

# OSEL DEVICES LIMITED

**A Technology Disruptor Transforming LED Displays and  
Hearing Solutions**

Investor Presentation  
H2FY25

ÖSEL®





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# Table Of Content

## About Us

Company Overview  
Hearing Aids  
LED Display  
Clientele  
Management

## Business Model

Products/Segments  
Revenue Mix  
Long Term Growth

## Growth Drivers

Hearing Aid Market & Opportunities  
LED Display Market & Opportunities  
Mobile Phone & Tablet Market  
Our Strengths

## Financial Performance

H2FY25 Highlights  
FY25 Highlights  
Income Statement & Balance Sheet





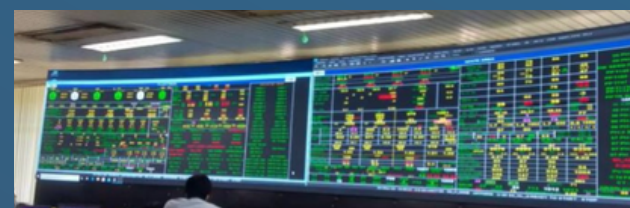
# Company Overview

The company, OSEL Devices is a technology company headquartered in Delhi. We are end-to-end manufacturer of LED Displays and Hearing Aids Devices right from designing to installations.

## HEARING AIDS



## LED DISPLAYS



**15,000  
SQ.FT**

Total Capacity for  
LED Displays and  
Devices

**4,00,000  
UNITS**

Hearing Aids p.a  
production capacity

Independent  
**mark of quality,**  
semi-finished  
and finished  
products from **all**  
**stages of**  
**production** and  
for all accessory  
materials used in  
the process





# Hearing Aids

Products	Segement	Application
Standard Behind-the-Ear (BTE)	<ul style="list-style-type: none"><li>• B2B</li><li>• Cater to various g</li></ul>	<ul style="list-style-type: none"><li>• Suitable for moderate to severe hearing l</li></ul>
Mini Behind-the-Ear (BTE)		<ul style="list-style-type: none"><li>• Smaller and more discreet, often used wi</li></ul>
Receiver-in-the-Ear (RITE)		<ul style="list-style-type: none"><li>• The receiver is placed inside the ear cano</li></ul>
Receiver-in-Canal (RIC)		

**55%**

**FY25 Sales %**

Revenue Contribution

**18%**

**YoY Growth %**

Segment Sales Growth  
(FY24 to FY25)





# LED DISPLAYS

Products	Segement	Application
Indoor	<ul style="list-style-type: none"><li>• B2B</li><li>• Supplying to Governments c</li></ul>	<ul style="list-style-type: none"><li>• Retail, corporates, public events.</li></ul>
Outdoor		<ul style="list-style-type: none"><li>• Outdoor display &amp; advertisement</li></ul>
Transparent		<ul style="list-style-type: none"><li>• Creating stunning visual effects</li></ul>
Customised		<ul style="list-style-type: none"><li>• Specific needs &amp; requirements</li></ul>

**45%**

**FY25 Sales %**

Revenue Contribution

**82%**

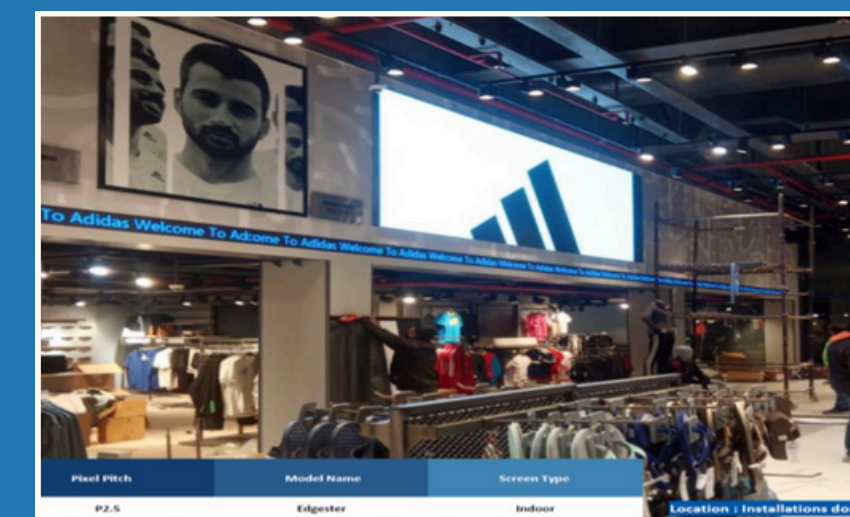
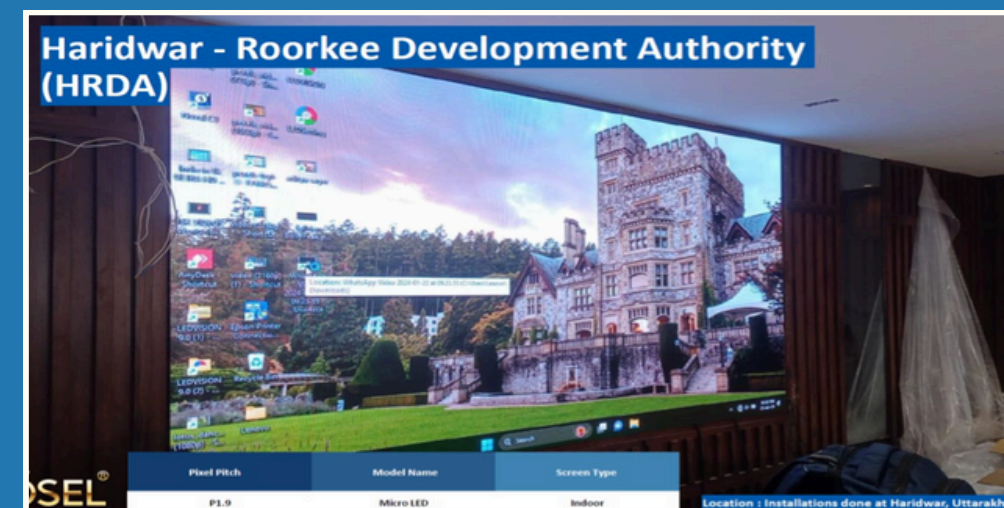
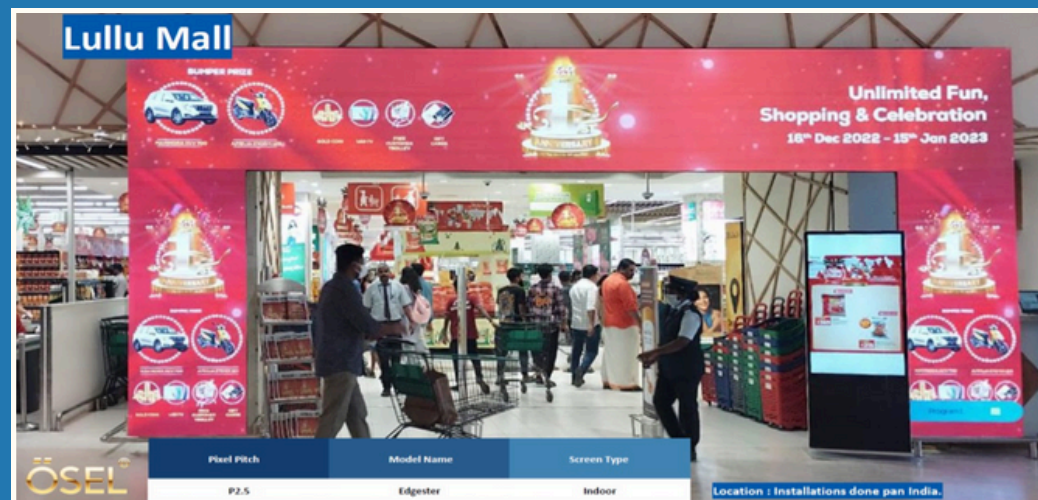
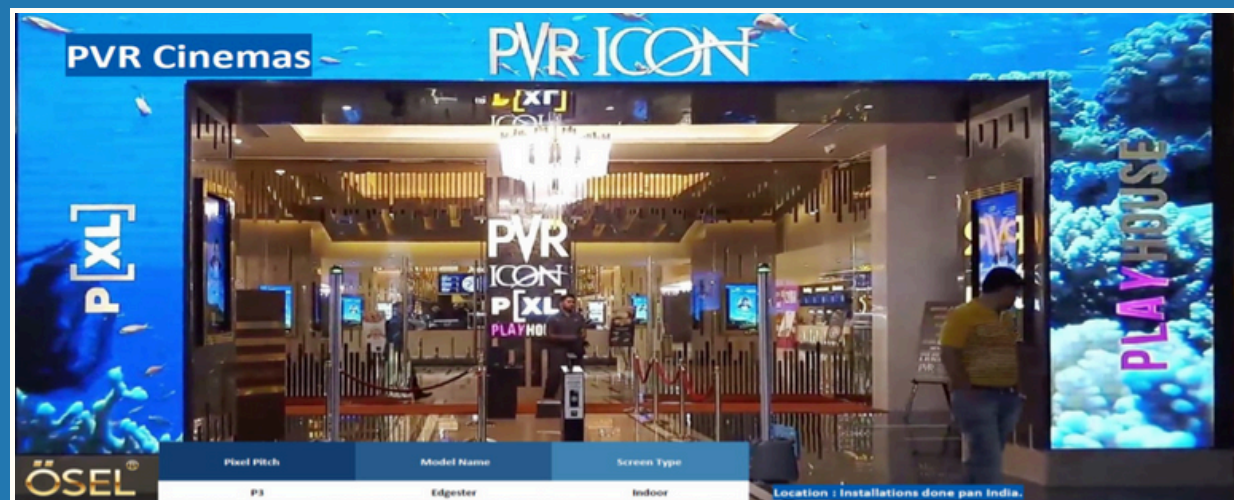
**YoY Growth %**

