Estd. 1908

DACHEPALLI PUBLISHERS LIMITED

Plot No.2/B, (C.F.Area) I.D.A. Cherlapalli, Phase II, Hyderabad - 51. Ph : 72070 20941, 72070 20942.

Date: 27th July, 2026

To,
Compliance Department,
Bombay Stock Exchange,
Mumbai.

Scrip Code: 544667

Dear Sir/Madam,

Subject: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended and in terms of other applicable laws, if any, please find attached Q1 FY27 Investor Presentation dated as on 27th July, 2026.

Please take the above intimation on record.

Thanking You.

For **DACHEPALLI PUBLISHERS LIMITED**

ANAND JOSHI

Digitally signed by ANAND JOSHI
DN: c=IN, o=Personal, title=5807, pseudonym=67d2350ca0e24413bd1bd47026a95a04, 2.5.4.20=3660354db6044df621f00ed0fac448c23592f2797a815de3fe2b246bd7994833, postalCode=500036, st=Telangana, serialNumber=6f0877f6400bfa1ca0d6e4d23ec1c3d1117f0790a0727170d1b11a88a1a04151, cn=ANAND JOSHI
Date: 2026.07.27 11:34:45 +05'30'

ANAND JOSHI
Company Secretary and Compliance Officer

DACHEPALLI PUBLISHERS LIMITED
SINCE 1908

Dachepalli Publishers Limited

Q1 FY27 Investor Presentation

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Q1 FY27 HIGHLIGHTS

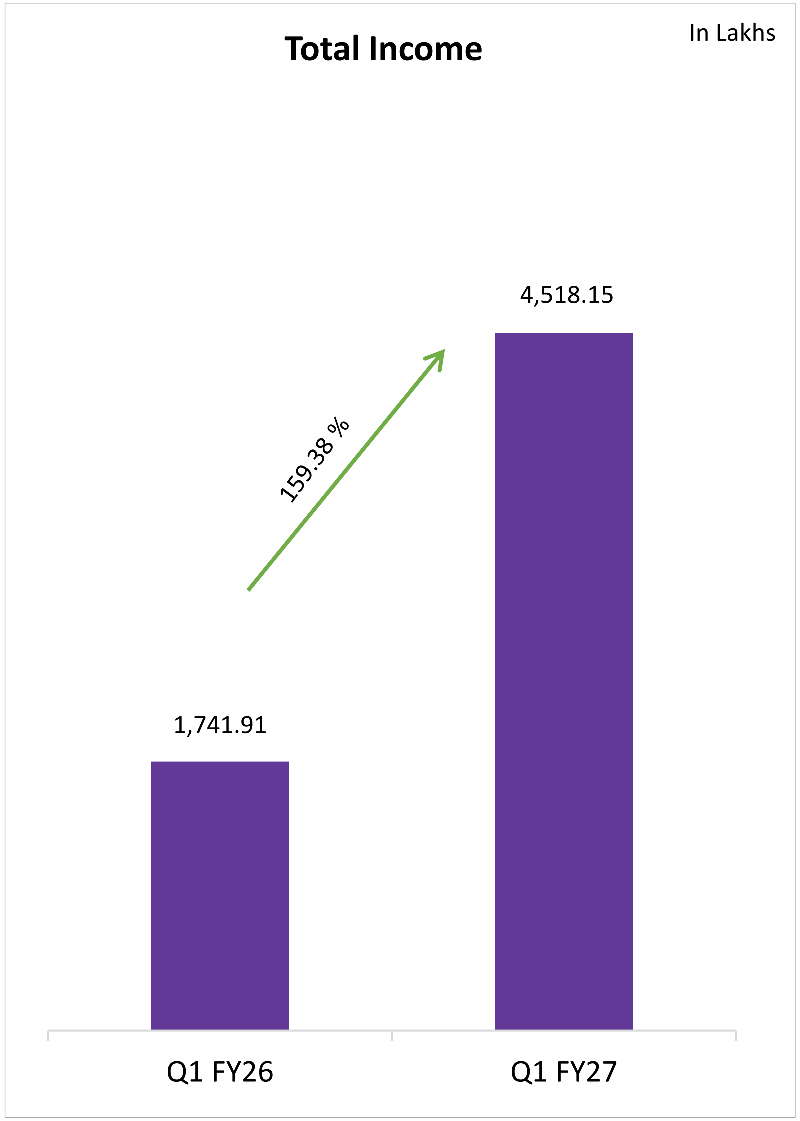
MANAGEMENT COMMENTARY – Q1 FY27 PERFORMANCE

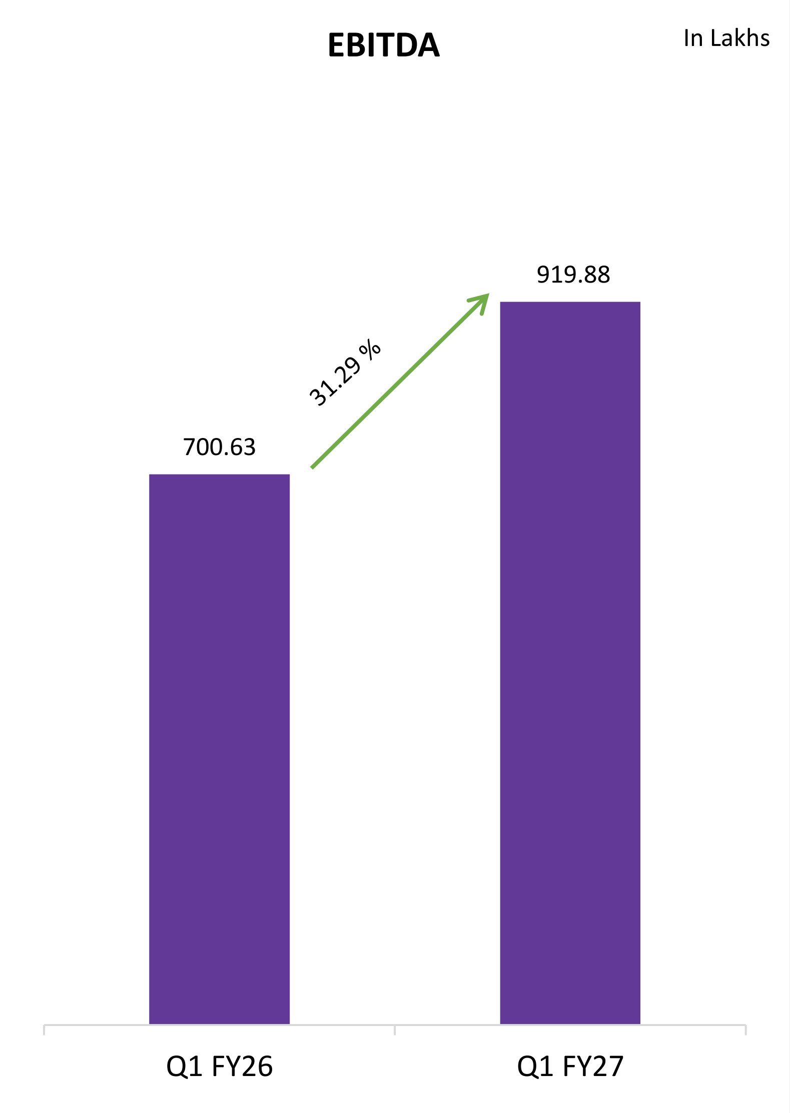
Mr. Vinod Kumar Dachepalli
Whole Time Director

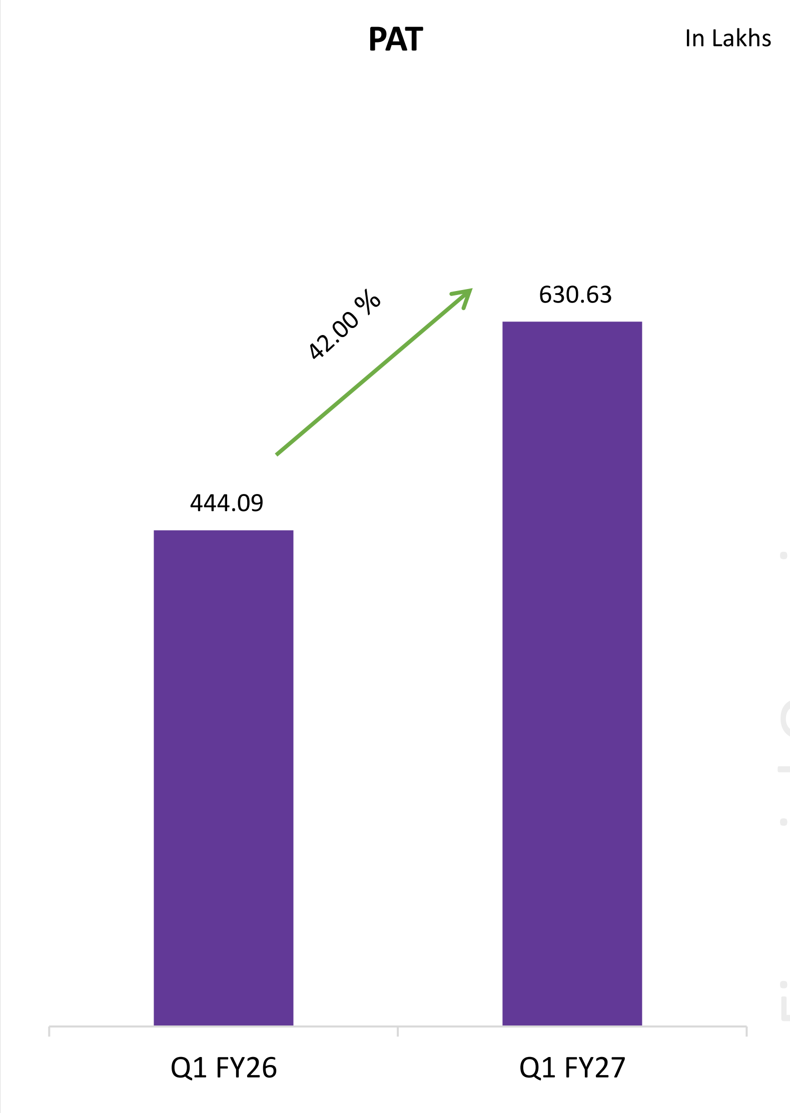
"We have begun FY27 with encouraging momentum across our publishing and integrated education businesses. Our strategy remains centred on delivering a comprehensive academic ecosystem by combining quality educational content, digital learning solutions, technology-enabled supply chain capabilities, and an efficient distribution network. We continue to invest in strengthening our content portfolio, expanding our operational infrastructure, and enhancing our reach across schools, institutions, and channel partners to better serve the evolving needs of the education sector.

As we scale our capabilities and deepen our market presence, our focus remains on operational excellence, innovation, and creating long-term value for all stakeholders. With a strong foundation, disciplined execution, and continued emphasis on quality and accessibility, we are well-positioned to sustain our growth trajectory and capitalize on emerging opportunities in the education ecosystem."

Key Highlights Q1 FY27







Financial Overview

Q1 FY27 - Profit & Loss Statement

Particulars *(In ₹ Lakhs)*	**Q1 FY27**	**Q4 FY26**	**QoQ Growth**	**Q1 FY26**	**YoY Growth**
INCOME					
Revenue from Operations	4,517.85	3,584.28		1,741.78	
Other Income	0.30	0.74		0.13	
Total Revenue	**4,518.15**	**3,585.02**	**26.03%**	**1,741.91**	**159.38%**
EXPENSES					
Cost of Materials Consumed	3,271.20	2,663.19		781.46	
Employee Benefits Expenses	207.64	318.92		82.52	
Operating and Selling Expenses	119.43	23.51		177.30	
Total Expenses	**3,598.27**	**3,005.62**		**1,041.28**	
EBITDA	**919.88**	**579.40**	**58.76%**	**700.63**	**31.29%**
Depreciation and Amortisation	39.10	50.29		18.74	
Finance Expenses	25.32	24.84		41.83	
Profit Before Tax	**855.45**	**504.27**	**69.64&**	**639.91**	**33.68%**
Tax Expense	224.82	-11.45		195.82	
PAT	**630.63**	**515.72**	**22.28%**	**444.09**	**42.00%**

Key Business Update

Backward Integration
Acquisition of Linomatic Flexo print notebook manufacturing machine

Acquisition of Notebook Manufacturing Machine

- Acquired advanced notebook manufacturing machinery for in-house production
- Transitioning from trading ready-made notebooks to manufacturing internally
- Focused on premium-quality notebooks with superior GSM paper
- Will primarily cater to existing institutional clients and partner schools

Strategic Benefits

- Improved gross margins through backward integration
- Better quality control and customization
- Stronger supply chain reliability
- Reduced dependence on third-party suppliers
- Scalable production capabilities for future expansion

COMPANY OVERVIEW

Dachepalli Publishers: Over A Century Of Educational Legacy

Dachepalli Publishers Limited is an established educational publishing house dedicated to the K–12 segment, catering to CBSE, ICSE, and State Board curriculums.

Founded in 1998 by Mr. Vinod Kumar Dachepalli and Mr. Rushikesh Dachepally, the company traces its roots to a modest bookstall set up by their forefather in the early 1900s.

What began as a retail outlet for textbooks and magazines gradually evolved into a comprehensive academic publishing business, now known for providing high-quality textbooks and integrated learning solutions.

Today, Dachepalli Publishers partners with schools across India, ranging in size from 100 to 50,000 students, offering a full academic support system that includes curriculum-aligned digital tools like instructional videos and test generators.

Headquartered in Hyderabad, the company has become a trusted name in education, known for combining content expertise with digital innovation to enhance learning outcomes and streamline classroom delivery.

Key Facts & Figures

Since
1908
Incorporated
1998

250+
Total Employees

650+
Titles in Portfolio

6
Brands Owned

6.94+ Mn
Books Sold (FY 2026)

75+
Authors Associated
(In-house & External)

400+
Distribution Network

60+
Trained Professionals

15
states/UT's
Schools & Institutions
Served

Q1 FY27
Revenue - ₹4,518.15 L
EBITDA - ₹919.88 L
PAT- ₹630.66 L

Journey & Milestones

1998

Incorporation of our Company as *“Dachepalli Publishers Private Limited”* under the Companies Act, 1956.

1999

Achieved a customer base of 600 schools, expanding operations across the Telangana region of the then undivided Andhra Pradesh.

2001

Expanded customer base to 2,000 schools across the Telangana region.

2005

Ventured into CBSE-aligned content development, marking a significant diversification in curriculum offerings.

