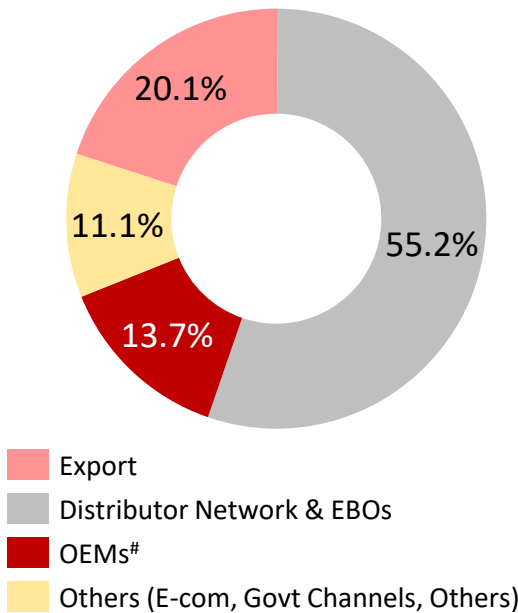
Invest in digital infrastructure to build further capabilities to deliver an integrated online-offline shopping experience



May propose to launch a separate mobile application

Increase focus on domestic online sales channel

Diversified Channel-mix FY26



Strong relationships with OEMs



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 30th Jun'26

*includes E-com, Government Channels, Others



Global Expansion Roadmap

Global Growth Strategy –Strategically Expand Into New Markets and Geographies



Leverage brand recall

- Increase scale of operations
- Introduce new innovative product designs
- Expand presence into new geographies and markets



Existing Markets -North & South America, ASEAN

- Expand footprint in new geographical locations leveraging well-established global distributor, OEMs network
- Strengthen distribution network in USA through recently acquired Bikerz US Inc.



Untapped Markets –Vietnam, Peru, Egypt

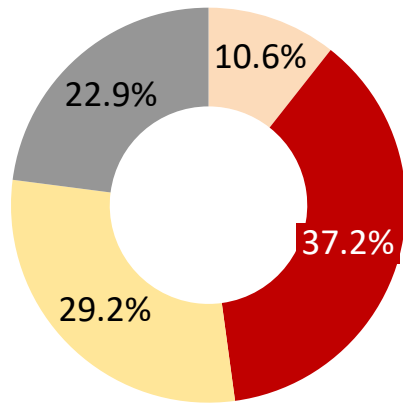
- Evaluate options for inorganic expansion based on synergies with existing business



Key Export Markets

- Implement distributor-direct approach
- Establish a WOS in Europe to set up a warehouse, aimed at streamlining logistics, enhancing supply-chain efficiency, and improving delivery timelines across key European markets