Segment Sales Growth  
(FY24 to FY25)





# Our LED Installations









# Management's Desk

At Osel Devices Limited, we stand at the cusp of transformative growth across both our key verticals—medical equipment, with a particular focus on hearing aids, and electronic visual solutions, especially LED display systems. Our strategic intent is clear: to create a balanced, scalable, and innovation-driven enterprise that delivers impact across healthcare and digital communication.

Both segments are expected to grow at a 25% CAGR, underpinned by sector tailwinds and product innovation. While LED offers superior ROI due to its volume-driven nature, hearing aids present strong margin upside and recurring revenue potential.

In a major strategic development, Osel Devices Ltd has secured the prestigious brand license for the Philips mobile phones and tablets division in India—a powerful endorsement of our technological strength, execution excellence, and long-term vision. This partnership enables us to bring globally trusted, high-quality devices to Indian consumers, further expanding our footprint in the electronics and smart device ecosystem.



**Mr. Rajendra Ravi Shanker Mishra**  
Managing Director



# Business Model

Particulars	Medical Equipment	Displays	Devices	OEM For LED
Products/Segments	Hearing Aids	LED Displays	Mobile Phones & Tablets	LED Display & Devices
Target Revenue Mix Total Sales %	~20%	~30%	~30%	~20%
EBITDA Margins	~30-35%	~15-20%	~15-20%	Product Specific
Growth Driver	Price Hike	Volume Growth	Volume Growth	Product Specific
Long Term Growth Rate (E)	25-30%	25-30%	20-25%	-





# GROWTH DRIVERS

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**ÖSEL®**  
Enlighten Your Senses

**ÖSEL®**



# Hearing Aid Demand Breaking Stigma

**India sells  
700,000  
hearing  
aids, yet  
treatment  
remains  
under 3%.**

**India has  
only one  
audiologist  
per  
500,000  
people.**

<https://health.economictimes.indiatimes.com/news/industry/we-aim-to-revolutionise-hearing-solutions-by-making-them-accessible-and-affordable-brandon-sawalich-starkey/107700760>

<https://audientes.com/blogs/insights/the-india-opportunity>

## India's Stark Reality

India has 1.3 billion people, with an estimated 7% affected by hearing loss.

Shockingly, <0.5% have taken steps to address it.

Of those who do, only 10% use two hearing aids.

There is a massive gap in hearing care awareness and action.

## Global Landscape: A Misunderstood Industry

488 million people suffer from hearing loss worldwide.

Hearing aid adoption remains under 10%.