2024

- Conversion of the Company from Private Limited to Public Limited, i.e., from “Dachepalli Publishers Private Limited” to “Dachepalli Publishers Limited.”
- Conferred with the prestigious “India 5000 Best MSME Award” by Benchmark Trust, with TQV as knowledge partner & BSE as supporting partner.

2025

Got listed on BSE SME platform on 30th Dec 2025

Management Team

Mr. Vinod Kumar Dachepalli
Whole Time Director

Mr. Vinod has been associated with our Company since its incorporation and has played a pivotal role in its establishment and growth. A Commerce graduate, he brings with him over four decades of experience in the industry. Under his leadership since 1998, our Company has evolved from a modest setup to a recognized name in the educational publishing sector. His expertise spans accounting, marketing, and customer relationship management. He is primarily responsible for the overall operations, strategic planning, and daily management of the Company.

Mr. Rushikesh Dachepalli
Executive Director

Mr. Rushikesh Dachepalli brings over 40 years of experience in customer relations & operations, playing a vital role in shaping the company's service-driven approach and operational excellence . He has been instrumental in shaping the Company's content design strategy and has contributed significantly to the development of high-quality, visually engaging educational material. He is actively involved in the Production and Marketing functions and plays a key role in strategic and operational decisions.

Ms. Manjula Dachepalli
Executive Director

Ms. Manjula is a Science graduate; she has been with the Company since its inception. She has significantly contributed to the formulation of business strategies and internal operations. Her responsibilities include overseeing human resources, design, and market expansion initiatives. She brings strong expertise in finance and management, playing a vital role in ensuring the Company's operational efficiency and financial stability.

Mr. Harish Kumar Dachepalli
Executive Director

Mr. Harish holds an Honours degree in Commerce from Badruka College of Commerce, Hyderabad, and has also completed executive education from the Indian School of Business (ISB), focusing on managing and scaling family-owned enterprises. Since joining the Company in 2009, he has played an active role in research & development, sales operations, and strategic planning. He was appointed as a Director on March 26, 2018.

Management Team

Mr. Abhinav Dachepally
Executive Director

Mr. Abhinav holds an Engineering degree and an MBA in Marketing from a reputed international university. Since joining the Company in 2014, he has contributed contemporary marketing strategies and global business insights. He is primarily responsible for marketing and business development in the state of Andhra Pradesh and other regions. He was appointed as a Director on March 26, 2018.

Ms. Madhumathi Suresh
Independent Director

Ms. Madhumathi Suresh is a qualified Chartered Accountant with over 35 years of experience in finance and taxation. Her experience and insights provide valuable guidance to the Company's corporate governance and financial decision-making processes.

Ms. Dipali Pallai
Independent Director

Ms. Dipali Pallai is an experienced professional with over 20 years of expertise in Human Resource Strategy, Organisational Development, and business coaching. Her knowledge enhances the Company's people management and strategic planning capabilities.

Ms. Aravinda Annapurna Garikipati
Independent Director

Ms. Aravinda is a Fellow Chartered Accountant with over 18 years of experience in finance, taxation, anti-money laundering regulations, and arbitration. Her multidisciplinary expertise strengthens the Company's compliance, governance, and risk management practices.

Product Portfolio

Pre-Primary Education

Grades/Levels:
Playschool, Nursery, Jr. KG, Sr. KG

Curriculum Coverage:
CBSE, ICSE, State Boards

Age Group:
3 to 6 years

Total Titles:
174

Highlights:

- NEP-aligned foundational content
- Technology-integrated and traditional series options
- Designed to nurture early learning and school readiness

Product Portfolio

Primary Education

Grades/Levels:
1 to 5

Age Group:
7 to 11 years

Total Titles:
273

Languages Offered:
Telugu, Hindi, Tamil, Kannada

Key Feature:
Physical + Digital blended learning experience

Curriculum Coverage:
CBSE, ICSE, State Boards

Subjects:

- **Core:** English, Mathematics, Hindi, EVS, Science, Social Studies
- **Supplementary:** Grammar, Computer Science, GK, Value Education, Aptitude, Coding, Art & Craft, Drawing, Cursive Writing

English Adventure – An Integrated Learning English Course

The Solver's Project – A Book on Mathematics

The Science Trek – World Around Us

Our Story Our World – A Book on Social Studies

Byte Squid

Toddler Play

सुगंधा

Incredible Art – A Book of Art & Craft

Fusion Semester – Integrated Study Approach

Product Portfolio

Secondary Education

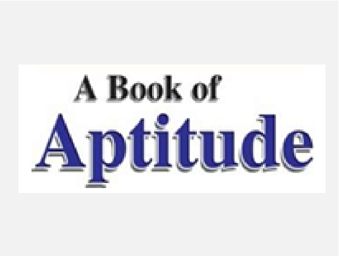
Grades/Levels:
6 to 10

Age Group:
12 to 16 years

Total Titles:
169

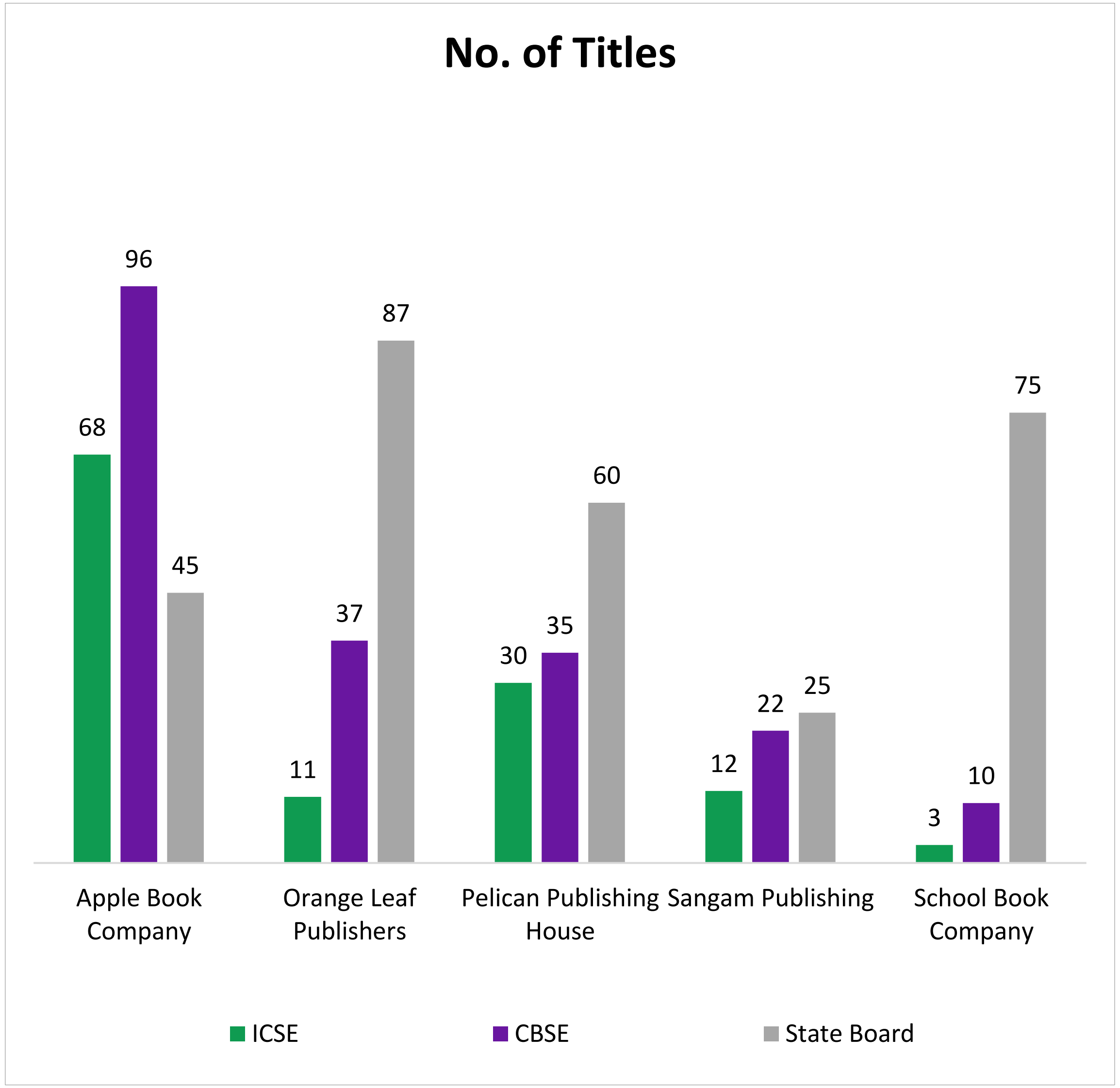
Subjects:
- **Core:** English, Hindi, Mathematics, Science, Social Studies
- **Supplementary:** Grammar, GK, Computer Science, Aptitude, Drawing, Value Education, Coding

Key Feature:
Select series come with integrated EdTech components to enhance engagement



Titles By Brand, Board & Grade Range (K To 8)

Brand	Board	No. of Titles
Apple Book Company	ICSE	68
Apple Book Company	CBSE	96
Apple Book Company	State Board	45
Orange Leaf Publishers	ICSE	11
Orange Leaf Publishers	CBSE	37
Orange Leaf Publishers	State Board	87
Pelican Publishing House	ICSE	30
Pelican Publishing House	CBSE	35
Pelican Publishing House	State Board	60
Sangam Publishing	ICSE	12
Sangam Publishing	CBSE	22
Sangam Publishing	State Board	25
School Book Company	ICSE	3
School Book Company	CBSE	10
School Book Company	State Board	75



Strategic Expansion & Portfolio Diversification

01 Expansion into Notebooks & Stationery Distribution

- Traditionally focused on academic textbook publishing, the Company has **entered the distribution of notebooks and allied stationery products**.
- Distribution currently spans **multiple regions**, catering directly to partner schools.
- Enables delivery of a **comprehensive academic solution** under a single ecosystem.
- **Future Roadmap:** Upon achieving scale, the Company plans to commence **in-house manufacturing**, improving:
  - ✓ Margin efficiency
  - ✓ Supply chain control
  - ✓ Product quality standardization

02 School-Linked E-Commerce (D2C) Vertical

- Launched a **school-linked e-commerce platform** through tie-ups with partner schools.
- **Key features:**
  - ✓ Parents can order textbooks, notebooks, and academic supplies online
  - ✓ Home delivery to students
- Reduced dependency on physical school book counters
- Strengthens **Direct-to-Consumer (D2C)** capabilities and supports **scalable digital growth**.

Academic Innovation, Product Expansion & Geographic Growth

03 Curriculum Integration with Schools

- Entered **curriculum integration partnerships with 60+ schools**.
- Company books implemented **across all subjects from Kindergarten to Class 10**.
- Value-added support includes:
  - ✓ Structured teacher training programs
  - ✓ Continuous academic hand-holding & implementation support
- Enhances institutional stickiness and long-term partnerships.

04 Launch of NCERT-Aligned Workbooks

- Successfully launched **NCERT-aligned workbooks for Classes 6–8**, catering to CBSE schools nationwide.
- Product highlights:
  - ✓ Curriculum-aligned and scalable
  - ✓ Designed for classroom and practice-based learning
- **Planned Launch:** NCERT workbooks for **Classes 9 & 10** in the next academic year.

05 Financial Literacy Curriculum under NEP – "The Money Tree"

- Introduced a new subject on **Financial Literacy** in line with **NEP guidelines**.
- Offered to **CBSE, ICSE, and State Board schools**.
- Focuses on age-appropriate financial awareness and life skills.
- Received **strong adoption and positive feedback** across multiple boards.

Academic Innovation, Product Expansion & Geographic Growth

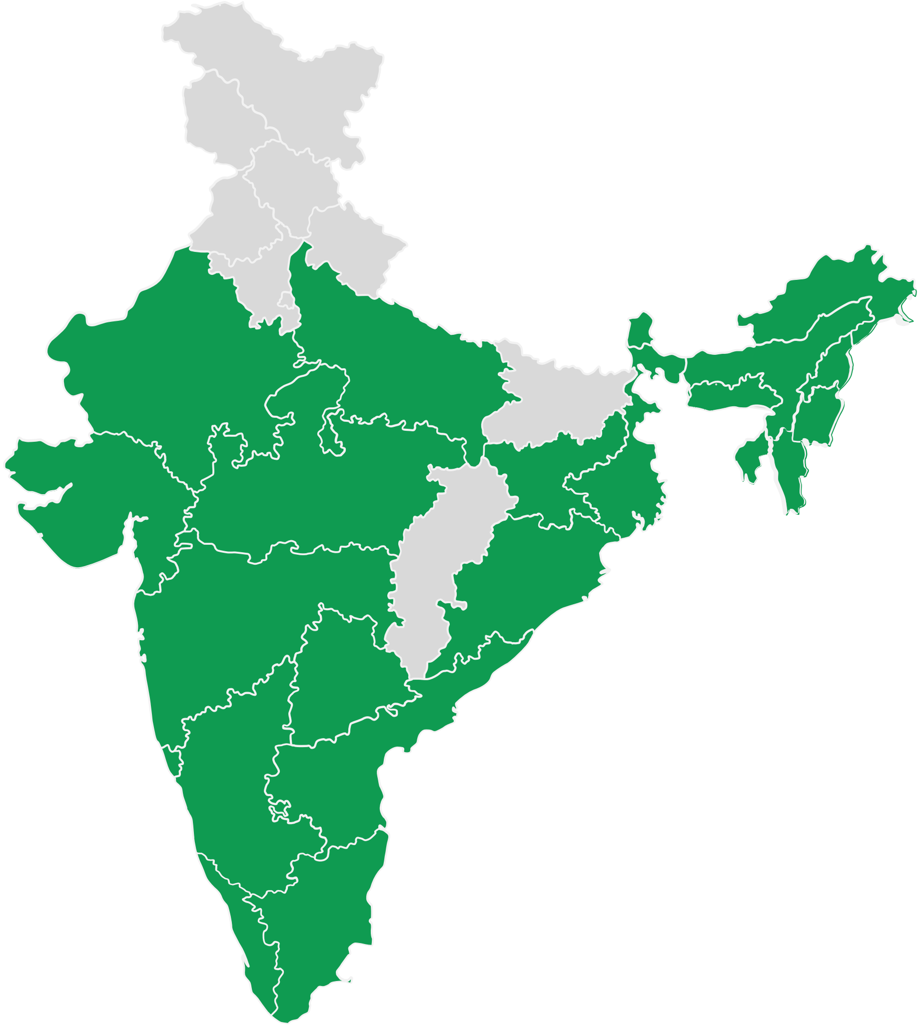
06 Geographic Expansion into New States

- Commenced full-fledged operations in **Uttar Pradesh, Rajasthan, Gujarat, & Assam**.
- **Expansion includes:**
  - ✓ Distribution network setup
  - ✓ Institutional partnerships
  - ✓ Regional sales teams
- Significantly enhances the Company's **pan-India presence**.

