



L1 SUPPLY NETWORKS PITCH DECK 2024

Building Digital Trust in Construction Industry by being a true Value Partner

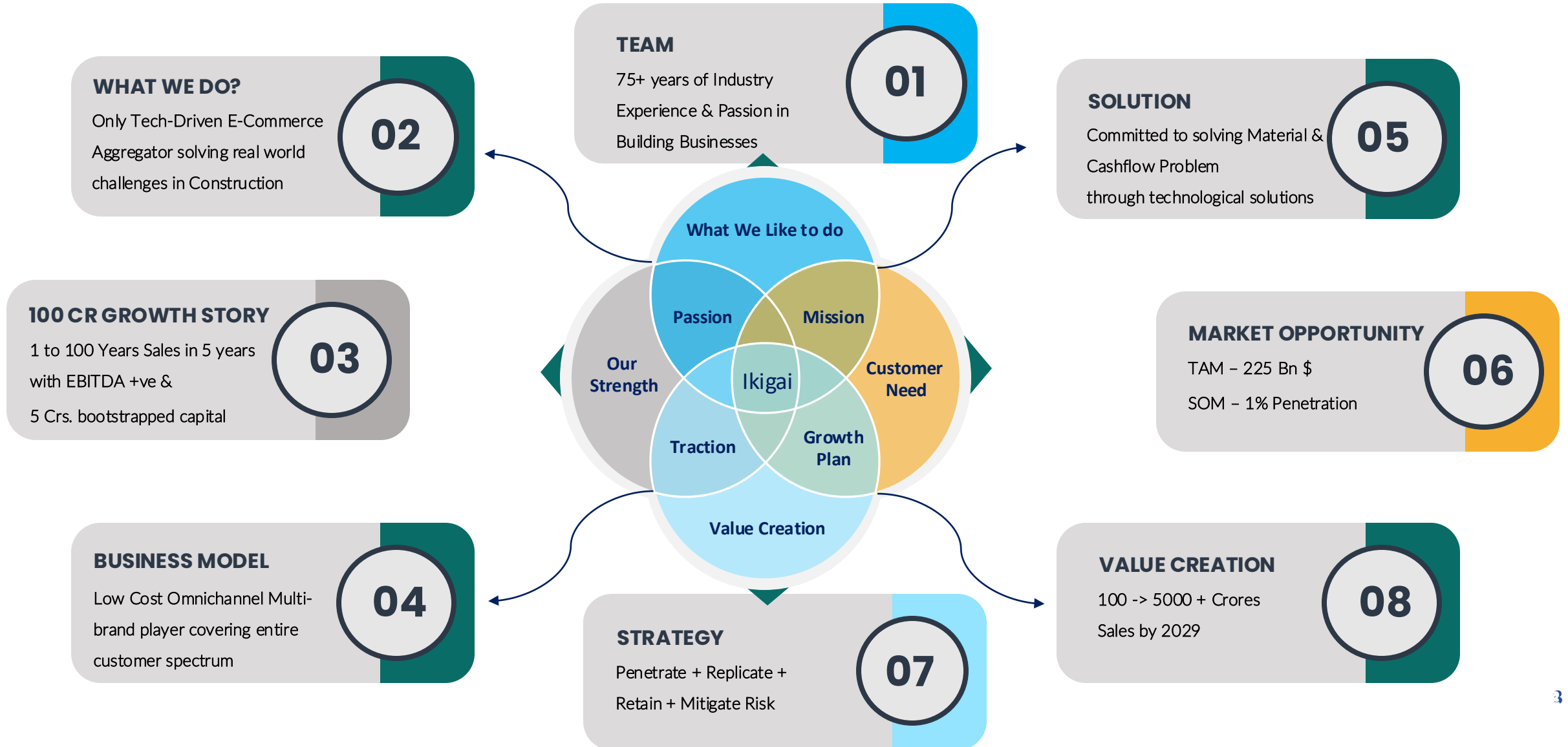
WWW.L1SUPPLY.COM

Ganesh Kumar R
Karthikeyan GN
Nambi A

Info@L1Supply.com
+91 75300 00986

Our Ikigai : Creating Value for our Partners

Cracking the \$225 billion B2B Building Materials Market is well within our grasp!



Meet the Team



75+ years Collective Experience in the Real estate and Construction, bringing expertise and insights to our endeavour



Ganesh Kumar, R – Founder & MD

20+ Years Exp, Architect & MBA, Ex-JLL

Founder – Metaskapes – Turnkey Design to Build
50+ prestigious projects - 10 Lakhs Sq.ft

Strategy & Growth



Karthikeyan GN, Co-Founder & CEO

18+ Years Exp, Mech Engineer & MBA (IIM Lucknow)

Built Business segments from Scratch,
Ex Emerson, Ex Birla Group

Strategy, Sales & Business Operations



NAMBI A, Co-Founder

20+ Years Exp, Architect & Project Management

Serial Entrepreneur, Ex-CBRE, Ex-Turner
International & Ex-Hiranandani

HR, IT Process & Driving Strategic Projects



Gobichandar

Regional Head –
Rest of Chennai



Pradeep

Business Development
& Sourcing Head



Abhishek

Retail Head



Prashik

Marketing &
Analytics



Saravanan

Finance



Joel

Key Accounts Head
Chennai



Harish

Category Head,
Chennai



Rajalakshmi

E-Commerce Head

Team of 45+ | Average Team Age – 27 Years

Founding Team

10 Member Core Team (Avg. 3+ years Exp with L1 Supply)

L1 Supply-What We Do?



