Adding Smiles To Life

To,
National Stock Exchange of India Ltd.
Plaza, C 1, Block G,
Bandra - Kurla Complex, Bandra (E),
Mumbai – 400 051, Maharashtra, India.

Company Symbol: QMSMEDI

ISIN: INE0FMW01018

Ref: QMS MEDICAL ALLIED SERVICES LIMITED

Sub: Announcement under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Ma'am,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015, we have enclosed herewith the Investor Presentation released by the Company. Further, pursuant to Regulation 46 of SEBI (Listing Obligations and Disclosure Requirements), 2015, the aforesaid information will also be available on the website of the Company i.e. https://qmsmas.com/

The above information and attachment are for your record and reference.

Thanking you,
Yours truly,

FOR QMS MEDICAL ALLIED SERVICES LIMITED

TORAL JAILESH BHADRA

Digitally signed by TORAL JAILESH BHADRA
Date: 2024.05.24 20:39:21 +05'30'

TORAL BHADRA
COMPANY SECRETARY
MEMBERSHIP NO.: A56927
DATE: MAY 24, 2024
PLACE: MUMBAI

QMS Medical Allied Services Limited

Q4 FY24 INVESTOR PRESENTATION

Disclaimer

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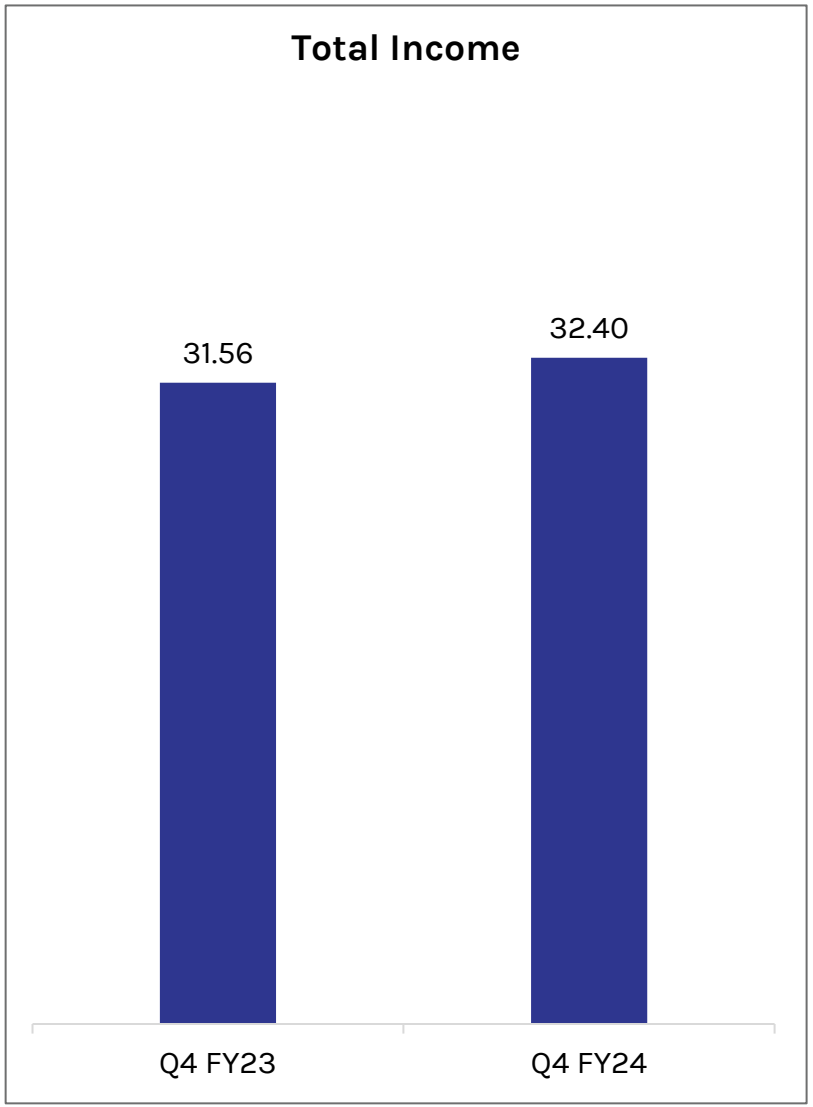
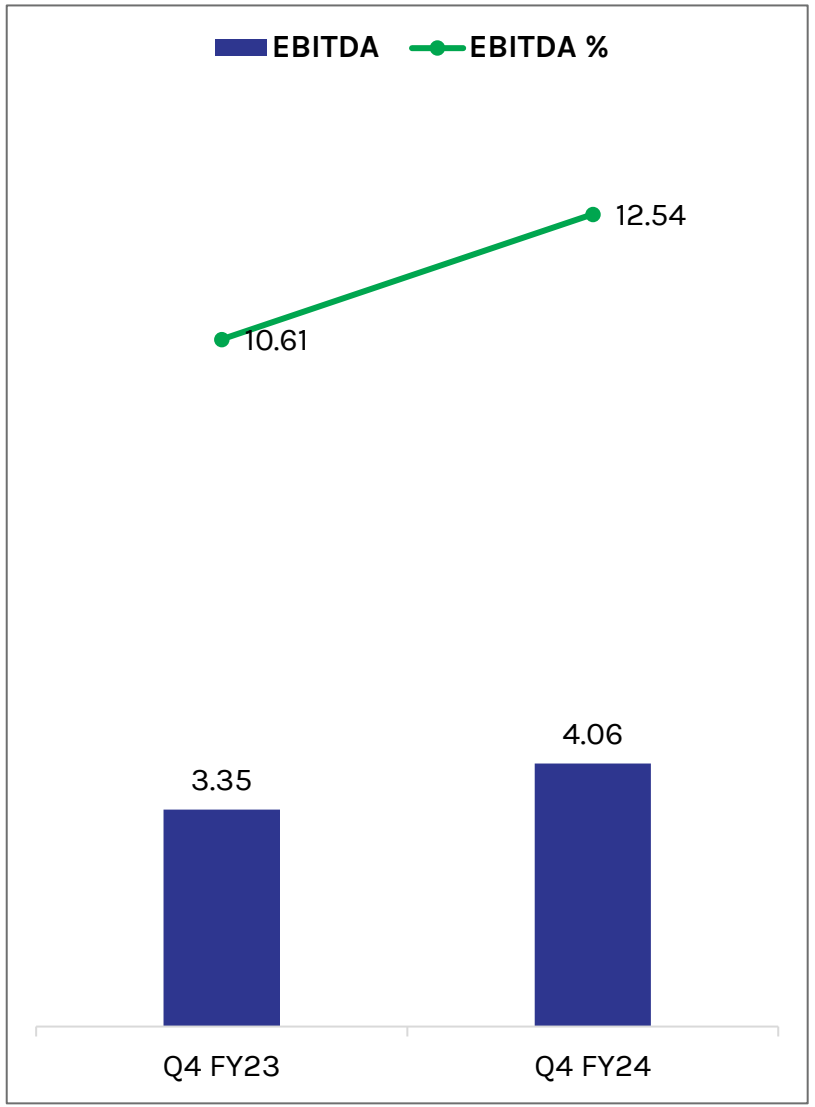
This presentation contains statements that contain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating QMS Medical Allied Services Limited future business developments and economic performance. 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.