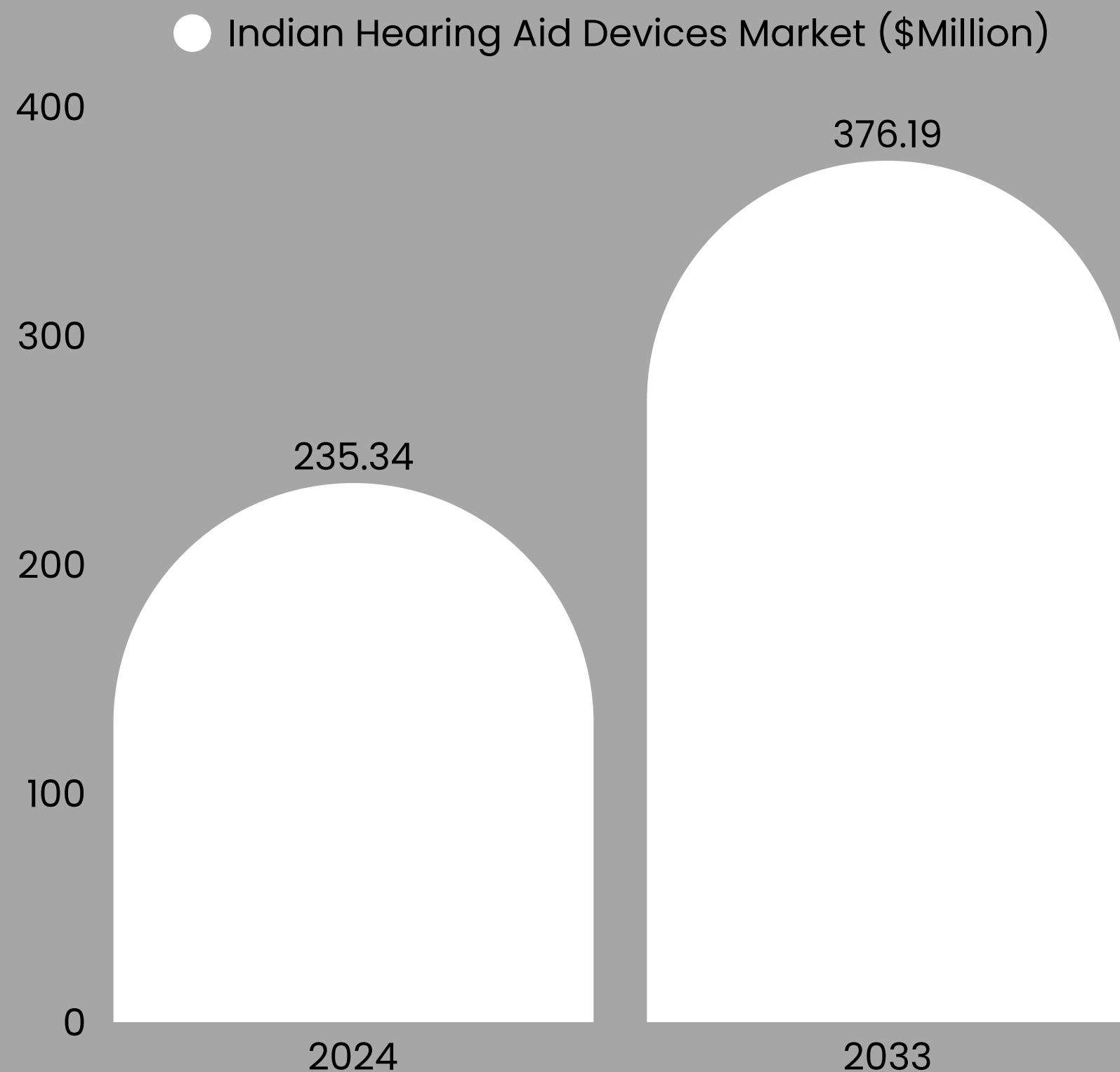
Barriers: access, affordability, and stigma.

Hearing aids are wrongly seen as outdated or only for the elderly.





# Hearing Aid Market



## ADIP Scheme By Government

The Indian government is actively promoting hearing aid devices through schemes like the ADIP (Scheme of Assistance to Disabled Persons for Purchase/Fitting of Aids and Appliances) and others, aiming to provide financial assistance and ensure access to these devices for the hearing impaired.

## Hearing Aid Cost In India

Basic Models: ₹10,000 to ₹30,000  
 Mid-Range Models: ₹30,000 to ₹1,00,000  
 Premium Models: ₹1,00,000 to ₹4,00,000





# Hearing Aid: Tapping Exports

The government launches the Export Promotion Council for Medical Devices (EPCMD), a long-awaited move to position India as a global medtech manufacturing and export hub.

EPCMD is separate from pharma, acknowledging the unique needs of medtech. It will drive trade deals and promote 'Make in India' products globally.

**69% of medical devices sold in the U.S. are made outside of United States.**

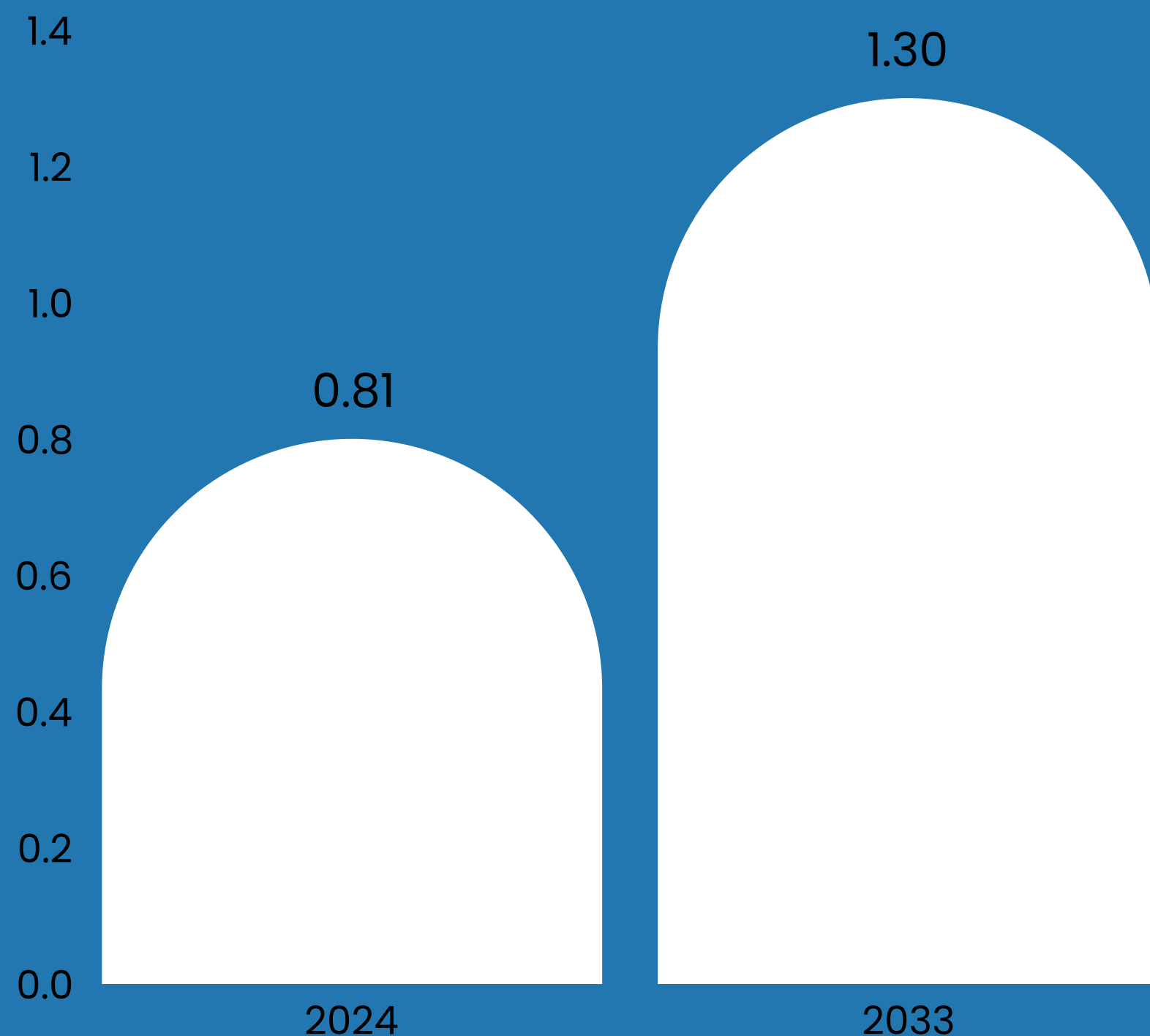
**India exports ₹31,672 crore (\$3.7B) worth of medical devices, growing at 14% annually.**

**With the USA, Germany, and China as key markets for India, the target is a \$30B industry by 2030.**



# LED Display: Underpenetrated Market

● Indian LED Display Market (\$Billion)



## Key Growth Drivers

The demand for visually impactful advertising solutions across sectors like retail, sports, transportation, and hospitality, along with the rise of digital out-of-home (DOOH) advertising, have driven the market's expansion.