A True Value Partner

800+ Suppliers Network
100+ Manufacturers
10+ Tie up, No Warehouses

Drop Shipment



3000+ CIVIL Related Products
End to End Automated
Technology (Lead to Delivery)

Dedicated Freight Provider Tie-ups

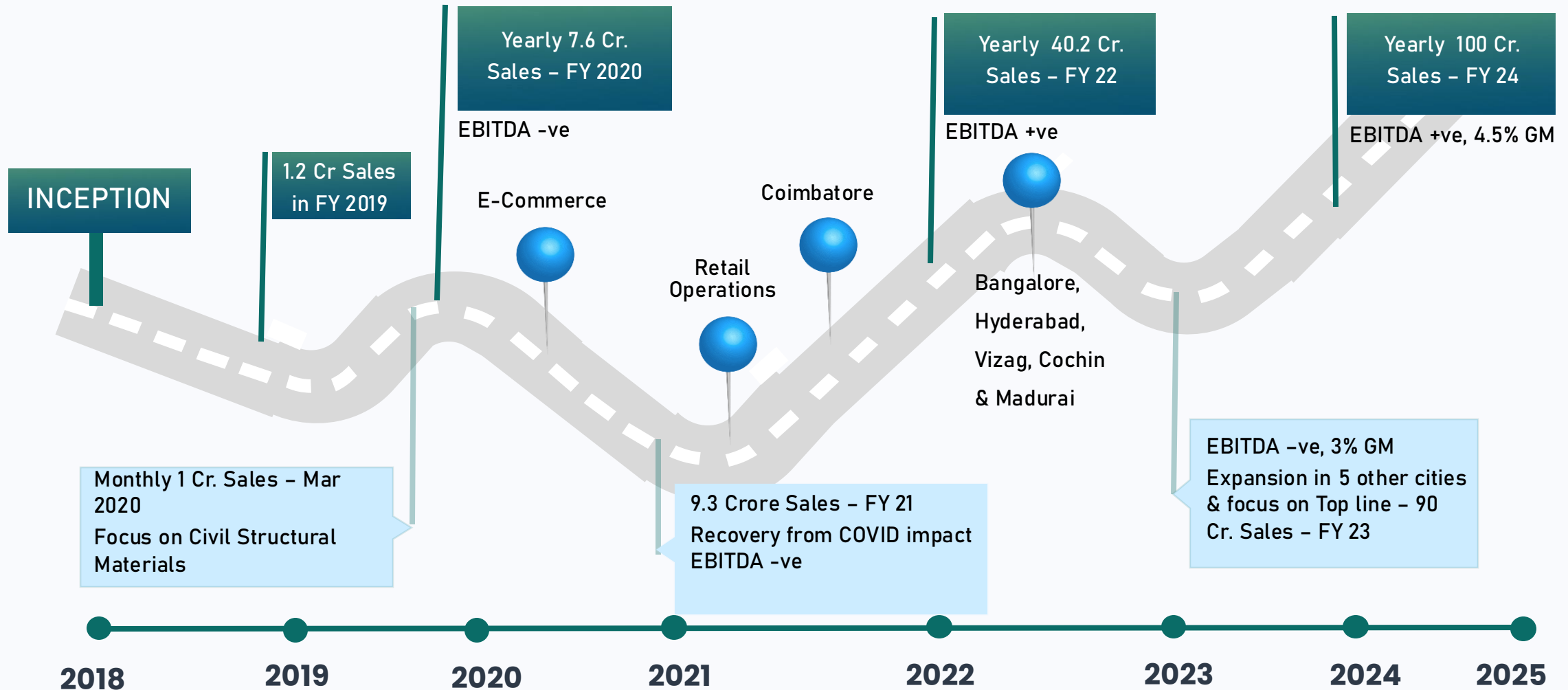


PAN South India Reach -
Chennai, Coimbatore, Bangalore,
Hyderabad, Cochin

24x7 Delivery



Achieved 100 Crore + Grown @ 100% CAGR





EBITDA +ve in FY 24 : 4.5% Gross Profit

Customer's Problem



For SME builders and contractors, who make up ~ 50% of the market by Value, sourcing building materials is often both costly and time-consuming, compounded by the hidden cost associated with credit purchases.

