

DISCLAIMER

It is to be distinctly understood that submission of the Draft Red Herring Prospectus to the Securities and Exchange Board of India (SEBI) should not in any way be deemed or construed that the same has been cleared or approved by SEBI. SEBI does not take any responsibility either for the financial soundness of any scheme or the project for which the issue is proposed to be made or for the correctness of the statements made or opinions expressed in the red herring prospectus. The Lead Merchant Banker, Corporate Capital Ventures Private Limited, has certified that the disclosures made in the draft red herring prospectus are generally adequate and are in conformity with SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, in force for the time being. This requirement is to facilitate investors to take an informed decision for making an investment in the proposed issue.

It should also be clearly understood that while the company are primarily responsible for the correctness, adequacy and disclosure of all relevant information in the red herring prospectus, the Lead Merchant Banker is expected to exercise due diligence to ensure that the company discharges its responsibility adequately in this behalf and towards this purpose, the lead merchant banker, Corporate Capital Ventures Private Limited have furnished to SEBI, a due diligence certificate.

The filing of the Draft Red Herring Prospectus does not, however, absolve our company from any liabilities under the Companies Act, 2013 or from the requirement of obtaining such statutory and other clearances as may be required for the purpose of the proposed issue. SEBI further reserves the right to take up at any point in time, with the Book Running Lead Manager, any irregularities or lapses in the Draft Red Herring Prospectus.



INVESTMENT SYNOPSIS

AN IDEA WHOSE TIME HAS ALREADY COME

- Estimated \$6-8 billion market opportunity
- The age of sustainable living is upon us
- Circular-economy-focused B2B procurement company
- Demonstrated experience in creating markets for excess inventory and open-box products

EXPERIENCED PROMOTORS WITH DEMONSTRATED LEGACY

- Established in Year 2002, started operations in 2005 as Flagship Company of RockingDeals Group
- Headquartered in Faridabad & headed by first-gen entrepreneur Yuvraj Aman Singh, Founder & CEO
- Pioneered the concept of 'Excess Inventory & Certified Refurbished

LONG-STANDING PARTNERSHIPS WITH MARQUEE BRANDS & CORPORATES

- Launched 'Certified Refurbished Products' for Shopclues, Amazon & Flipkart
- Firm sourcing agreements with reputed brands across appliances, apparel & e-comm segments

A STORY OF RESURGENCE IN THE MAKING

- Established leadership in the refurbished and excess inventory smartphone market in 2015
- Peak turnover of Rs. 103 crore clocked in 2015-16
- Exited the smartphone market - led to a turnover of Rs. 15 crore in 2022-23
- Established credentials - Rs. 10 crore in Q1FY24

CATERS TO A LARGE, UNORGANISED & THRIVING RETAIL SECTOR

- Caters to aspirational Bharat with improving affordability and partnering brands
- Offers authentic products through organised sourcing - empowering trust building for the retailers
- Serves as the first port of experience for adopters riding the brand-wagon

EVOLVING TO THE NEXT LEVEL

- A well-defined ecosystem built - from sourcing to retailing
- Established credentials in non-smartphone markets with 2.0 version
- IPO to fund the 3.0 version of growth - with scaling up procurement & firming exclusive tie-ups with brands



NAVIGATING THIS PRESENTATION

WE OPERATE IN A SUNRISE INDUSTRY

- India Rising
- The future is circular
- Understanding the landscape
- The process & value proposition

WE HAVE EMBARKED ON A ROAD LESS TAKEN

- Our journey
- Our people
- Our products
- Our performance

WE CONTINUE TO STRENGTHEN OUR USPS

- Capacities & highest relevant manpower
- Technology & processes
- Certifications & Brand tie-ups
- Markets

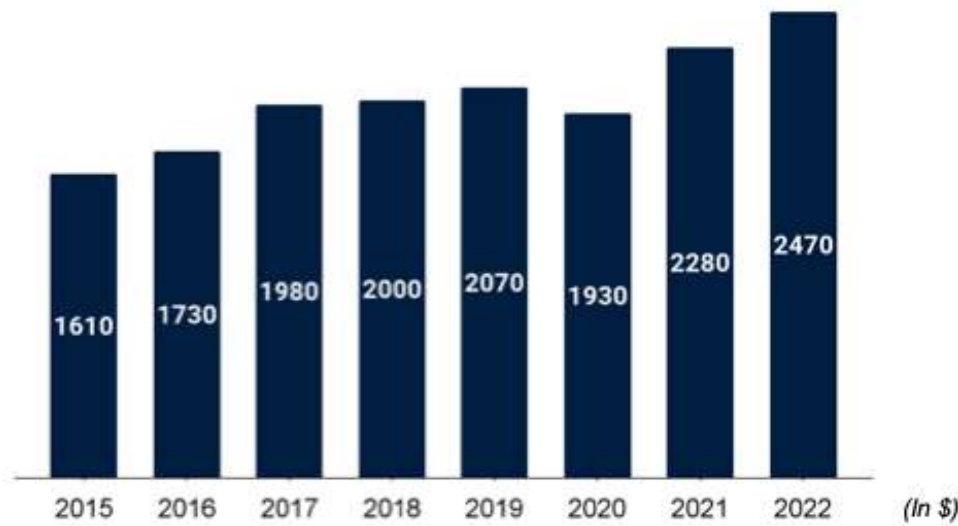
WE ARE EXPANDING OUR HORIZONS

- Unveiling the ecosystem play
- Expansion agenda
- Listing & Objects to the issue
- Key takeaways

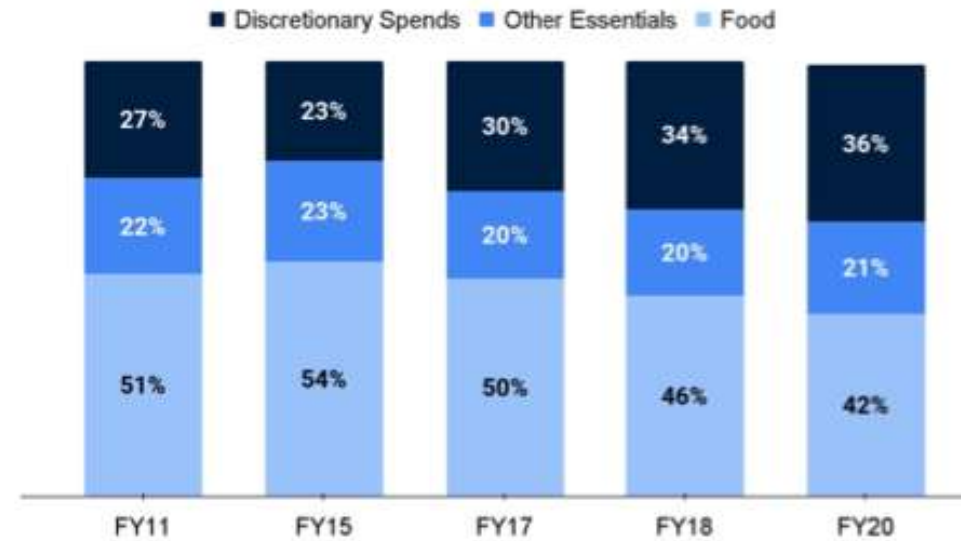
**WE ALWAYS
LOVED TO
THINK OUT
OF THE BOX!**