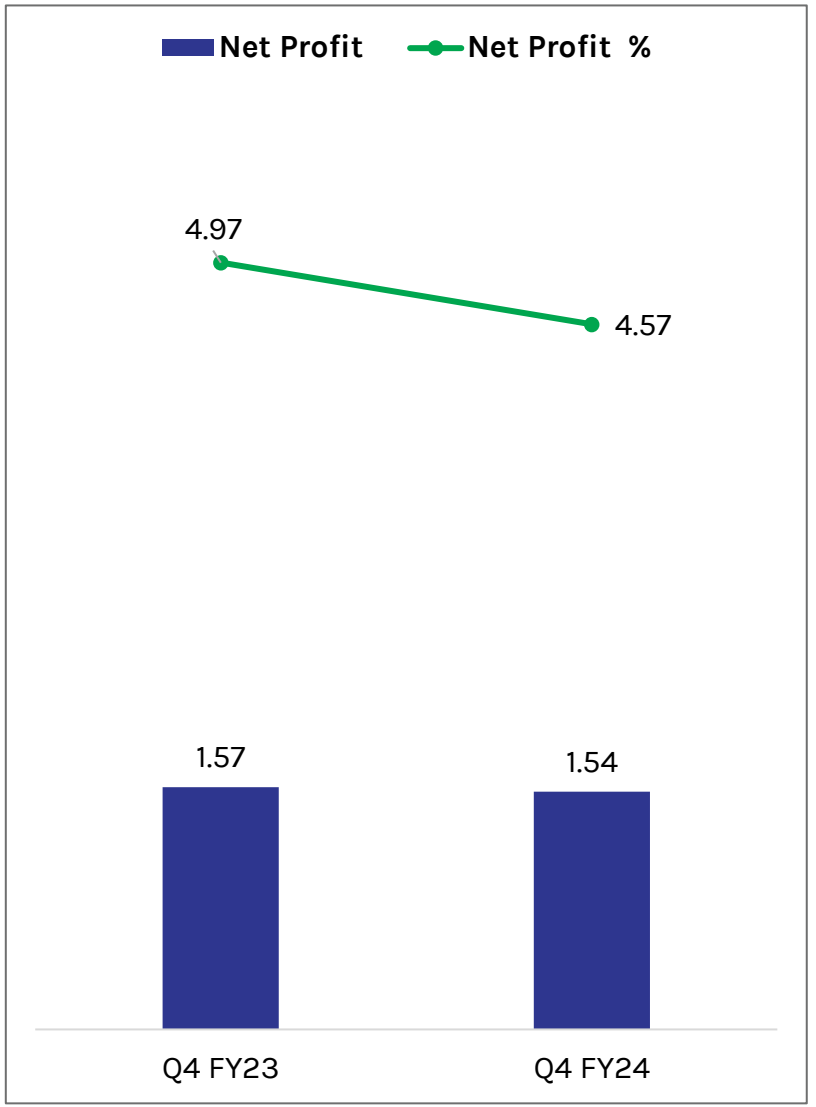
This presentation cannot be copied and disseminated in any manner. No person is authorized to give any information or to make any representation not contained in and not consistent with this presentation and, if given or made, such information or representation must not be relied upon as having been authorized by or on behalf of the company. The Company or its Book Running Lead Manager will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

Q4 FY24 Financial & Operational Highlights

Q4 FY24 Financial Highlights







All Figures In ₹ Cr & Margin In %

Q4 & H2 FY24 Financial Highlights

In ₹ Cr

Particulars	Q4 FY24	Q4 FY23	Y-O-Y %	H2 FY24	H2 FY23	Y-O-Y %
Net Sales	32.29	31.37		67.53	52.07	
Other Income	0.11	0.19		0.26	0.38	
Total Income	**32.40**	**31.56**	**2.66%**	**67.78**	**52.46**	**16.99%**
Expenses						
Raw Material costs	21.20	23.39		45.30	37.69	
Employee Benefit Expenses	1.67	1.36		3.27	2.26	
Other Expenses	5.46	3.46		10.16	5.35	
Total Expenditure	28.34	**28.21**		58.73	**45.31**	
EBIDTA	**4.06**	**3.35**	**21.19%**	**9.05**	**7.15**	**55.83%**
EBIDTA Margin (%)	**12.54%**	**10.62%**	**192 BPS**	**13.35%**	**13.63%**	**382 BPS**
Interest	0.99	0.65		1.80	0.88	
Depreciation	0.88	0.37		1.77	0.69	
PBT	2.19	2.34		5.49	5.58	
Tax Expense (Including Deferred Tax)	0.65	0.77		1.50	1.50	
Net Profit	**1.54**	**1.57**	**-1.91%**	**3.98**	**4.07**	**41.14%**
Net Profit Margin (%)	**4.75%**	**4.97**	**-22 BPS**	**5.87%**	**7.77%**	**126 BPS**
EPS	0.86	0.88		2.23	2.30	

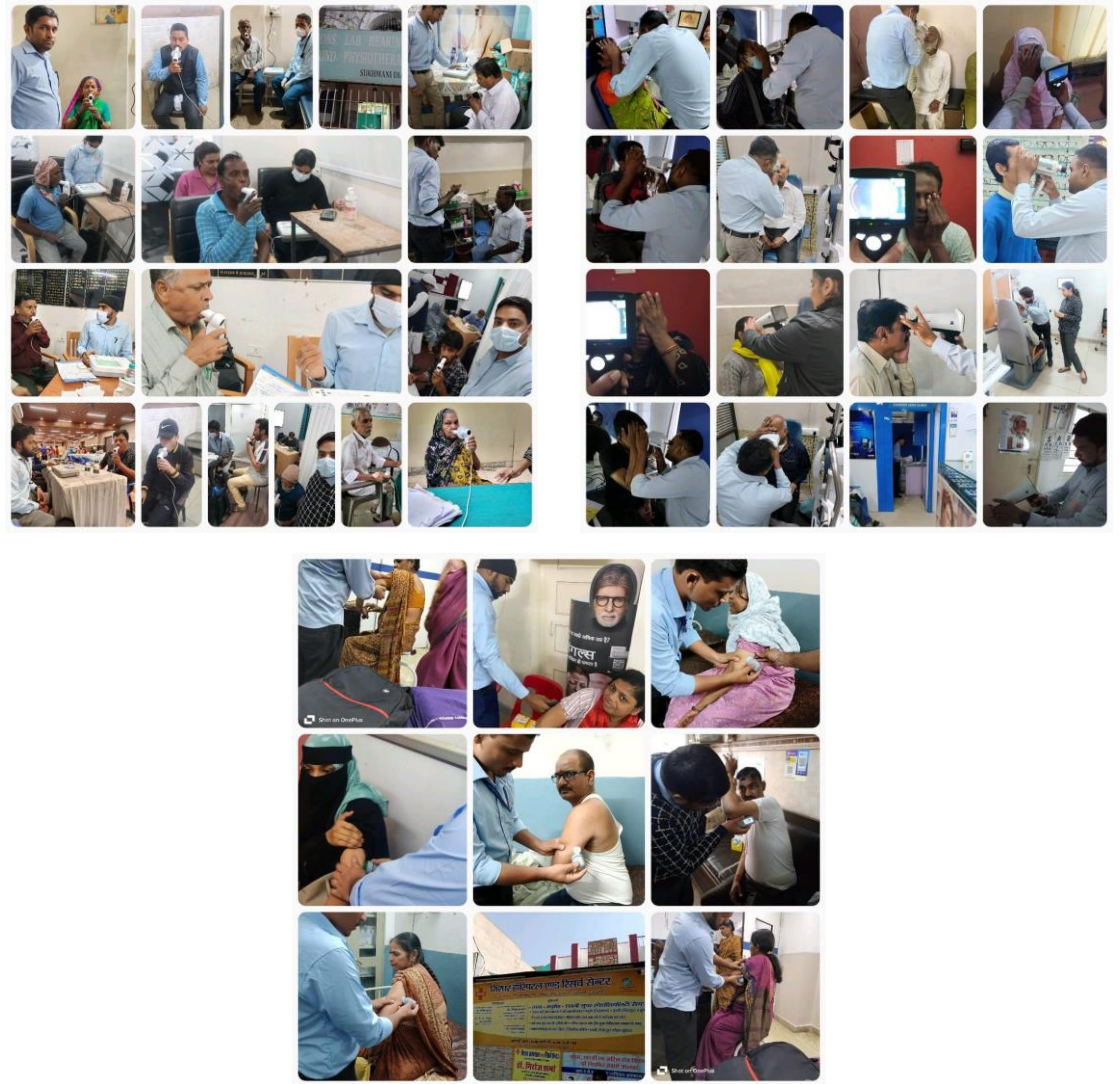
QMS MAS's Acquisition Of Saarathi Healthcare

