



August 22, 2025

Listing Department,  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor,  
Bandra Kurla Complex,  
Mumbai-400051

**Symbol: OSELDEVICE**

Dear Sir/ Madam,

**Sub: Submission of Investor Presentation under Regulation 30 of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015.**

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we forward herewith the Investor Presentation for Alpha Ideas SME Stars 2025 Edition, scheduled to be held on Sunday, 24<sup>th</sup> August, 2025.

The above information shall be made available on the website of the Company at [www.oseldevices.com](http://www.oseldevices.com)

Kindly take the above information on record and disseminate.

Thanking you,

Yours faithfully  
**For Osel Devices Limited**

**Mukesh Kumar Sinha**  
**(Whole-time director)**  
**DIN: 05330700**

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## OSEL DEVICES LIMITED

**Registered Office:** 712, Naurang House, K.G. Marg, Connaught Place, Central Delhi, New Delhi, India - 110001

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# OSEL DEVICES LIMITED

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

Investor Presentation

ÖSEL®



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This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating Osel Devices Limited future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. We undertakes no obligation to publicly revise any forward looking statements to reflect future likely events or circumstances.

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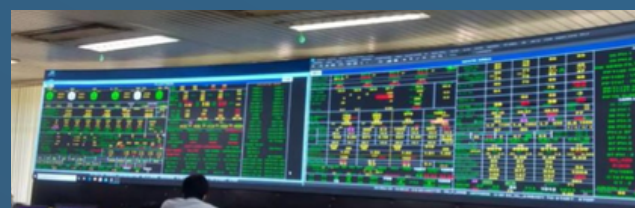
# Company Overview

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



## MOBILE PHONES



**15,000  
SQ.FT**

Total Capacity for  
LED Displays and  
Devices

**4,00,000  
UNITS**

Hearing Aids p.a  
production capacity



# Hearing Aids

Products	Segement	Application
Standard Behind-the-Ear (BTE)	<ul style="list-style-type: none"><li>• B2B</li><li>• Cater to various governments through tender offer and also undertake white label manufacturing for others.</li></ul>	<ul style="list-style-type: none"><li>• Suitable for moderate to severe hearing loss, with larger batteries and more</li></ul>
Mini Behind-the-Ear (BTE)		<ul style="list-style-type: none"><li>• Smaller and more discreet, often used with thin tubing and a soft dome.</li></ul>
Receiver-in-the-Ear (RITE)		<ul style="list-style-type: none"><li>• The receiver is placed inside the ear canal, offering a more natural sound.</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 and Corporates across Broadcasting, Education, Hospitality, Banking, Healthcare, Retail, Entertainment and Religious Institutions.</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