INDIAN AGE OF CONSUMERISM IS HERE

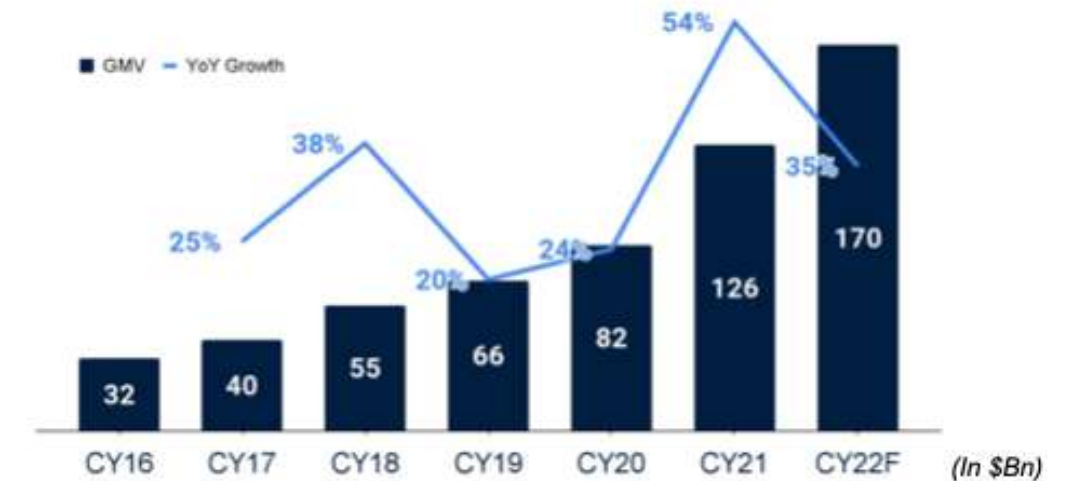
~25% rise in per capita income over past two and 50% over last seven years



As incomes rise, the share of discretionary spends has been rising



Reflecting in rising consumption numbers (this is consumer internet GMV)



\$2,450 per capita income
(CY22; China = \$12,970)

~1.4 billion population
(overtaking China this year; median age of 28 vs China's 38)

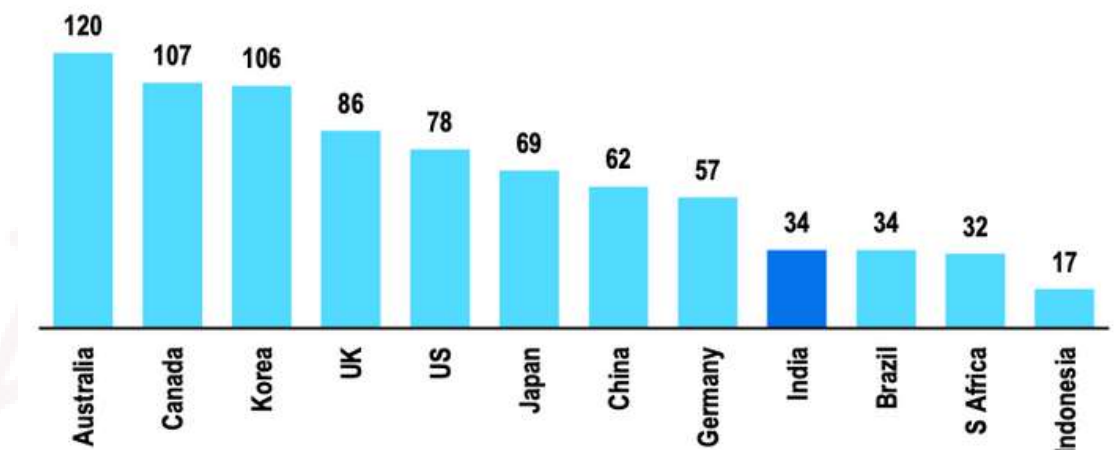
6.8% headline inflation rate
(Apr - Dec '22)
vs World 8.8% (IMF)

HH debt is far lower than peers, boding well for growing consumer demand; HH debt (% GDP)

\$900Bn Retail Sector
(45% of Pvt Consumption)

(Domestic) Credit is 55% of GDP
(World Average is 148%)

Equity market cap is \$3.5Tn in 2022
(Presently 5th highest)



12m retail outlets
(vs US 1Mn)

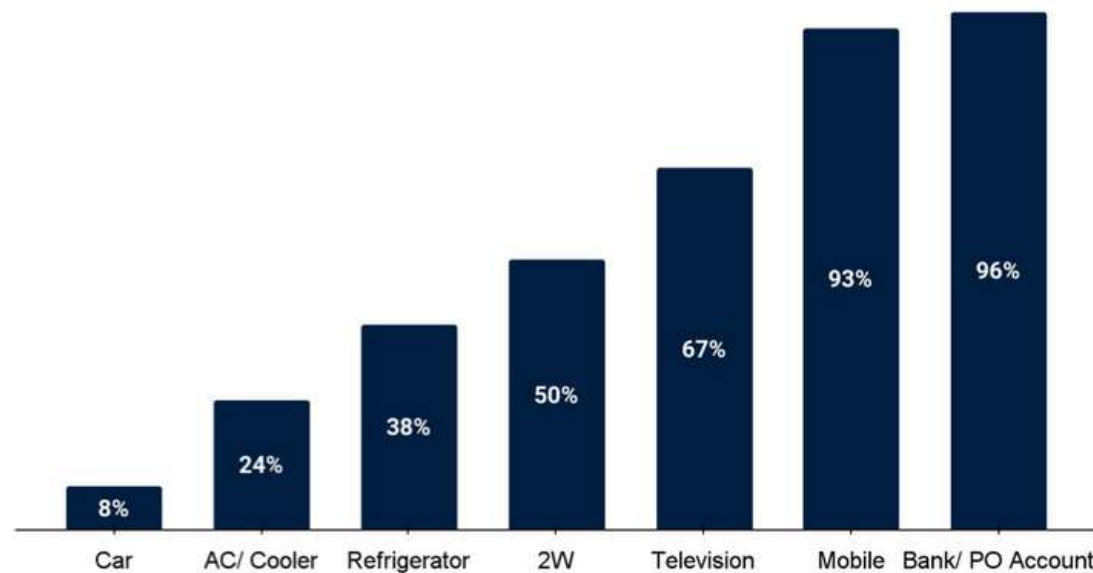
65Mn MSMEs of whom 70% are sole proprietors
(vs China 140m MSMEs)

Formal, organized workforce at ~10% of total workforce
(51m of total organised workforce of 535m)

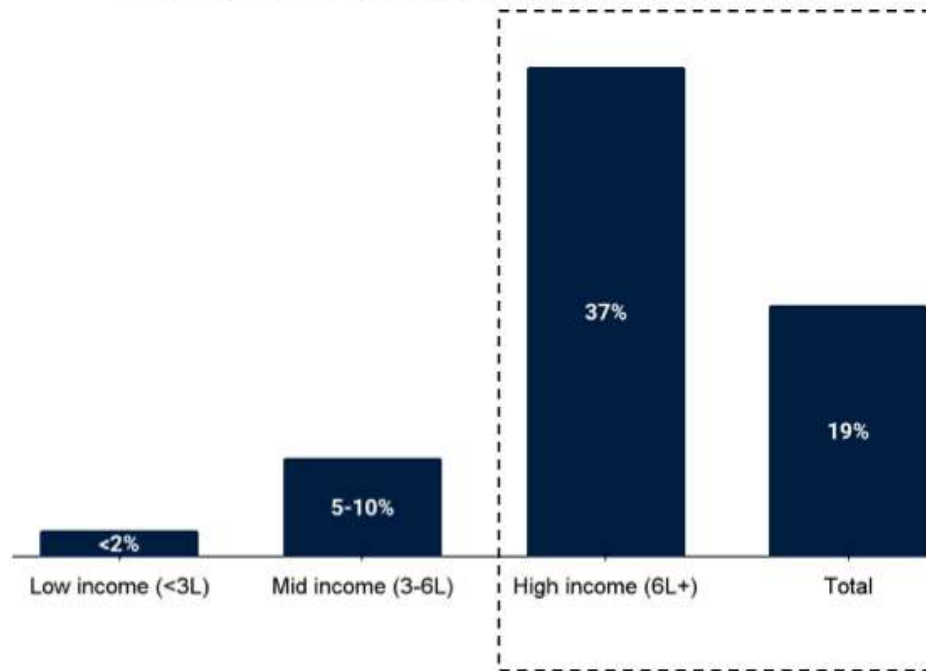
SOURCES:
NRF, OECD, MORGAN STANLEY, WORLD BANK, IMF, MOSPI, STANDARD CHARTERED RESEARCH