- While **QMS MAS specializes in the patient screening** programs, **Saarathi** has been a **pioneer** in the next phase, which is **disease management and patient support**.
- The **acquisition** of Saarathi Healthcare **allows QMS MAS** to **provide a comprehensive portfolio of services** that **covers the entire gamut of auxiliary patient service programs** that can benefit positive therapeutic outcomes for the patients.

Two Lakhs Patients Empowered by Diagnostic Screenings

Conducted over 25,000 unique patient service programs.

- Partnered with top pharmaceutical companies to expand reach and efficacy.
- Benefited 2,00,000 patients with advanced diagnostic screenings including:
  - Diabetic Retinopathy Testing
  - Spirometry Testing
  - Bone Mineral Density Testing



Future Growth

Anticipated 45% growth in patient services programs to meet increasing healthcare needs.

Company Overview

Introducing QMS MAS Limited - Your Partner In Healthcare Services

Founded and led by

Mr. Mahesh Makhija, a Business Professional with over 33 years of experience in Business Development, Revenue Growth, Market Analysis & Impactful Marketing.

A publicly listed company that is showing consistent positive cashflow & consistent profitability.

Primary Sales Modules: Provision of Customized Scientific Solutions to assist the top 50 Pharmaceutical companies in maximising the efficacy of their marketing campaigns.

Unwavering Progress: Growing from Strength To Strength

5
Business Verticals

01

150 +
Employees

02

900 +
SKUs

03

FY 23-24
Revenue - ₹ 122.58 Cr.
EBITDA - ₹ 18.80 Cr.
PAT - ₹ 9.00 Cr.

04

130 +
Customers

05

Asset Light
Business Model

06

Diversified Portfolio: Exploring Our Business Verticals

Business to Business (B2B)

Utility Inputs

3M, ChoiceMMed, BPL, HEINE, ZEISS (Seeing beyond), tynor, VOLK

Patient Service Programs

Cardiology, ORTHOPEDIC, Redcliffe labs, DIABETES, OPTHALMIC, GYNECOLOGY

Educamedics

UNIVERSITY OF BIRMINGHAM, Royal College of Physicians, EACME, EASD (European Association for the Study of Diabetes), ESC (European Society of Cardiology), UNITED COLLEGE LONDON, 3M

Point Of Care

LYSUN, Mytest®, BioHermes®

B2C

Medical Devices And Equipment

DEVICES, QMS MEDS, 3M, HEINE, Diti, amazon

Healthcare Expansion: Nationwide Reach & Expertise

300+ Addressable Locations across the span of the country

110 trained and certified DMLT's, each capable of covering a 35 km radius

600+ Dietitian Network capable of providing customized comfort and addressing their requirements.

Leading USFDA Approved Devices are used at all site ensuring the highest standard of service to the patients

The Unique Patient Service Program Conducted By QMS MAS

Patient Service Program (PSPs) are a **first of its kind initiative** by QMS Medical Allied Services to empower **healthcare practitioners with data** that can help **improve therapy outcomes** for their patients.

QMS MAS organizes **preventive screening camps** at the healthcare practitioners' clinics in **partnership with our pharmaceutical clients** to encourage early detection & intervention of various diseases

These **include Ophthalmologic, Orthopedic, Diabetic, Hypertensive, Cardiology, Lipid Check, Online Physio, Respiratory, Dietitian & OBGYN**.

Currently QMS MAS is conducting approx. **100 preventative screening camps** and **approximately 120 dietitian counselling sessions(online and offline)** per day.

Lupin Limited's DITI Program In Partnership With QMS MAS

Take charge of your Diabetes

HuMrahi

Your Partner in Care

- The DITI program is the **Humrahi** program which currently helps over **10,000** patients manage their diabetes through lifestyle management.
- The program is under the auspice of **Lupin ltd** but managed by QMS MAS LTD.

Diti
Health & Well Being Program
Adding Smiles To Life

"Humrahi app is very motivated me I'm so happy to be part of this program Dietitian Shruti ma'am is very helpful about diet and lifestyle changes in my Diabetes thanks to her and thanks to Humrahi."

Mrs. Zakiya Begum
Nagpur

QMS MAS's Unique Competitive Edge

- Proven track record of doing business with the **top 50 pharmaceutical companies in India for over 20 years**.
- **Experienced and highly qualified marketing team** that has **deep relationships and repeated success** amongst our clientele.
- **Well managed** and organized **back-office operational teams** that handle
  - Customer Support, Technology, Nutritional Consultation.
  - Packaging, Dispatch and Logistics
  - Purchase & Inventory/Warehousing
  - Finance, Accounting and Taxation
- **Dedicated team** handling all **patient service programs** including but not limited to **execution, training and resource planning**

Key Management

Mr. Mahesh Makhija

Promoter, Chairperson & Managing Director
Age: 53 years

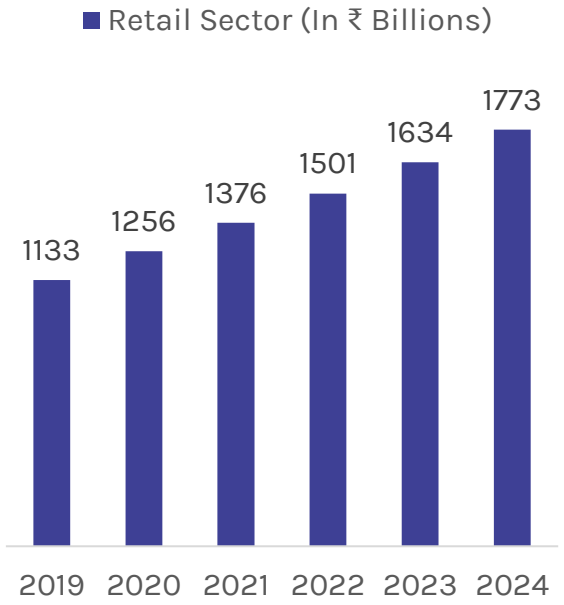
He has around 28 years of rich experience in the field of medical and healthcare devices.

He is currently responsible for formulating business strategies and oversight of day to day functioning of the Company.