07 Child Author Development Initiative

- Launched a structured initiative to **identify, mentor, and publish young student authors.**
- Implemented in **collaboration with schools and parents**, with editorial and publishing support.
- **Encourages creativity, early authorship, and literary engagement**, strengthening stakeholder engagement.

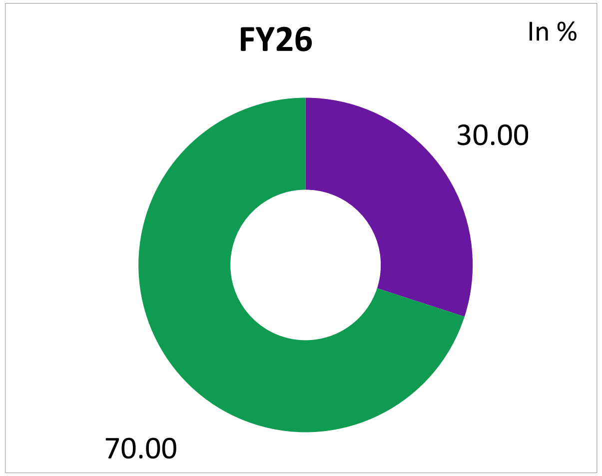
Geographical Presence & State wise Revenue Breakup

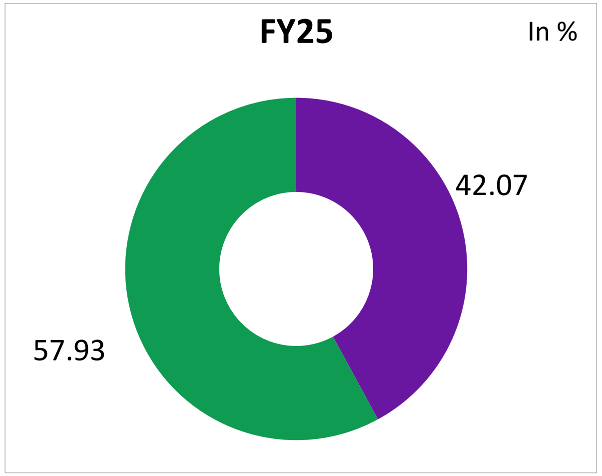


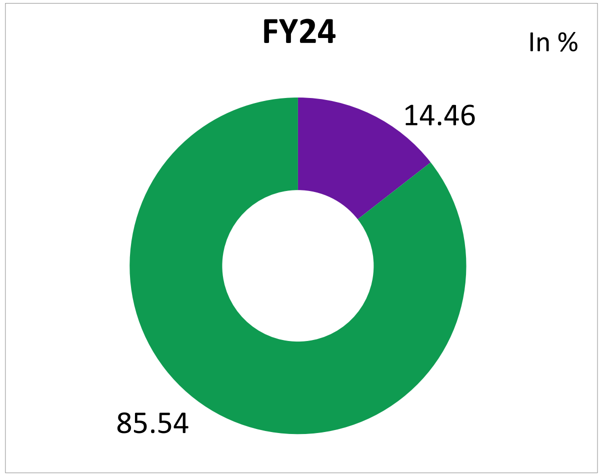
In ₹ Lakhs

State	FY26	%	FY25	%	FY24	%
Telangana	2,961.42	32.40%	2,108.67	33.00%	2,508.99	49.33%
Andhra Pradesh	1,959.65	21.44%	1,277.98	20.00%	1,434.93	28.21%
Karnataka	1,346.10	14.73%	958.49	15.00%	496.86	9.77%
West Bengal	260.25	2.85%	185.31	2.90%	76.39	1.50%
Maharashtra	278.20	3.04%	198.09	3.10%	71.65	1.41%
Odisha	161.53	1.77%	115.02	1.80%	56.92	1.12%
Tamil Nadu	897.40	9.82%	638.99	10.00%	311.39	6.12%
Kerala	296.15	3.24%	210.87	3.30%	35.51	0.70%
Madhya Pradesh	358.96	3.93%	255.60	4.00%	33.07	0.65%
Goa	137.09	1.50%	172.53	2.70%	40.20	0.79%
Gujarat	129.91	1.42%	0.00	0.00%	20.16	0.40%
Chhattisgarh	42.00	0.50%	146.97	2.30%	0.00	0.00
North East	170.51	1.87%	121.41	1.90%	0.00	0.00
Uttar Pradesh	100.00	1.09%	0.00	0.00	0.00	0.00
Rajasthan	40.00	0.44%	0.00	0.00	0.00	0.00
Total	**9,139.02**	**100.00%**	**6,389.92**	**100.00%**	**5086.07**	**100.00%**

Top 10 Customer Wise Revenue Bifurcation







Top 10 Customers   Others

In ₹ Lakhs

Customer Category	FY26	FY25	FY24
Top 100 Customers	2,741.70	2,688.00	685.94
Others	6,397.30	3,701.92	4,400.13
Total	**9,139.00**	**6,389.92**	**5,086.07**

Manufacturing Facility

75,000 sq. ft. unit (leased) at IDA Cherlapally, Hyderabad

Centralized hub for design to dispatch

Handles large-scale, time-sensitive K–12 publishing demand

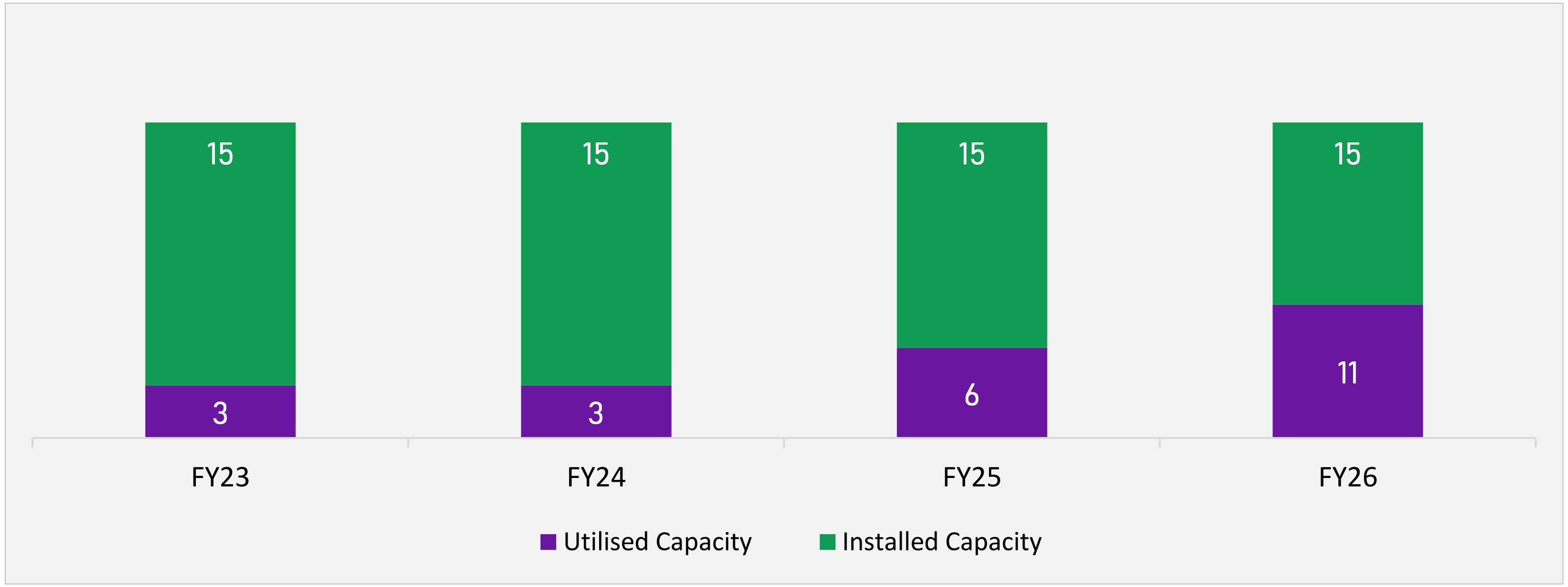
Installed Capacity & Capacity Utilization

15 tonnes per day (TPD) printing capacity

Current utilization at ~75% of installed capacity

85% of printing managed in-house

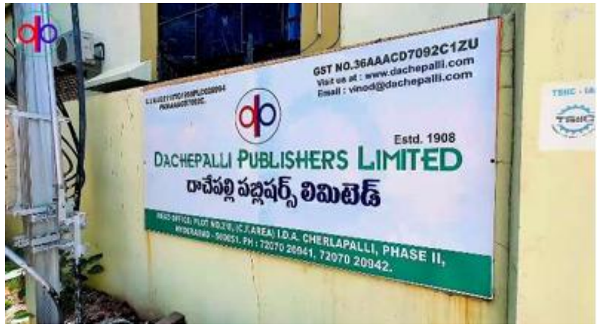
15% outsourced to trusted partners during peak load



Particulars	FY23	FY24	FY25	FY26
Installed Capacity	15 tonnes per day	15 tonnes per day	15 tonnes per day	15 tonnes per day
Utilised Capacity	3 tonnes per day	3 tonnes per day	6 tonnes per day	11 tonnes per day

Warehouse & Supply Chain

- 30,000 sq. ft. owned warehouse for national inventory
- Custom logistics software for real-time tracking & route optimization
- Real-time customer updates via Email & WhatsApp
- End-to-end visibility from order approval to delivery



Blending Print With Technology: Powered By WeStudy

Dachepalli Publishers Limited offers an integrated academic ecosystem by combining traditional printed textbooks with its proprietary digital platform, *WeStudy*. This hybrid solution is tailored to support schools, educators, and students across both classroom and home environments.

Print-Backed Multimedia Support

Each textbook is complemented by chapter-wise animated videos and presenter-led content, available via WeStudy. These digital assets enhance in-class engagement and enable self-paced revision by students.

Interactive Practice & Assessment Tools

WeStudy provides interactive exercises such as MCQs, comprehension questions, & activity-based learning formats. Real-time feedback & performance analytics empower students to track progress independently, while educators access dashboards for monitoring outcomes, identifying gaps, & assigning targeted interventions.

Focused Language Learning Modules

The platform supports language development through AI-powered speaking tools, listening practice, grammar drills, and real-world communication simulations, aimed at improving fluency and comprehension.

Teacher-Centric Digital Aids

Educators benefit from ready-made classroom tools including presentation decks, interactive whiteboard content, digital test generators, and performance trackers, significantly reducing preparation time and improving delivery efficiency.

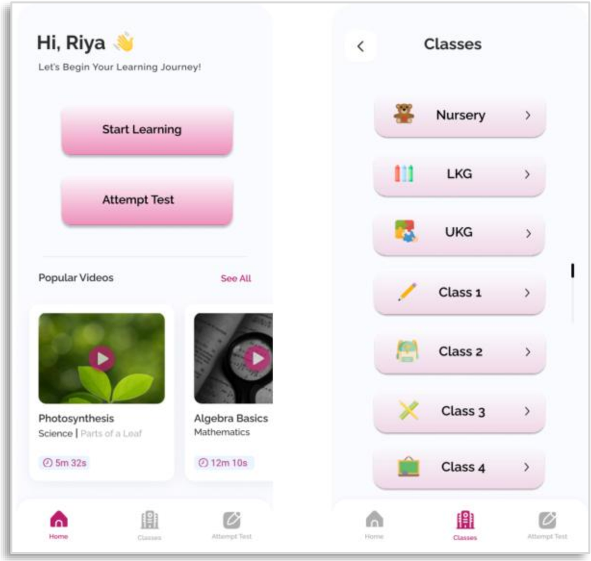
Comprehensive Academic Support

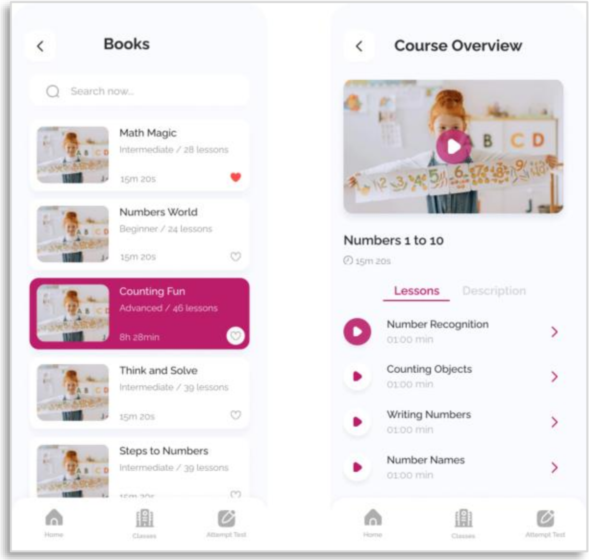
With Dachepalli's trusted content and WeStudy's digital platform, they offer:

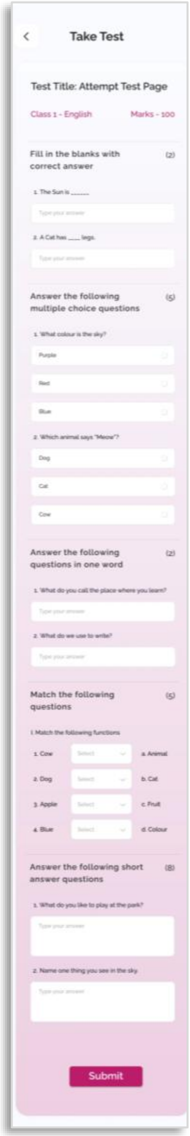
✓ Textbooks + Digital content
✓ Practice + Analytics
✓ Language + Life skills
✓ Home + Classroom integration

