



Balaji Solutions Limited

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Corporate Overview

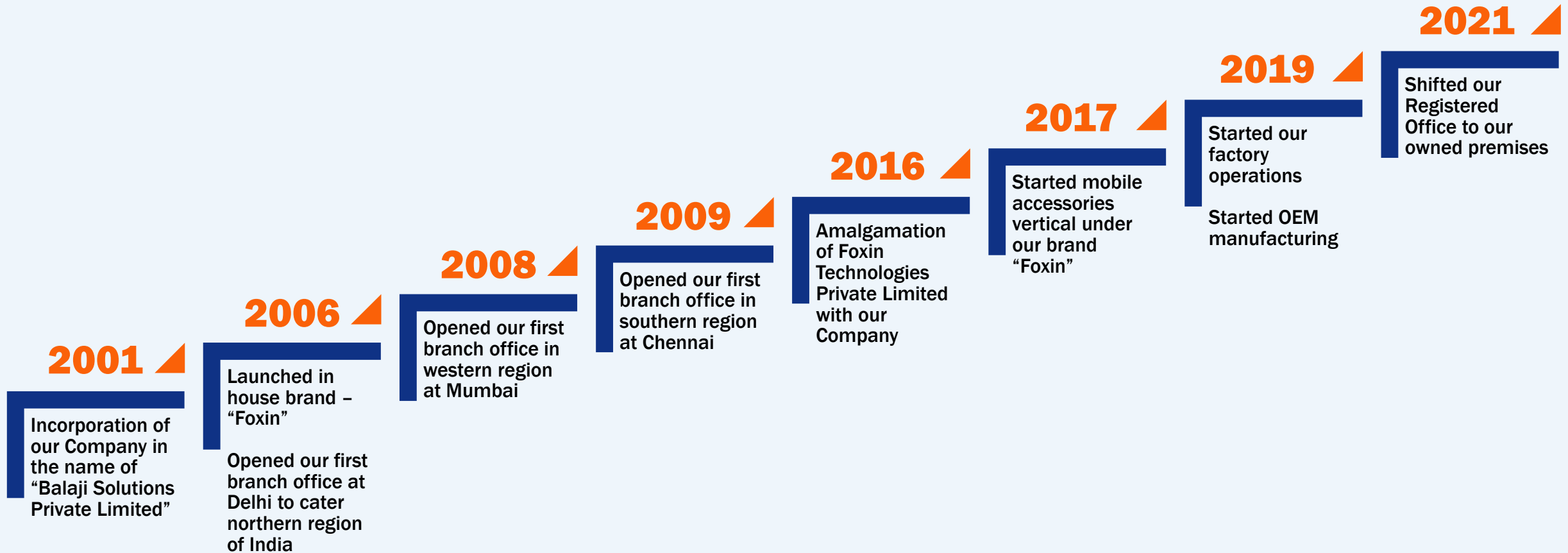
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Segment Overview

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Timeline





Rajendra Seksaria

Chairman & Managing Director

Promoter

Rajendra Seksaria is the Chairman and Managing Director of Balaji Solutions Limited ("**Company**"). He has been actively associated with our Company since its incorporation and has more than 2 decades of experience in the IT peripheral and mobile accessories industry.

Experienced Board of Directors



Mr. Rajendra Seksaria
Chairman and Managing Director



Mr. Dinesh Bajaj
Whole-time Director and Chief
Financial Officer



Mr. Rakesh Kumar Agarwal
Non-Executive Director



Mr. Shyamal Ghoshroy
Independent Director



Mrs. Nidhi Dubey
Independent Director



Mr. Siddhartha Shankar Roy
Independent Director

Experienced Management Team



Mr. Rajendra Seksaria
Chairman and Managing Director



Mr. Dinesh Bajaj
Whole-time Director and Chief
Financial Officer



Mr. Sanjay Bajaj
Company Secretary and
Compliance Officer



Mr. Vivek Bhuwania
Business Director



Mr. Rajnesh Kumar Sinha
Business Director

BSL Supply Chain



Transportation
and Warehousing



Credit to
Dealers



Sales Assistance
to our Dealers

Infrastructure



**Started
Operation 2019**



**Kolkata
INDIA**



**19,495.74 Sq. Ft.
Area**

Strategically located on Kolkata Mumbai Highway.