Strong presence in key export markets FY26



Asia(Excluding India) USA Europe Row*

Serving Customers in 70+ Countries#

Manufacturing For Leading Global Brands

Daytona



USA

O'neal



ONEAL

Australia

EU

USA

Increase market presence and scale operations

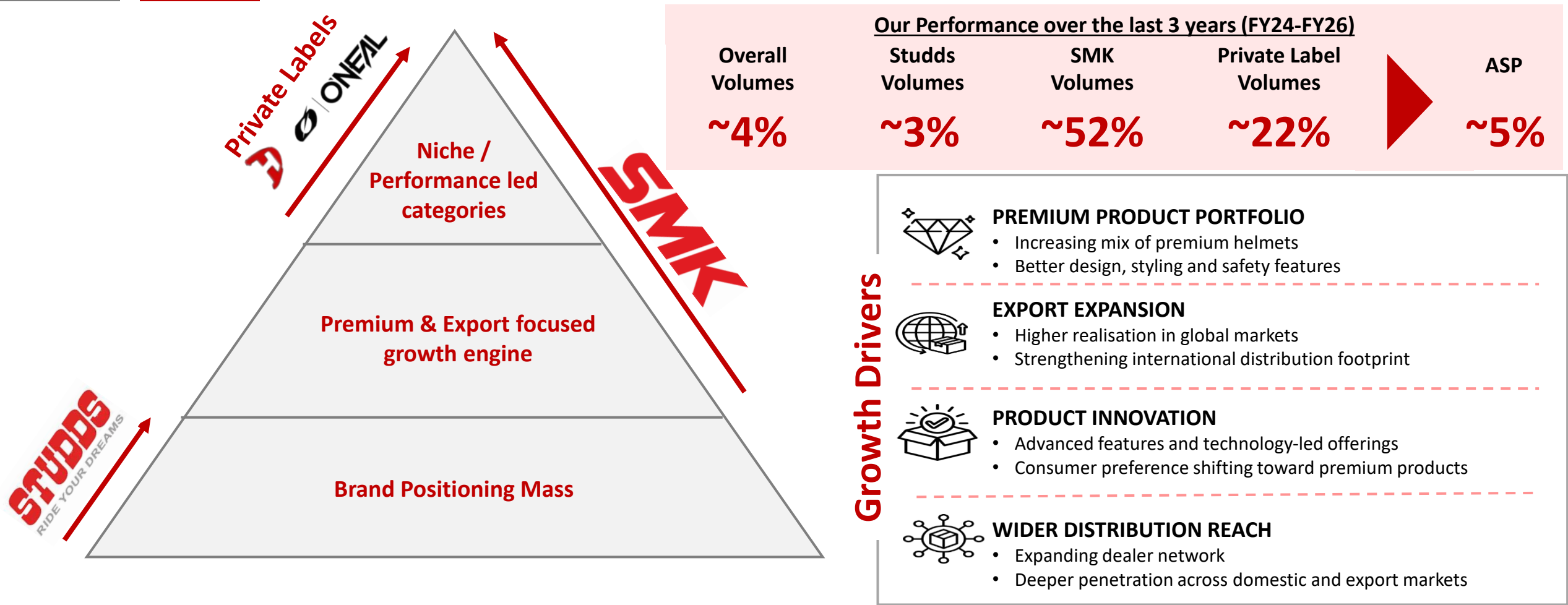
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As on 30th Jun'26



Driving Premiumisation Through Product Mix & Export Expansion

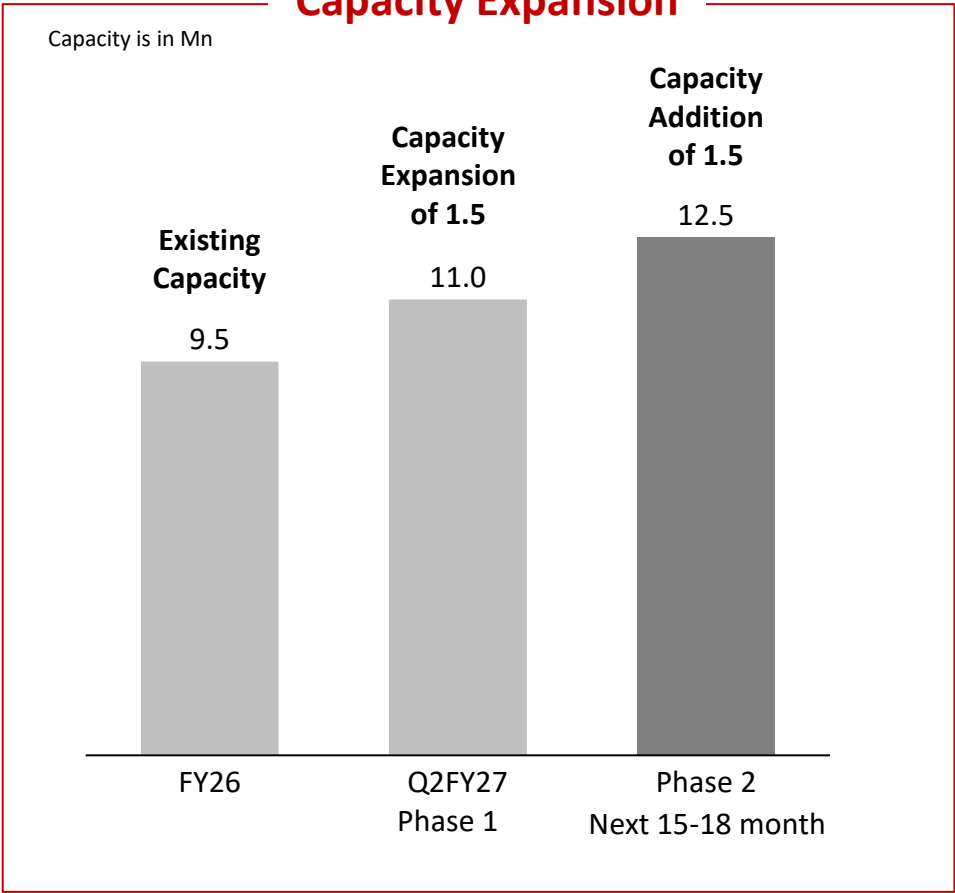


While **Studds** will continue to provide scale and steady volume growth, **SMK** and **Private Labels** are expected to be the **primary drivers of ASP enhancement and value creation** through premiumisation, innovation, and export-led growth