THE TIP OF THE CONSUMER DEMAND IS VISIBLE

Percentage of Households by Ownership / Access



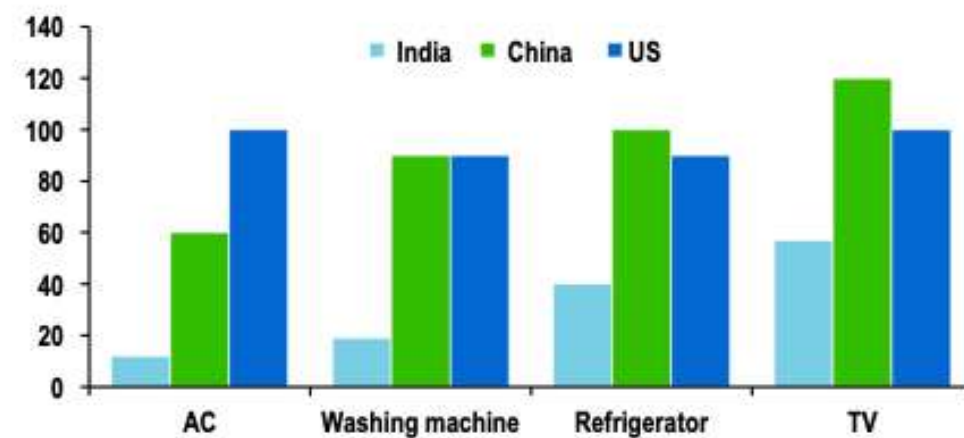
Ecommerce Penetration in India's Households



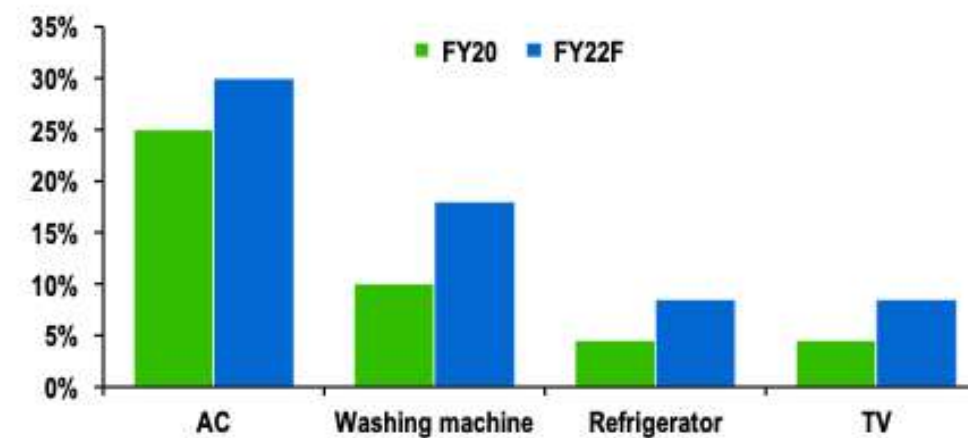
GROWTH DRIVERS

- Growing income**
 By 2030 India will add 140 Mn middle-income and 21 Mn high-income households – Leading to a huge emerging middle class.
- Increased online spending**
 Online shoppers in India are expected to reach ~500 Mn in 2030, more than 3x increase from 150 Mn users in 2021.
- Growth of rural consumption**
 Rural per capita consumption will grow 4.3 times by 2030, compared to 3.5 times in urban areas
- Young millennial households**
 By 2030, India will add nearly 90 Mn new households headed by millennials, who were born into liberalized India.

Catch-up potential in consumer durable goods is high
Penetration (% of total households)



Online sales on a rising trend in India
% share of digital sales in total



SOURCES:

NRF, OECD, MORGAN STANLEY, WORLD BANK, IMF, MOSPI, STANDARD CHARTERED RESEARCH

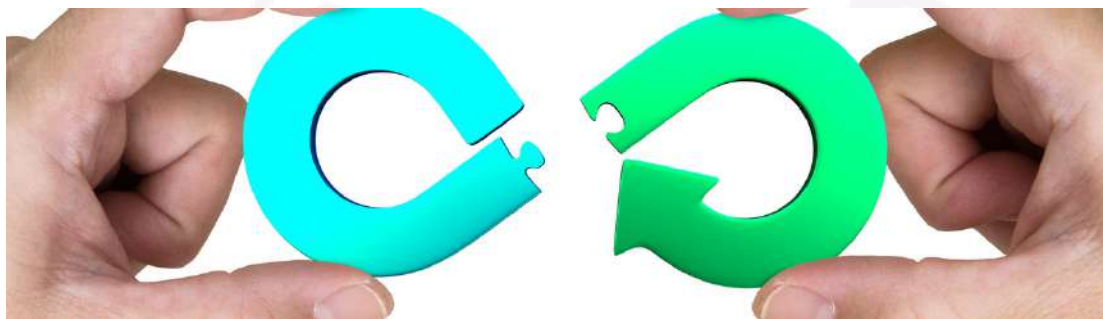
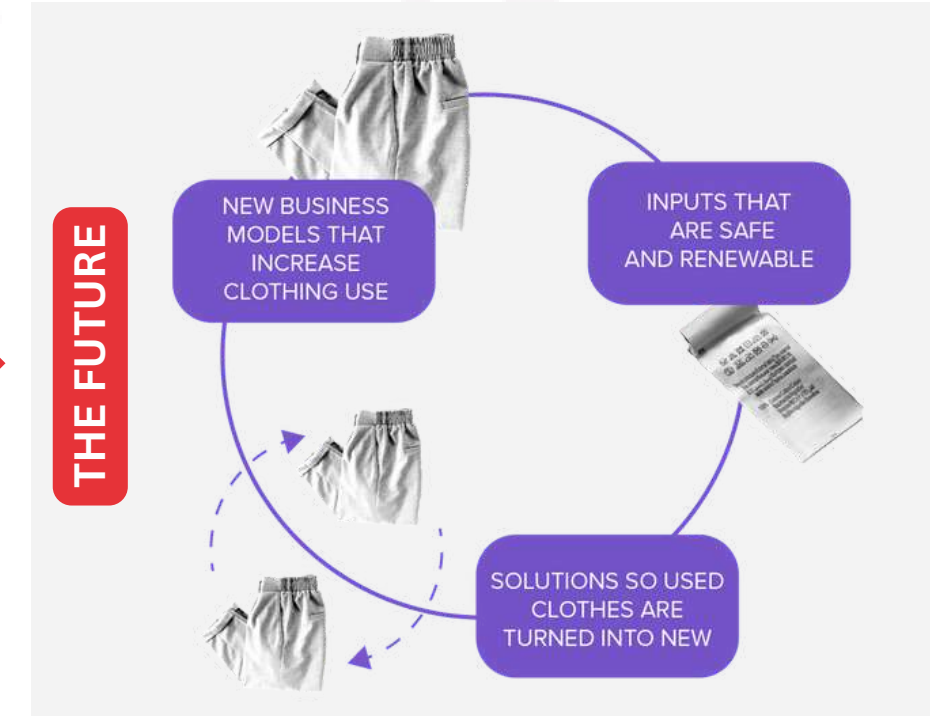
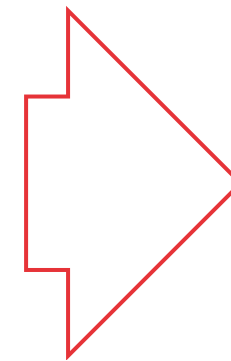
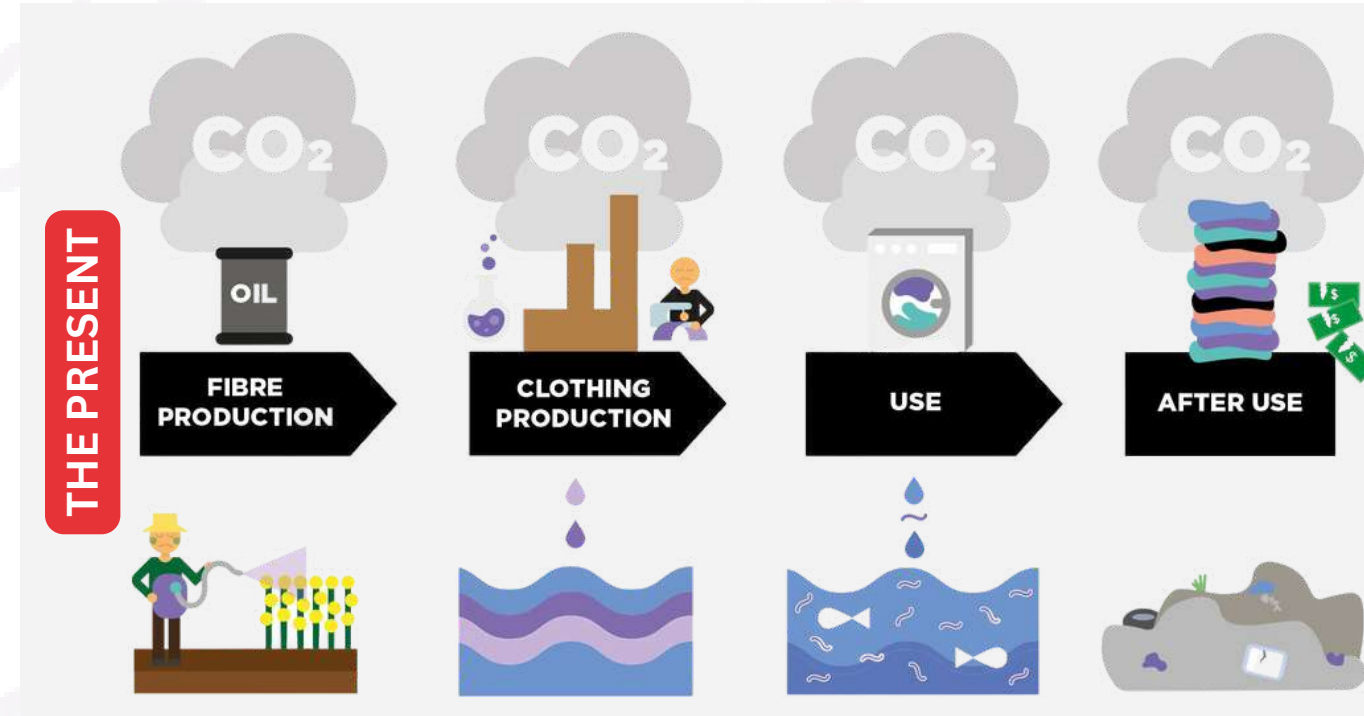
A GATEWAY TO CIRCULAR ECONOMY