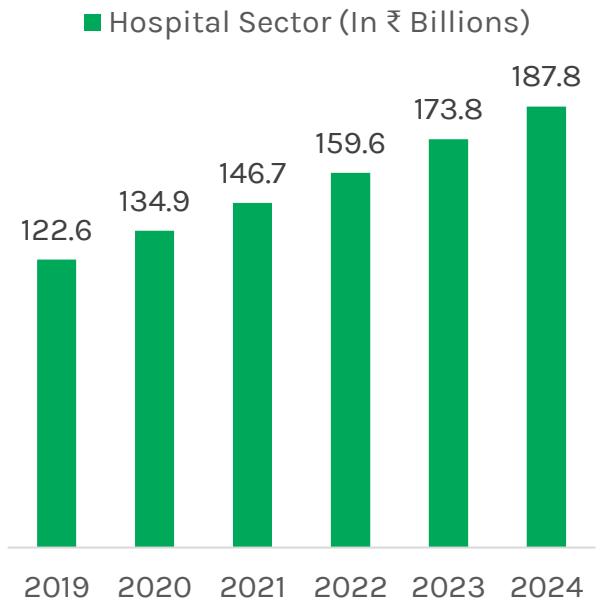
Industry Overview

Pharma Market: A Comprehensive Industry Overview

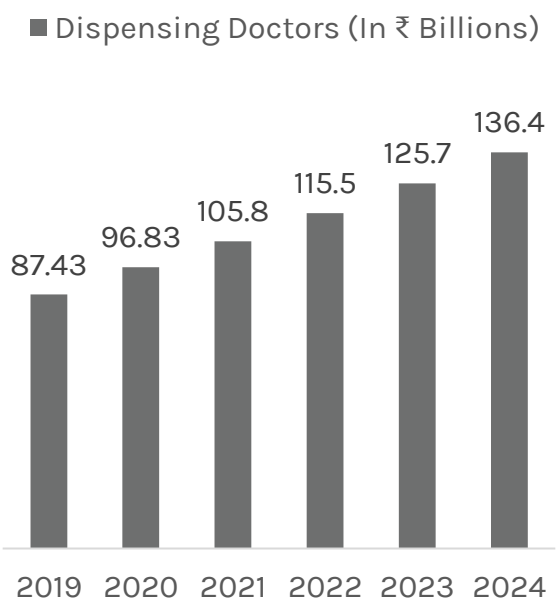
Retail Sector



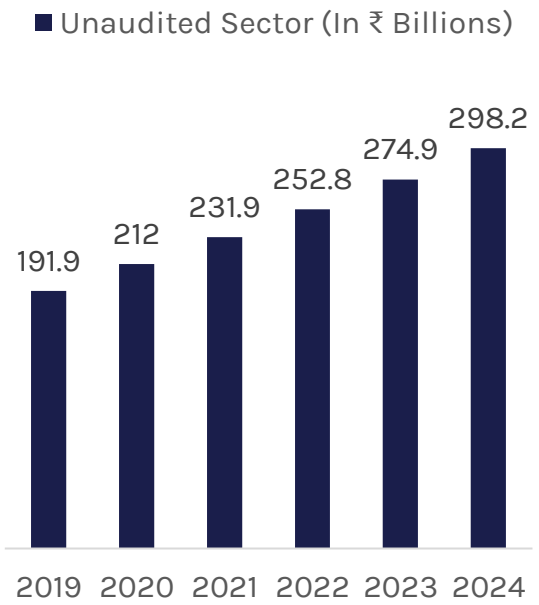
Hospital Sector



Dispensing Sector



Unaudited Sector



- The **Total Pharma Market** in India is estimated to reach a value of **₹ 2,396 Billion in 2024**, of which **₹ 1,773 Billion** is estimated to be the **Retail Sector alone**.
- **QMS MAS LTD** has historically offered their services to pharmaceutical companies in an effort to maximize the efficacy of their marketing campaigns in the retail sector.

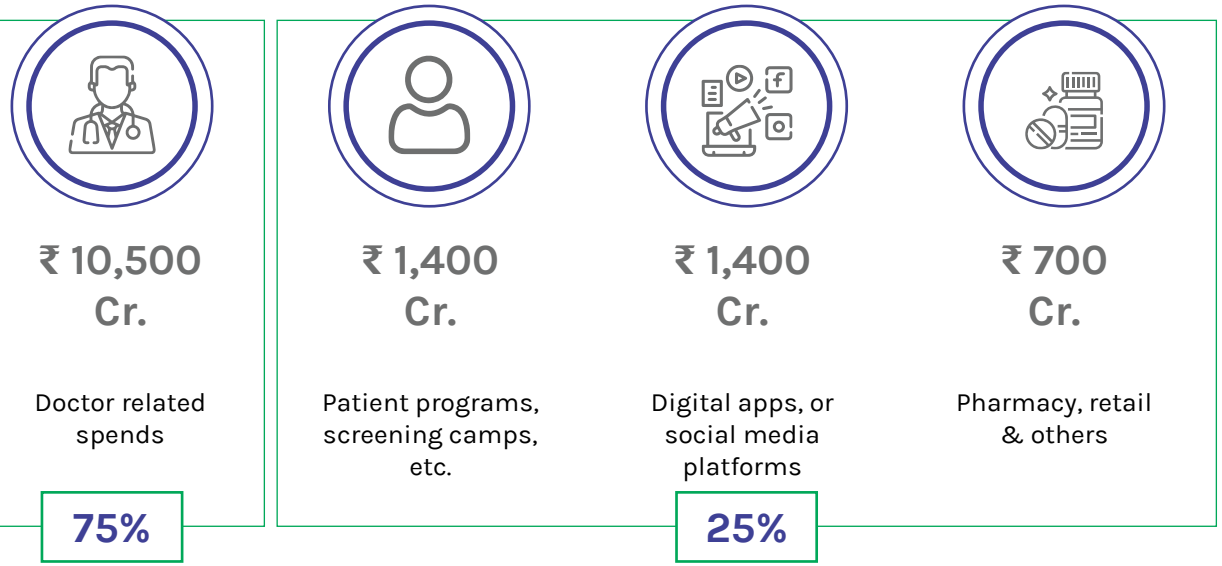
Source: IQVIA report

Capitalizing On Industry Marketing Budgets: QMS MAS's Growth Path

The annual marketing spends allocated by the industry represent a pivotal market opportunity for QMS MAS, offering a strategic pathway for expanding its reach and influence within the market.

Approximate advertising / promotional spend

8% of Retail Sector Revenue



- ✓ Considering a **marketing spend of 8% of the total estimated revenue,** a conservative estimate of ₹ 141.3 Billion or approx. **₹ 14,000 Cr.** can be considered as an **industry wide marketing budget.**
- ✓ Historically **75% of marketing spends** are directed towards **campaigns targeting doctors**, which accounts to **₹ 10,500 Cr.**
- ✓ Balance **25%** is directed towards **innovative campaigns** surrounding Patient Service Programs, Screening Camps, Social Media etc, conservatively estimated at approx. **₹ 3,500 Cr.**

Key Drivers Elevating Patient Service Programs (PSP)

Event Title	Start Year	Probability Value	Leveraging Tactic
Regulatory Changes In Traditional Pharmaceutical Marketing Efforts to Doctors	2024	95%	Increase in specific diagnostics / PSP, PAP and awareness of programs
Recent and Future Product Launches	2020	95%	
Rapid Growth in Non Communicable Diseases	2020	95%	Increase in screening with labs and POC
Increase in Health Insurance Coverage	2021	50%	Improved access / affordability / specialized care
Initiatives to Improve Access to Healthcare and Essential Medicines by the Government	2020	45%	Increase in PSP, Screening and specialized tests.