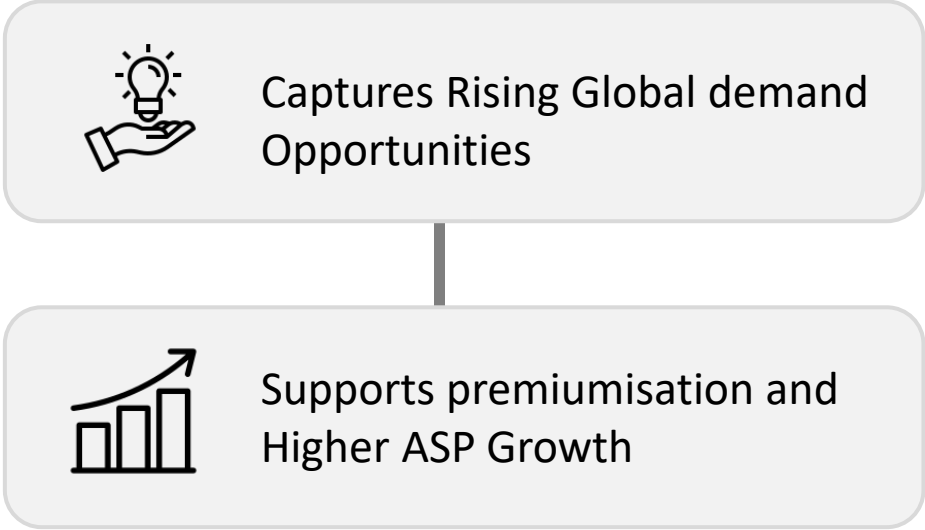
Expanding Capacities: Gearing up for Growth

Capacity Expansion



~30%
Increase over FY26 Capacity

Strategic Impact



Strengthening India and Serving the World



Strengthening Global Brand Positioning

INTERNATIONAL RACING ECOSYSTEM



Participated in **theMoto4 Latin America Cup**, a key step in our global brand-building journey through **SMK Helmets**.



Hosted as part of the prestigious **MotoGP World Championship** in **Goiânia, Brazil**



Strengthen global brand equity through association with premier motorsport platforms

THIS INITIATIVE HELPS TO



Validate product innovation and safety standards in high-performance environments



Accelerate international market penetration, particularly in Latin America



Our association with the Moto4 Latin America Cup marks an important step in our global journey. At Studds, we are committed to building world-class products that meet the highest standards of performance and safety. Through SMK Helmets, we are strengthening our presence in international markets while actively contributing to the development of young racing talent. This platform allows us to showcase our technological capabilities on a global stage and reinforces our long-term vision of becoming a globally respected brand in rider safety