## Product Trends

Outdoor/indoor, mobile, fine-pitch LED displays are prominent, for both large-scale and close-viewing applications.





# Mobile Phones & Tablets: Introducing Phillips In India

## Osel Launches Phillips In India

Phillips Enters Indian Mobile Market in  
partnership with OSEL

## Philips x OSEL

OSEL will lead right from product  
manufacturing to marketing and  
distribution.

## Aim to disrupt India's ₹2.17 lakh Cr mobile market

### Phase 1

Entry into the Feature Phone Market:  
+5 million units monthly (market size)

### Phase 2

Entry into the Smartphone Market



# Comprehensive Post-Sale Service

01

## Warranty Coverage

We offer post-sale services with a warranty period of 1 to 3 years, depending on the order terms, at no additional cost.

02

## Annual Maintenance

After the warranty period, we provide annual maintenance services on a chargeable basis to ensure continued product reliability.

03

## On-Site Support

We offer on-site maintenance and repair services for complex LED display systems, addressing issues directly at the customer's location.

04

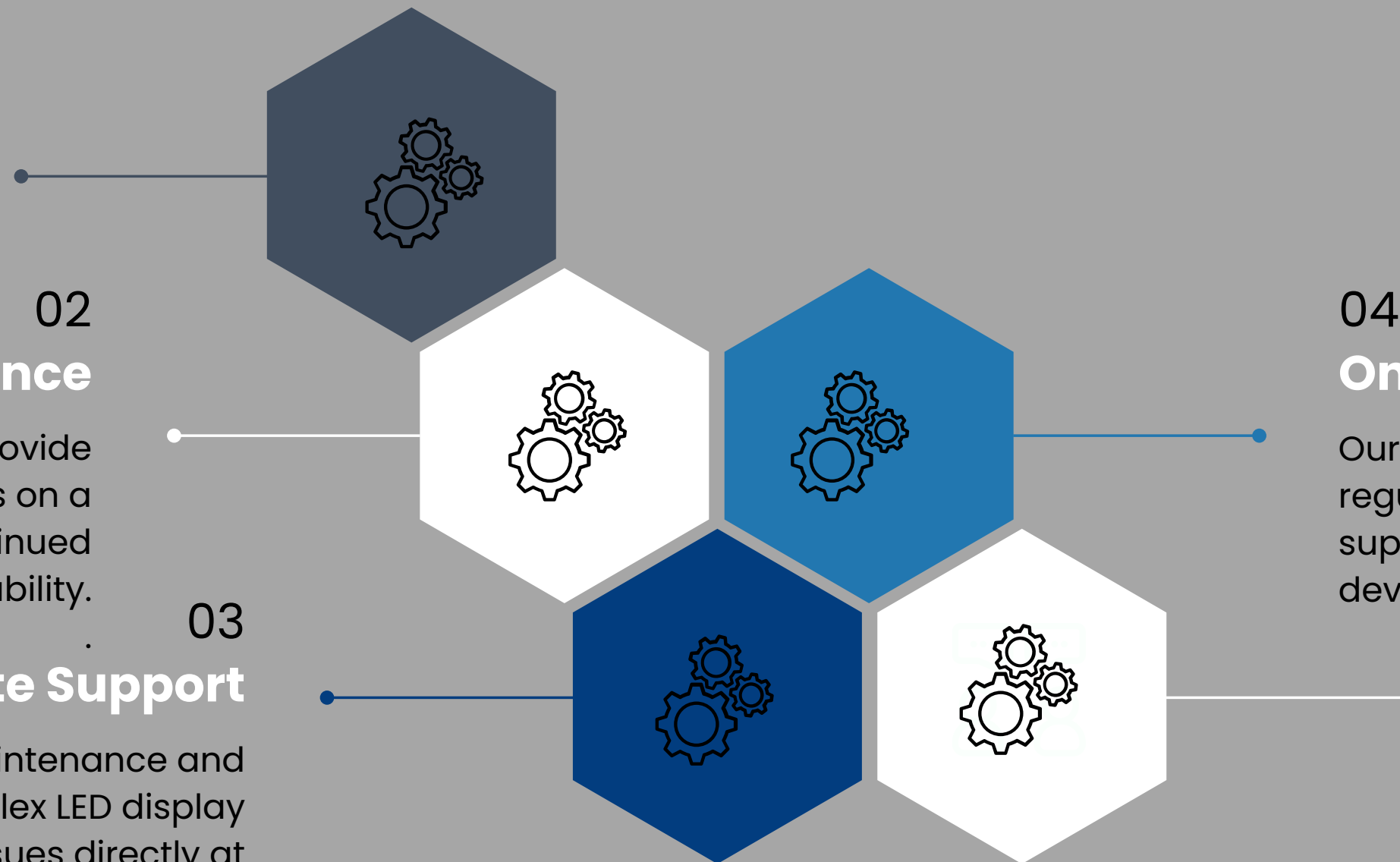
## Ongoing Customer Interaction

Our after-sale services facilitate regular interactions with customers, supporting long-term relationship development.

05

## Increase In Margins

5-15% of revenues get converted to after sale services and this adds directly to the bottom line of the company.





# Certifications

We obtained BIS licenses for "Digital BTE Hearing Aids" and "Visual Display Units", establishing regulatory credibility in both market segments.

Our company is ISO certified, validating our adherence to global quality management standards for both semi-finished and finished products.

Over the years, we have developed a strong tender track record with government entities which has been made possible by our possession of highly reputed licenses such as the MD-5 certification, which is exceptionally difficult to obtain in the field of medical device manufacturing.





# Supply Chain & Service Advantage



## Procurement

In-house SMT lines and panel vetting lower bill-of-materials by 4-6% versus peer median, creating a sustainable cost advantage.



## Quality Control

Rigorous testing protocols exceed industry standards, ensuring consistently high product reliability and reducing post-installation service requirements.



## Installation

Average installation lead-time of 7-30 days versus the industry norm of 45 days accelerates customer payback and improves satisfaction metrics.



## AMC Services

All LED sales include optional 5-15% AMC contracts, converting one-time sales into 100%-margin recurring revenue streams that enhance business stability.