A CIRCULAR ECONOMY IS AN ECONOMIC SYSTEM DESIGNED WITH THE INTENTION THAT MAXIMUM USE IS EXTRACTED FROM RESOURCES AND MINIMUM WASTE IS GENERATED FOR DISPOSAL.

WORLDWIDE, THE ESTIMATED REVENUE GENERATED FROM CIRCULAR ECONOMY TRANSACTIONS TOTALED \$388B IN 2022

The clothing industry's global emissions are predicted to grow by 50% by 2030

Every year, fast-fashion industry produces 92 million tonnes of textile waste, 3% of global CO2 emissions, & 20% of global waste pollution



THE OPPORTUNITY LANDSCAPE

E-waste

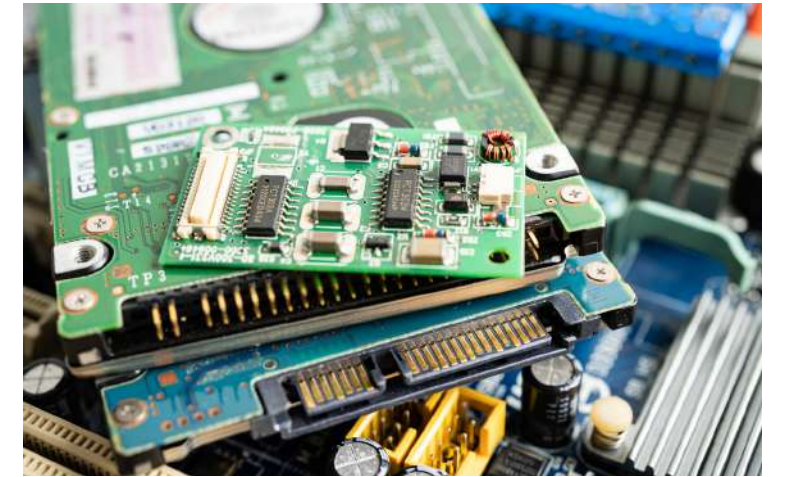
Products that are old, end-of-life or discarded electrical and electronic equipment - demand responsible recycling

ReCommerce

Selling of previously owned/ bought items (originally through online marketplaces) to buyers who reuse, recycle or resell

Refurbished

Products sold under warranty after being thoroughly tested for quality and function - parts are replaced or repaired (if needed)



Excess Inventory

High unloved stock owing to overproduction, inaccurate sales forecasting, changes in demand, or slow-moving inventory

Open box

Products previously sold & returned - usually through eCommerce - may have been used or the packaging may have been opened, but still in good condition



Demo unit

Products (usually electronics) that have been used in-store for demonstration purposes - sold for 20-30% discount - original and open box

Exports surplus

Usually, excess inventory of garments (branded/ unbranded) that originate from cancelled orders/ minor quality inconsistencies that beats the eye



OUR PLAYGROUND

ReCommerce

- Returned products are primarily high-value – high-quality items with little or no refurbishments required.
- In India brand, new returns are ~26% of overall returned products
- Many D2C brands in India have only an online presence
- Shortage of inventory is minimised as there is a constant stream of inventory available for sale through recommerce
- **According to Infogence Global Research, India's re-commerce market was estimated at \$29.54 billion in 2022, expected to grow steadily in the years ahead**

Excess Inventory

- Companies hold excess inventory products due to demand-supply mismatch due to overproduction, fluctuations in consumer demand, inaccurate sales projections or force majeure events
- Mostly includes apparel and footwear
- Excess inventory sourced from warehouses/manufacturing units of reputed brands
- Such brands generally do not have an extensive and diverse trading network or presence in Tier II and Tier III cities even though products are in good saleable condition
- **The industry was estimated to be \$30 billion opportunity in India alone, in 2019**



THE PROCESS FOR VALUE EXTRACTION

SOURCING

- Directly sourced from the brands
- Exclusive tie-ups and partnerships
- Everything is sourced/ sold with a bill
- Authentic products

GRADING

- Quality assessment
- Eye for details
- Functionality testing
- Repairs (if needed)
- Warranty

PRICING

- As is basis
- Quality certified basis
- Leaving value on the table
- Using own ecosystem to expand margins



WIN-WIN PROPOSITION FOR ALL

BRAND

CUSTOMERS

INVESTORS

ENVIRONMENT

- Inventory dilution leading to the unlocking of capital
- Disposal cost savings
- Limits value depreciation in reverse logistics
- Revenues from products otherwise considered unsaleable.
- Builds brand visibility and customer loyalty
- Brands develop an offline presence at a minimum cost
- Facilitates fresh stock consumption in future by heightening customers' aspirations, leading to indirect customer acquisition
- Helps reduce E-waste and partners with the sustainability agenda for global and Indian brands



**WE DARED TO
STAND OUT (AND
NOT BLEND IN)!**

WE PIONEERED CONCEPT OF EXCESS

INVENTORY & CERTIFIED REFURBISHED IN INDIA

Incorporated as Technix Electronics in 2002; name changed to Rocking Deals Circular Economy in 2023

Part of the Rocking Deals Group - India's largest and fastest-growing integrated D2C Re-commerce player

Founded by Yuvraj Aman Singh, Founder & CEO - a first-generation entrepreneur



Headquartered in Faridabad, with a team of 20+ highly skilled professionals

A trusted B2B sourcing partner for everything unboxed, refurbished, excess inventory and e-commerce returns

Sold 10mn+ products in 2023 across 18+ product categories to thousands of clients across the country