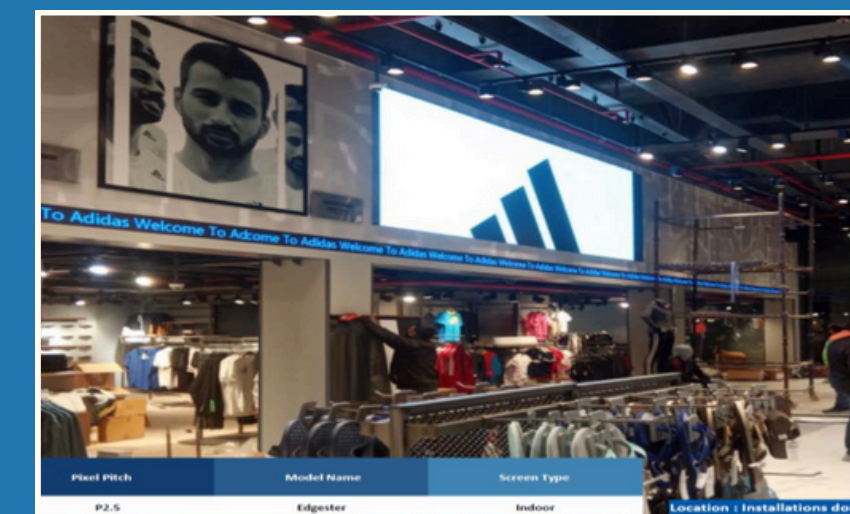
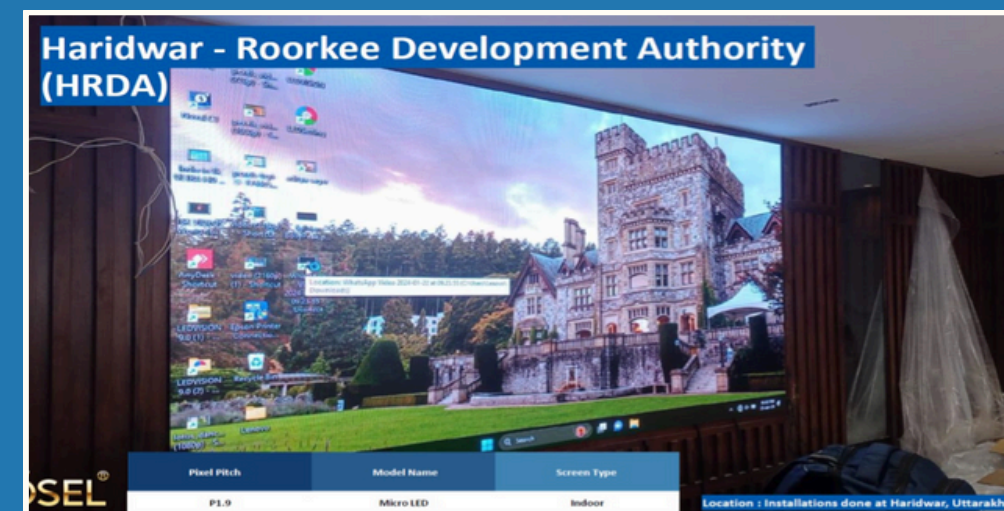
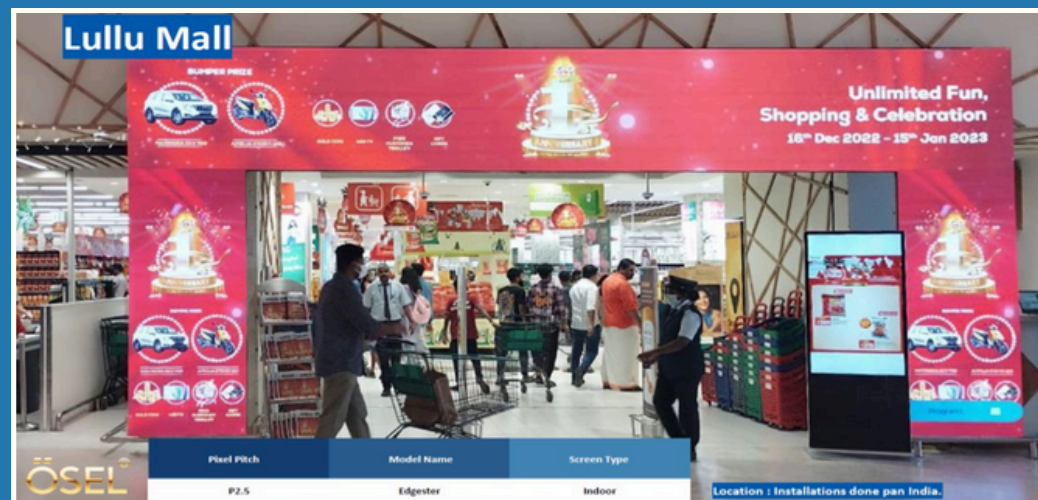
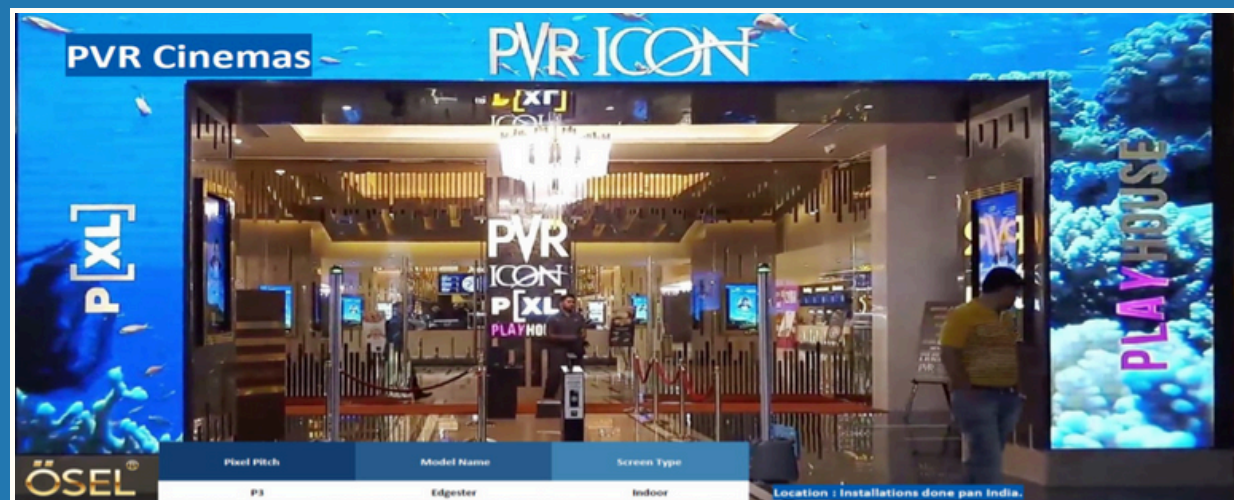
**82%**