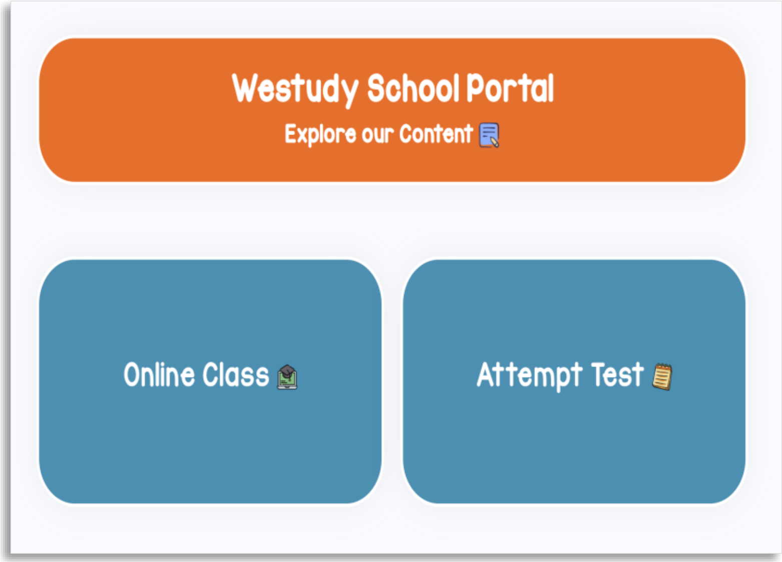
WeStudy App

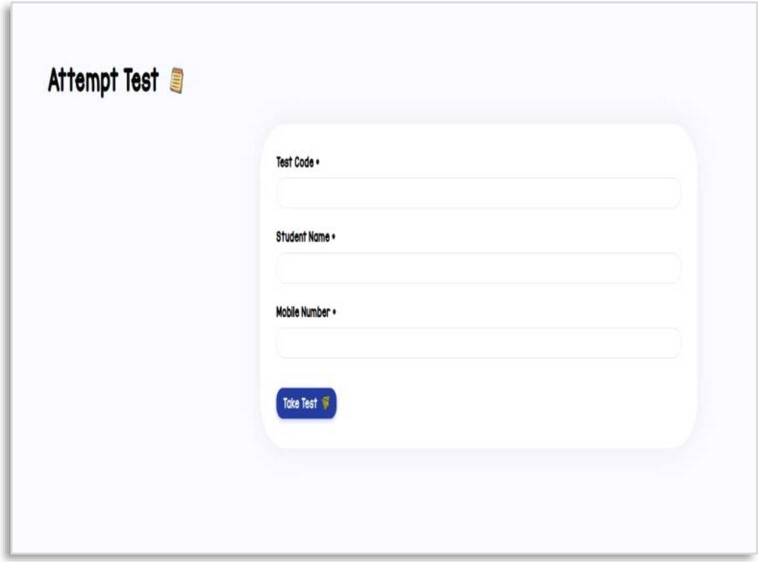
Blending Print With Technology: WeStudy

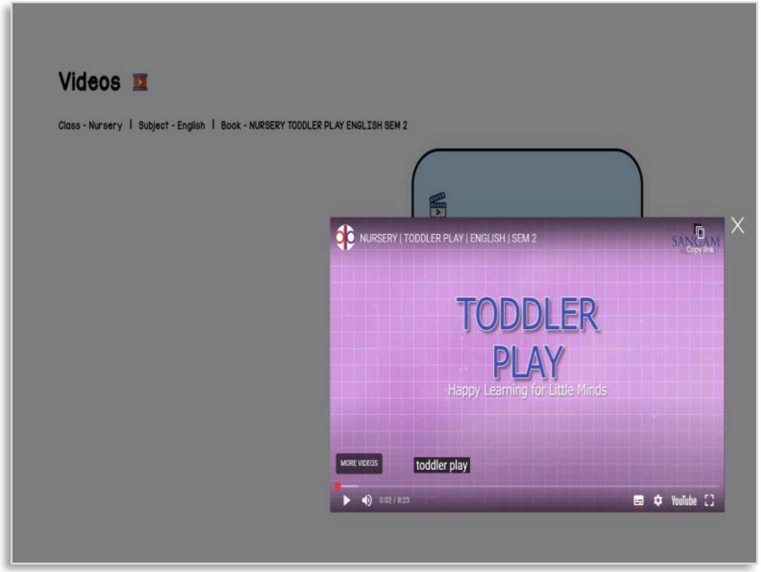












Comprehensive Teacher Training Programs

01 Structured, Hands-On Teacher Training

- Programs tailored for all levels, from pre-primary to senior secondary.
- Developed in collaboration with pedagogical experts.
- Focused on learning outcomes, pedagogy, and seamless digital integration.

02 In-Depth Content Familiarization

- Teachers are guided through each textbook element.
- Training covers lesson planning, creative topic introduction, visual aids, classroom activities, and student assessment.
- Emphasis on using our tools as core teaching components, not just supplements.

03 Integration of Digital Tools

- Training includes effective use of WeStudy digital suite.
- Covers animated videos, interactive practice modules, and subject-specific language software.

04 Weekly Online Subject-Wise Sessions

- Live Zoom sessions conducted throughout the academic year.
- Subject-specific focus with expert-led discussions and demonstrations.
- Recordings and materials shared for revision and reinforcement.

05 On-Campus Physical Workshops

- Full-day, in-person training for schools implementing our full curriculum.
- Conducted multiple times a year, aligned with academic milestones.
- Includes peer collaboration, simulation lessons, and subject-specific planning.

06 Ongoing Support and Feedback

- Continuous engagement with schools post-training.
- Includes performance feedback, follow-up assistance, and curriculum alignment support.
- Ensures smooth and effective classroom implementation.

Textbook Development & Publishing Workflow

01 **Curriculum & Syllabus Design** *(By Educational Boards/Experts)*

02 **Guidelines Provided by Boards** (Publishers Follow These Strictly)

03 **Manuscript Writing Begins** (By Authors/Subject Experts)

04 **Internal Review by Editors**

05 **Peer Review / Panel Review**

06 **Revisions & Content Finalization**

07 **Language Editing & Proofreading**

08 **Design, Illustrations & Formatting**

09 **Sample Print** (Proof Copy)

10 **Final Check by Publisher's Editorial Team**

11 **Bulk Printing by Approved Printers**

12 **Distribution to Schools/Stores**

13 **Implementation in Classrooms**

14 **Feedback from Teachers/Students**

15 **Revisions for Next Edition**

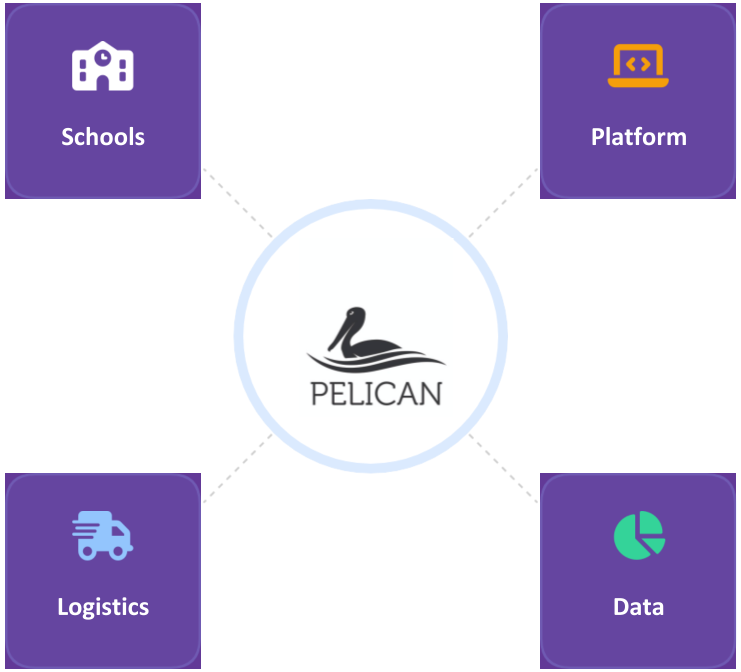
16 **END**

Building India's Most Scalable Academic Supply Ecosystem

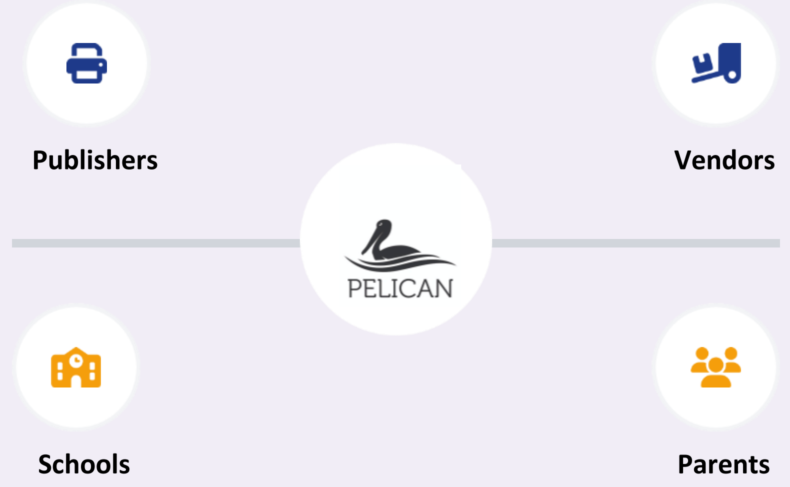
Pelican Edu Supply is transforming how schools procure, distribute, and monetize academic materials using **technology**, **logistics integration**, and **data intelligence**.

Our Mission

"To become India's most trusted, technology-enabled academic supply partner for schools and parents."



Redefining Education Supply & Distribution



Structured Bridge

Seamlessly connecting the fragmented education supply chain.

Redefining Education Supply & Distribution

Pelican Edu Supply is a fast-growing education supply company acting as a unified platform for academic procurement. We replace chaos with organized, technology-driven logistics.

Textbooks
Curriculum-aligned sourcing for all boards

Notebooks
Custom academic notebooks & workbooks

Supplies
Institutional education material & stationery

Solutions
School-integrated learning solutions

> We operate as a structured bridge between publishers, vendors, schools, and parents — eliminating operational bottlenecks.

India’s Education Landscape

A massive, growing ecosystem ready for organized disruption.

Total Institutions

15+ Lakh

K-12 Schools across India

Student Base

25+ Crore

Students enrolled in K-12

Rapid Growth

Explosive increase in CBSE affiliations & private institutions demanding standardized quality.

Regional Expansion

Tier 2 & Tier 3 cities are the new growth engines, seeking seeking metropolitan-grade educational access.

Procurement Shift

Increasing shift from ad-hoc local purchasing to organized, centralized procurement contracts.

The Consolidation Opportunity

The K-12 supply market remains highly fragmented with thousands of unorganized vendors.

Market Status: **Fragmented** → Future State: **Consolidated**

India’s Education Landscape

Current Challenges

The Core Problem

Schools today are overwhelmed by **operational fragmentation** that distracts from their primary goal: Education.

"Operational burden reduces institutional efficiency and increases overhead costs."

Multiple Vendor Coordination

Dealing with dozens of disjointed suppliers for books, stationery, and uniforms.

Inconsistent Supply Cycles

Delays and partial deliveries disrupting the academic calendar planning.

Quality Standardization Issues

Variance in material quality across different batches and vendors.

Manual Reconciliation & Tracking

High administrative overhead for payments, invoices, and inventory checks.

No Centralized Partner

Lack of a single point of accountability for the entire academic supply chain.

Unified Academic Ecosystem

We replace fragmentation with a single, technology-enabled partner that handles the entire academic lifecycle.

End-to-End Procurement

Complete management of the supply chain from publisher negotiation to final school delivery.

Vendor Consolidation

Single-point invoicing and logistics, replacing interactions with 50+ disparate vendors.

Curriculum-Aligned Sourcing

Precise mapping of materials to school-specific curriculum boards (CBSE, ICSE, IB).

School-Specific Online Stores

Dedicated whitelabel e-commerce links for parents to order class-kits directly.

Data-Driven Sales Tracking

Real-time dashboards for schools to monitor orders, inventory, and parent fulfillment.

AI-Powered Engagement

Smart recommendations and timely notifications based on student academic progression.

We become the **single structured academic partner.**

Operational Workflow

Part 1 – Offline + Digital Hybrid Model

01 Requirement Finalization
Planning & Verification Phase

- **School shares class-wise list**
  Detailed book list ingestion
- **Curriculum verification**
  Matching editions & publishers
- **Quantity planning**
  Student count forecasting
- **Timeline confirmation**
  Delivery schedule lock-in

02 Bulk Procurement
Sourcing & Consolidation Phase

- **Negotiated publisher pricing**
  Volume-based discounts
- **Vendor consolidation**
  Single purchase order flow
- **Quality verification**
  Inbound stock inspection
- **Warehouse delivery**
  Centralized stocking

Warehouse & Fulfillment Process

Part 1 – Offline + Digital Hybrid Model

03 Inward Processing
Stock Entry & Verification

- SKU verification
- Quantity cross-check
- Batch tagging
- System stock entry

04 Order Customization
Sorting & Bundling

- Class-wise segregation
- Kit bundling
- Final verification

05 Distribution
Logistics & Dispatch

- Route planning
- Dispatch
- Delivery confirmation

The Digital Transformation

Revolutionizing the procurement experience for schools and parents

Traditional Model

Parents visit school
Long queues, physical presence required, time-consuming process.

Manual purchase
Cash/Card transactions at counters, manual receipts.

Reconciliation Issues
Schools struggle to match payments with inventory. High error rate.

Pelican Model

School-specific Online Store
Dedicated whitelabel link for each institution.

Class-wise Ready Kits
Pre-bundled sets per curriculum requirement.

Parent Direct Ordering
Seamless checkout in 3 clicks.

Doorstep Delivery
Convenience for parents, zero logistics for schools.

The Outcome

Schools handle ZERO procurement management.

School Onboarding Process

From agreement to go-live in 4 structured steps

01 — **Academic List Finalized**

Ingestion of book lists, curriculum requirements, and timeline agreements.

02 — **SKU Structuring**

Mapping products to digital codes, kit creation, and inventory tagging.

03 — **Centralized Procurement**

Bulk purchasing from publishers, quality checks, and warehouse stocking.

Live — **Dedicated Online Store**

Creation of a branded, school-specific purchasing portal for parents.

The Result

Each school gets a unique digital storefront.