**This integrated approach to the value chain creates multiple competitive advantages. By controlling critical elements from procurement through maintenance, Osel delivers superior customer value while capturing higher margins than competitors who outsource these functions.**



# Our Right To Win



# FINANCIAL PERFORMANCE

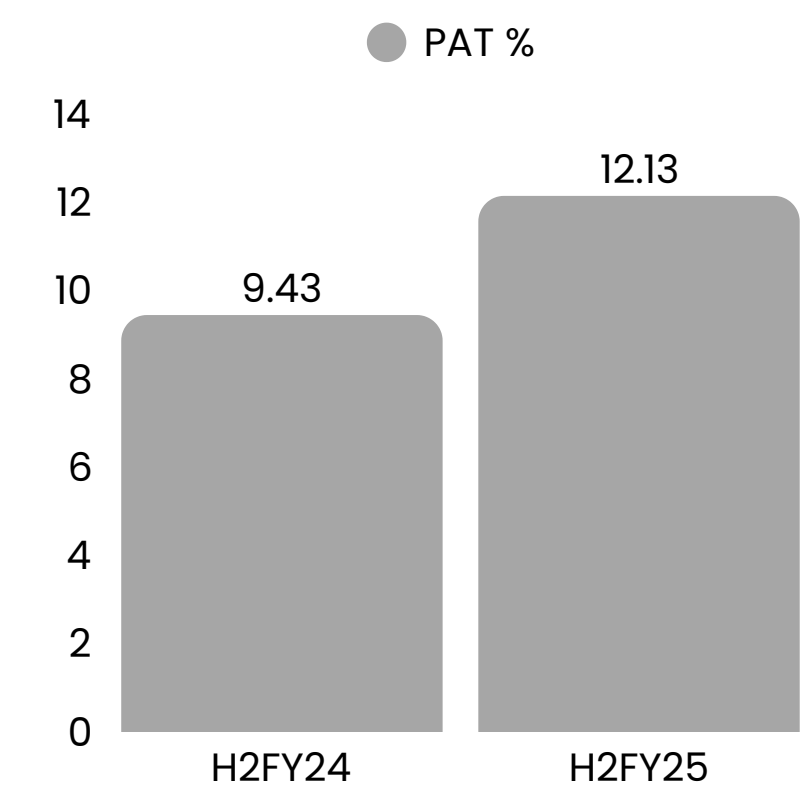