**YoY Growth %**

Segment Sales Growth  
(FY24 to FY25)



# Our LED Installations



# Clientele



# Business Model

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

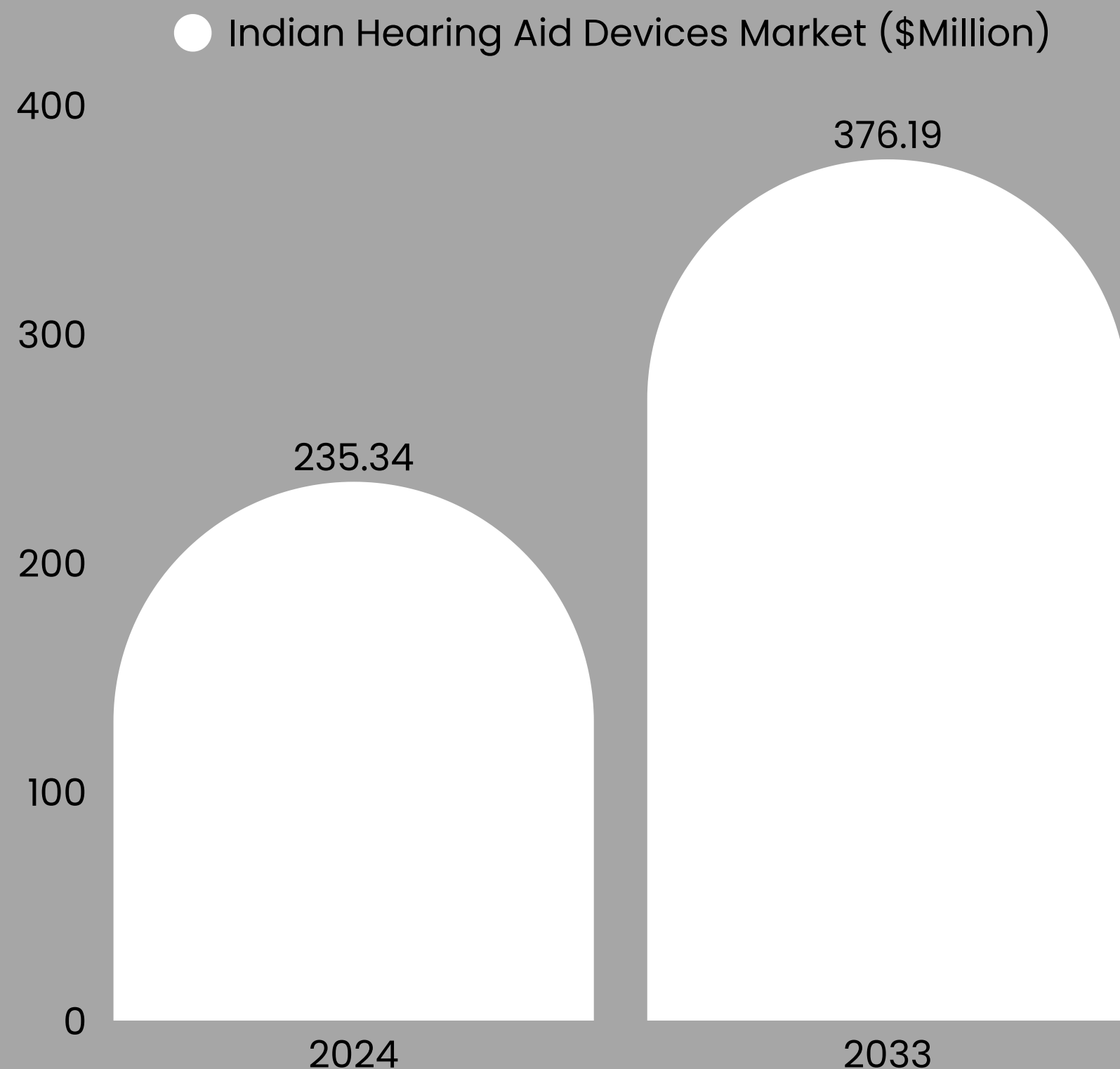
Hearing aid adoption remains under 10%.