Parent Experience

Seamless 3-step ordering process that builds our data asset

1
Add to Cart
Select class kit & add-ons

2
Enter Student Details
Key data capture point

- Student Name
- Class & Section
- Parent Contact
- Address

3
Make Payment
Secure checkout

After Payment

- Email Confirmation
- WhatsApp Notification
- Tracking Details

Strategic Outcome

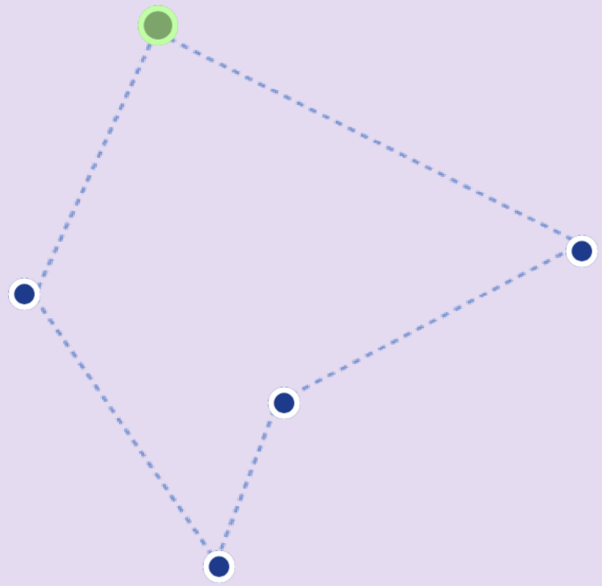
Structured Student Database Created

Enabling future personalization and AI-driven revenue

Phase 1 **Transaction** → Phase 2 **Intelligence**

Logistics & Infrastructure

Seamless 3-step ordering process that builds our data asset



Presence
10+ States

Network
Local Offices

Storage
Distributor-Backed

Logistics
3rd Party Integration

Why It Works

Model Advantages

Built for speed, efficiency, and rapid scaling without heavy capital expenditure.

Asset-Light Expansion

Zero capex on warehousing. We leverage existing distributor infrastructure for storage.

No Inventory Risk

Schools don't hold stock. Inventory remains with the channel until purchase.

24-Hour Pickup Cycle

Integrated courier partners ensure dispatch within 24 hours of order confirmation.

State-by-State Replicable

Plug-and-play operational model allows rapid entry into new territories.

Distributor Ecosystem Advantage

A technology-enabled distribution ecosystem ensuring scalable win-win growth

Pelican Platform

Technology, Demand Aggregation & Sales

- ✓ Guaranteed Orders
- ✓ Digital Payments
- ✓ Zero Bad Debts

Sourcing via Distributors
We do not bypass; we source publisher books through them.

Earn Product Margins
They retain their standard margins without sales effort.

Shared Storage Revenue
Monetization of their existing warehouse space.

Higher Long-term Volume
Scale brings consistent, predictable annual business.

Result: A Scalable, Technology-Driven Academic Supply Ecosystem

Distributor Network

Textbooks | Notebooks | Stationery | Uniforms

Logistics, Storage & Regional Reach

- ✓ Regional Expertise
- ✓ Stock Management
- ✓ Last Mile Support

School Performance Dashboard

Real-time analytics for **Greenwood High International**

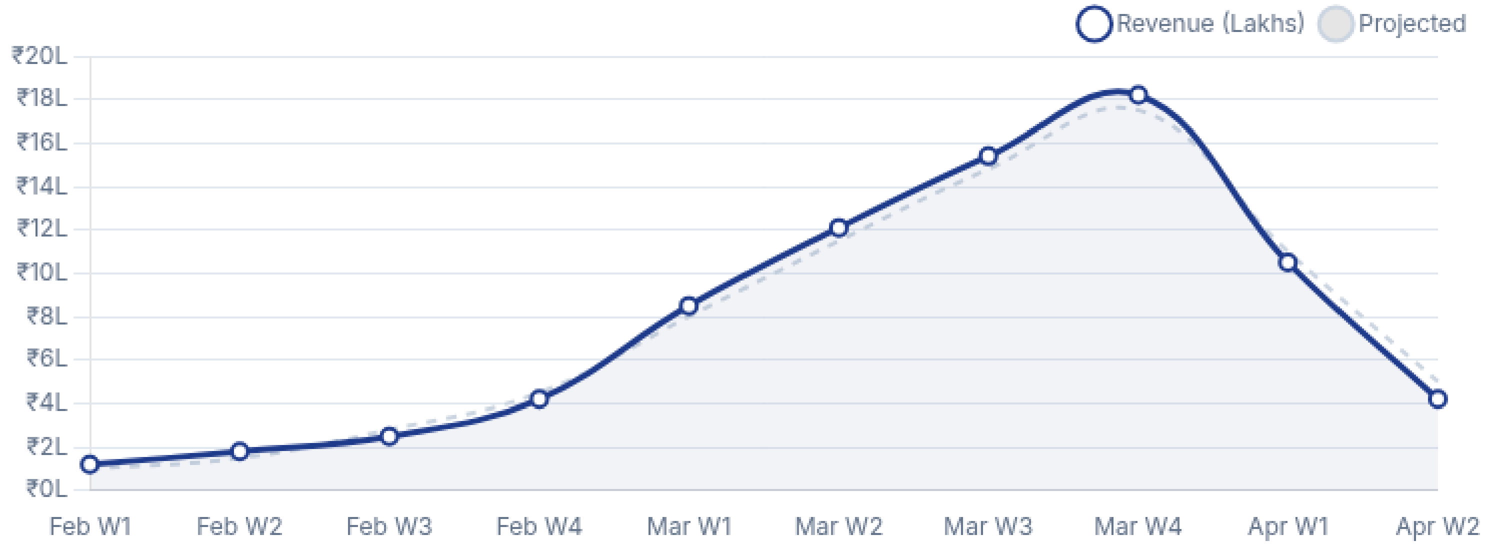
Academic Year 2025-26

Export Report

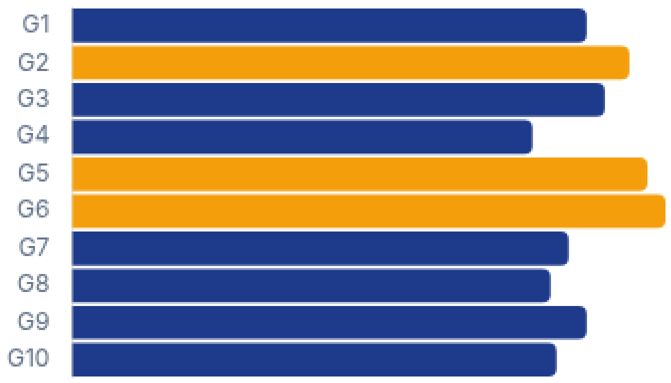
Total Revenue	Kits Sold	Avg Order Value	Fulfillment
₹ 45.2 Lakhs	1,240	₹ 3,650	98.5%
↑ 12% vs last year	92% Adoption Rate	↑ 5% vs estimate	Dispatched in 24hrs

Sales by Date & Seasonality

Daily | Weekly | Monthly



Class-wise Sales



Insight: Grade 5 & 6 showing highest optional kit attach rate (Olympiad books).

Revenue & Margin Transparency

Schools gain complete visibility into their financial ecosystem. No hidden costs, just actionable **data intelligence**.

Granular Margin Analysis
View margins per class, subject, & category.

Live Inventory Visibility
Real-time stock tracking across warehouses.

Demand Forecasting
AI-driven insights for next academic year.

Automated Reconciliation
Zero manual accounting errors.

Pelican Trust Standard
100% Audit-Ready Digital Reports

Financial Overview
Academic Year 2025-26 • Term 1

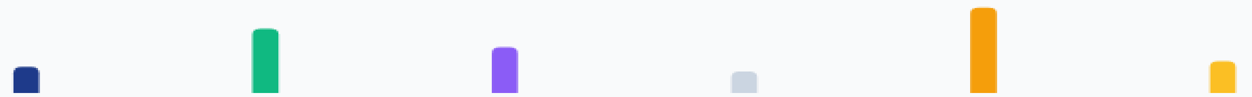
Filter Export

Total Revenue	Net Margin	Next Year Forecast
₹ 85.4 L (+12.5%)	₹ 18.2 L (21.3%)	₹ 98.0 L (Projected)

CLASS / CATEGORY	REVENUE	MARGIN %	CONTRIBUTION	INVENTORY	STATUS
05 Grade 5 Textbooks & Workbooks	₹ 12,45,000	18%	High	In Stock	Active
08 Grade 8 STEM Kits (Add-on)	₹ 8,10,500	32%	Med	Low Stock	Trending
10 Grade 10 Board Prep Materials	₹ 15,30,000	22%	High	In Stock	Active
ALL Stationery General Supplies	₹ 4,20,000	45%	Low	In Stock	Active

Margin Contribution by Category

Real-time Analysis



Structured Student Data Engine

Consent-Based Collection

Transforming simple transactions into a deep understanding of each learner's journey.

Age & DOB
Determines cognitive stage and product suitability.

Class Level
Tracks academic progression year-over-year.

Gender
Helps refine recommendations for non-academic supplies.

Buying History
Analyzes spending power and brand preferences.

Curriculum
CBSE/ICSE mapping for aligned supplementary content.

Interests
Extracurricular focus (STEM, Art, Sports).

Strategic Asset

Academic Consumer Database

A proprietary engine powering personalized learning commerce.

100% Verified Data

360° Student View

Direct-to-Parent E-Commerce Expansion

Leveraging school trust to capture share of wallet beyond textbooks.

Stationery
Premium notebooks, art supplies, and daily essentials.

High Margin
Educational Toys
Cognitive development puzzles and learning aids.

STEM Kits
Robotics, science experiments, and coding sets.

Olympiad Prep
Supplementary books for competitive exams.

Skill Development
Calligraphy, abacus, and mental math resources.

Board Exam Material
Sample papers, guides, and question banks.

Seasonal Accessories
Summer camp kits, holiday projects, and back-to-school gear.

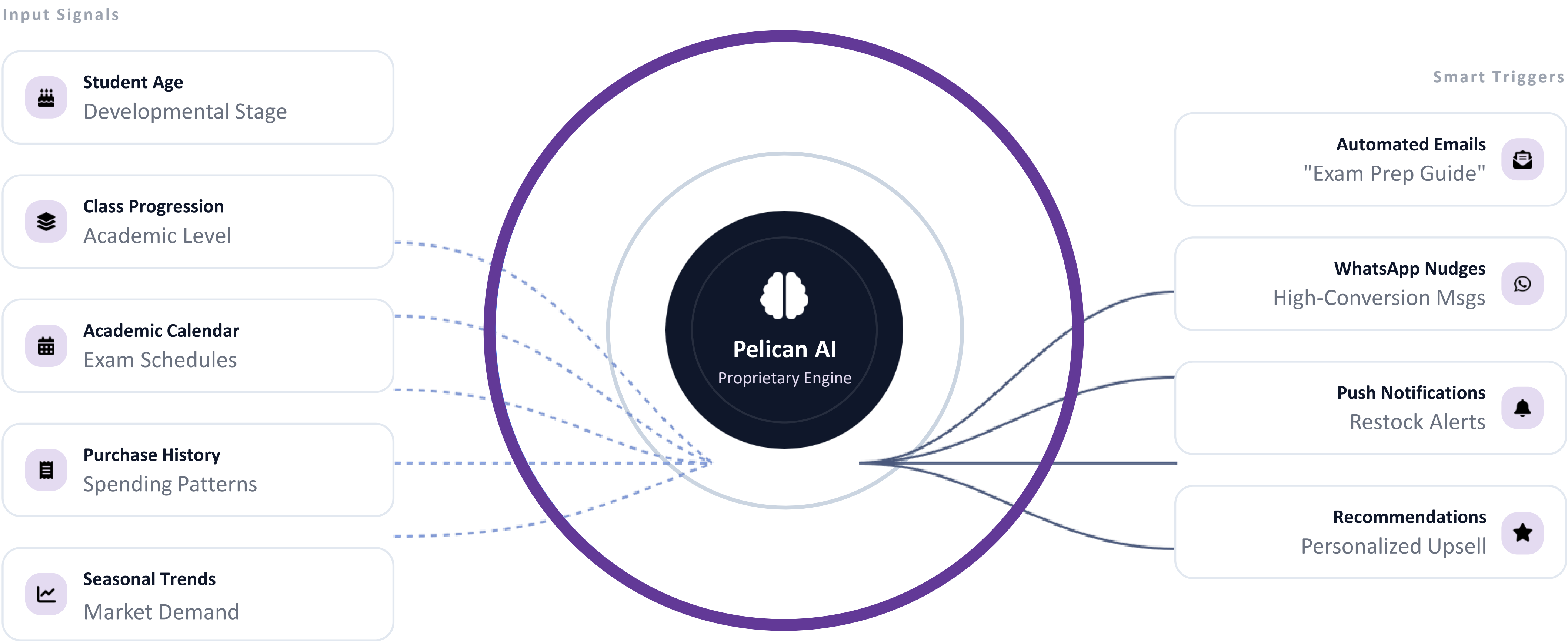
Upcoming
D2C E-Commerce Website
Educational toys, Apparel Books & learning materials

Strategic Goal
Beyond Academic Season Revenue

Traditional
3 Months
→
Pelican Model
12 Months

AI-Powered Revenue Intelligence Engine

Converting student data signals into personalized revenue opportunities.



Traditional Mass Marketing
Generic blasts, low open rates, spammy feel.

Behavior-Based Targeting
Right product, right time, high conversion.

Age-Specific Monetization

One student, multiple revenue opportunities throughout their 12-year journey.

Grade 1-3

Foundational

Focus on motor skills, phonics, and basic cognition.

Top Recommendations
- ✓ Phonics Kits
- ✓ Motor Skill Toys
- ✓ Art Supplies

Grade 4-6

Competency

Developing logical reasoning and competitive aptitude.

Top Recommendations
- ✓ Olympiad Books
- ✓ Logic Puzzles
- ✓ General Knowledge

Grade 7-9

Innovation

Hands-on application of science and technology concepts.

Top Recommendations
- ✓ STEM & Robotics
- ✓ Coding Kits
- ✓ Science Lab Sets

Grade 10-12

High Stakes

Critical preparation for board exams and university entrance.