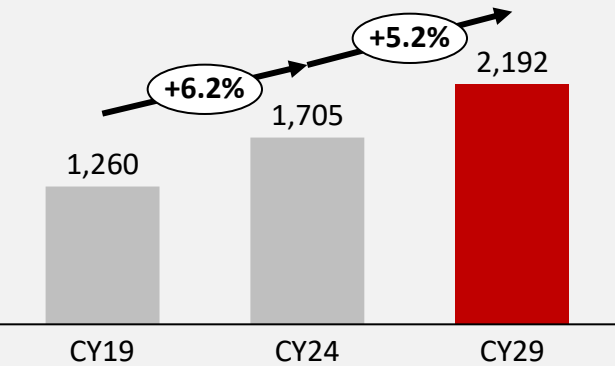
SIDHARTHA BHUSHAN KHURANA



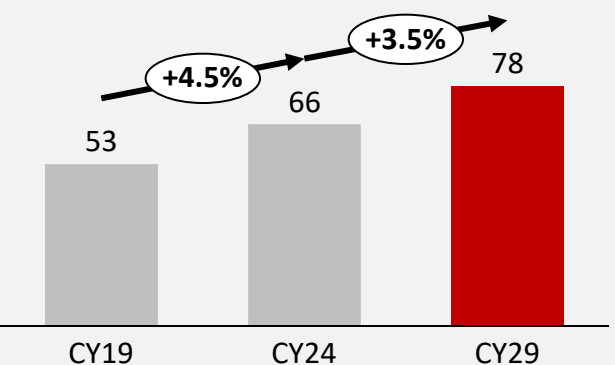


Industry Overview

**Global Helmet Market Size
(Sales in USD Mn)**



**Global Helmet Market Size
(Units in Mn)**



01

Rising 2W base in APAC

Driving new & replacement helmet demand

02

Adventure & moto-tourism growth

Boosting full-face / ADV helmet demand

03

Tighter global safety norms (ECE 22.06 / DOT / JIS)

Push toward certified helmets

04

Strengthening OEM tie-ups

Motorcycle brands preferring branded, compliant helmets

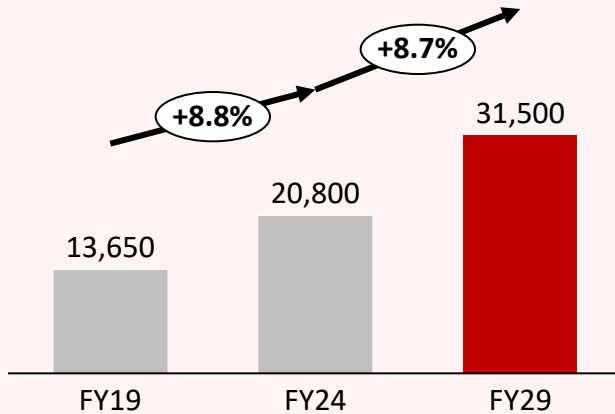
05

Premiumisation wave

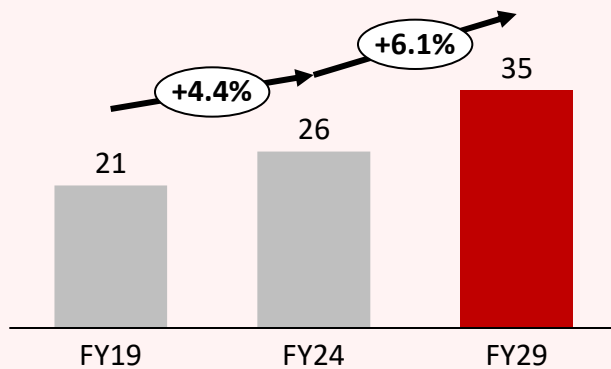
Higher uptake of modular, carbon-fiber & smart helmets



Indian Helmet Market Size (Sales in INR Mn)



Indian Helmet Market Size (Units in Mn)



01

Largest global 2W market

Structurally strong helmet demand base

02

Faster replacement cycle (3–5 yrs)

Driven by quality awareness, design upgrades & wear-out

03

BIS mandate enforcement

Removes unorganised/low-quality supply, boosts organised players

04

Higher incomes & urbanization

Supporting premiumisation & broader adoption

05

Severe under-penetration (India ~0.6 vs Global ~1.5)*

Multi-year growth runway



Corporate Information & Governance

Board of Directors



Madhu Bhushan Khurana

Chairman and Managing Director

- On the Board since 1983. Promoter of the Company
- 50+ years of experience in business administration and manufacturing
- Holds a Bachelor's of Science in Engineering (Aeronautical) from Punjab Engineering College, Chandigarh



Sidhartha Bhushan Khurana

Managing Director

- On the Board since 1998. Promoter of the Company
- 25+ years of experience in business administration and manufacturing at Studds
- Holds a Bachelor's in Engineering (Aeronautical) from Punjab Engineering College, Chandigarh



Shilpa Arora

Whole-time Director and Global Sales Head

- On the Board since 2024. Promoter of the Company
- Incorporated 'Bikerz US Inc.' in 2021
- Previously worked as senior director at Rogers Communications Inc, Canada
- Holds a bachelor's degree in dental surgery and an MBA from the University of Toronto, Ontario, Canada