Segment 1 - Advance/Immediate Payment

Buying Multiple Materials from Multiple Intermediaries

Rate Escalation

2-5% Cost ↑

Search + Transaction + Volatility Cost

Lack of one stop solution +
Lack of Back to Back rate Contract

Material - Cost Escalation

Segment 2 - Credit & Reliable payment




Credit

Buying Materials in Credit <= 30 Days

Unreliable Quality & Delivery



3-10% Cost ↑

Hidden Credit Cost + Quality Cost

Lack of Easy Formal Credit +
Unreliable Quality & Delivery

Money - Sourcing & Managing Cash Flow

Segment 3 - Credit & Delayed payment

Credit

Buying Materials in Credit >= 30 Days

Delayed Payment History

7-15% Cost ↑

Hidden Premium - Delay + Default Risk

Mismanagement of Received Funds +
Bill Verification Delay / Delay from Client

Solution to the Material + Cash Flow

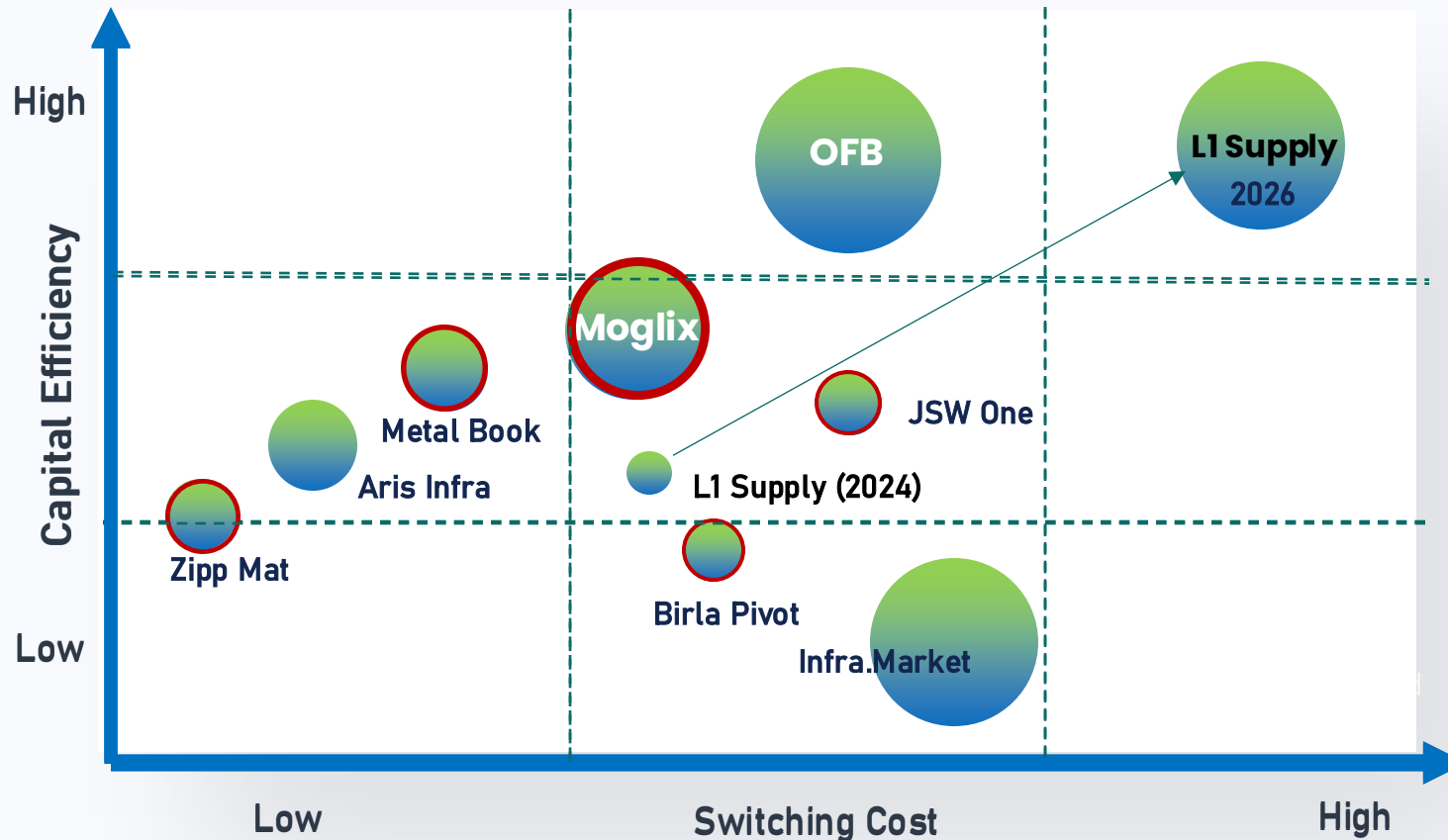


A tech-enabled B2B platform offering SME builders and contractors with seamless access to quality building materials at the best prices, with timely delivery, fixed pricing through contracts, and tailored credit solutions, reducing costs by up to 8%.



Competition Moat – Where we will be

Scale up by Increasing Switching cost with Contracts and Increasing Capital Efficiency with Financial Solution



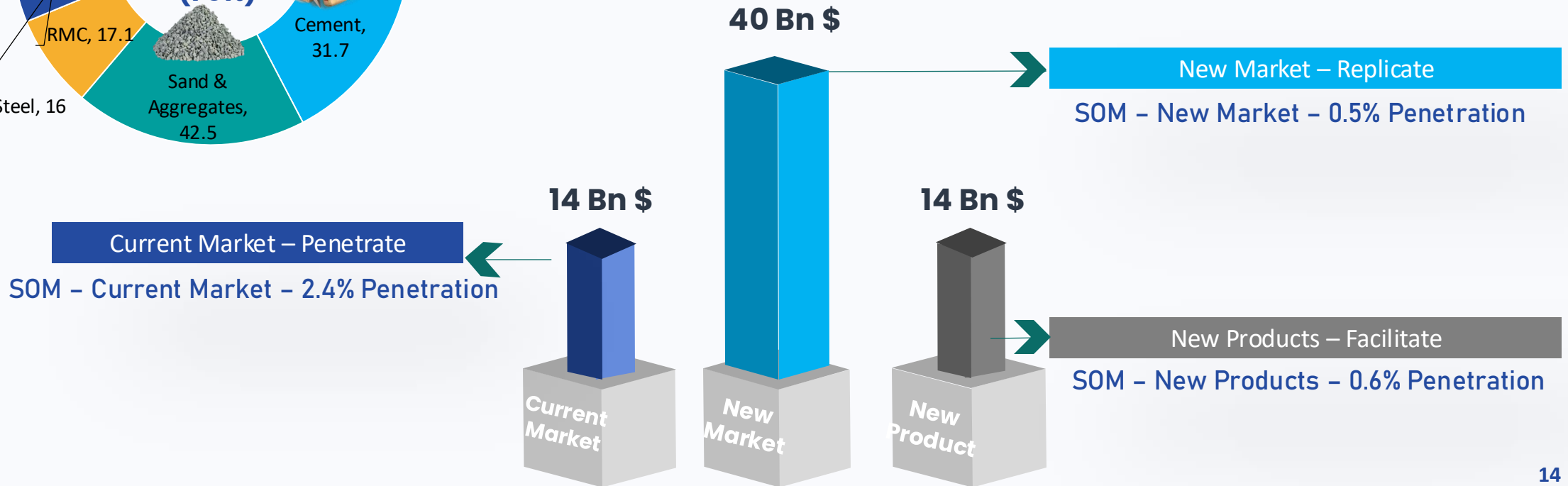
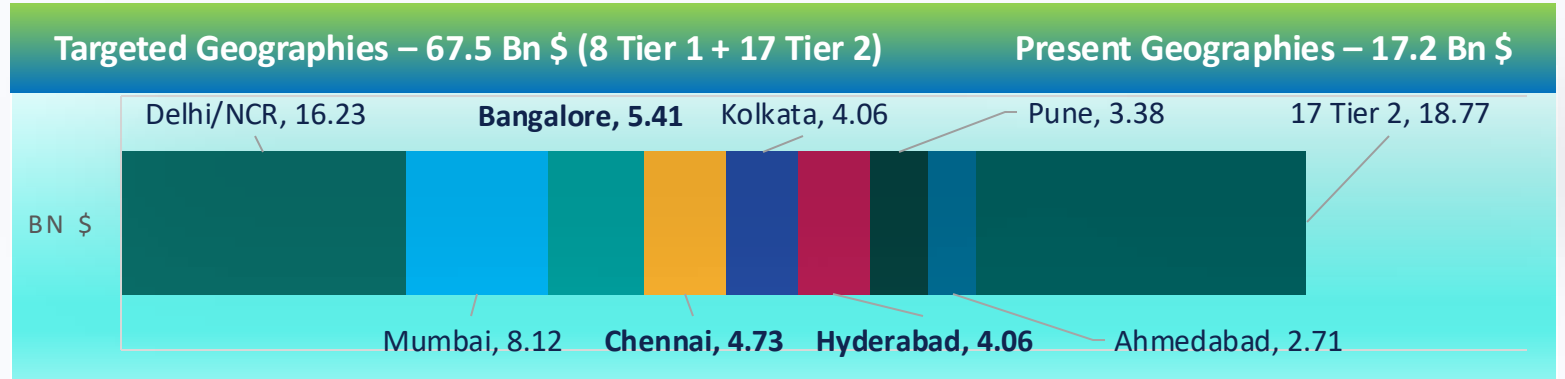
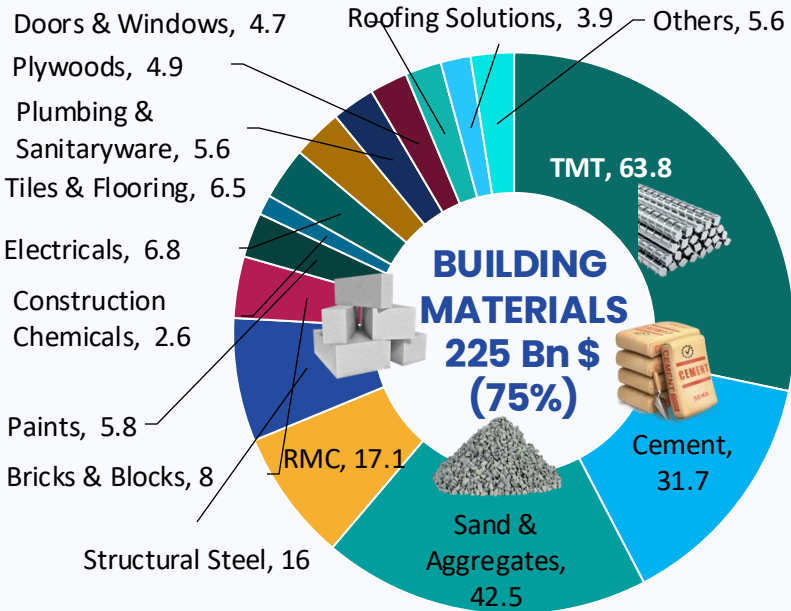
○ -ve EBITDA
 ● Less Network Effect
 ● Higher Network Effect