Top Recommendations
- ✓ Board Prep Material
- ✓ Question Banks
- ✓ Reference Guides

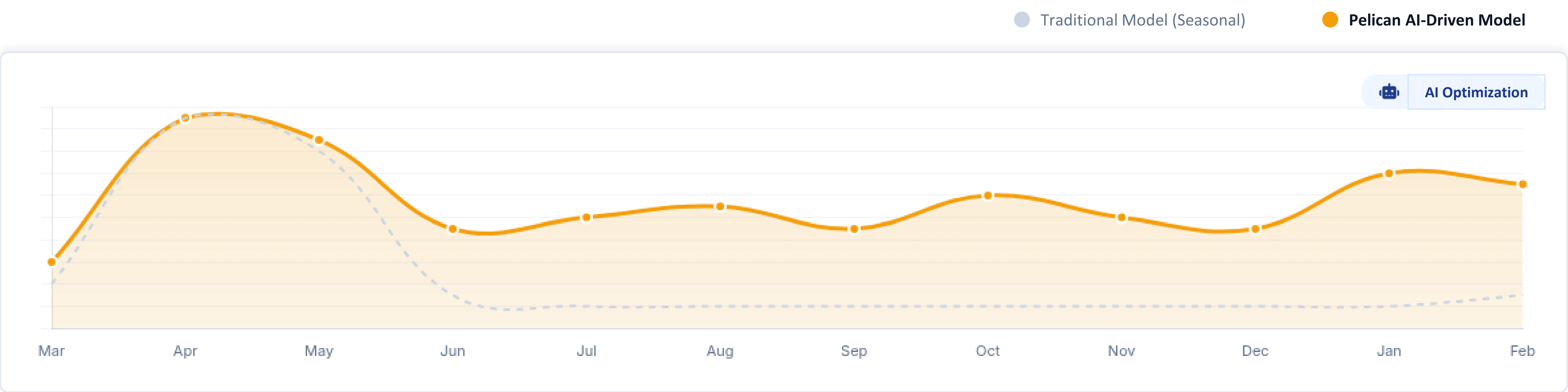
Automated Progression Engine

As the 'Class' field updates in the database, the recommendation engine instantly shifts the product catalog.

Result	Impact
Zero Churn Risk	**Maximized LTV**

Continuous Second Revenue Layer

Shifting from seasonal transactions to year-round engagement.



Higher LTV
Lifetime Value

Capturing wallet share across 12 months months instead of just 2 months.

4-5x
Purchase Frequency

Moving from annual bulk buying to recurring supplemental orders.

+35%
Avg. Order Value

AI-driven bundling of skills kits & accessories accessories increases cart size.

Expanded
Net Margins

Non-academic add-ons typically carry 2x 2x higher margins than textbooks.

The Data Flywheel Effect

How our ecosystem creates a compounding competitive advantage.

Result

Creates a defensive **data moat** that competitors cannot easily replicate.

Impact

Each new school added improves the AI model for **all existing schools**.

Lifecycle Monetization Model

Converting transactional interactions into a continuous value relationship.

1

Kit Acquisition

The Entry Point

Parents purchase mandatory academic kits (books & notebooks) at the start of the year. High volume, low friction.

Data Captured

2

Personalized Upsell

First Data Activation

AI analyzes class data to recommend relevant stationery, covers, and supplementary learning aids immediately post-purchase.

+15% AOV

3

Seasonal Selling

Event-Based Triggers

Targeted campaigns for summer holidays, exam prep season, and project timelines. Keeps the brand top-of-mind.

Repeat Purchase

4

Continuous Skill

High-Value Retention

Subscription-like engagement via STEM kits, coding resources, and competitive exam prep materials.

Max Lifetime Value

Starting State		End State
One-Time Buyer	→	**Recurring Partner**
Transactional Relationship		Educational Growth Partner

Revenue Streams

A balanced portfolio of high-volume institutional sales and high-margin consumer growth.

Primary Revenue

Core Institutional Business (B2B)

Institutional Bulk Supply

High-volume textbook and workbook procurement for K-12 schools. The foundation of our revenue.

School Partnerships

Contractual annual supply agreements ensuring recurring yearly revenue and vendor exclusivity.

Custom Branded Materials

School-logo notebooks, diaries, and stationery kits manufactured and supplied at scale.

Characteristics: Stable, Predictable, High Volume

Secondary Revenue Layer

Consumer Growth & Expansion (B2C)

Direct-to-Parent E-Commerce

School-specific online stores for parents to order kits directly to their doorstep.

Academic Add-Ons

Upselling supplementary materials like covers, labels, and art supplies during checkout.

Subscription Learning Kits Future

Monthly STEM and activity boxes delivered to students based on curriculum progression.

Brand Partnerships Long-Term

Leveraging student database for targeted educational brand collaborations.

Characteristics: High Margin, Data-Driven, Scalable

Strategic Balance

Stability from B2B funds the rapid scalability of B2C.

70% Current Revenue (B2B)

30% Target Growth (B2C)

Growth Strategy Roadmap

A phased approach to scaling from regional dominance to national leadership.

Current Focus

Regional Consolidation

01

Strengthen Partnerships

Deepen relationships with existing schools to secure long-term contracts.

Expand Dealer Network

Onboard 50+ local distributors to maximize last-mile reach.

Key KPI

Market Penetration

12-24 Months

Multi-State Expansion

02

State-Level Distributors

Appoint master distributors in neighboring states for rapid entry.

Regional Warehouses

Establish 3 strategic hubs to reduce delivery TAT to <24 hours.

Key KPI

Geo-Expansion

Long Term

National Scaling

03

Tech-First Ordering

Fully automated B2B & B2C platform handling 100k+ orders/day.

ERP Integration

Direct API integration with school management systems.

Brand Positioning

Establish Pelican as India's #1 Academic Logistics Brand.

Key KPI

Market Leadership

Now — Next Year — Future

Why Pelican Wins

A deep competitive moat built on operational excellence and data intelligence.

Structured Procurement

Centralized aggregation replaces fragmented vendor management, solving the #1 pain point for schools.

Data-Driven Expansion

Every transaction builds a richer student profile, enabling precise targeting that competitors lack.

Asset-Light Scalability

Growth is not tied to heavy Capex. We leverage partner logistics and publisher inventory.

AI-Powered Personalization

Automated recommendations based on academic progression maximize conversion rates.

Distributor-Backed Network

Aligned incentives with local distributors ensure rapid last-mile delivery and localized support.

Strong Recurring Revenue

Institutional contracts provide a stable floor, while consumer sales provide unlimited ceiling.

The Pelican Edge

We don't just supply books; we own the academic supply chain.

Market Position

Category Leader

Building a Technology-Driven Academic Commerce Ecosystem

Pelican Edu Supply is not just moving books. We are digitizing the demand, supply, and consumption of education in India.

Recurring Revenue Layers

Transforming seasonal transactional sales into year-round lifecycle monetization through B2B contracts and B2C engagement.

High LTV Model

Scalable & Asset-Light

A tech-first architecture leveraging distributor logistics and publisher inventory. Minimal Capex required for national expansion.

Rapid Geo-Expansion

Data-Powered Moat

Proprietary student database + AI prediction engine creates a defensive moat that traditional distributors cannot replicate.

Owned Audience

We are creating the organized future of India's K-12 academic supply chain.

Competitive Strengths

Focused K–12 Market Leadership
100% revenue from the K–12 segment, with a strong foothold in South India and a growing pan-India presence supported by our WeStudy digital suite.

Pedagogically Sound & Consumer-Centric Content
Content designed with feedback from schools and developed through a rigorous author selection and editorial process, ensuring NEP-compliant, activity-based learning.

Aligned with NEP 2020 & NCF
Integrated digital tools tailored for all four K–12 stages, offering curriculum-aligned, age-appropriate content directly within school infrastructure.

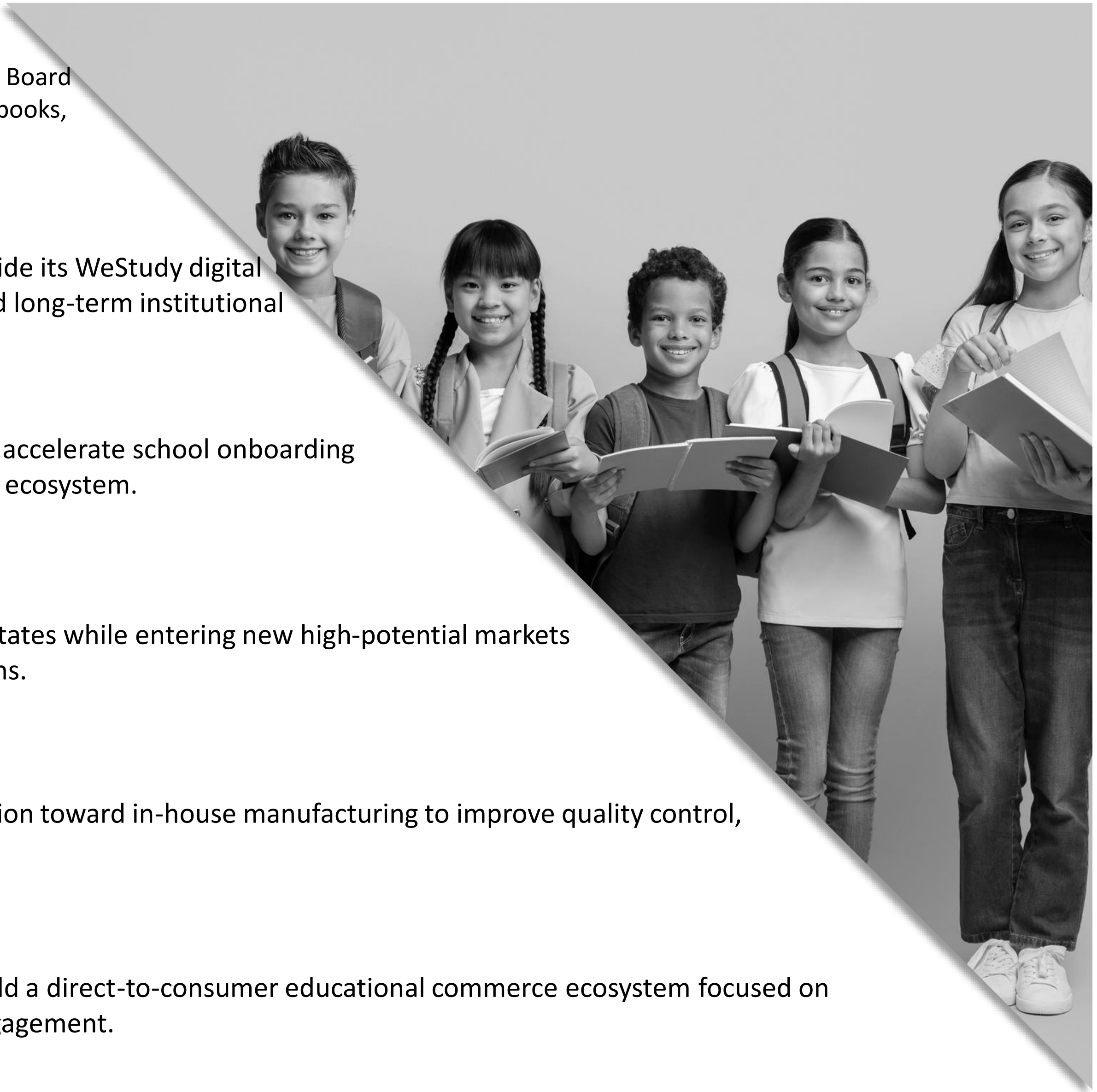
Legacy of Over 100 Years
Established roots since 1908, with a trusted brand presence across multiple states and long-standing relationships with schools and educators.

In-House Printing Infrastructure
85% of production handled internally, enabling control over quality, cost, and delivery timelines, critical during peak academic seasons.

Extensive Sales & Distribution Network
Network of over 300 distributors across 10 states/UTs, backed by a proactive sales team engaged in direct school outreach and academic promotions.

Experienced Leadership Team
Led by industry veterans with over 40 years of experience, supported by a skilled professional team across all operational domains.

Strategic Growth Roadmap



Expanding Across Education Ecosystems
The company is strengthening its presence across CBSE, ICSE, and State Board schools while expanding its integrated offerings across textbooks, notebooks, stationery, uniforms, and digital learning solutions.

AI-Integrated Learning Ecosystem
The company is developing an AI-integrated LMS platform alongside its WeStudy digital ecosystem to improve school retention, student engagement, and long-term institutional relationships.

Scalable School Acquisition Strategy
The company is building a structured institutional sales engine to accelerate school onboarding and expand from 50+ partner schools toward a larger nationwide ecosystem.

Deep Geographic Expansion
The company is pursuing district-level expansion across existing states while entering new high-potential markets including Kerala, Punjab, Haryana, and additional emerging regions.

Backward Integration & Margin Expansion
The company is transitioning from trading-led notebook distribution toward in-house manufacturing to improve quality control, operational efficiency, and long-term margin expansion.

Building a D2C Commerce Ecosystem
Through the upcoming Pinaka platform, the company aims to build a direct-to-consumer educational commerce ecosystem focused on educational products, learning materials, apparel, and parent engagement.

Education Sector In India

Massive Demographic Advantage

- **580 million** people aged 5–24 years — largest educational cohort globally.
- Over **250 million** school-going students.
- **43.3 million** enrolled in higher education (2021–22).

Market Size & Growth

- Sector size: **$117 Bn (FY20) → $225 Bn (FY25)**.
- Edtech market: **$7.5 Bn → $29 Bn by 2030**.
- K–12 segment: **$48.9 Bn (2023) → $125.8 Bn by 2032** (CAGR: **10.7%**).