Pankaj Duhan

Independent Director

- On the Board since 2018. More than a decade of experience at Procter & Gamble Europe SA, Singapore
- Holds a bachelor's degree in engineering from Punjab Engineering College, Chandigarh and a post-graduate diploma in management from the IIM, Ahmedabad



Deepshikha Singla

Independent Director

- On the Board since 2024. Experienced in the field of IT service and consulting
- Holds a bachelor's degree in business administration from Guru Nanak Dev University, Amritsar and an MBA from IIT Roorkee



Shishira Rudrappa

Independent Director

- On the Board since 2024. Presently a director on the board of Philos Advisory Services Pvt Ltd, Spire Capital Services Pvt Ltd, Spire Projects Pvt Ltd
- Holds a bachelor's degree in law from the National Law School of India University, Bangalore and a master's degree from George Washington University



Global-Standard Quality Certifications



ISO 9001:2015
Quality Management System



ISO 14001:2015
Environmental Management System



ISO 45001:2018
Occupational Health and Safety



IS 4151:2015
Protective Helmets for Motorcycle Riders



DOT FMVSS 218
USA –Self Certification



ECE 22.06
Compliant w/ Economic Commission of Europe



17067:2013
Compliance for exporting to Philippines



Historical Financial Performance

Consolidated Profit & Loss Statement

Particulars (Rs. Cr)	FY26	FY25	FY24	FY23
Revenue from Operations	634.2	584.0	529.0	499.2
Cost of Goods Sold	255.5	255.7	238.6	261.7
Gross Profit	378.8	328.2	290.4	237.4
Gross Profit Margin	59.7%	56.2%	54.9%	47.6%
Employee Cost	65.3	62.6	70.9	65.3
Other Expenses	191.3	160.7	129.4	112.0
EBITDA	122.2	105.0	90.2	60.1
EBITDA Margin	19.3%	18.0%	17.0%	12.0%
Other Income	11.5	11.9	6.8	7.3
Depreciation	21.2	20.7	19.0	18.1
EBIT	112.5	96.2	78.0	49.3
EBIT Margin	17.7%	16.5%	14.7%	9.9%
Finance Cost	0.9	1.2	1.6	2.8
Profit before Tax	111.6	95.0	76.4	46.4
Profit before Tax Margin	17.6%	16.3%	14.4%	9.3%
Tax	29.0	25.4	19.1	13.3
Profit After Tax	82.7	69.6	57.2	33.1
Profit After Tax Margin	13.0%	11.9%	10.8%	6.6%
Basic EPS (in Rs.)	21.00	17.69	14.54	8.42



Consolidated Historical Balance Sheet

Assets (Rs. in Cr.)	Mar-26	Mar-25	Mar-24	Mar-23
Non-current assets				
Property, Plant and Equipment	326.7	325.9	320.4	307.3
Capital work-in-progress	52.9	25.3	10.0	10.2
Right to use of Assets/Investment Properties	3.7	5.5	7.7	0.9
Intangible Assets	2.5	2.4	3.2	3.3
Intangible Assets Under Development	5.3	3.5	1.8	1.6
Goodwill	4.6	4.7	0.0	0.0
Financial Assets				
Investments	0.0	0.0	0.0	0.0
Others Financial Assets	23.9	3.2	3.7	29.6
Total Non-Current Assets	419.7	370.5	346.8	352.9
Current assets				
Inventories	75.0	56.3	40.2	35.0
Financial Assets				
Trade receivables	41.9	43.0	28.4	31.3
Cash and cash equivalents	70.3	39.0	35.6	24.9
Bank balances other than Above	14.3	33.2	23.0	4.8
Other Financial Assets	0.6	0.3	0.2	0.3
Other Current Assets	15.9	14.4	11.4	11.9
Total Current Assets	217.9	186.2	138.8	108.1
Total Assets	637.6	556.7	485.6	461.1