Financials – FY 23/24				
Competitors	Net Sales (INR)	GP / EBITDA%	DSO / DPO	Funding (\$)
OFB	114966 M	2.3 / 2.8%	48 / 6	\$ 758 M
Moglix	41283 M	5.6 / -3.2%	55 / 28	\$ 471 M
JSW One	3221 M	0.88 / -2.45%	19 / 18	\$ 25 M
Infra.Market	46921 M	15.8 / 5%	98 / 44	\$ 556 M
Aris Infra	6122 M	7.3 / 3.6 %	154 / 13	\$ 25 M
Metal Book	4530 M	1.6 / -0.96%	30 / 5	\$ 20 M
Zipp Mat	998 M	4.7 / -0.43%	65 / 13	\$ 11 M
L1 Supply	863 M	4.43 / 0.5%	25 / 7	Boot Strapped

Market Opportunities – TAM – 225 Bn \$



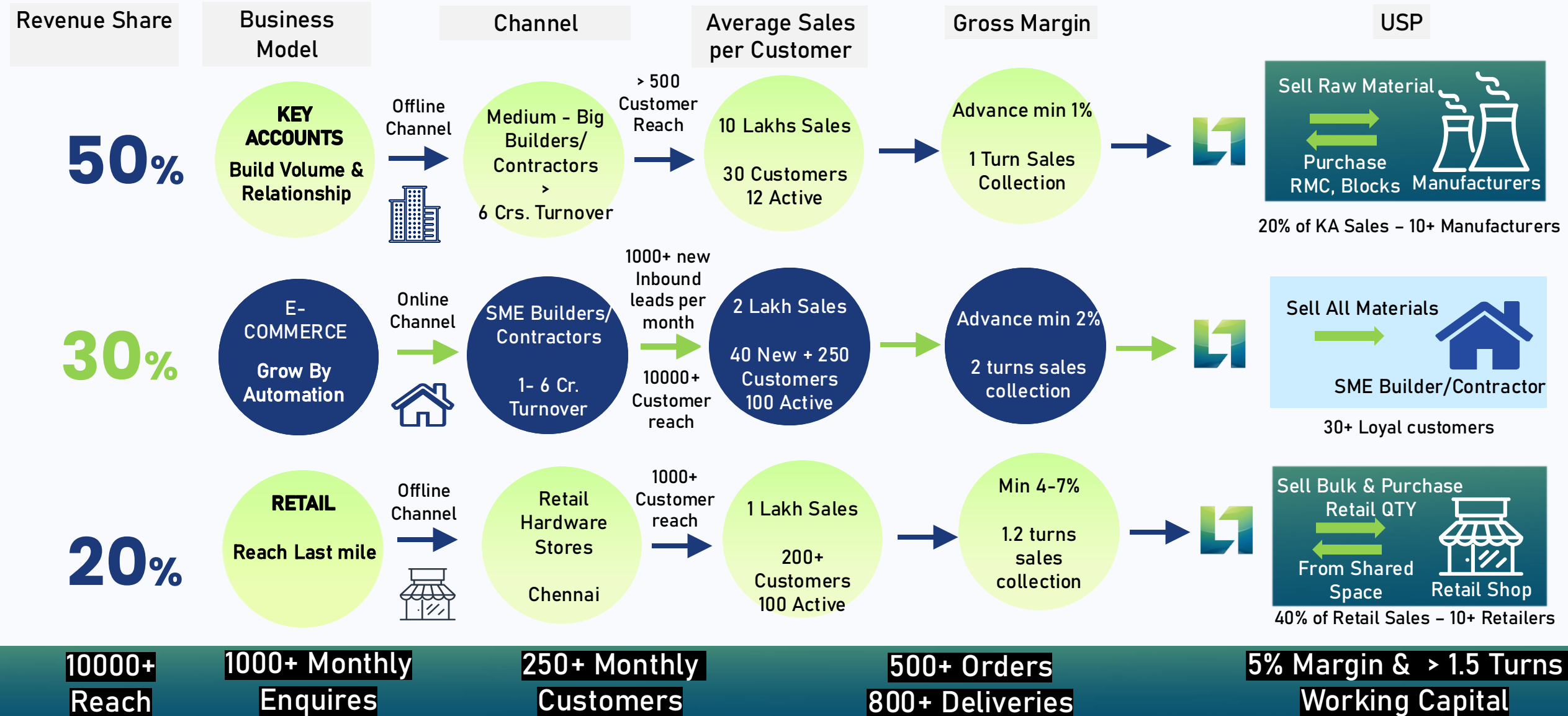
SAM – 67.5 Bn \$ | Target 1% of SAM by 2029 – Penetrate + Replicate + Facilitate + Mitigate Risk