Institutional Base

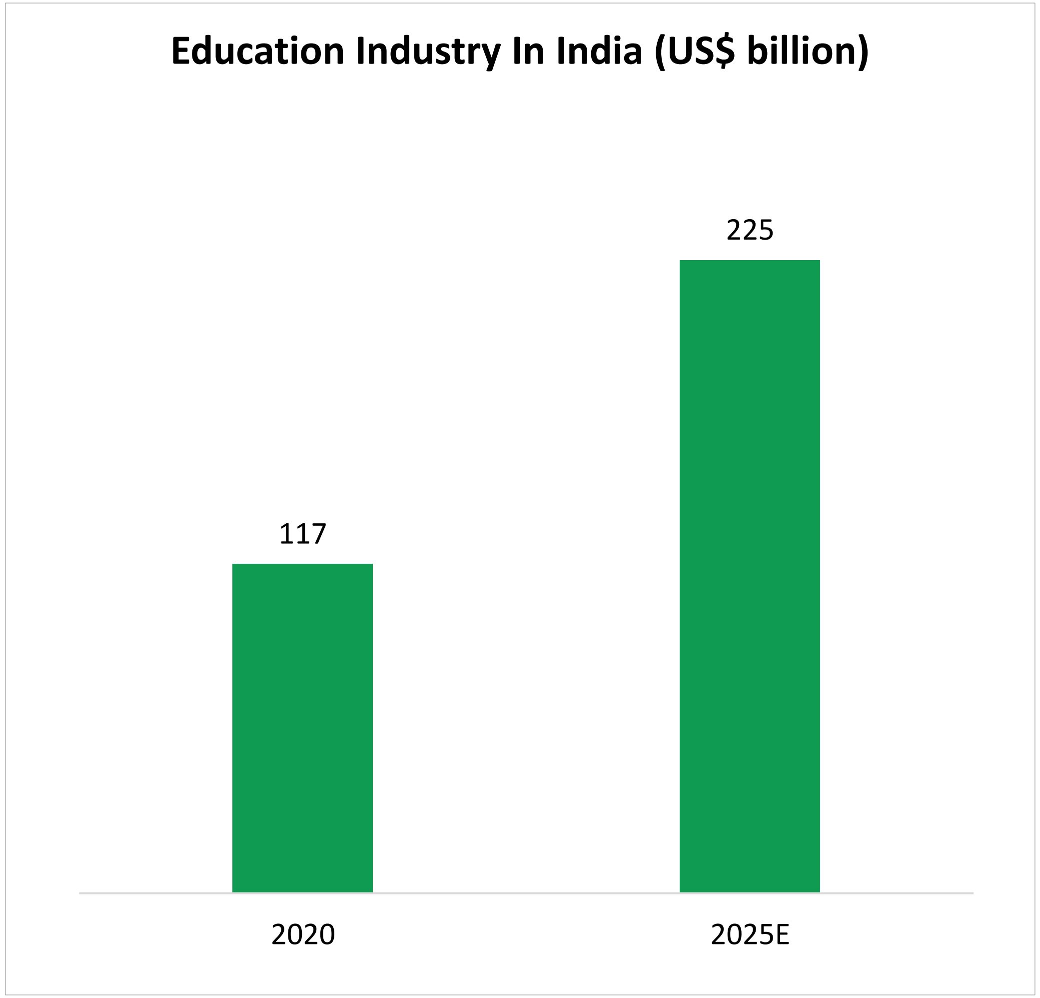
- **52,538 colleges**, **1,362 universities** (as of Feb 2025).
- **8,902 AICTE-approved** institutions.

Policy & Reform

- **NEP 2020** targets 50% **Gross Enrolment Ratio** by 2035.
- Budget 2024–25: Record **₹73,498 Cr** for school education.
- Board exams to be conducted **twice a year**.

Digital Shift

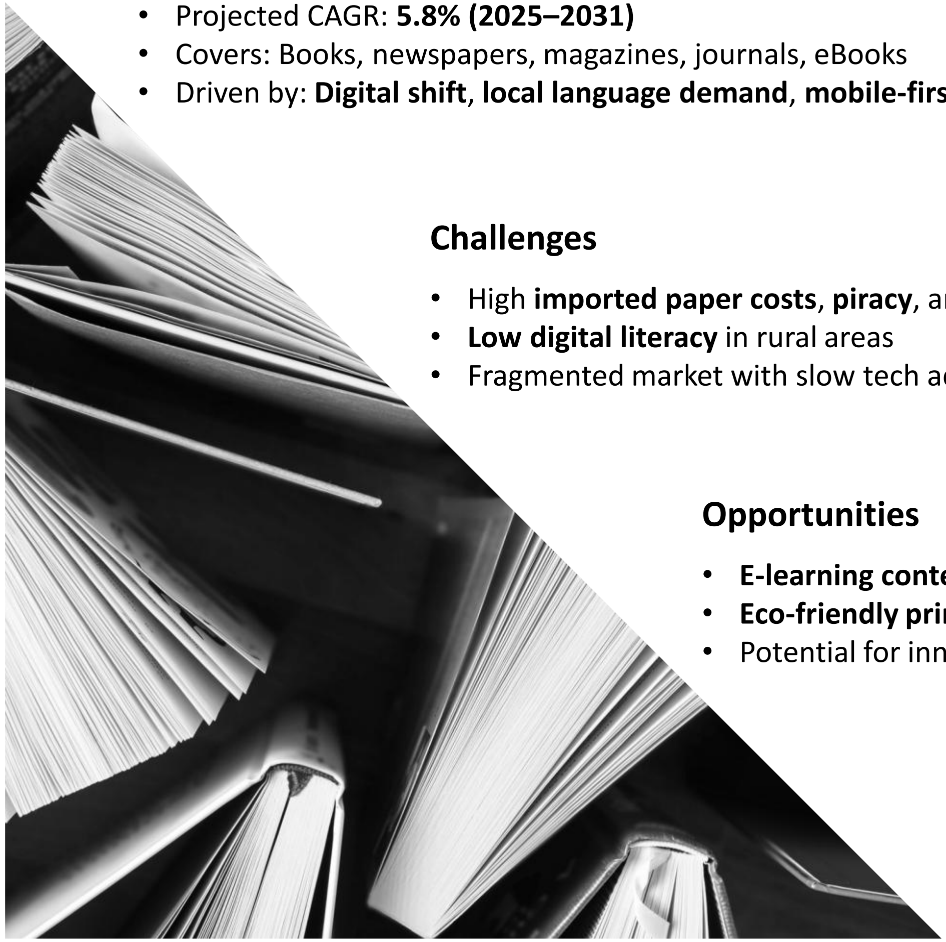
- India is the **2nd largest e-learning market** globally.
- **62%** of enrolments now come through digital channels.



Source: IBEF

Industry Overview

India Publishing Market



Market Overview

- Projected CAGR: **5.8% (2025–2031)**
- Covers: Books, newspapers, magazines, journals, eBooks
- Driven by: **Digital shift**, **local language demand**, **mobile-first content**, and **government literacy initiatives**

Challenges

- High **imported paper costs**, **piracy**, and **regulatory hurdles**
- **Low digital literacy** in rural areas
- Fragmented market with slow tech adoption

Opportunities

- **E-learning content**, **regional publishing**, **last-mile logistics**
- **Eco-friendly printing** and **virtual reading platforms**
- Potential for innovation in **edtech-aligned publishing**

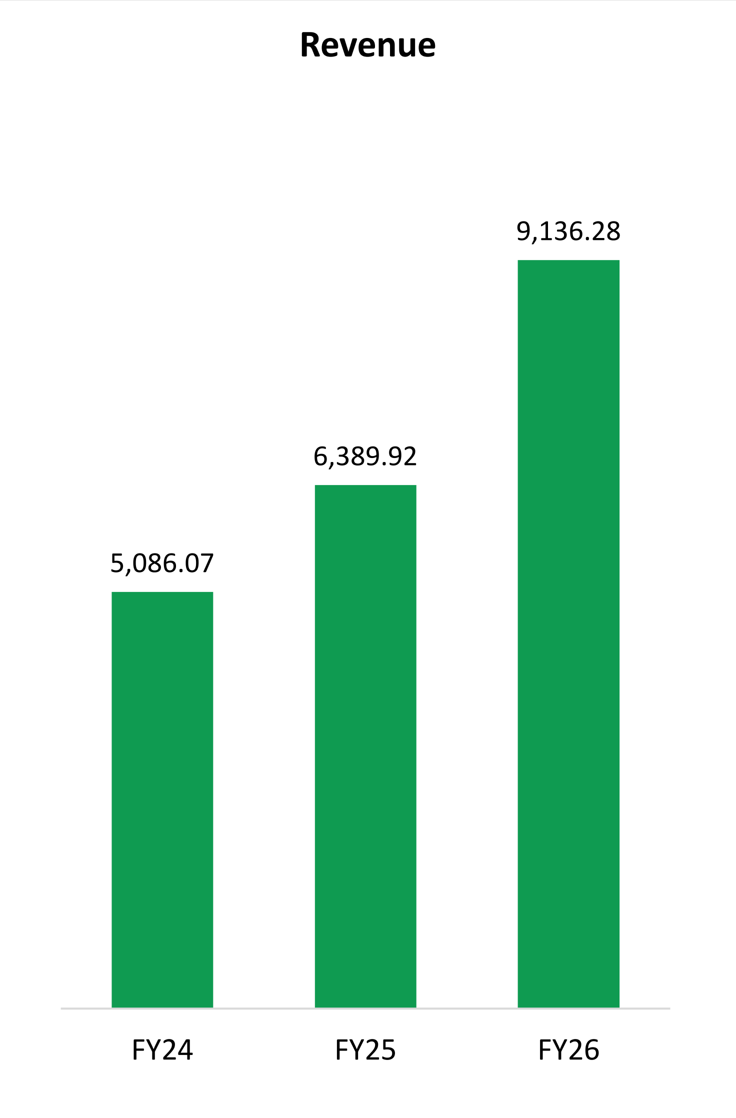
Key Trends

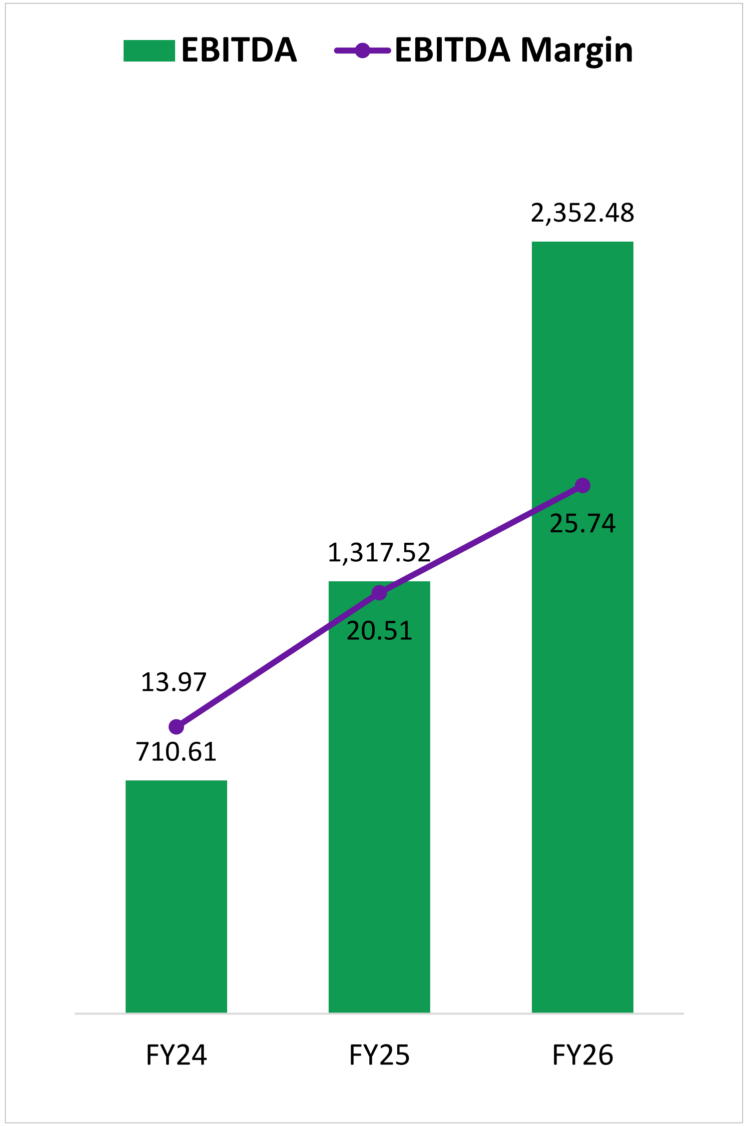
- Rise of **interactive eBooks**, **AI-driven personalization**, and **AR/VR** in print
- Surge in **regional language content**
- Growth of **subscription models** and **hybrid retail formats**

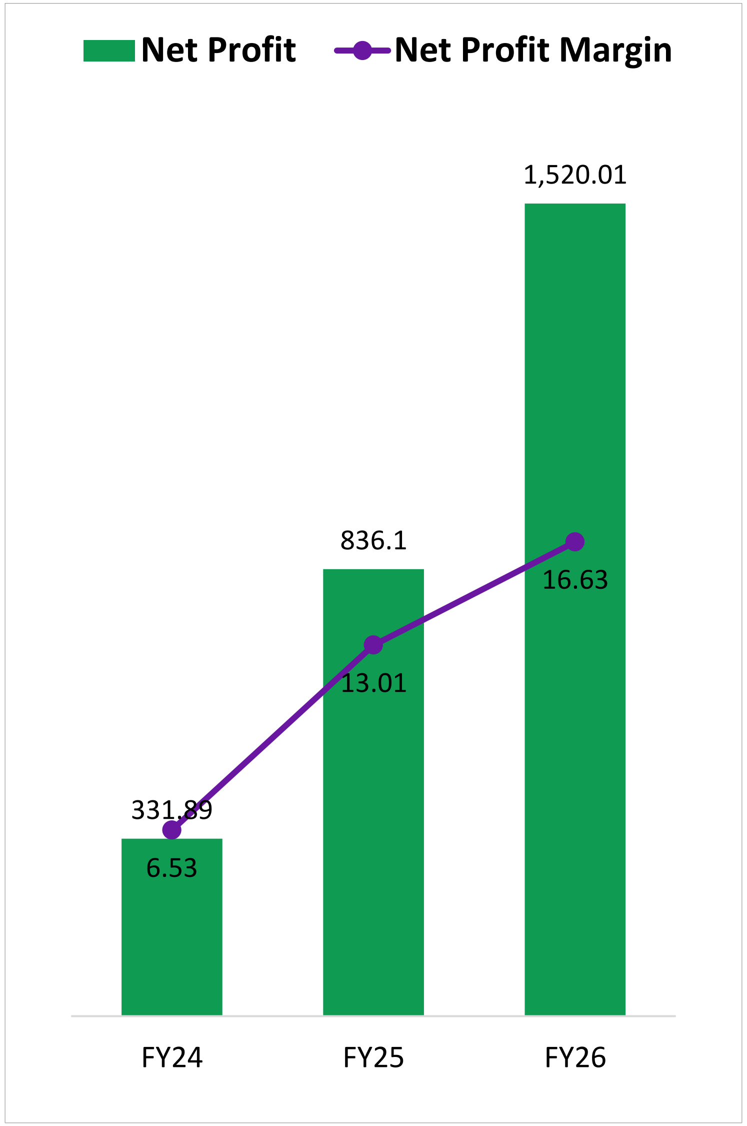
(Source: https://www.6wresearch.com/industry-report/india-publishing-market-2020-2026)