Equity and Liabilities (Rs. in Cr.)	Mar-26	Mar-25	Mar-24	Mar-23
Equity				
Equity Share Capital	19.7	19.7	9.8	9.8
Other Equity	503.3	429.8	377.6	328.2
Shareholders Fund	523.0	449.5	387.4	338.0
Non-Current Liabilities				
Financial Liabilities				
Borrowings	3.7	2.9	0.2	19.9
Lease Liability	2.6	4.5	6.3	0.4
Other Financial Liabilities	2.9	3.0	3.0	2.7
Provisions	4.9	5.1	4.5	4.1
Deferred Tax Liabilities (Net)	19.8	18.4	16.6	15.5
Total Non Current Liabilities	33.9	33.9	30.5	42.6
Current liabilities				
Financial Liabilities				
Borrowings		0.0	0.4	10.6
Lease Liability	1.9	1.6	1.9	0.6
Trade Payables	48.4	31.9	30.6	34.7
Other Financial Liabilities	11.4	16.3	16.1	17.8
Other Current Liabilities	12.4	14.4	14.7	12.6
Provisions	2.6	2.0	1.9	1.8
Current tax liabilities (net)	4.1	7.1	2.1	2.3
Total Current Liabilities	80.8	73.4	67.6	80.4
Total Equity and Liabilities	637.6	556.7	485.6	461.1



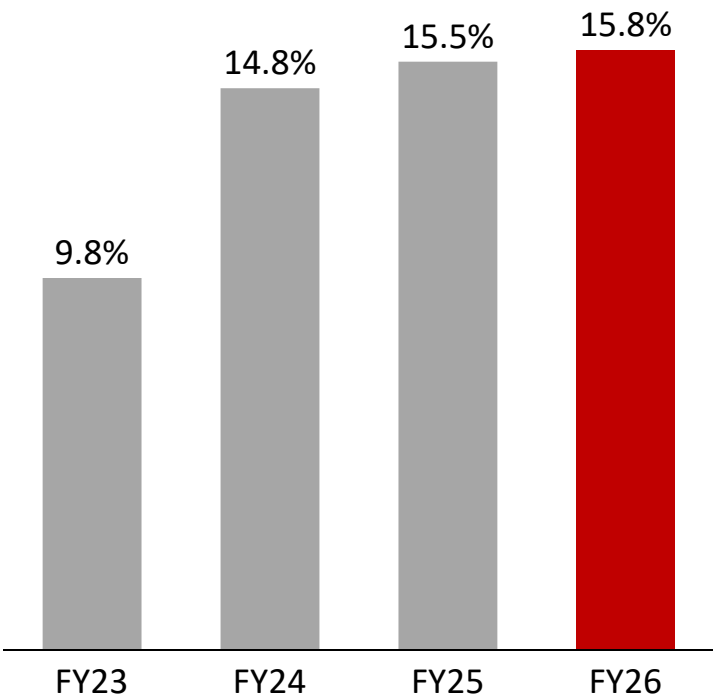
Consolidated Cash Flow Statement

Particulars (Rs. in Cr.)	FY26	FY25	FY24	FY23
Net Profit Before Tax	111.6	95.0	76.4	46.4
Adjustments for: Non Cash Items / Other Investment or Financial Items	16.5	16.8	17.8	19.2
Operating profit before working capital changes	128.1	111.8	94.2	65.6
Changes in working capital	-11.2	-30.0	-4.0	1.2
Cash generated from/(used in) operations	117.0	81.8	90.2	66.8
Direct taxes paid (net of refund)	-30.7	-18.6	-18.3	-10.9
Net Cash from Operating Activities	86.3	63.3	71.9	55.9
Net Cash from Investing Activities	-43.1	-51.1	-20.0	-26.2
Net Cash from Financing Activities	-11.9	-8.8	-41.1	-23.9
Net Increase in Cash and Cash equivalents	31.3	3.4	10.7	5.8
Add: Cash & Cash equivalents at the beginning of the period	39.0	35.6	24.9	19.0
Cash & Cash equivalents at the end of the period	70.3	39.0	35.6	24.9