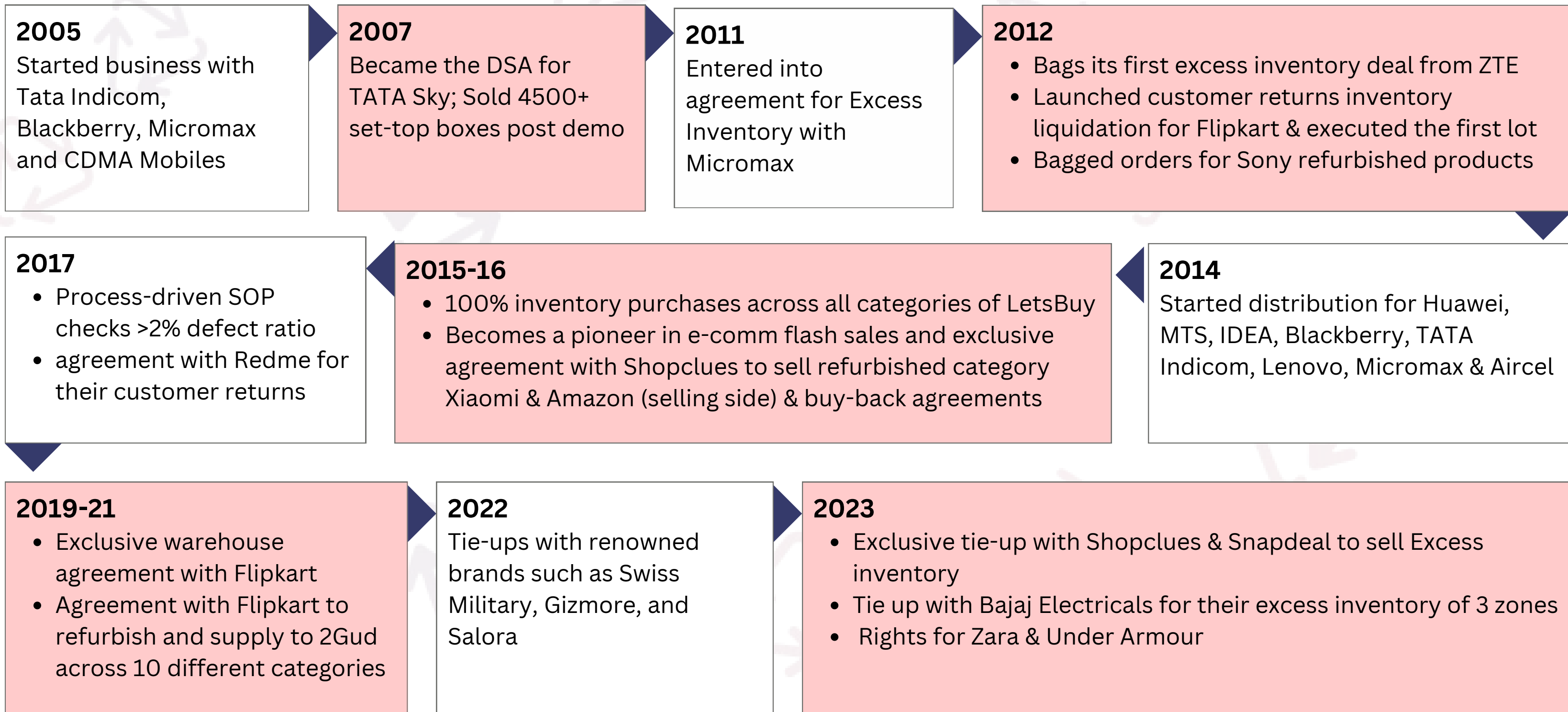
Exclusive sourcing partner for Rocking Deals Retail - enabling assured business

Indigenous processes & technology for determining quality, authenticity grading & pricing

Exclusive tie-ups with Shopclues & Snapdeals for selling excess inventory; now venturing into e-Waste



THE ROAD LESS TAKEN HAS LED US TO HERE



HIGHLY EXPERIENCED TALENT POOL



AMAN PREET,
CEO AND FOUNDER

Yuvraj Aman Singh is regarded as a category creator in refurbished consumer goods in the country and started the concept of Seconds in India. He has invested over two decades in the industry and established an integrated ecosystem spanning the B2B sourcing to the B2C retailing business. He founded Technix Electronics Pvt Ltd in 2002. He initially worked in England for a year, which helped him streamline operations for his e-commerce venture. During this tenure, he gained in-depth experience in the E-commerce industry and related processes and challenges. After returning to India, he started with a franchise of Tata Teleservices. Owing to his understanding of product grading and pricing capabilities, he helped a host of e-commerce sites, including Amazon, Flipkart, and Shopclues, set up their refurbished device offerings. As a thought leader, he actively contributes to the country's vision of circular economy. He holds a Business Information Systems and Management degree from Middlesex University, UK.

GAURAV GUPTA
CHIEF FINANCIAL OFFICER

A finance professional with over a decade of experience in Finance & Accounting; Financial & Commercial Management, MIS & Reporting; Business Partnering & Stakeholder Management; M&A; Taxation & Compliance Management. He has worked with diverse corporates – ranging from infrastructure to infotech, namely Ramky Infrastructure, Powermech Projects, ITC PSDPD, Moldtek Packaging, and GSS Infotech. Besides, he has consulted several listed and large-size entities primarily in Process Review, Implementation, Performance Monitoring and Implementation, MIS, Internal controls, Fund Raise and Valuation etc. Gaurav is a Chartered Accountant by education.



AKASH SINGH
CHIEF B2B SALES HEAD

An efficacious Sales & marketing professional with more than a decade's experience in the marketing industry. Akash has a remarkable track record of engaging vendors and distributors and supervising sales staff through his extraordinary soft skills and analytical skills throughout his career. Prior to joining the company, Akash worked with Flipkart and launched the Liquidation category for them. He built the category to 1000+ vendors, a team of 50+ people and took it to a monthly run rate of 30 cr within 3 years of launch. At Rocking Deals Circular Economy, Akash plays an indispensable role in developing and managing the company's B2B vertical. He holds a Post Graduate Diploma in Business Administration.

CREDIBLE INDEPENDENT BOARD



MR. TARUN GOEL
EXECUTIVE DIRECTOR

Tarun is a sales and business enthusiast with a decade's experience in eCommerce, category and brand management. He started his career with a vertical marketplace (Syberplace) in Hyderabad, initially heading sales and overall procurement for them. Then he moved to Shopclues, where he led the mobiles category for four years and then started to manage B2B and Cross Border Trade, where he established sales on 50+ channels and made trade with countries like China, Korea, Japan, the US, Taiwan, UAE, etc. He also worked with Upscalio, a roll-up e-commerce company, as an e-commerce lead. Before joining RockingDeals, Tarun was on his entrepreneurial stint with Scaling Dreams. He holds a dual degree (BTech + MBA) from IIT Roorkee.

MR. RAVTEJ SINGH TEER
INDEPENDENT DIRECTOR

Ravtej Singh Teer is an accomplished marketing professional with direct exposure to Sales, Operation and Market Research. He holds a degree in BBA Hons in Marketing from a premier St. Xavier's College Kolkata and completed a course from the National Stock Exchange. He has worked with marquee companies such as ITC, Trident Group (Abhishek Industries) and United Colors of Benetton – driving sales across B2B / B2C channels.



MR. PRABHKAMAL SINGH SAHNI
INDEPENDENT DIRECTOR

Mr. Sahni is an accomplished Technical Engineer having wide exposure to marketing and handling business accounts. Besides being the proprietor of an engineering product outlet in Ludhiana, he holds multi-facet sales and service portfolios elsewhere. He has a strong background in Quality Inspection tasks, having direct exposure of 2.5+ years in the Tractor ENGINE manufacturing industry. He also has added knowledge and experience as a Customer Support Engineer and is well-adapted to resolving customer issues, troubleshooting of complex problems etc. Mr. Sahni holds a Four-year Diploma in Mech Engg (Tool & Die) from Central Tool Room, Ludhiana and possesses in-depth operating knowledge and skills in web development and software technology.