SOM – Total – 1 % Penetration

Business Model – LOW Cost + HIGH Capital Efficiency

Aggregating Profits from Vendor Partnerships & Selling More to Customers through Omni-Channel



E-Commerce – Growth by Automation & Optimization



Penetrate 700+ Customers & Increase CLV by ~ 3X through Material Contracts + Loyalty Schemes

Lead Generation



Customer Acquisition



Customer Retention



Reduce Risk & Do More Per Customer



Strategy

- Increase Online leads through Paid + Content Promotion (SEO)
- Offline Promotions - Meets / Exhibition, Bus Ads & Referral Scheme
- Marketing / CRM Automation – Customized Discounts / Price alerts
- Instant Quote to Improve Response & options
- Implement AI Enabled Order Negotiation – Whatsapp
- Introduce Direct Brand Loyalty + Targeted Customized Loyalty Scheme
- Offer Complete Solutions – Multi Category / Multi Brands / Any quantity
- Offer Project wise Material Management Portal – Purchase + Inventory Tracking
- Material Contracts + Financial Support + 5% Rate Escalation
- Drive All High risk/High payment terms customers (100%) to Material Contracts

Growth Per City



Year	2025	2029
Employee Count	5	10
Per Employee Monthly Sales	7 L	12 L

Customer Acquisition Sales Team
35 – > 120 Customers

Year	2025	2029
Employee Count	5	25
Per Employee Monthly Sales	35 L	100 L
CLV	0.24 L	0.82 L

Customer Retention Sales Team

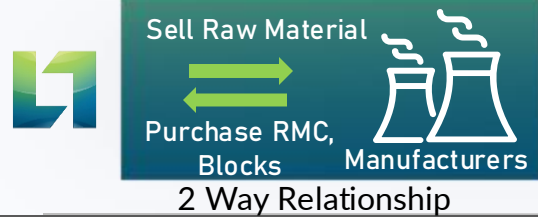
Monthly	2025	2029
Material Contract	0	170 No's
	0	85 Mn

Total Customers	100 No's	700 No's
	20 Mn	250 Mn

Offline Go to Market Strategy – Growth by Volume & Reach

Key Accounts : Achieve 100 Customers per city & increase Volume in Focus segments & Risk Free

Supply To Manufacturers



Strategy

- Increase with RMC/Blocks & Start Doing supply of Scraps/Ingots to TMT
- 2X Sales / Reduce Working Capital by 50%

Growth Per City

10 No's	30 No's
135	1,440 Mn INR
2025	2029

Material Contracts



- Material Contracts + Finance -> 5% Rate Escalation Coverage
- Move High Risk Segment - 3 to Material Contract & Focus on Segment 1 & 2

Manufacturer's Penetration per City

Monthly	2025	2029
Material Contract	0	34 No's 121 Mn

Total Customers	30 No's 19.5 Mn	100 No's 300 Mn
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Retail : Achieve Supply to 500+ Stores -> 80+ L1 Partner Stores -> 60+ L1 Smart Partner Franchise

L1 Partner Stores



- Secondary Sales Support - Online order buy back | Tier 2 Distribution
- Partner Loyalty Scheme - Bundle Discount + Finance Support

12 No's	80 No's
22	202 Mn INR
2025	2029

Secondary Sales in Partner Stores

Conversion Franchise

Type 1:
Cement -> All materials selling store

Type 2:
Fitting/Finish Stores -> All materials selling store

- Attached Experience Counter + Smart Kiosk + Sales men + Shared warehouse
- No additional Storage Space & No Working Capital

Monthly	2025	2029
Smart Stores	0	60 No's 30 Mn

Total Customers	100 No's 8.9 Mn	500 No's 100 Mn
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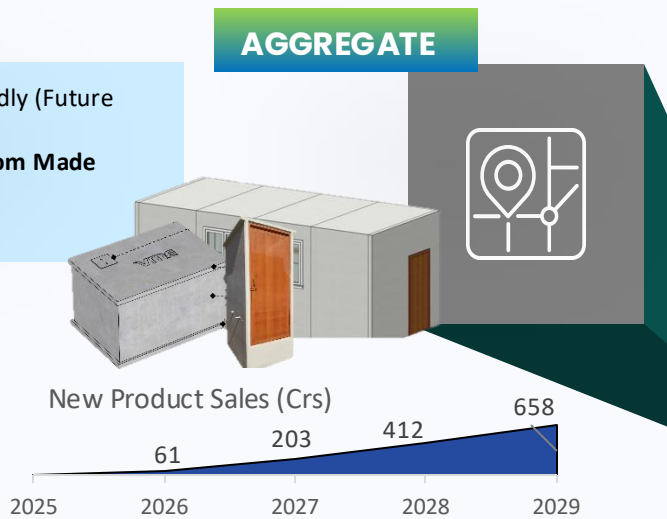
Growth Strategy