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.

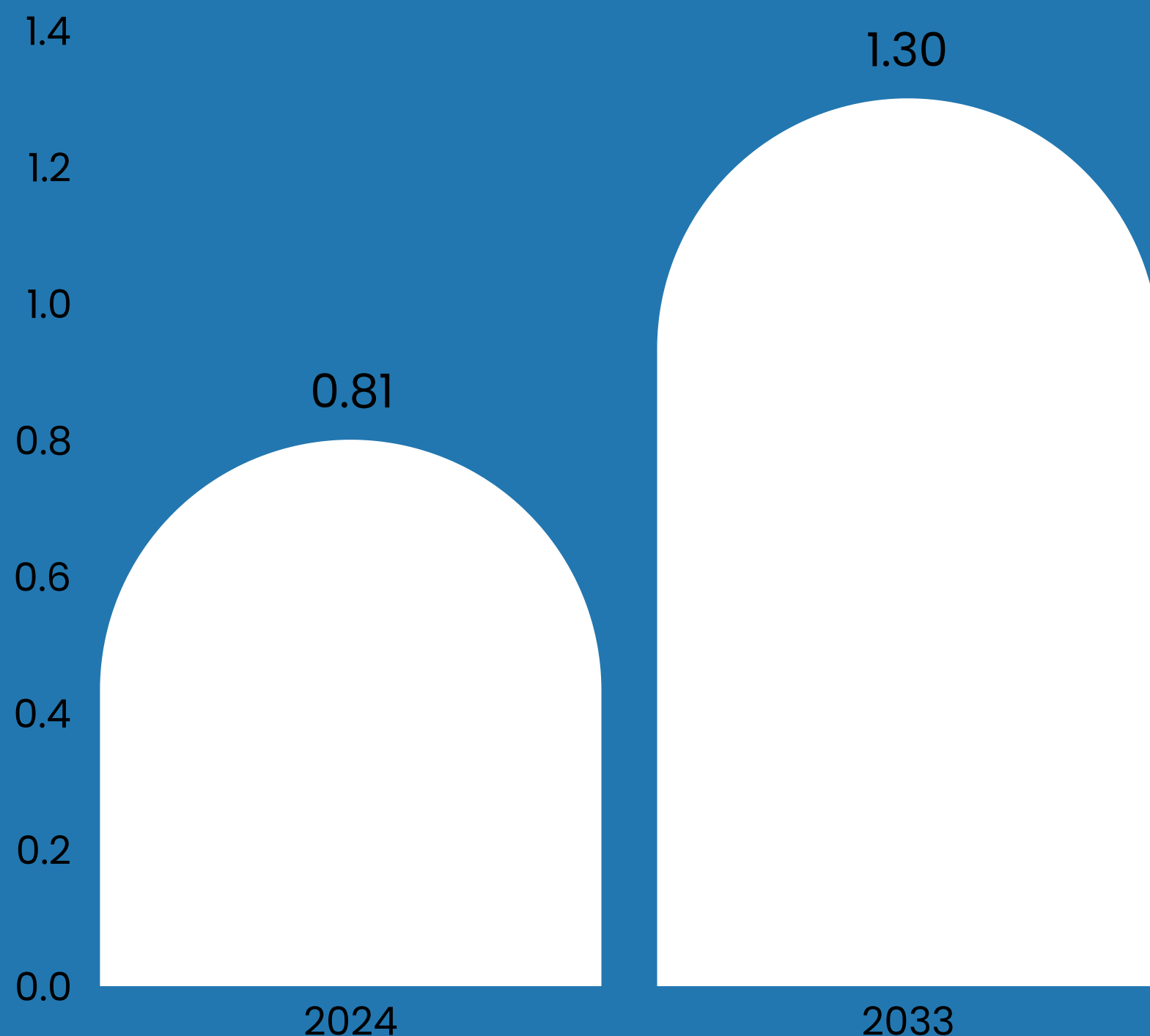
**69% of medical devices sold in the U.S. are made outside of United States.**

**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

Philips 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 mobile phone market

### Phase 1

#### Entry into the Feature Phone Market:

Expected to generate Rs.10,000 cr annually with  
demand for ~90 million units.