Key Financial Highlights

All Amount In ₹ Lakhs & Margins In %







Financial Overview

Profit & Loss Statement

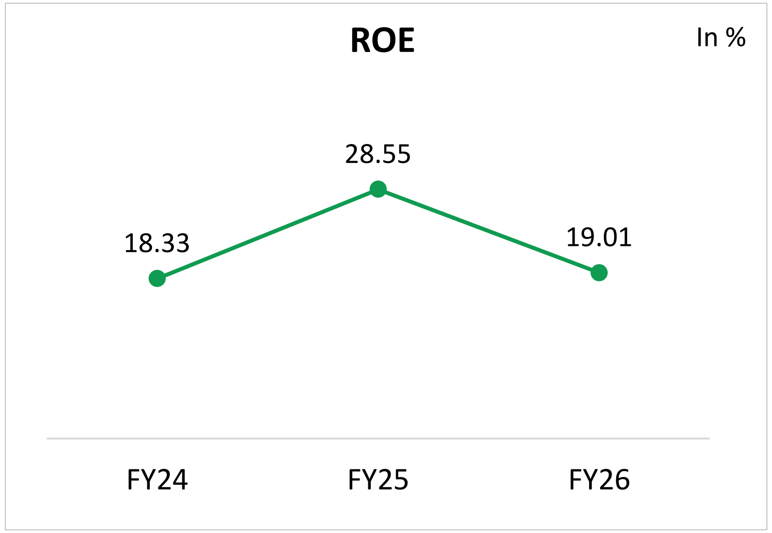
Particulars *(In ₹ Lakhs)*	**FY26**	**FY25**	**FY24**
INCOME			
Revenue from Operations	9,136.28	6,389.92	5,086.07
Other Income	2.74	35.34	3.75
Total Revenue	**9,139.02**	**6,425.26**	**5,089.82**
EXPENSES			
Cost of Materials Consumed	5,312.79	4,109.51	3,607.69
Employee Benefits Expenses	897.29	584.32	516.07
Operating and Selling Expenses	576.46	413.91	201.44
Total Expenses	**6,786.54**	**5,107.74**	**4,350.96**
EBITDA	**2,352.48**	**1,317.52**	**710.61**
Depreciation and Amortisation	106.50	74.93	69.81
Finance Expenses	146.66	174.42	198.12
Profit Before Tax	**2,099.32**	**1,068.17**	**470.93**
Tax Expense	579.31	232.07	139.04
Profit for the Year	**1,520.01**	**836.10**	**331.89**

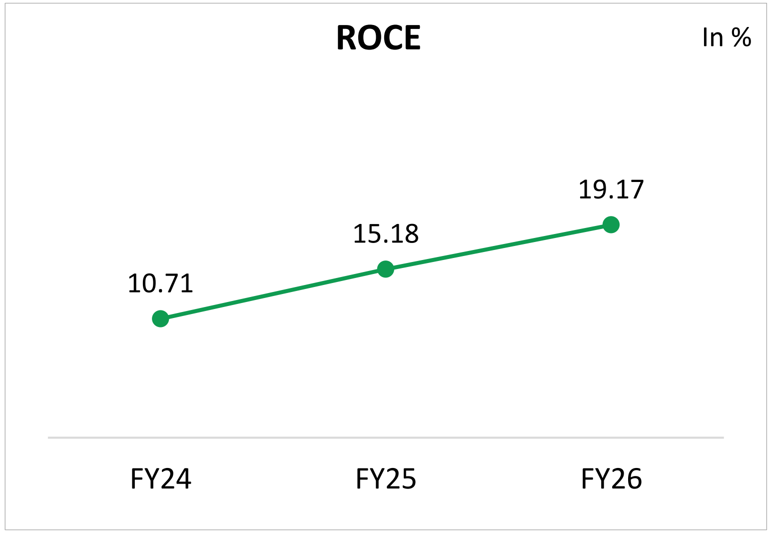
Balance Sheet

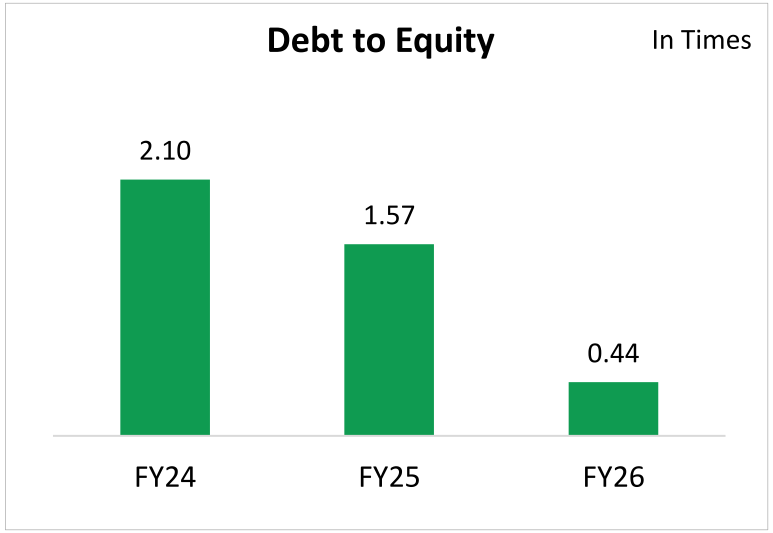
Particulars (*In ₹ Lakhs)*	FY26	FY25	FY24
Shareholders Funds			
Share Capital	1,497.60	1,101.60	612.00
Reserves and Surplus	6,499.57	1,826.99	1,364.22
Total Shareholders Funds	**7,997.17**	**2,928.59**	**1,976.22**
Non-Current Liabilities			
Long Term Borrowings	3,342.65	4,410.93	4,147.20
Deferred Tax Liability (Net)	15.11	23.06	51.76
Long Term Provisions	183.22	-	130.23
Total Non-Current Liabilities	**3,540.98**	**4,433.99**	**4,329.19**
Current Liabilities			
Short Term Borrowings	164.91	192.70	0.00
Trade Payables	2,613.88	2,651.33	2,459.49
Other Current Liabilities	77.86	99.64	391.61
Short Term Provisions	610.74	128.06	140.69
Total Current Liabilities	**3,467.39**	**3,071.73**	**2,991.79**
TOTAL EQUITIES & LIABILITIES	**15,005.54**	**10,434.30**	**9,297.20**

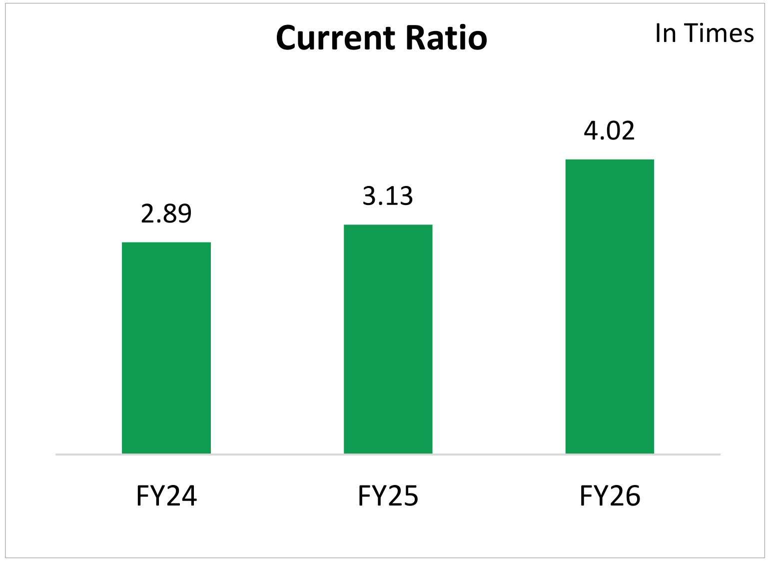
Particulars (*In ₹ Lakhs)*	FY26	FY25	FY24
Non-Current Assets			
Property, Plant and Equipment	953.18	743.94	598.36
Non Current Investments	127.07	67.72	19.40
Long Term Loans and Advances	0.00	0.00	0.00
Other Non-Current Assets	0.00	0.00	43.60
Total Non-Current Assets	**1,080.25**	**811.66**	**661.36**
Current Assets			
Inventories	5,453.00	3,043.60	2,723.16
Trade Receivables	7,451.76	6,191.56	5,605.01
Cash and Bank Balances	66.63	360.33	226.92
Short Term Loans and Advances		-	80.75
Other Current Assets	953.90	27.16	0.00
Total Current Assets	**13,925.29**	**9,622.65**	**8,635.84**
TOTAL ASSETS	**15,005.54**	**10,434.31**	**9,297.20**

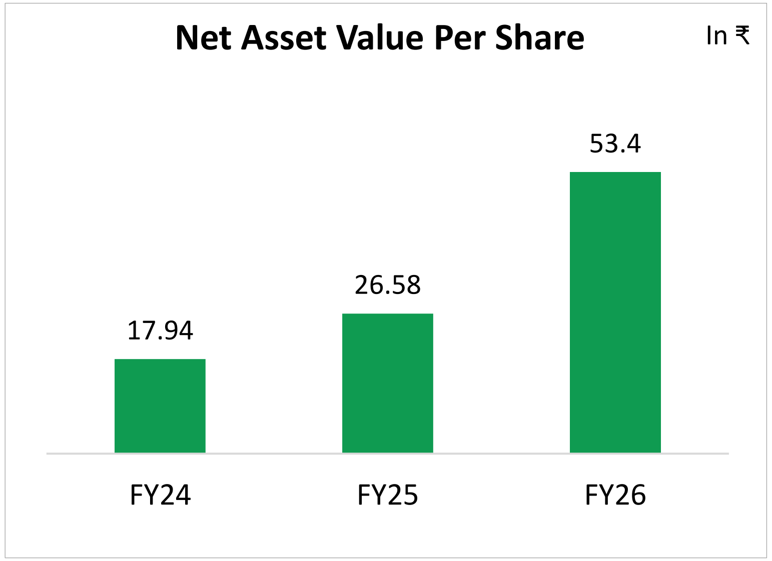
Key Ratios

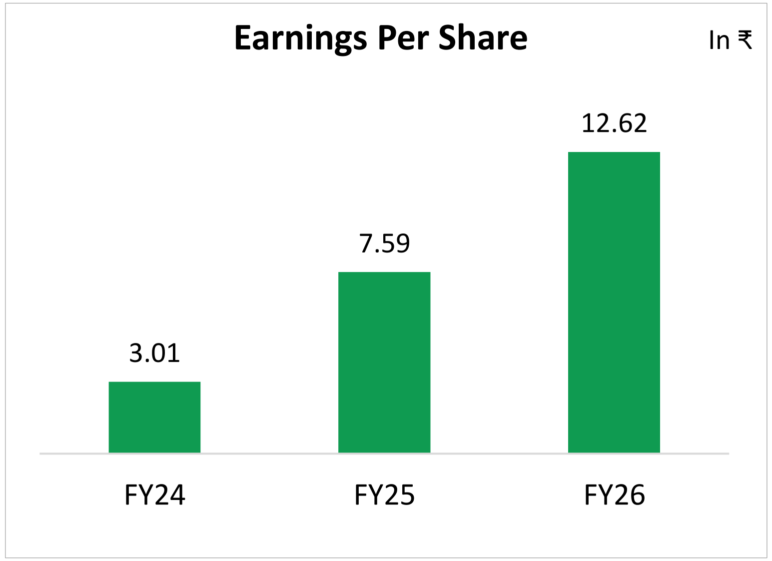

ROE
In %
28.55
18.33
19.01
FY24
FY25
FY26


ROCE
In %
19.17
15.18
10.71
FY24
FY25
FY26


Debt to Equity
In Times
2.10
1.57
0.44
FY24
FY25
FY26


Current Ratio
In Times
4.02
3.13
2.89
FY24
FY25
FY26


Net Asset Value Per Share
In ₹
53.4
26.58
17.94
FY24
FY25
FY26


Earnings Per Share
In ₹
12.62
7.59
3.01
FY24
FY25
FY26

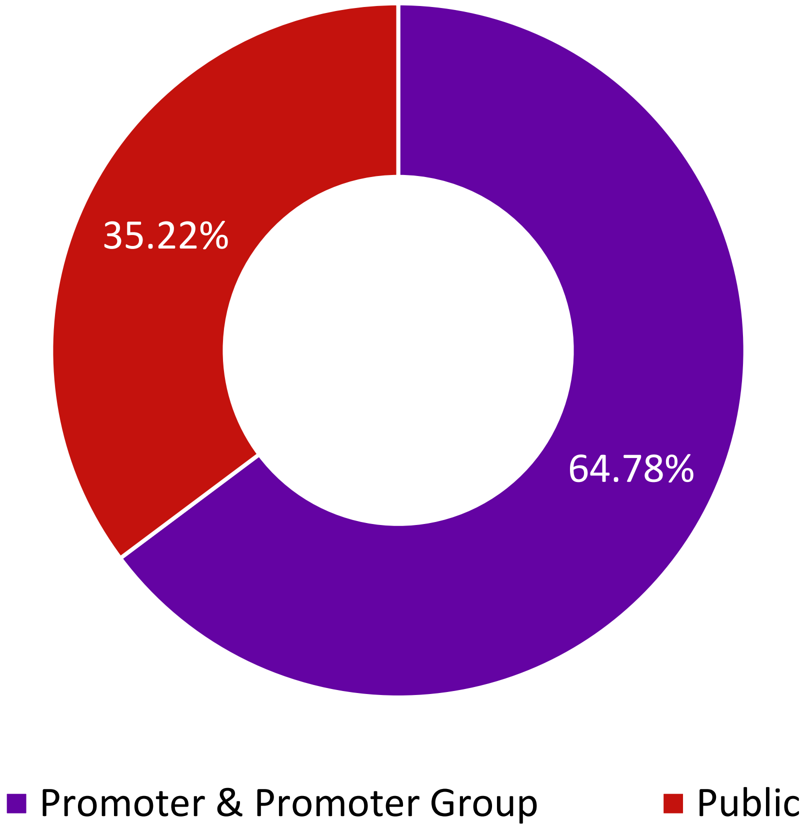
Stock Data

As on 24/07/2026

BSE : DACHEPALLI | 544667	
Share Price (₹)	81.60
Market Capitalization (₹ Cr)	122.20
No. of Shares	1,49,76,000
Face Value (₹)	10.00
52 week High-Low (₹)	96.77 – 48.10

As on 30/06/2026

Shareholding Pattern



THANK YOU!

Dachepalli Publishers Limited
SINCE 1908

Dachepalli Publishers Limited

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