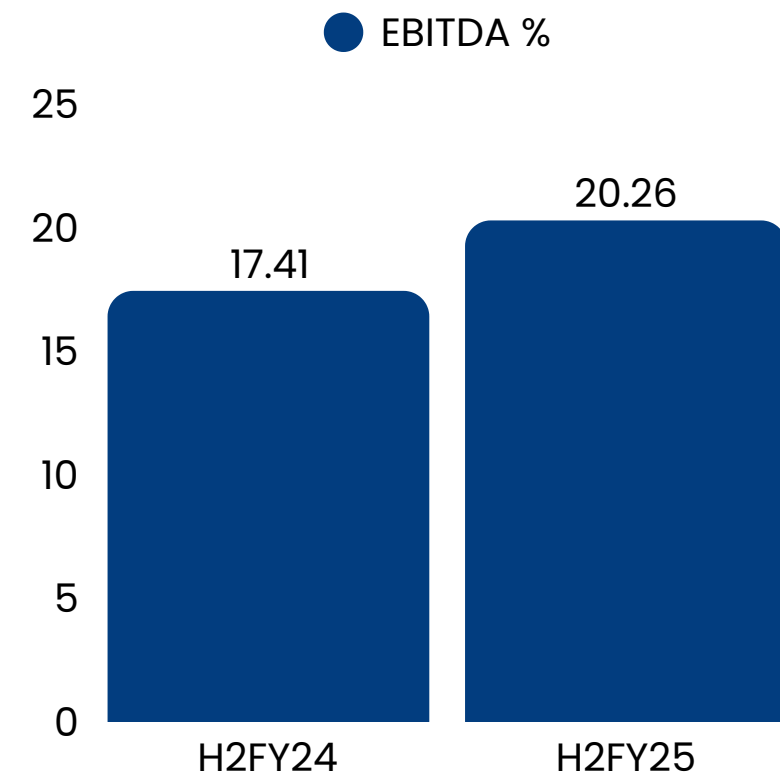
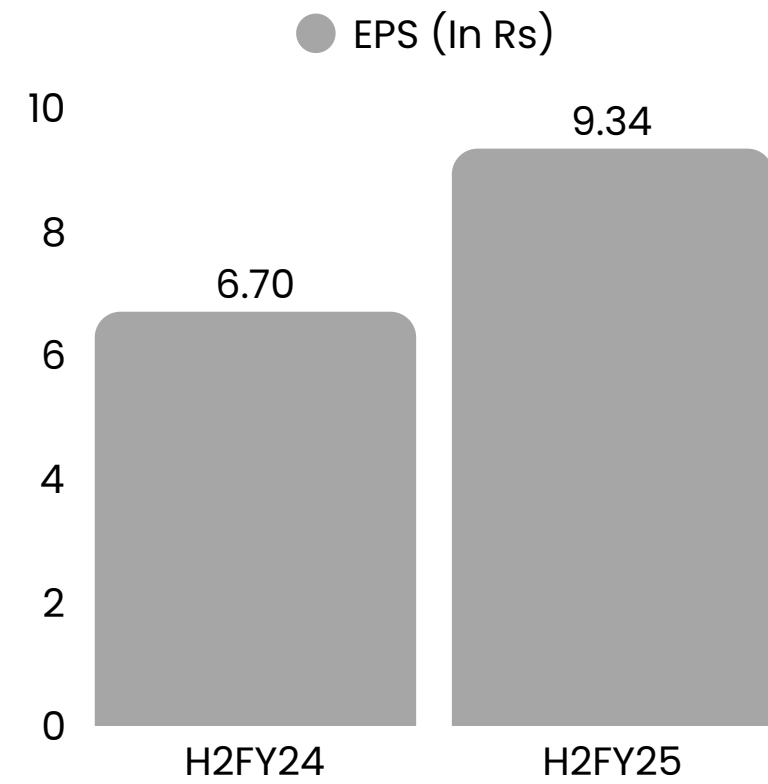
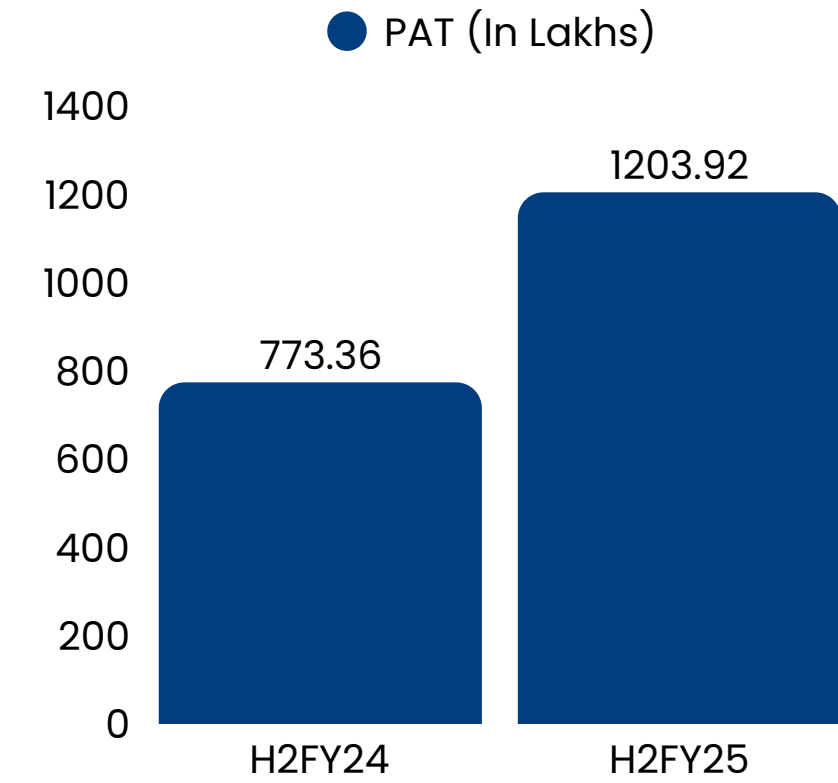
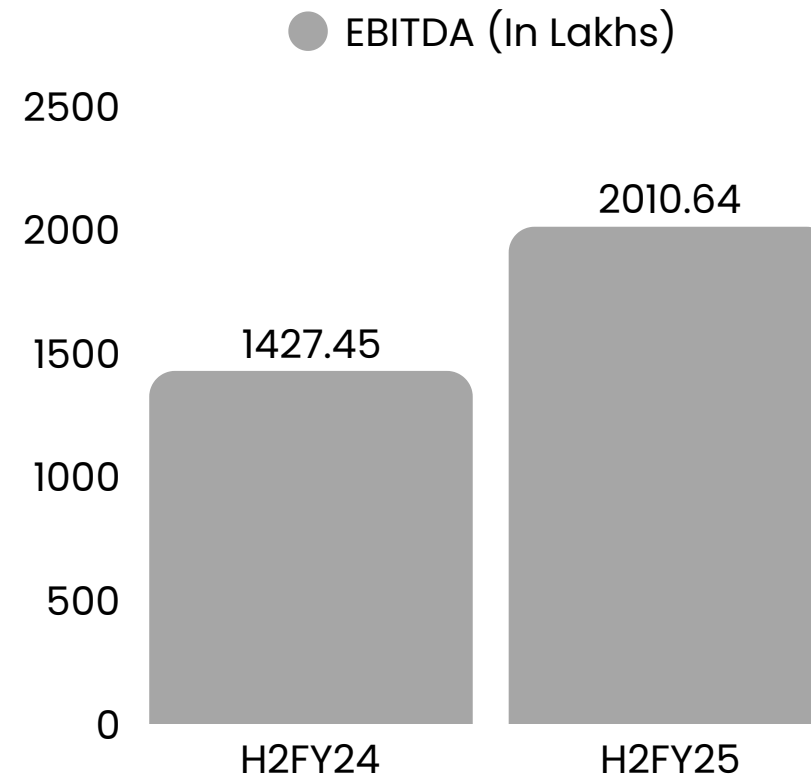
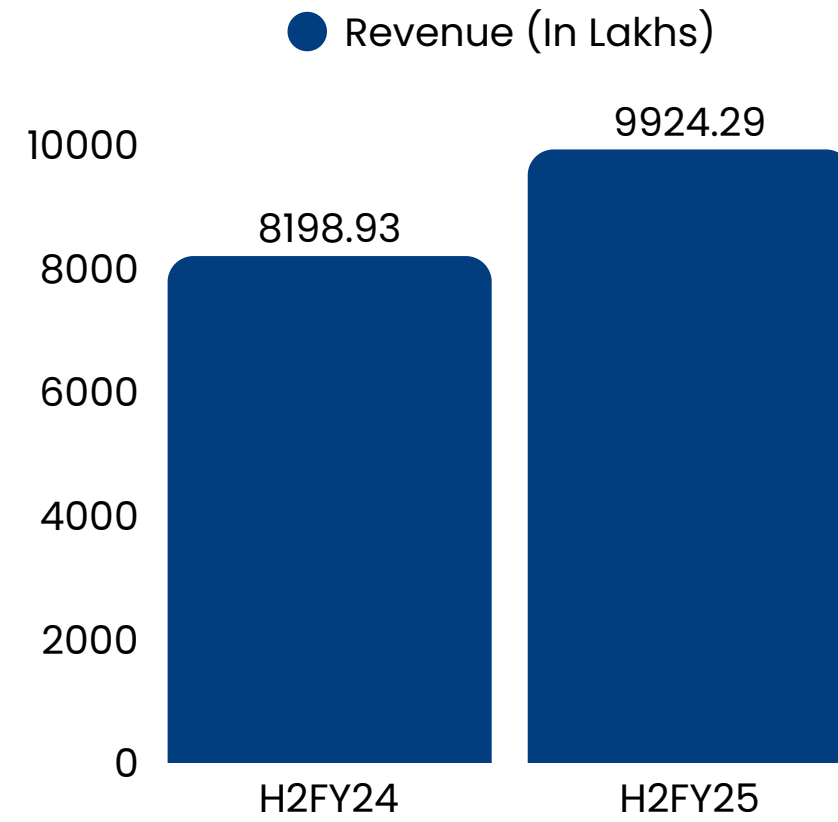
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**ÖSEL®**  
Enlighten Your Senses