The Way Forward

Anticipated 3-Year Growth Across Key Segments

The Humrahi program

- White-labeling for further pharmaceutical companies
- B2C Expansion

Patient Service Programs

- Expansion of Workforce
- Expansion of Service Areas
- Expansion of Client Coverage

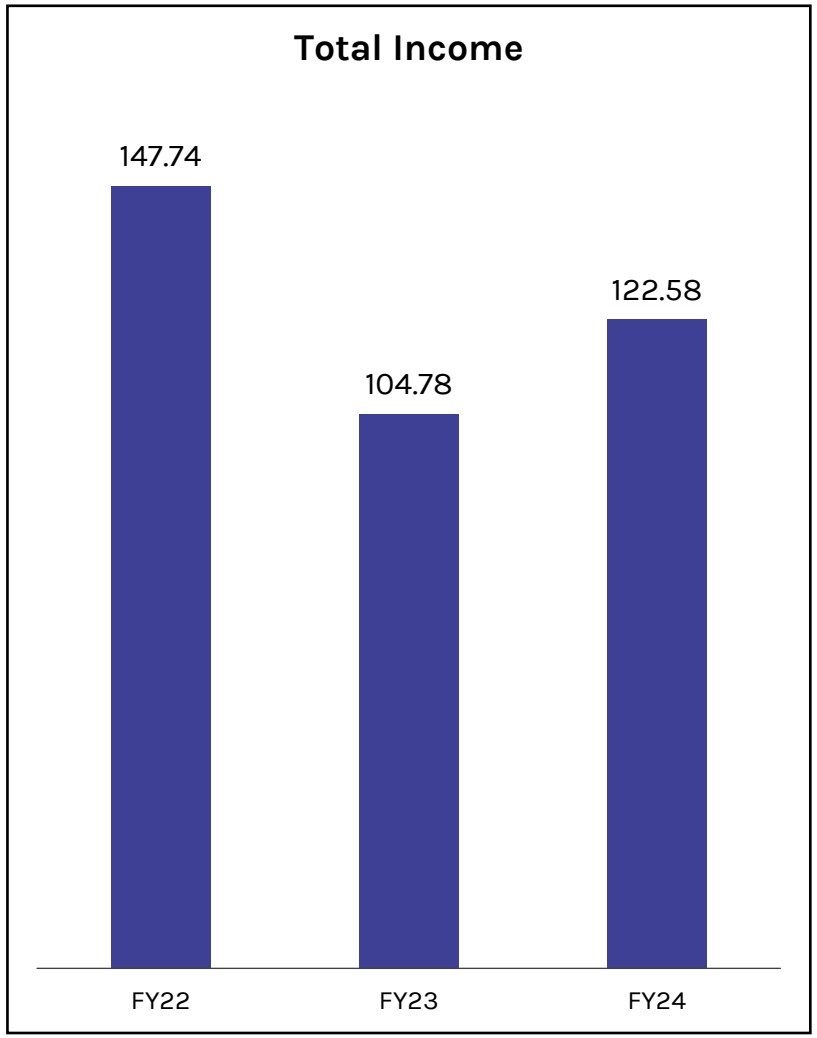
Point Of Care(POC)

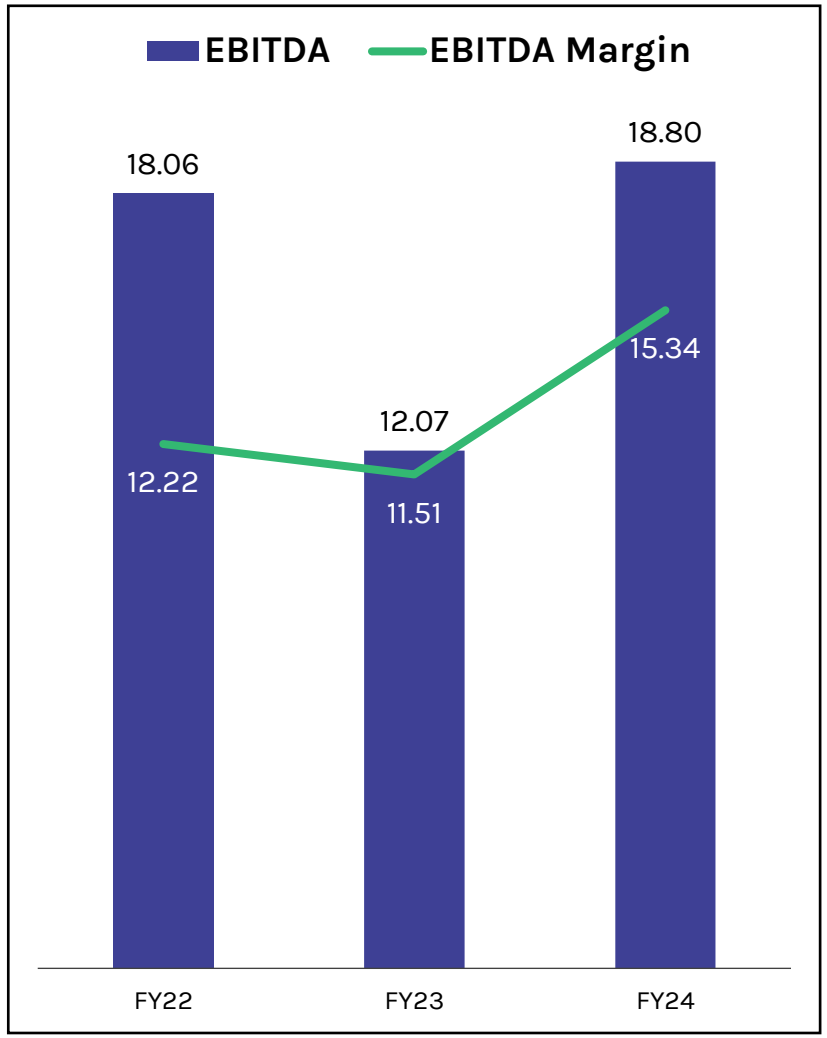
- Expansion of Product and Renewable Offerings

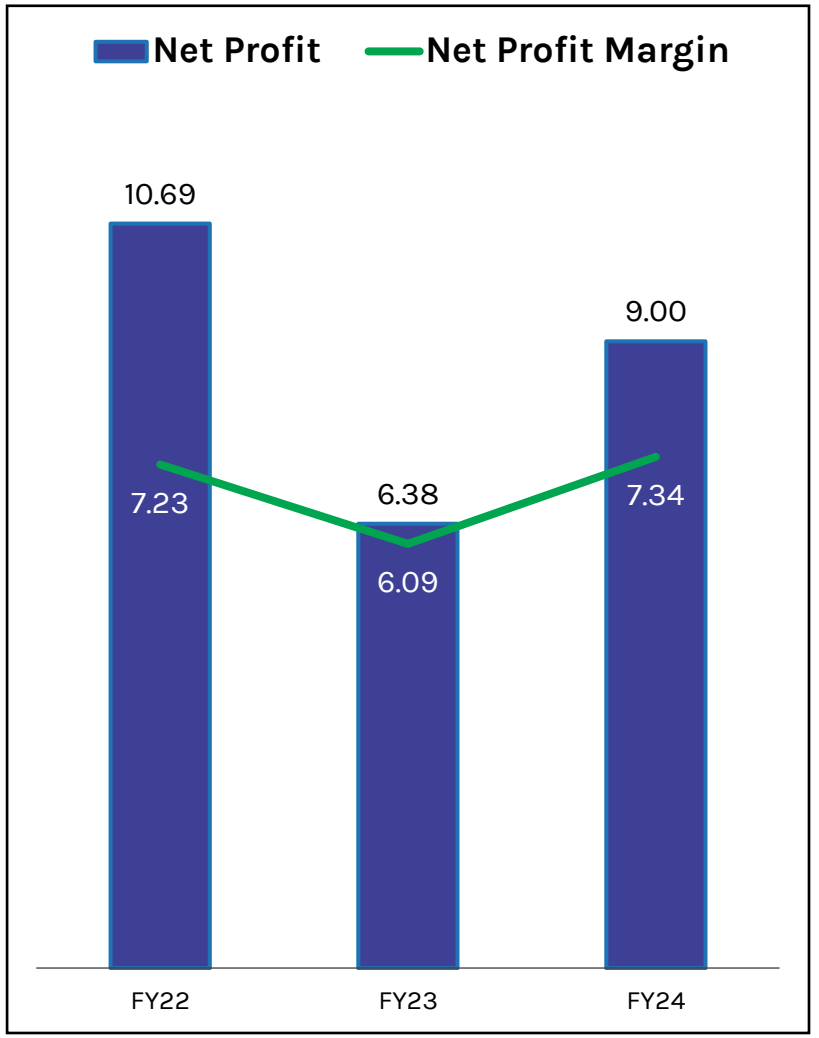
Anticipated : ₹ 100 Cr Across each Segment