MARQUEE SOURCING/ SELLING PARTNERSHIPS



- Top 5 brands account for 75-80% of total sourcing by the company
 - Festive demand, especially in Q3, dilutes the share of brands
- Top 10 brands account for 90%
- Rocking Deals Retail is the exclusive partner of the company - giving it high visibility on the revenues and consumer demand
- Expects to add multiple exclusive sourcing partners in the future

THE PRODUCT CATEGORIES WE OFFER



SMALL HOME APPLIANCES



HOUSEHOLD ITEMS - NON ELECTRIC



APPARELS



FOOTWEAR



MOBILE ACCESSORIES



WATCHES & SMART WATCHES



SPEAKERS



LUGGAGE



SPORTS GOODS



TOYS



LARGE APPLIANCES



DESKTOPS & LAPTOPS



FURNITURE



LIGHTING



PERSONAL CARE APPLIANCES



BEAUTY & HEALTH CARE



MOBILES



BOOKS



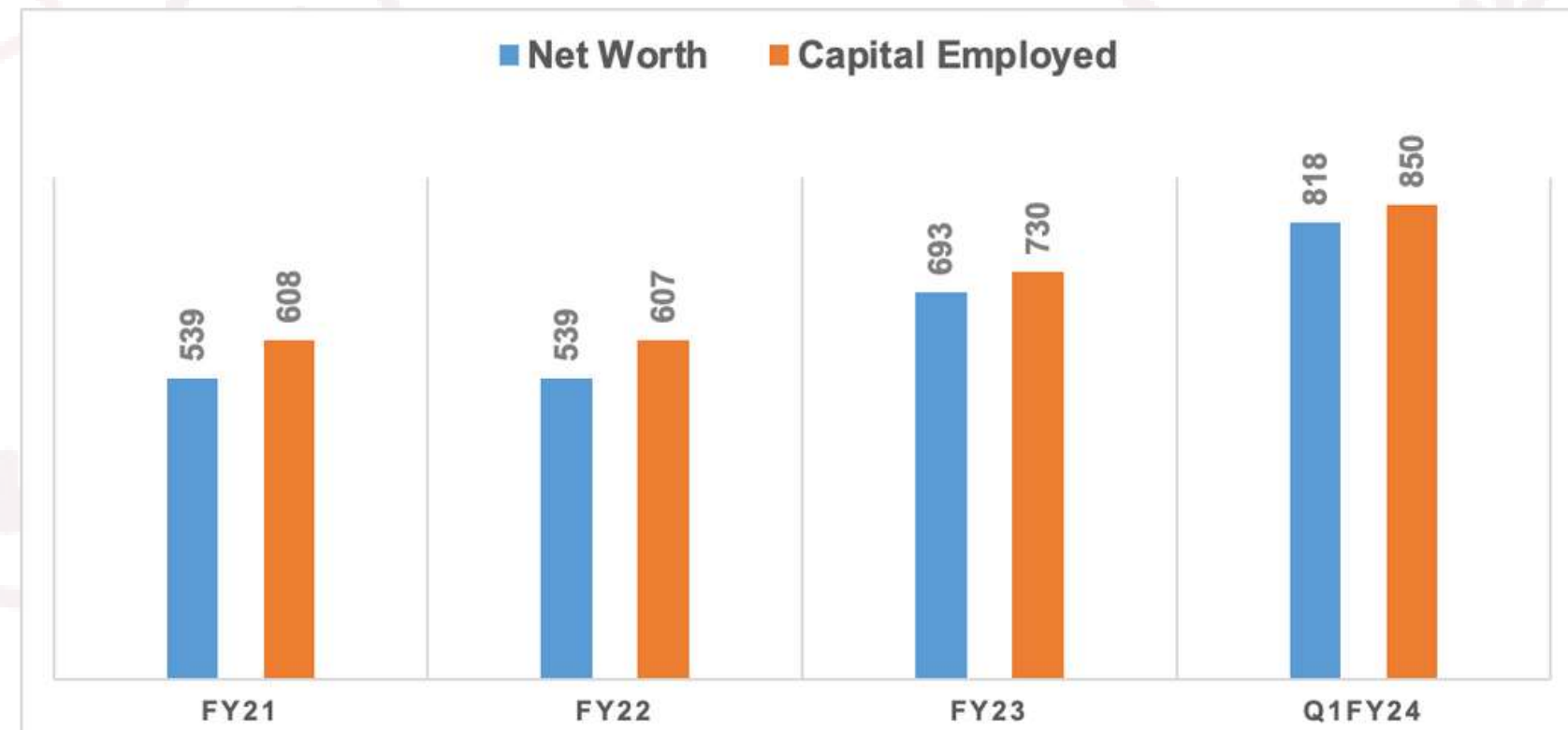
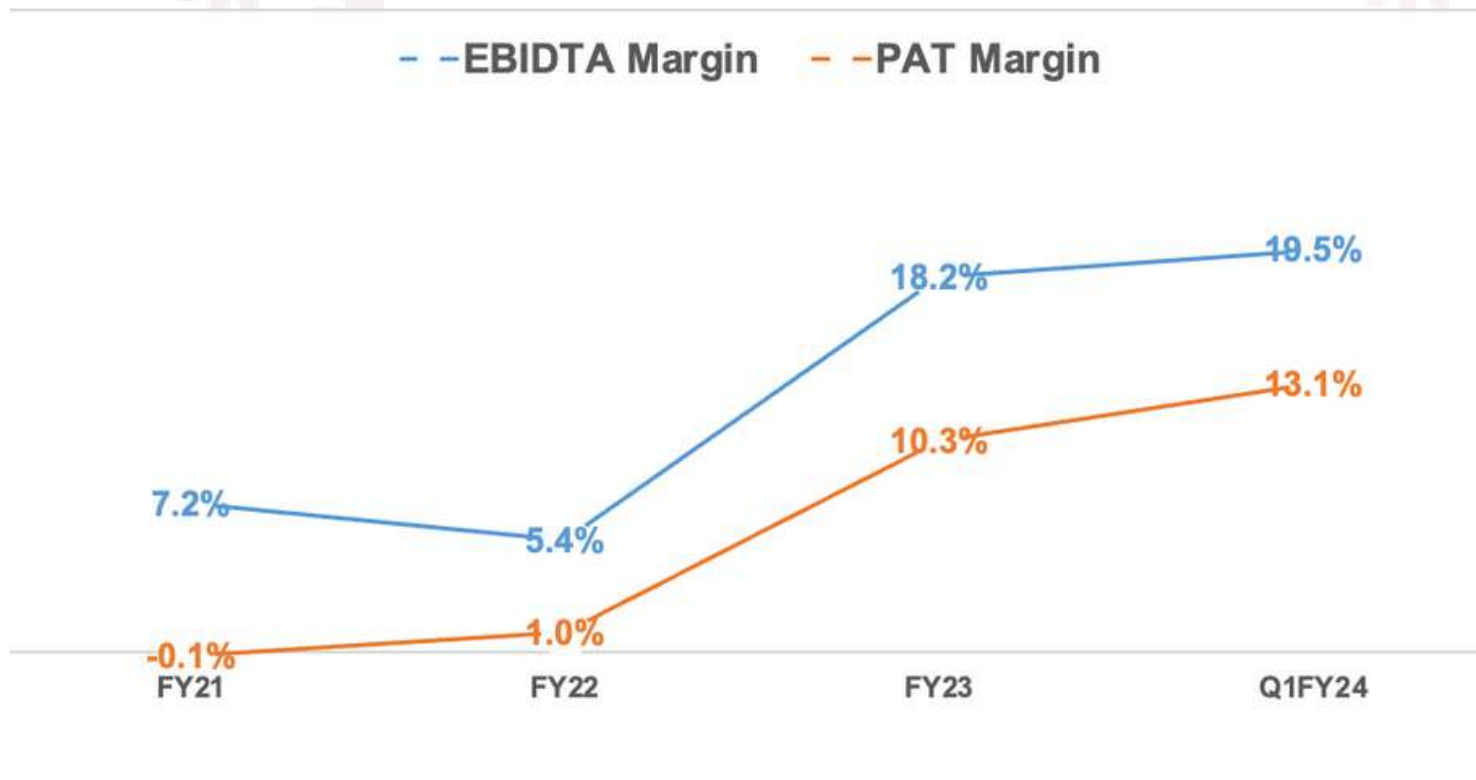
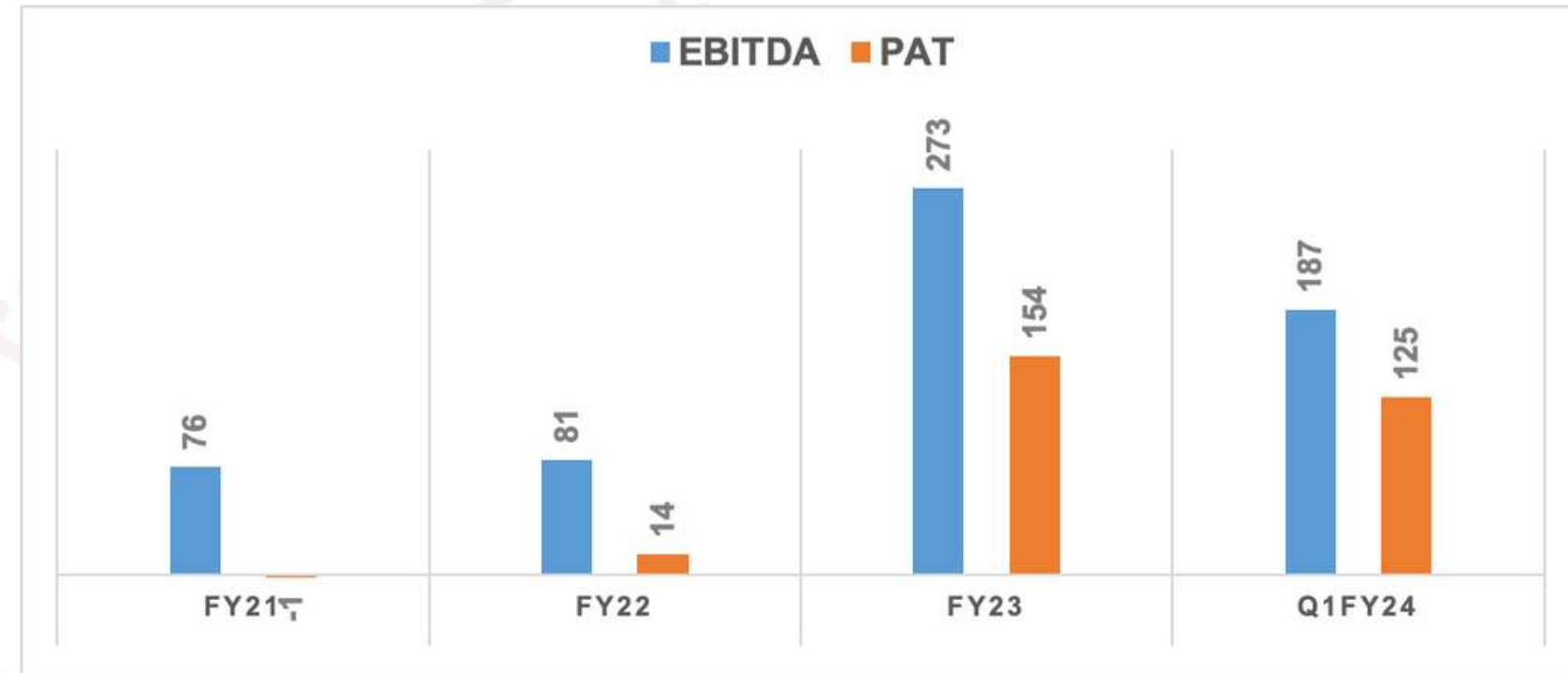
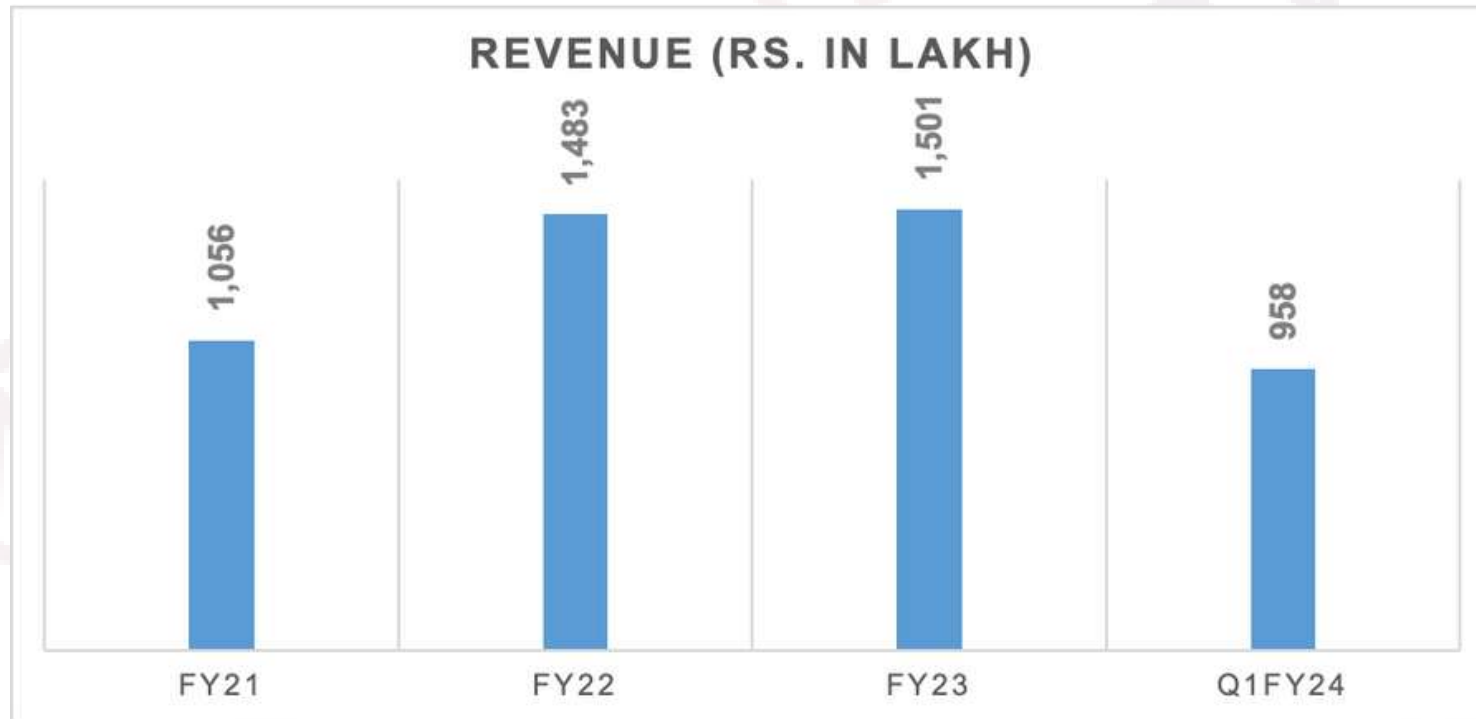
GROCERIES LAUNCHING SOON