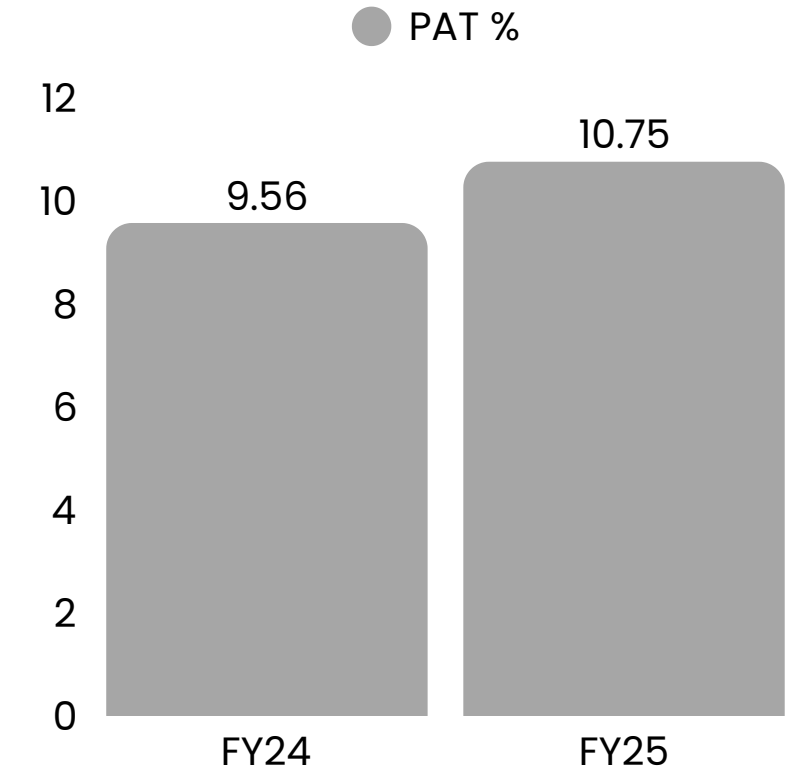
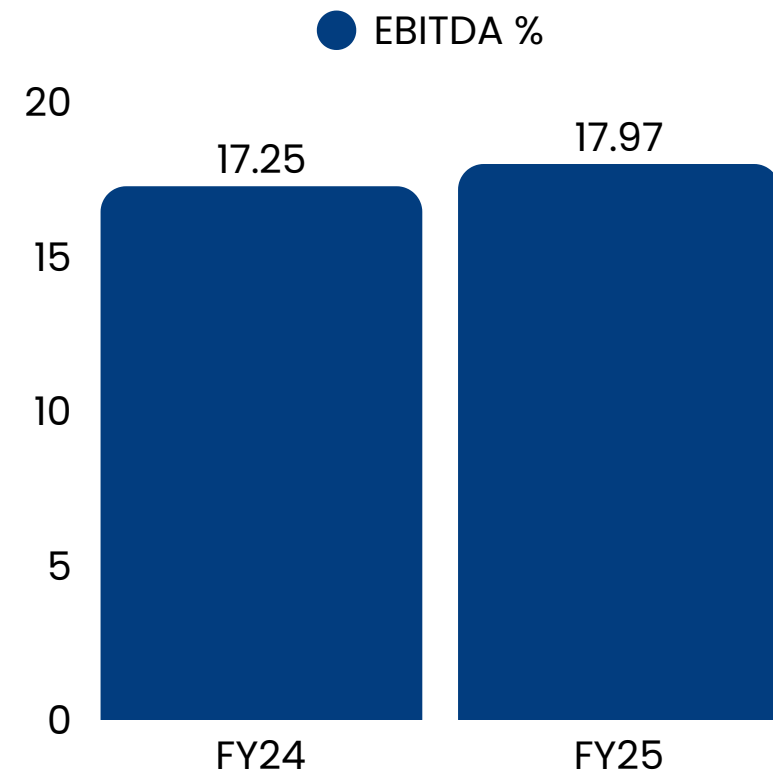
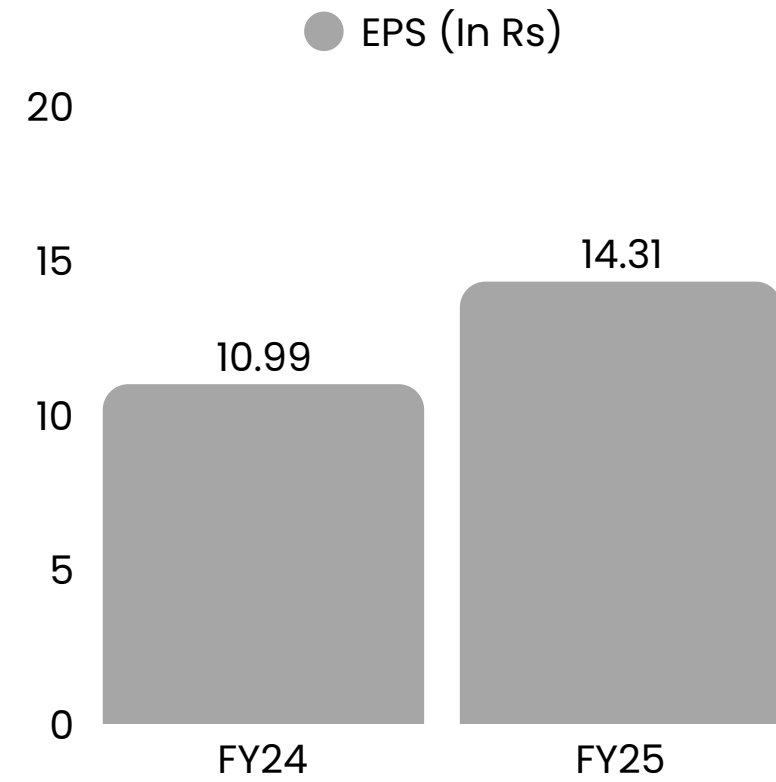
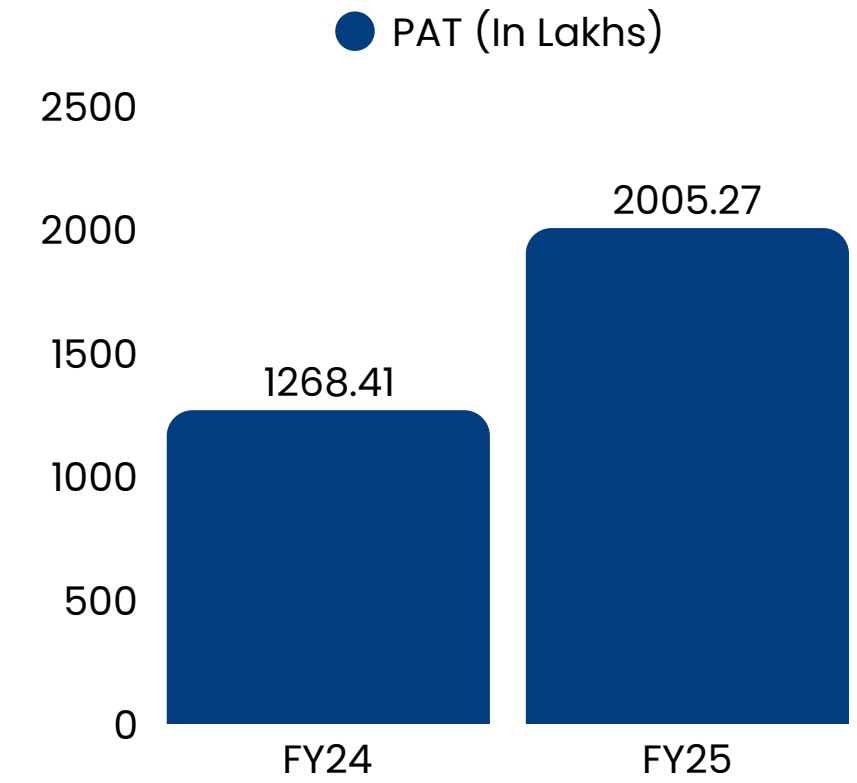
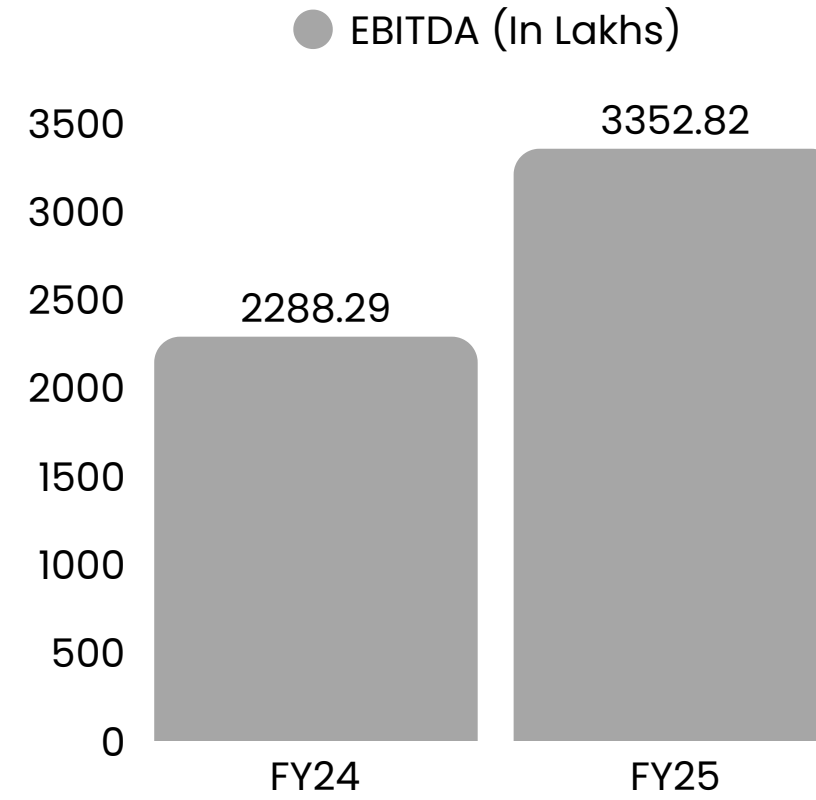
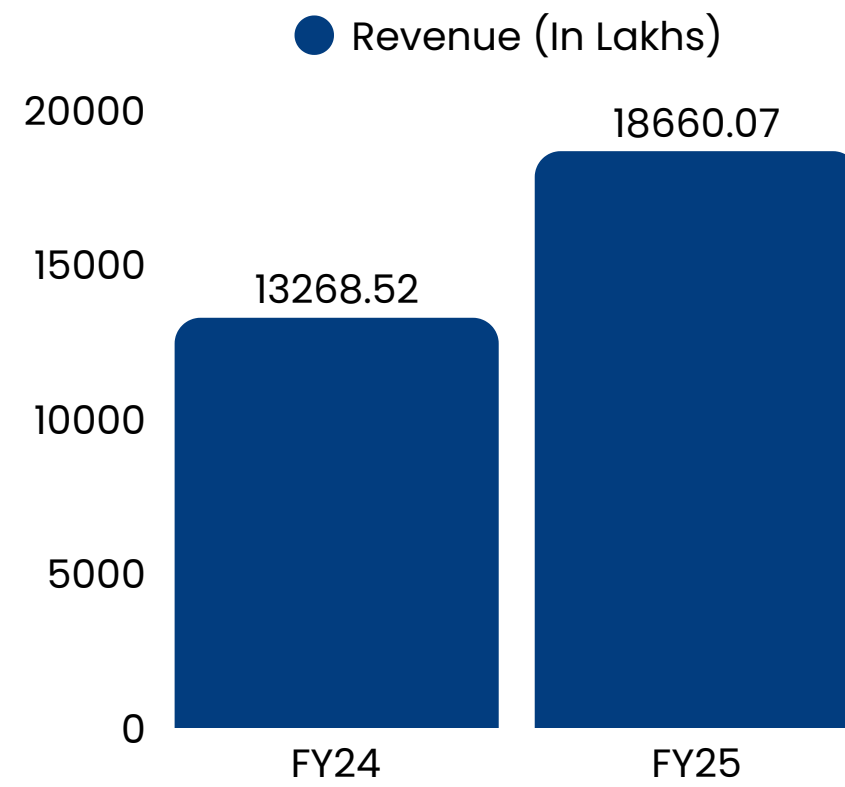
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# H2'FY25 Highlights