### Phase 2

#### Entry into the Smartphone Market

Estimated to reach Rs.4 lakh cr in revenue with  
demand of 170 million units annually.

# 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

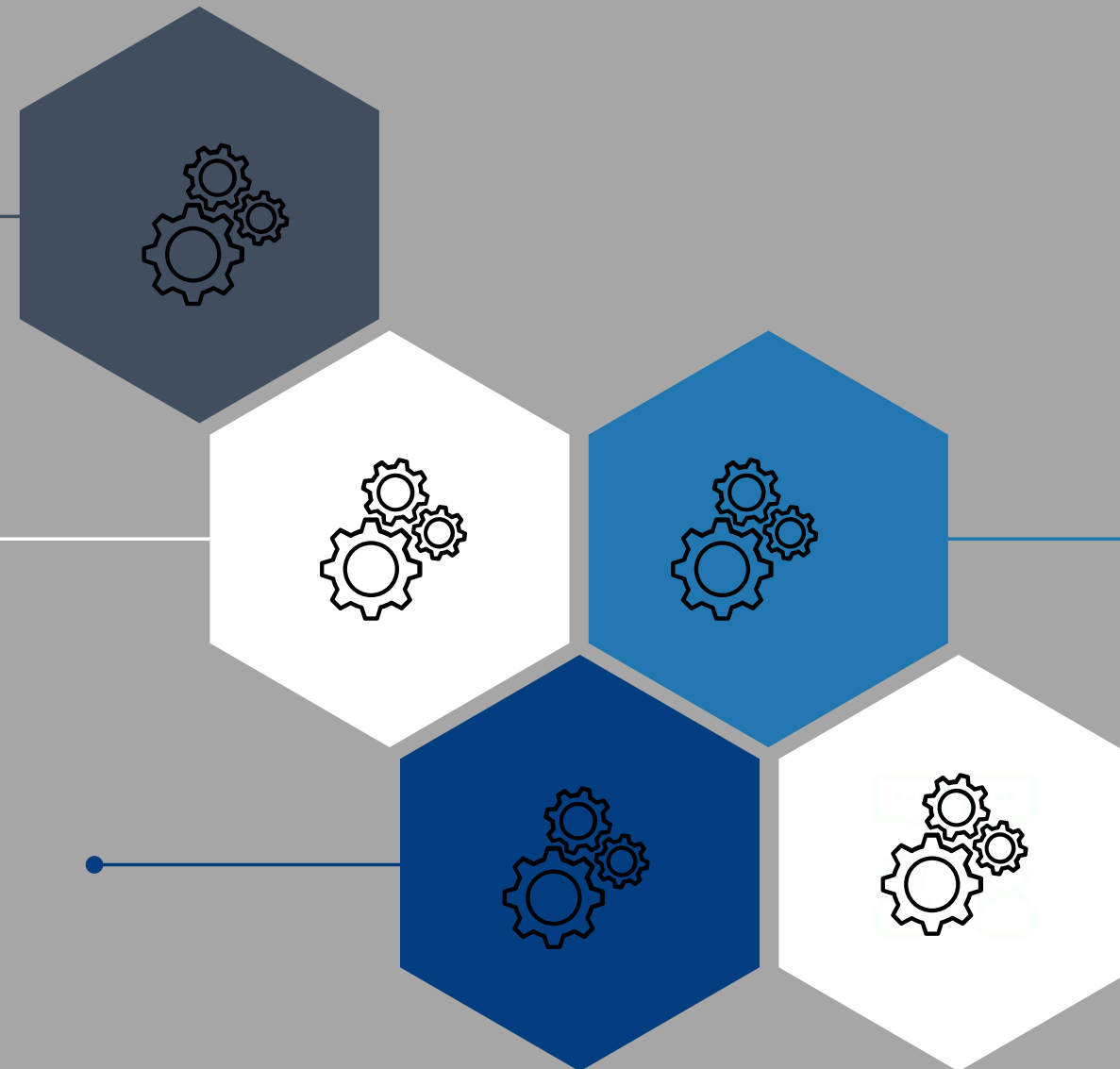
## Ongoing Customer Interaction

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.