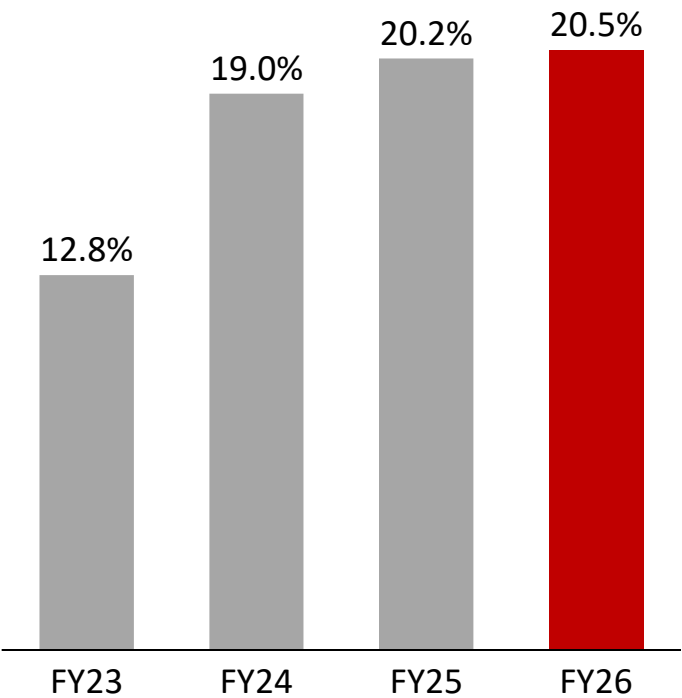
Financial Strength and Capital Efficiency

Return on Net Worth (%)



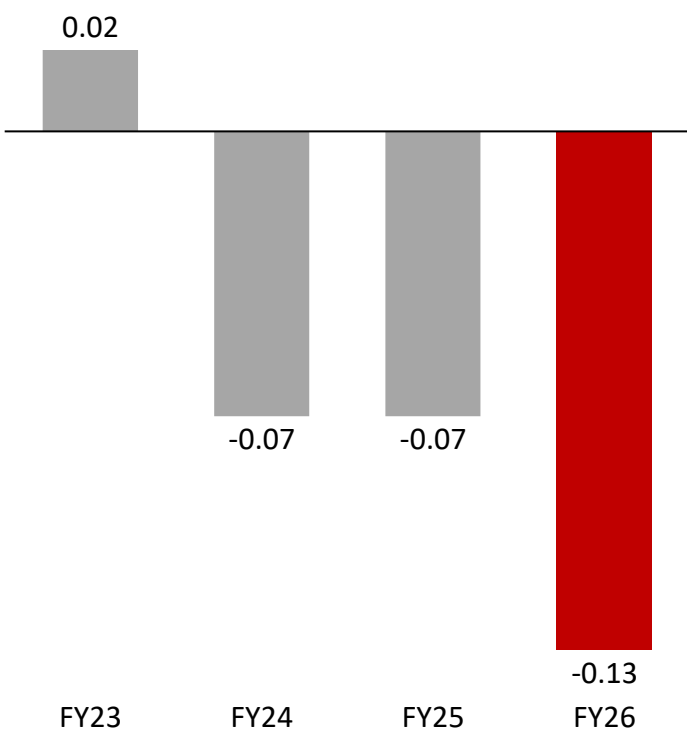
Return on Network = PAT/Network

Return on Capital employed (%)



Return on Capital Employed = EBIT/Total Capital Employed*
*Total Capital Employed = Total Equity + Borrowings + long term lease liabilities + Deferred Tax liabilities(net)

Net Debt/Equity (in times)



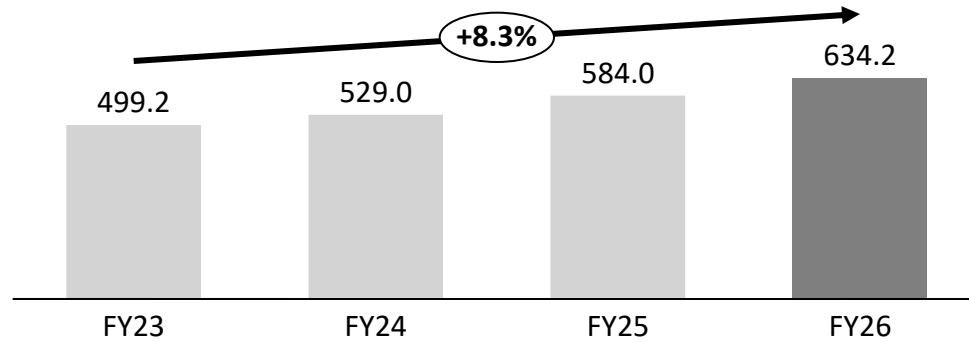
Net Debt/Equity
(Total Debt-cash & cash equivalents)/Total Equity