AIMING FOR DERISKED BUSINESS EARNINGS



- The company continues to widen its footprints to cater to the growing demand for excess inventory and refurbished products
- Haryana continues to be the leading state owing to the in-home retail arm advantage - however, Karnataka shot up with the expansion of the franchisee network
- Telangana & Rajasthan too rank among the top 4 markets for the company
- Company to further mitigate its revenue concentration risk

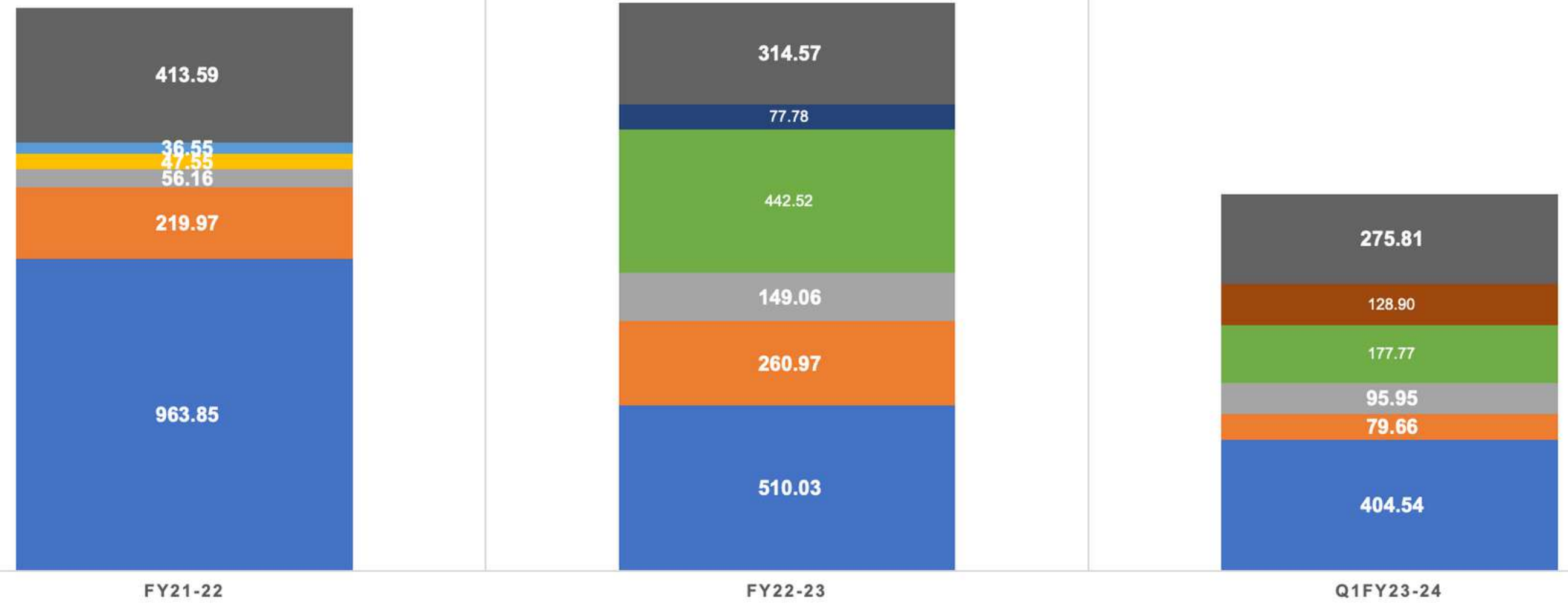
FOCUSED ON IMPROVING MARGINS & SCALE



CONTINUOUSLY DERISKING CLIENT CONCENTRATION

CLIENT-WISE REVENUE BREAK-UP

- ROCKING DEALS
- HARKRISHAN PRODUCTS
- ROCKINGDEALS (HYDERABAD)
- AAR KAY INNOVATIONS
- PSUAVI
- NEWJAISA TECHNOLOGIES
- KRAT INDIA
- ZAZZ TECHNOLOGY CONNECT
- OTHERS



R e t a i l i n g

NOW, WE AIM TO
SET THE BAR
EVEN HIGHER!

THE GROWTH MOATS ARE WELL IN PLACE



AMPLE ROOM TO GROW

- 30,000 Sq. ft. of warehousing space in Faridabad
- A RD L4 Service Center with an installed capacity to refurbish about 1 million units each month
- Extensive distribution network in metros, Tier I, II, III cities and also remote areas

DEEP CONNECTS TO BLOOM

- Firm sourcing agreements with marquee brands
- Ability to offer the widest range of competitively priced products with partial/ full warranty
- Deep discounts unmatched by any manufacturer or distributor



UNIQUE TALENT POOL

- Well-rounded team of professionals with hands-on experience in delivering in a niche industry
- The average age of professionals is at 45 years
- Demonstrated experience in successfully partnering with global & national players

ALL AROUND GROWTH - ORGANIC + ECOSYSTEM

- RDCE has exclusive supply to serve around 70,000 sq. ft retail space through RD & its Franchise Network
 - *This is expected to cross 2 lac + sq. ft by FY25*
- RDCE is in the process of set up a call centre of 20-plus people
 - *To deeply penetrate the touch points created by RDCE in last 3 years*
- RDCE has sold 1 lac units in FY22-23 and around 60,000 units in Q1FY23-24
 - *Expects to sell around 5 lac units by the end of the year (Avg. Selling Price per unit of Rs. 1500)*
- To kickstart E-waste Operations in FY24
 - *Further expanding revenue visibility*



- **Continuous focus on expanding exclusive sourcing agreements with marquee brands**
 - Focused on raising funds for working capital
 - Foray into B2B Online
 - Scale up e-commerce operations through platforms like Amazon, Shopclues, Snapdeal etc.

- **Rocking Deals Retail's aggressive growth plans to support being the exclusive supplier**
 - Doubling store footprint and foraying into the groceries segment

- **Technology spends towards improving grading and pricing decisions**
 - Customer Relationship Management (CRM) initiative with setting up a Call centre with 20 callers
 - Start component level repairing with an objective to move from L4 to L2 and improve quality control initiatives

- **Integration of E-waste Ops for efficient and diversified sourcing**



**WE ARE EMBARKING
ON A FUND RAISING
INITIATIVE**

OBJECTS OF THE ISSUE

(Amount in Lakh)

Sr. No.	Particulars	Estimated Amount
1	To Meet working capital requirement	1400.00
2	Brand Positioning, Marketing and Advertisement	142.00
3	General corporate purpose*	[•]
	Total: Gross Issue Proceeds	[•]

* The amount utilized for general corporate purposes shall not exceed 25% of the Gross Proceeds of the Issue.

- In 2023, the Working Capital gap has been increased from Rs. 457 lac to Rs. 602 lac
- The Company continues to improve payment schedules for its creditors to negotiate better rates
- Focus on the scale - to drive the purchase of more inventory
- Increase in payroll cost to complement growth plans

ISSUE DETAILS

No. of shares (FV Rs. 10 each)	15,00,000 Equity Shares
Price band (Rs.)	136-140
Issue size (at the upper band)	Rs. 21.00 crore
Issue type	Fresh issue (Book-building)
Issue date	22 November 2023
Anchor Book	21 November 2023
Reservation for QIBs & Anchor	7,00,000 Equity Shares
Reservation for HNIs	2,15,0000 Equity Shares
Reservation for Retail	5,00,0000 Equity Shares
Lead Manager	Corporate Capital Ventures Private Limited
Registrar	Bigshare Services Private Limited

ABOUT THE LEAD MANAGER TO THE ISSUE



CCV is among the leading full-circle investment banking firms in the country, catering to the lifecycle funding needs of the MSMEs across diverse sectors. A SEBI registered Category-I Merchant Banker, CCV has a celebrated track record in executing a majority of highly successful IPOs, including DroneAcharya Aerial Innovation, Annapurna Swadisht, Phantom Digital FX, Crayons Advertising, Oriana Power, etc. You can know more about CCV at <https://www.ccvindia.com>

ISSUE TO BE LISTED ON





SUMMING UP

SWOT ANALYSIS

STRENGTHS

- Professionally managed company
- Certified refurbished products
- Extensive distribution network
- Limited warranty
- In-house L4 Service Center
- Strong brand image and customer recall

OPPORTUNITIES

- Huge opportunity for global re-commerce market with growing awareness towards sustainable shopping
- Globally scalable
- Customer aspiration and brand awareness, particularly in Tier II and Tier III cities
- Large unorganised market
- Assists in carbon footprint reduction of brands and accumulates carbon credits

WEAKNESSES

- Quality of the branded product remains the major concern in customers' mind

THREATS

- Competition from unorganised players
- Problem of counterfeit products





THANK YOU.

ROCKING DEALS

REGISTERED OFFICE

Shop Kh No 424, Basement Ghitorni,
Gadaipur South West, Delhi - 110030

CORPORATE OFFICE

12/3, Milestone, Near Sarai Metro Station,
Mathura Road, Faridabad, Haryana - 121003.

<https://www.rockingdeals.in/>