Financial Overview

Key Financial Highlights

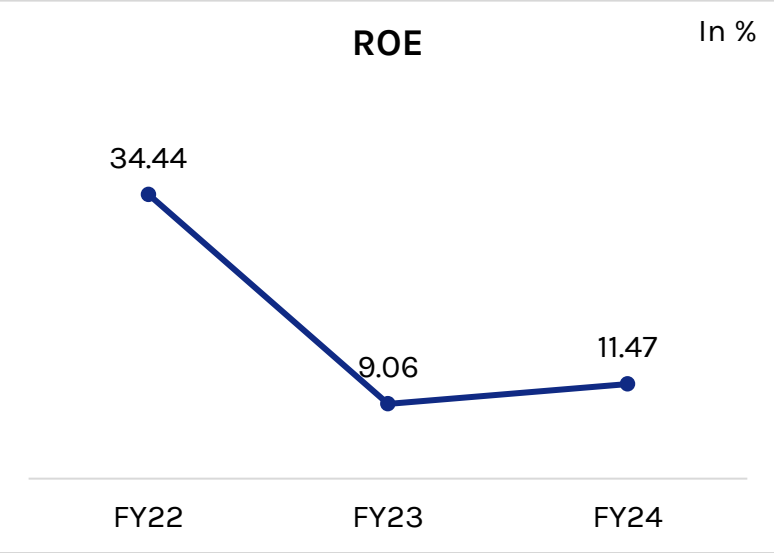


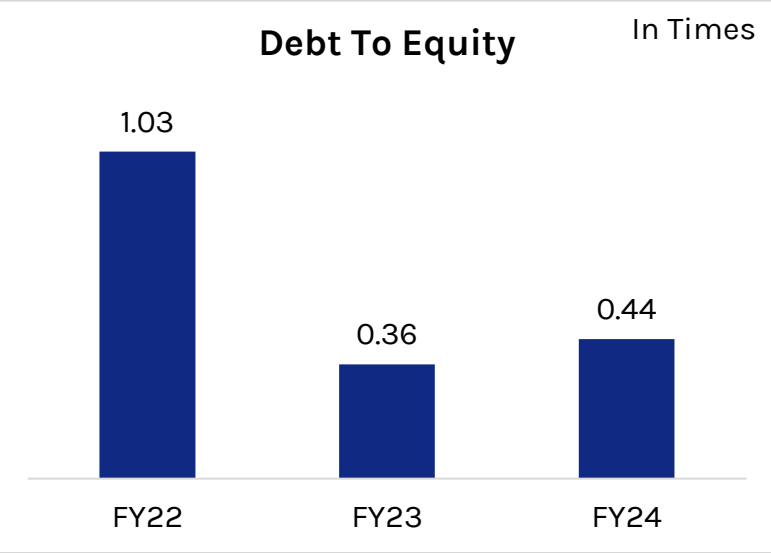


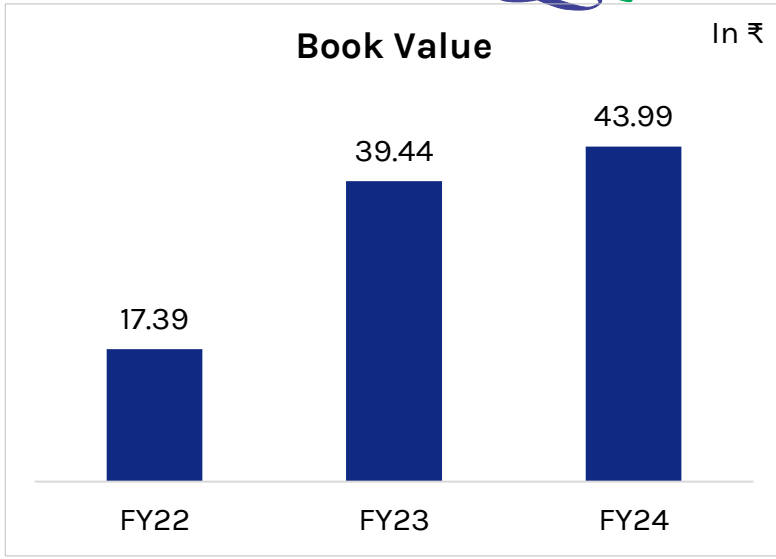


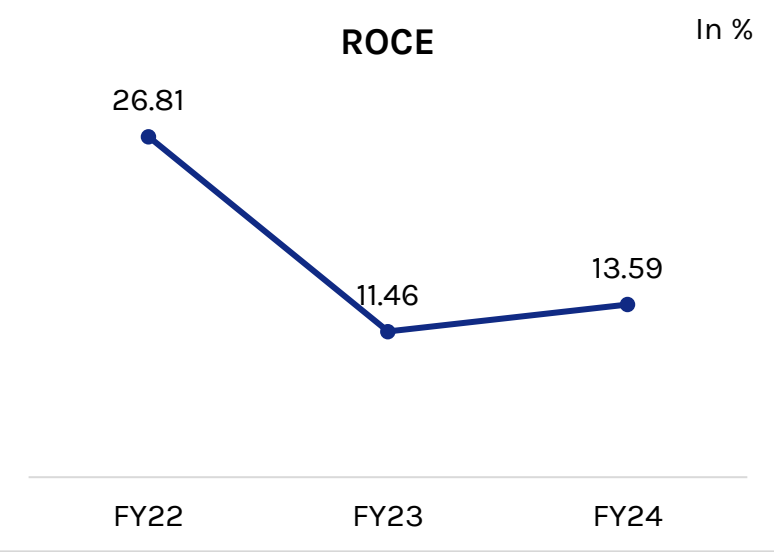
Amount In ₹ Cr & Margin in %

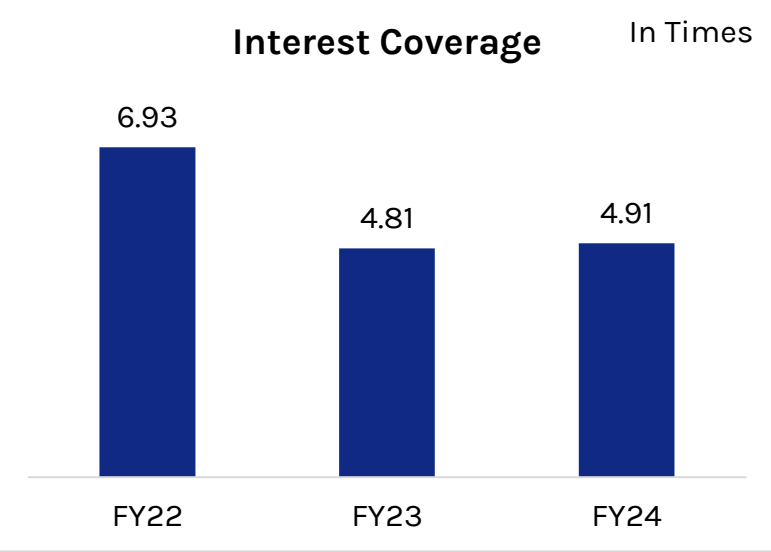
Key Financial Highlights

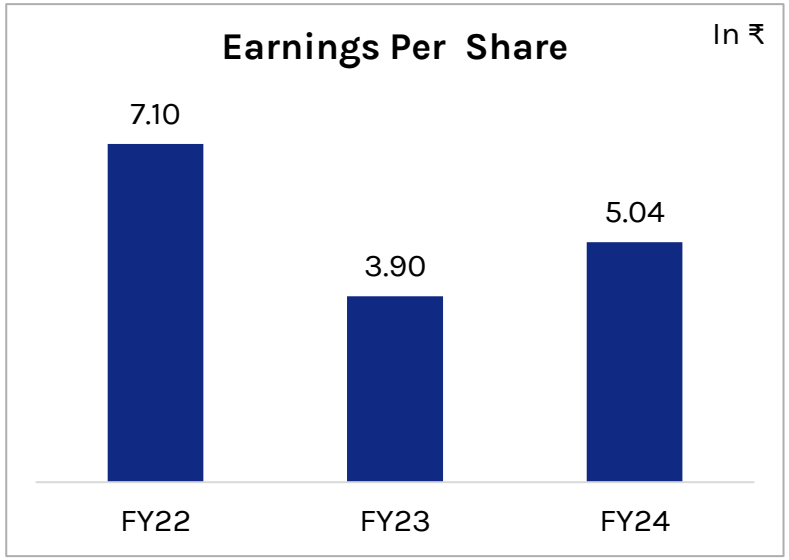












Profit & Loss Statement

In ₹ Cr

Particulars	FY24	FY23	FY22
Revenues	122.13	104.04	146.32
Other Income	0.46	0.74	1.42
Total Revenue	**122.58**	**104.78**	**147.74**
Raw Material costs	79.92	77.88	110.31
Employee costs	5.50	3.72	4.67
Other expenses	18.36	11.11	14.71
Total Expenditure	103.78	92.72	129.69
EBITDA	**18.80**	**12.07**	**18.06**
Finance Costs	3.13	2.29	2.44
Depreciation	3.44	1.07	1.16
PBT	12.24	8.71	14.46
Tax	3.23	2.33	3.77
Reported Net Profit	**9.00**	**6.38**	**10.69**