# FY25 Highlights





# Income Statement

Particulars (In Lakhs)	H2FY25	H2FY24	YOY Growth %	FY25	FY24	YOY Growth %
<b>Total Income</b>	<b>9,924.29</b>	<b>8,198.93</b>	<b>21%</b>	<b>18,660.07</b>	<b>13,268.52</b>	<b>41%</b>
Total Expenses	7,913.65	6,771.48		15,307.25	10,980.23	
<b>EBITDA</b>	<b>2,010.64</b>	<b>1,427.45</b>	<b>41%</b>	<b>3,352.82</b>	<b>2,288.29</b>	<b>47%</b>
<b>EBITDA %</b>	<b>20.26%</b>	<b>17.41%</b>	<b>16%</b>	<b>17.97%</b>	<b>17.25%</b>	<b>4%</b>
Finance Cost	186.15	194.24		346.72	338.47	
Depreciation / Amortization	62.17	47.63		109.8	95.26	
PBT	1,762.32	1,185.57		2,896.30	1,854.56	
Tax Expense	558.41	412.21		891.04	586.15	
<b>PAT</b>	<b>1,203.92</b>	<b>773.36</b>	<b>56%</b>	<b>2,005.27</b>	<b>1,268.41</b>	<b>58%</b>
<b>PAT %</b>	<b>12.13%</b>	<b>9.43%</b>	<b>29%</b>	<b>10.75%</b>	<b>9.56%</b>	<b>12%</b>
Earning Per Equity Share	9.34	6.7	39%	14.31	10.99	30%

# Balance Sheet

EQUITY AND LIABILITIES			ASSETS		
Particulars (In Lakhs)	FY25	FY24	Particulars (In Lakhs)	FY25	FY24
<b>Shareholders' funds</b>			<b>Non-current assets</b>		
(a) Share capital	1612.92	1153.82	(a) Property, Plant & Equipment	1743.75	1838.27
(b) Reserves and Surplus	9182.00	1380.40	(b) Deferred tax assets (net)	-	-
<b>Non-current liabilities</b>			(c) Non current assets	78.69	52.69
(a) Long term Borrowings	162.92	793.43	<b>Current Assets</b>		
(b) Long term Provisions	-	-	(a) Inventories	4076.79	2540.33
(c) Deferred tax liabilities (net)	79.26	57.41	(b) Trade receivables	6561.70	2655.43
<b>Current liabilities</b>			(c) Cash and bank balances	874.75	133.12
(a) Short Term Borrowings	4794.71	1751.79	(d) Short term loans and advances	3898.28	1962.65
(b) Trade payables	3010.71	3612.40	(e) Other financial assets	1043.22	344.29
(c) Other financial liabilities	20.47	463.39	(f) Other current assets	1499.48	337.42
(d) Short-term provisions	867.34	551.62			
(e) Other current liabilities	46.31	99.93			
<b>TOTAL</b>	<b>19776.65</b>	<b>9864.20</b>	<b>TOTAL</b>	<b>19776.65</b>	<b>9864.20</b>



# Contact Us



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