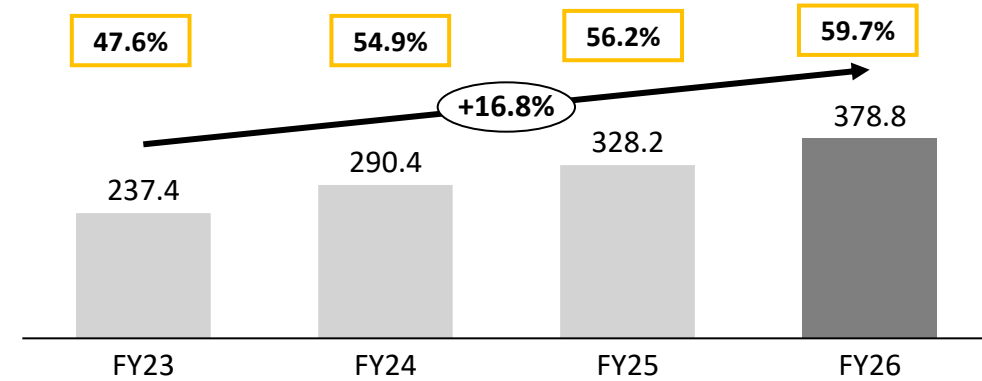
FY26 Consolidated Performance Highlights

(Rs. in Cr.)

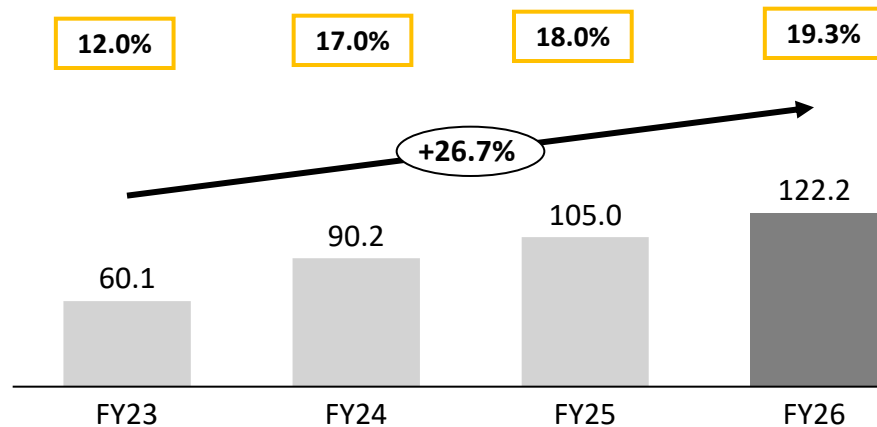
Revenue from Operations



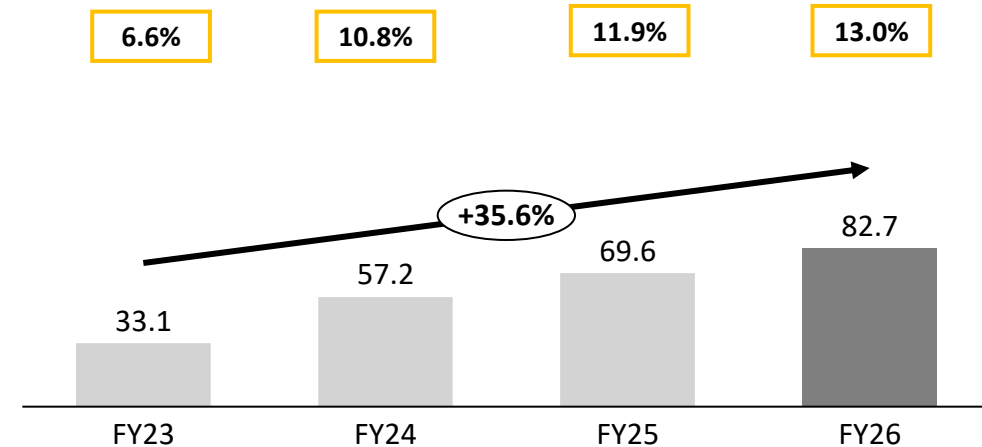
Gross Profit & Margins



EBITDA & Margins



PAT & Margins





Thank You

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