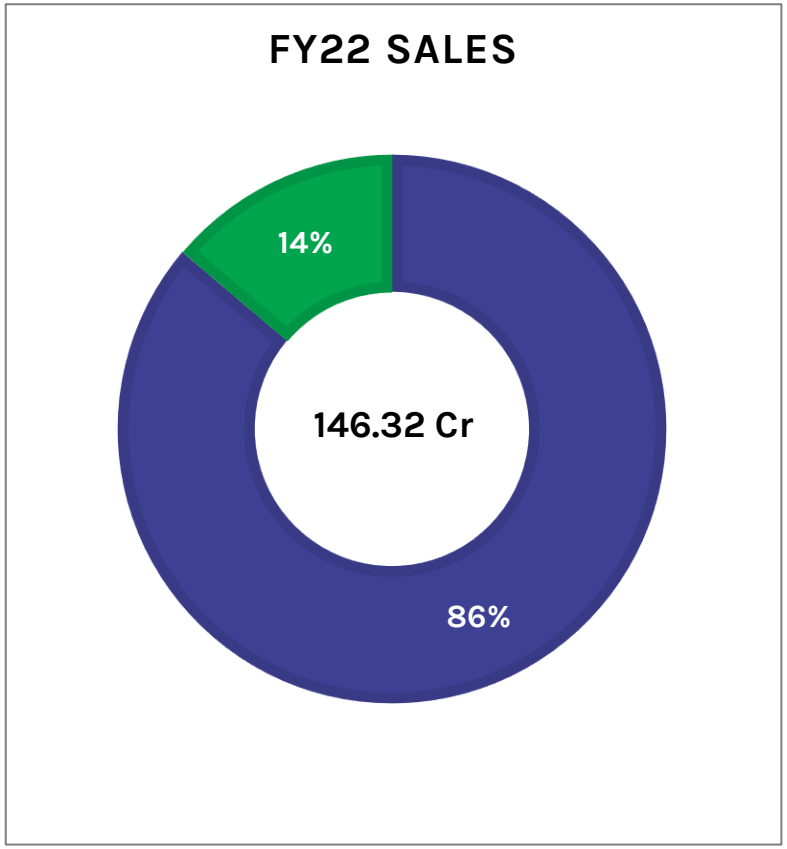
Balance Sheet

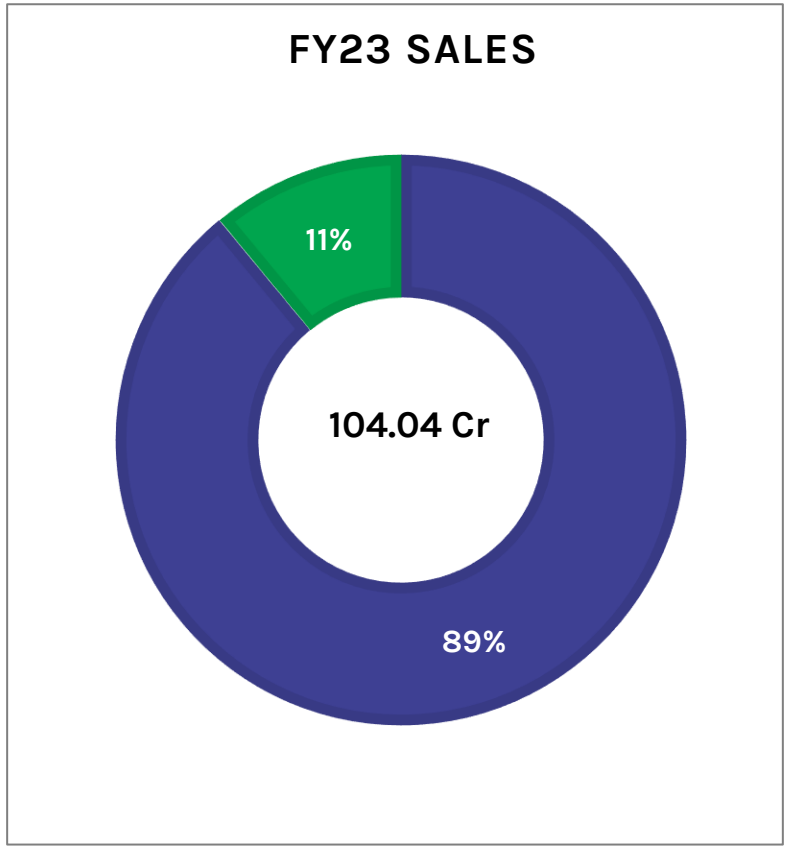
In ₹ Cr

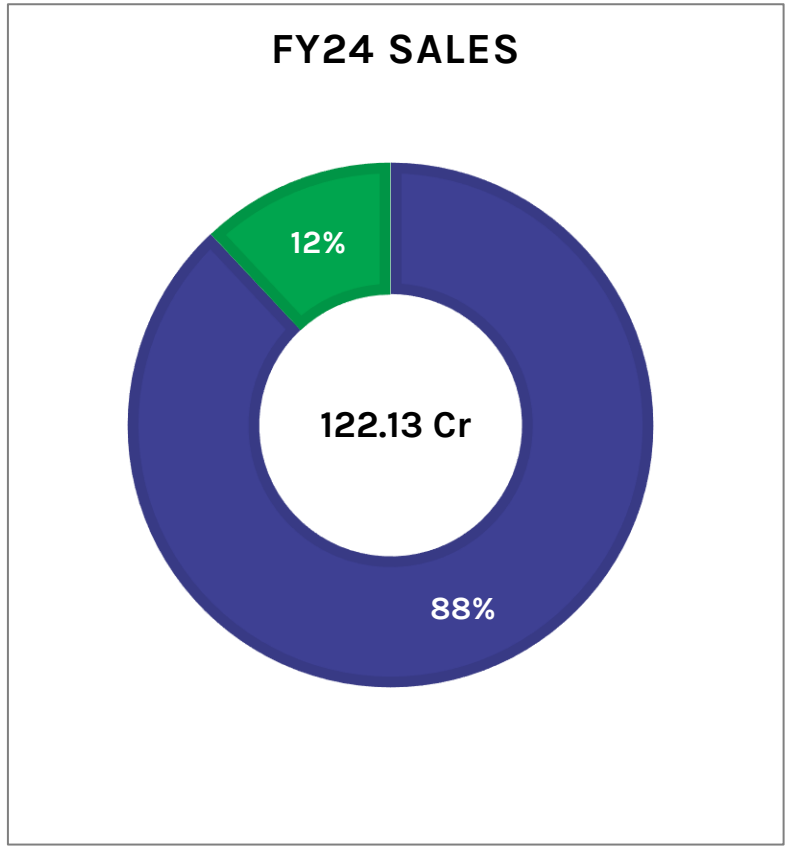
Equities & Liabilities	FY24	FY23	FY22
Equity	17.85	17.85	3.76
Reserves	60.66	52.55	27.27
Net Worth	**78.51**	**70.40**	**31.03**
Non-current Liabilities			
Long-term borrowing	2.37	1.46	1.98
Deferred tax Liabilities	0.32	0.39	0.26
Other long terms Liabilities	0.00	0.00	0.00
Long-term provision	0.15	0.09	0.00
Total Non Current Liabilities	**2.84**	**1.94**	**2.23**
Current Liabilities			
Short-term borrowings	32.17	24.06	30.00
Trade payables	19.79	19.35	16.91
Other current liabilities	0.93	0.81	1.70
Short-term provision	1.08	1.17	0.61
Total Current Liabilities	**53.97**	**45.39**	**49.22**
Total Equity & Liabilities	**135.32**	**117.74**	**82.49**

Assets	FY24	FY23	FY22
Non Current Assets			
Fixed assets	25.63	26.52	7.97
Non-current investments	0.00	0.00	0.00
Deferred Tax Assets	0.00	0.00	0.00