# Osel Launches Phillips In India



# 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



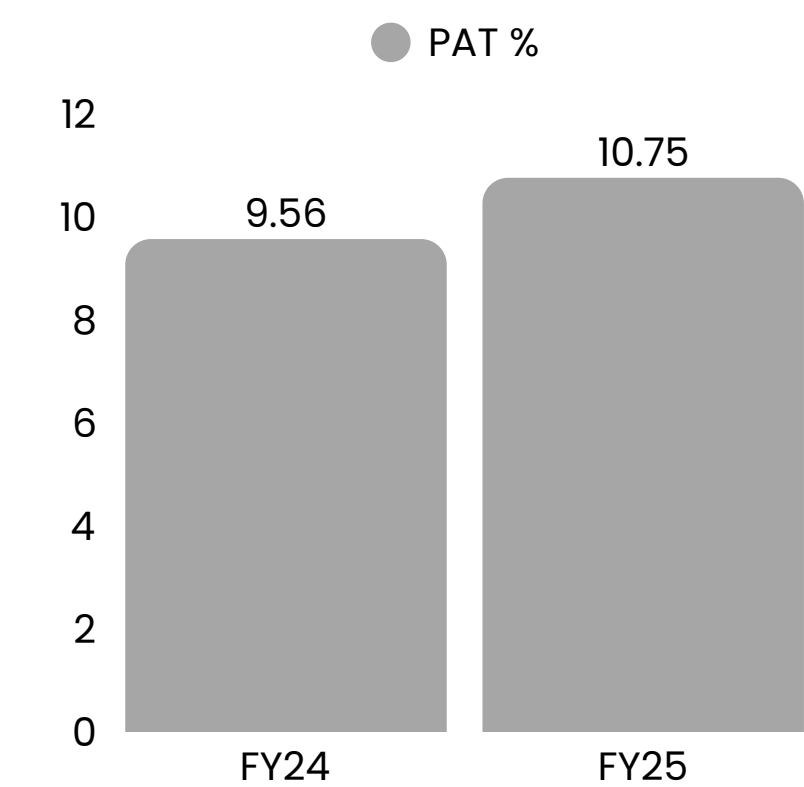
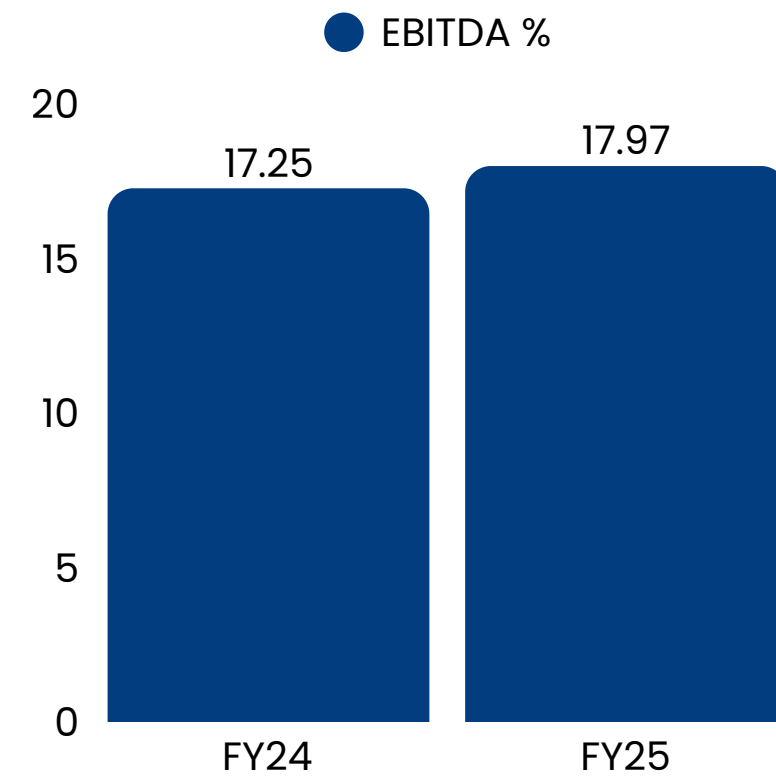
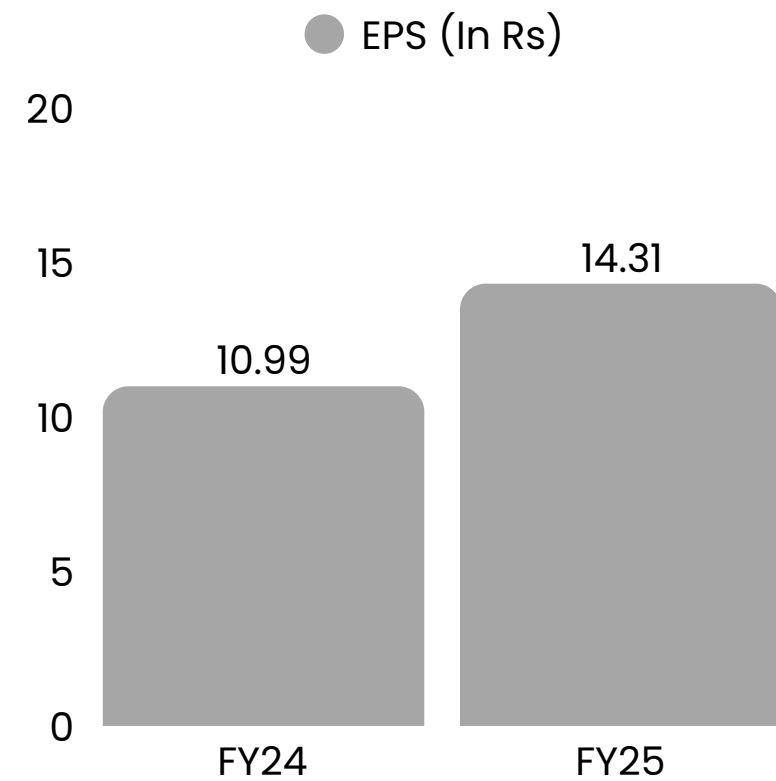
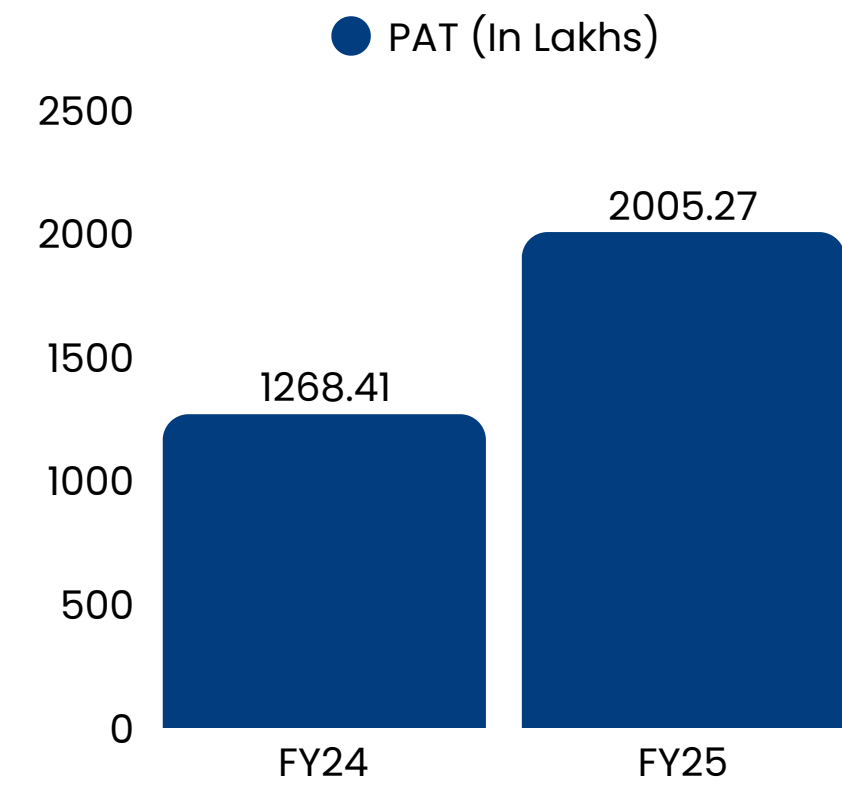
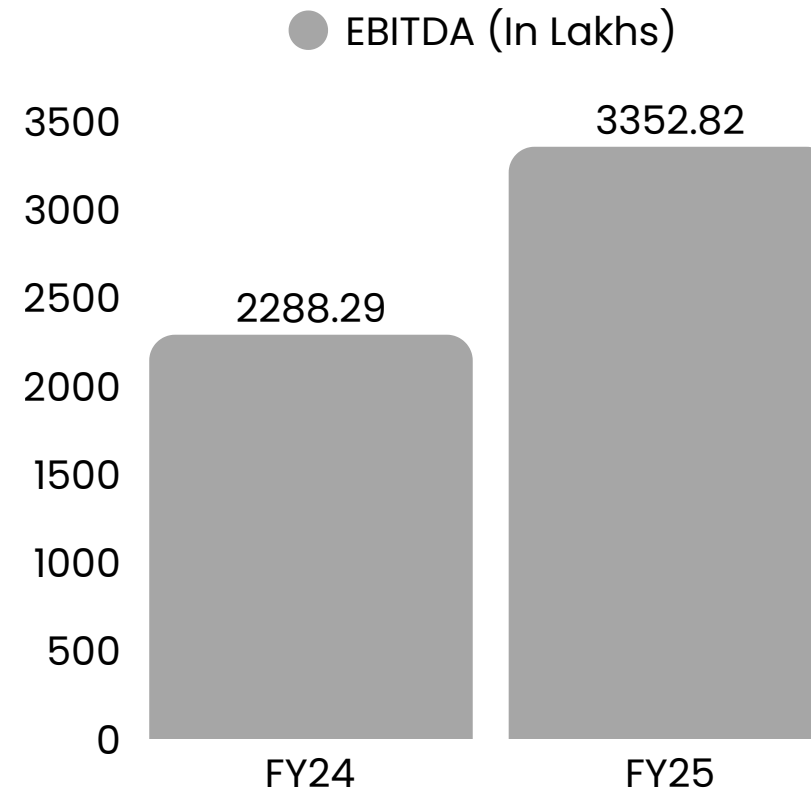
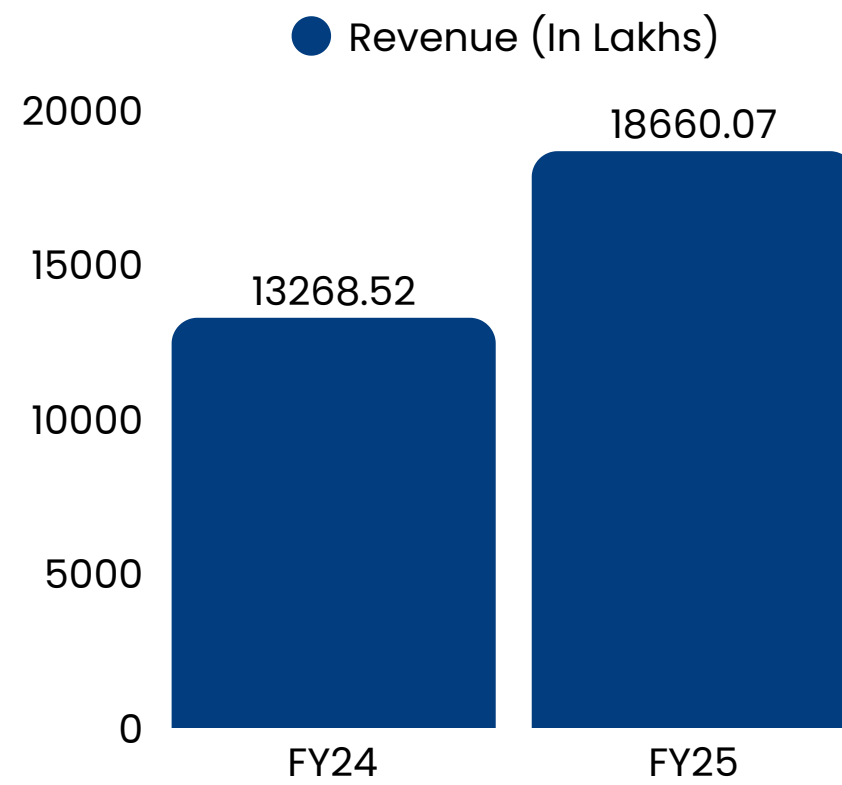
# FINANCIAL PERFORMANCE

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**ÖSEL®**  
Enlighten Your Senses

ÖSEL®

# FY25 Highlights



# Income Statement

Particulars (In Lakhs)	FY25	FY24	YOY Growth %
<b>Total Income</b>	<b>18,660.07</b>	<b>13,268.52</b>	<b>41%</b>
Total Expenses	15,307.25	10,980.23	
<b>EBITDA</b>	<b>3,352.82</b>	<b>2,288.29</b>	<b>47%</b>
<b>EBITDA %</b>	<b>17.97%</b>	<b>17.25%</b>	<b>4%</b>
Finance Cost	346.72	338.47	
Depreciation / Amortization	109.8	95.26	
PBT	2,896.30	1,854.56	
Tax Expense	891.04	586.15	
<b>PAT</b>	<b>2,005.27</b>	<b>1,268.41</b>	<b>58%</b>
<b>PAT %</b>	<b>10.75%</b>	<b>9.56%</b>	<b>12%</b>
Earning Per Equity Share	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>

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