REPLICATE in New Markets + Choose High Margin / Future Potential New Products

New Products

- Aggregate High Margin, Eco-Friendly (Future Potential), Less Variants category
- **Precast ready made Items + Custom Made (Container, Cabinet, Water tank)**
- **Prefab Buildings**

- ✓ Wires/Cables
- ✓ Paints
- ✓ Tiles/Granites/Stones
- ✓ Construction Chemicals
- ✓ Plywood



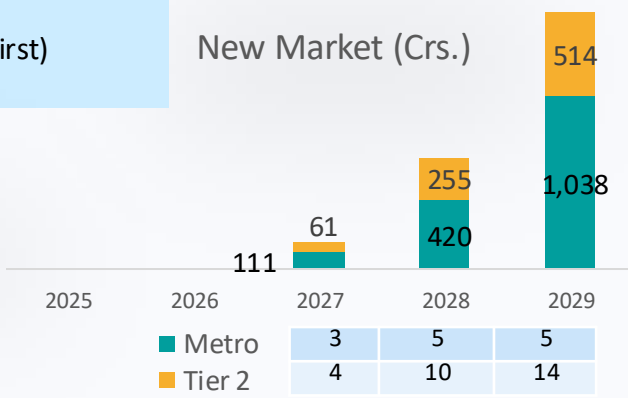
12% 30%

- Replicate TN Success
- Key Accounts First (Build Volume first) followed by E-Commerce + Retail

REPLICATE

- ✓ Mumbai
- ✓ NCR
- ✓ Pune
- ✓ Ahmedabad
- ✓ 10-16 Tier 2 Cities

New Markets

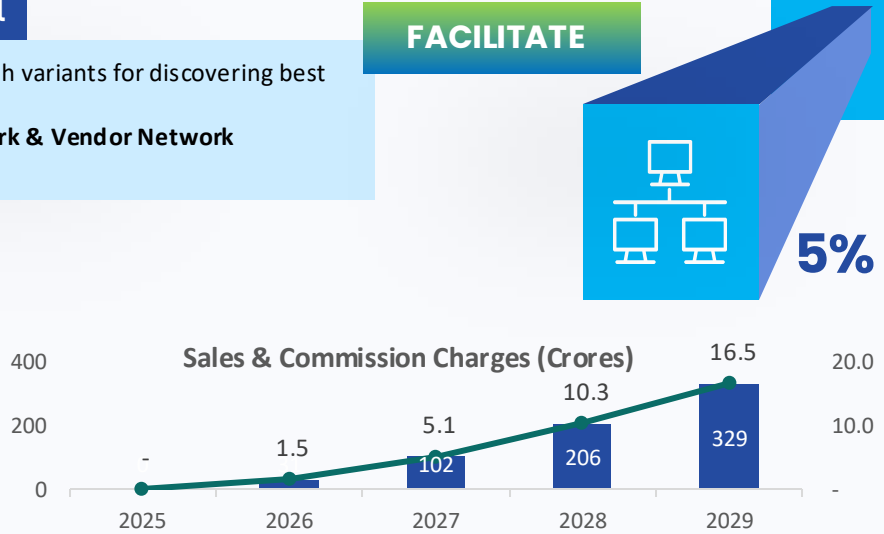


Market Place Model

- Facilitate Products with High variants for discovering best prices
- **Leverage Customer Network & Vendor Network**
- **5% Sales Commission**

- ✓ Electrical Fittings
- ✓ Plumbing Fittings
- ✓ Kitchen Accessories
- ✓ Bathroom Accessories
- ✓ Lightings

FACILITATE

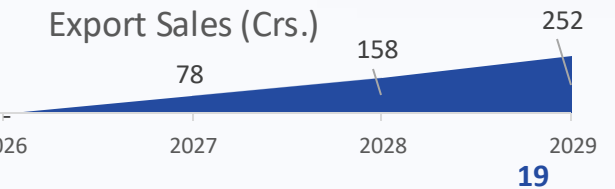


5% 5%

AGGREGATE

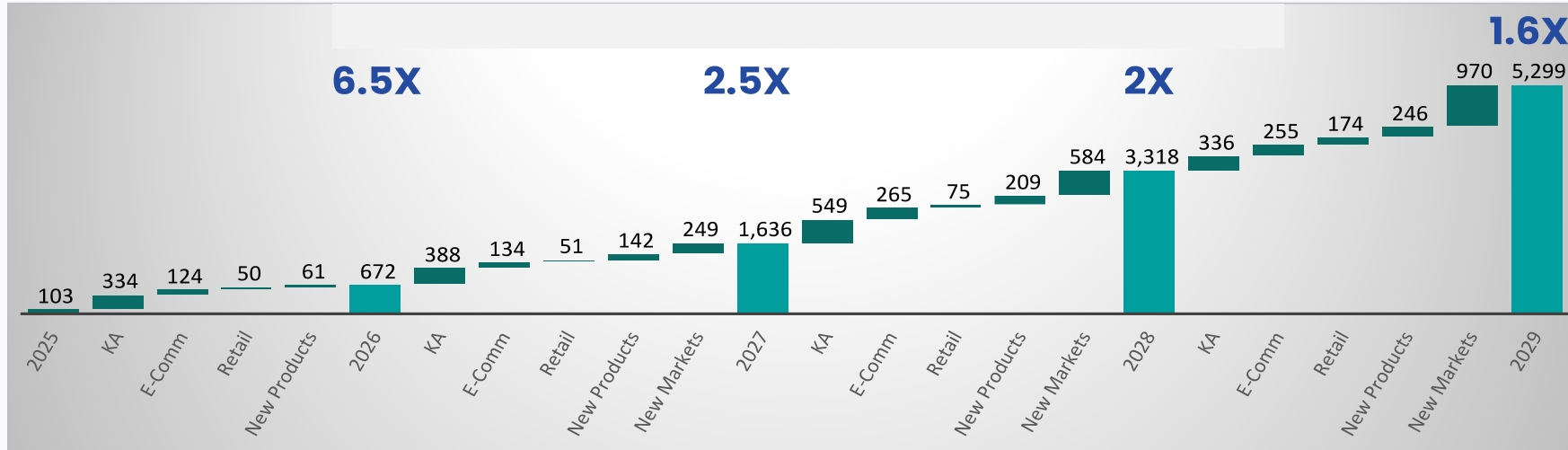
- Aggregate New Products like Stones/Granites/Tiles
- **To countries in Middle East, Singapore & east European countries**