Other Non Current Financial Assets	3.25	3.30	0.00
Other non-current assets	0.66	0.99	0.43
Total Non Current Assets	**29.55**	**30.81**	**8.40**
Current Assets			
Inventories	37.58	29.93	24.25
Trade receivables	41.39	39.04	42.04
Cash & Bank Balance	0.31	2.37	2.16
Short Term Loans & Advances	6.04	3.26	1.13
Current Tax Assets (Net)	0.00	0.00	0.00
Other current assets	20.45	12.33	4.49
Total Current Assets	**105.77**	**86.93**	**74.08**
Total Assets	**135.32**	**117.74**	**82.49**

Revenue From Top 10 Customers







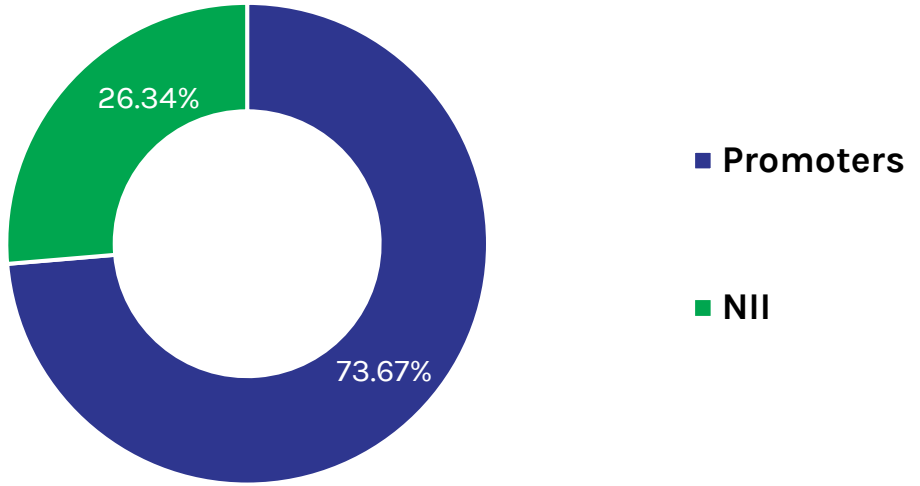
Top 10 Others

Stock Data

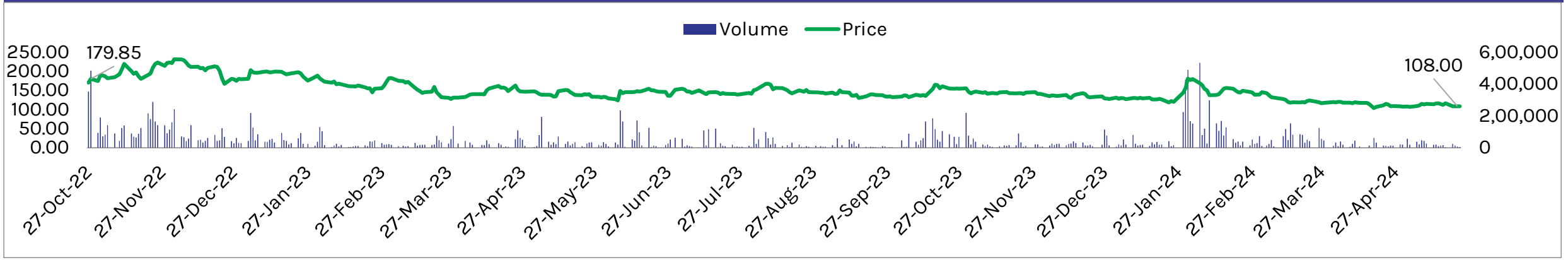
NSE Code: QMSMEDI	As on 24-05-2024
Share Price (₹)	106.35
Market Capitalization (₹) Cr	189.83
No. of Share Outstanding	1,78,50,000
Face Value (₹)	10.00
52 week High-Low (₹)	189.00 / 102.55

Share Holding Pattern

As on 31-03-2024



Share Performance From 11th October 2022 Till Date



Thank You

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