Exports



5 Year Growth Projections

100 Crores to 5300 Crores in 5 years with the Working capital of 300 Crores generating 200 Crores PAT



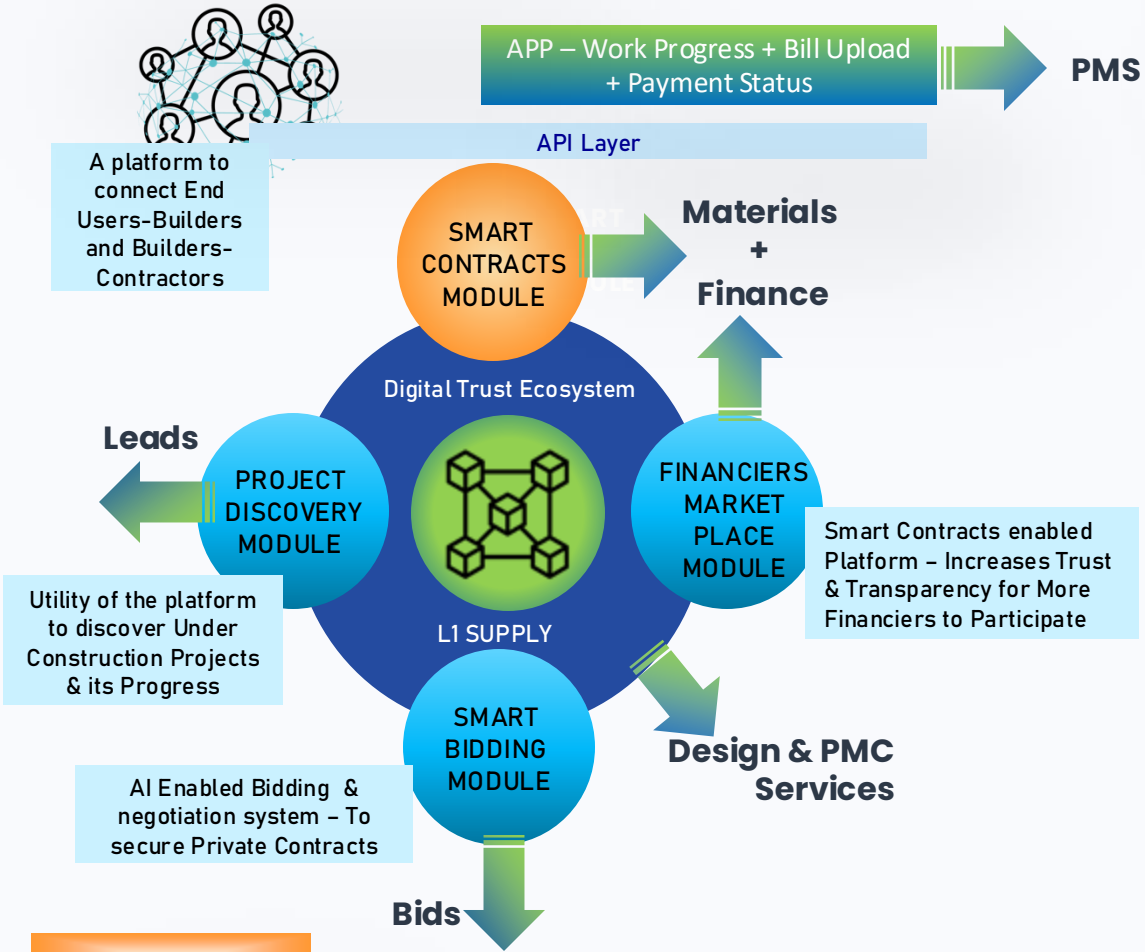
All values are in Crs.

Gross Margin	4.8%	7.8%	8.4%	9%	9.1%
DSO (Days)	22	29	28	27	28
DPO (Days)	6	7	6	6	6
WC (Crs)	3.47	41.04	97.63	202.9	301.6
EBIT%	1.6%	4.5%	5.2%	5.8%	5.9%
PAT%	0.65%	3.28%	3.81%	4.27%	4.37%
PAT	0.58	19.21	54.23	123.3	201.5

2024 - 1 Crore -> 100 Crores in 5 Years with 5 crore Working capital

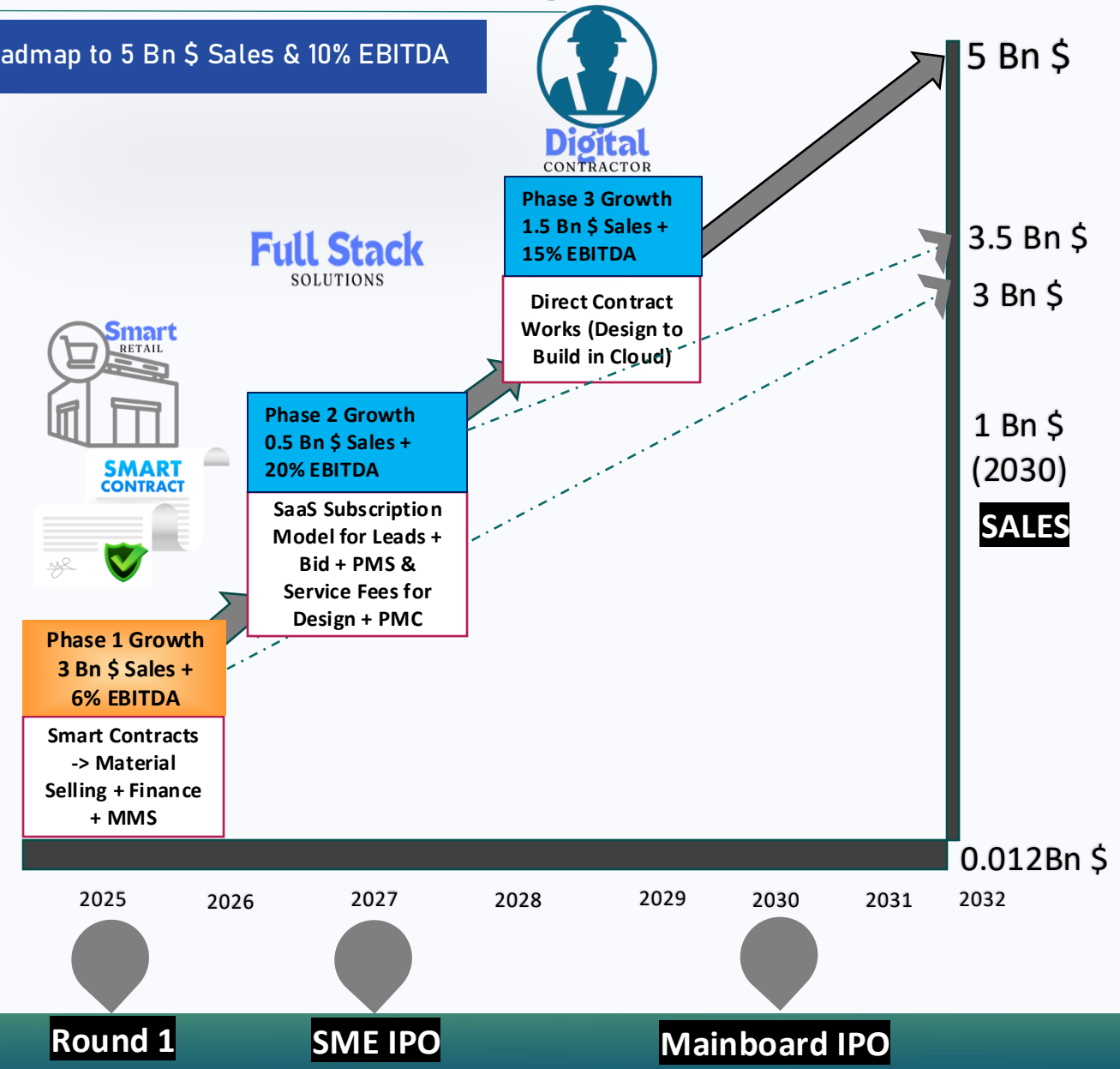
Value Creation Through Growth – 5 Bn\$ Sales Roadmap

Digital Trust Ecosystem – Vision



Phase 1
Future Plans

Roadmap to 5 Bn \$ Sales & 10% EBITDA



Fund Needed & its Usage

Working Capital – 20 Cr

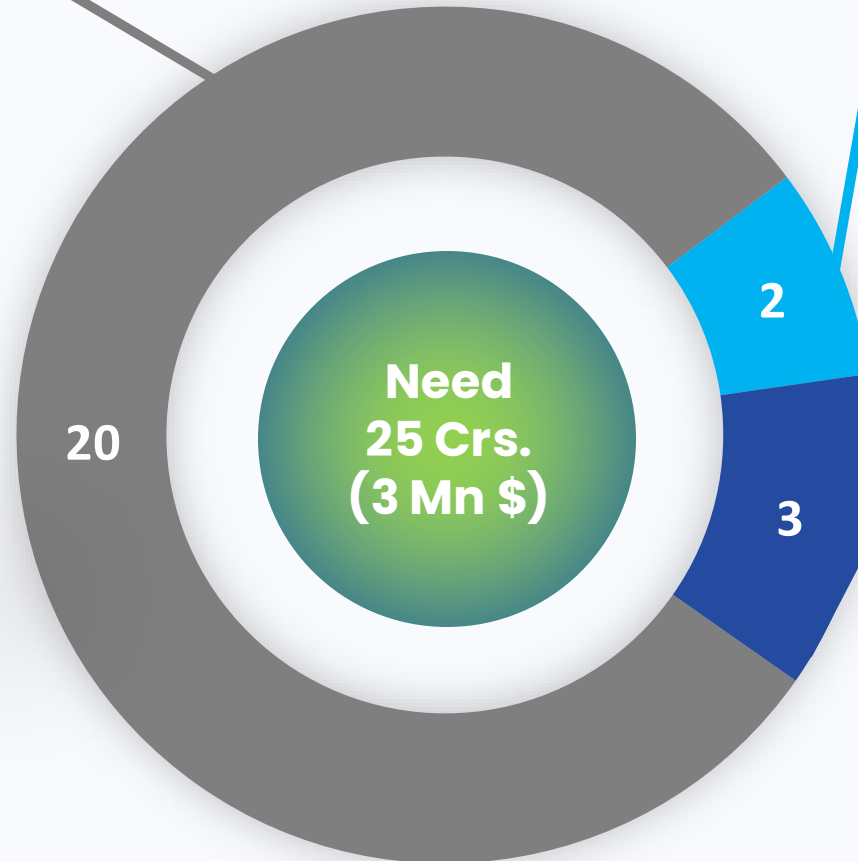
16 Crs – 20X rotation to bring 6X growth in 3 tier 1 & 2 Tier - 2 Cities

2 Crs - Market Entry in 2 Tier 1 Cities & 4 Tier 2 Cities

Sourcing Strategy – 2 Crs to Attain 5% Cost Savings in Bulk Materials & RMC (GP – 7%)

Launch Retail in 3 Tier 1 & add 10+ Convert Franchise

Attain 600+ Crores Sales in 2026 from 4 Tier 1 & 6 Tier 2 Cities + 2% Margin Addition



IT/Technology – 2 Crs

Vendor Module + Market Place

Smart Contracts + Work Progress Tracking Module

Enable Market Place & 50+ Material Contracts

Resource – 3 Cr

Qualified Industry Experts – Product Heads

Young MBA's – Product Managers & Build Inhouse IT Team

Add CXO – Procurement, Finance & Sales

Add 100+ Resources (3X) → 6X Growth

**ASK: 25 Crores (3 Mn \$) @ Equity Dilution of 20%
to Grow 6X with EBITDA – 4.5% in 2026.**

Thank You For Your Attention

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