Our Presence

Branch

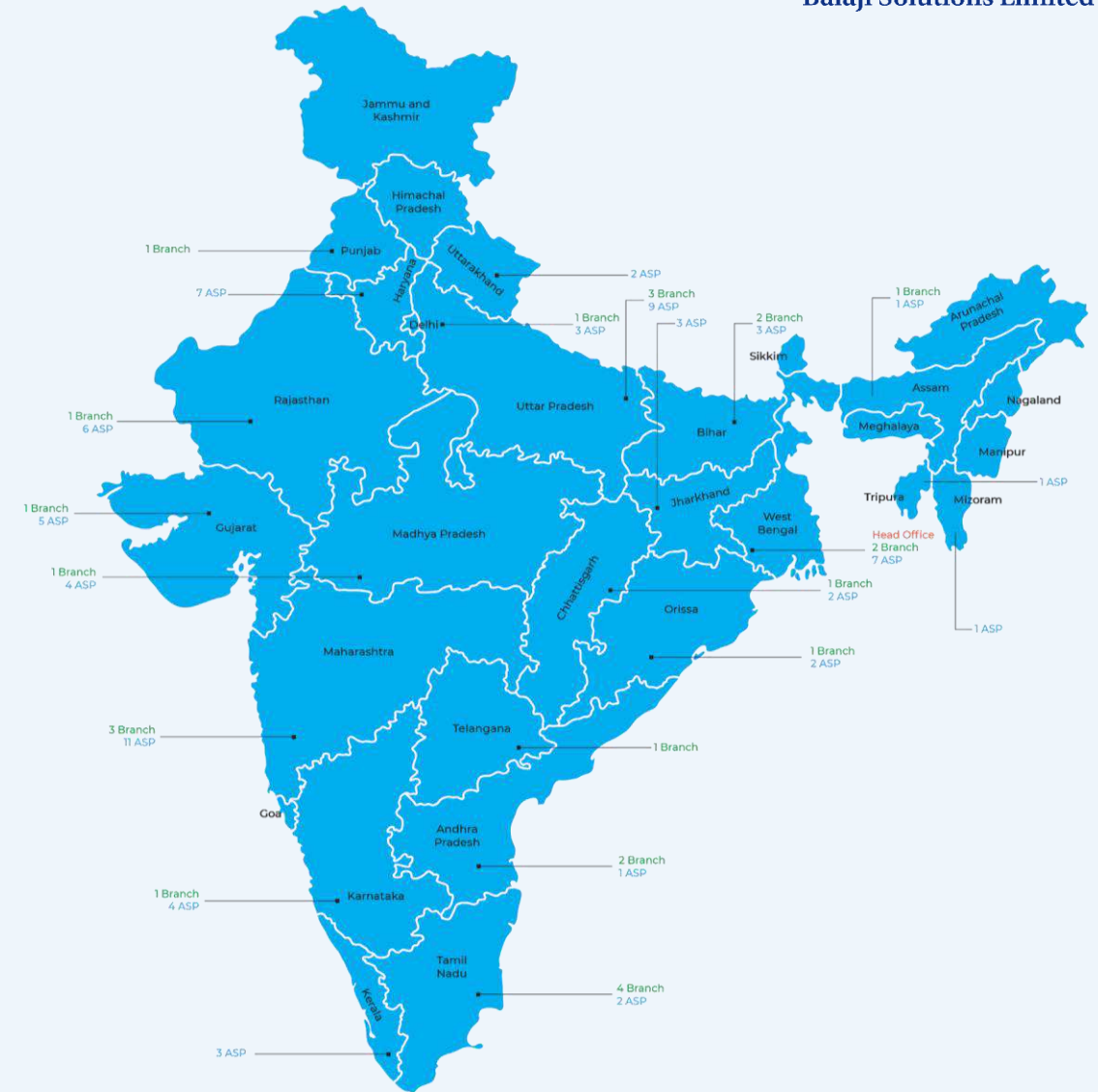
East	Kolkata, Siliguri, Guwahati, Bhubaneshwar, Patna, Purnea
North	New Delhi, Agra, Jaipur, Ludhiana, Ghaziabad, Lucknow
South	Chennai, Madurai, Coimbatore, Cochin, Bangalore, Secunderabad, Visakhapatnam
West	Mumbai, Ahmedabad, Raipur, Indore, Nagpur

Master Warehouse

Kolkata	Jagadishpur
Chennai	Madhavaram
Mumbai	Bhiwandi

Factory

Anmol South City, Infra Park -Howrah



Competitive Advantage

- Established presence with over two decades of operations in the electronic industry;
- Diversified business vertical with wide range of product portfolio and consistent focus on quality;



- Established distribution network and long term relationship with our customers;
- Integrated Manufacturing Facility to deliver quality products;
- Experienced Promoter and strong senior management team with extensive knowledge of the sector;

Business Segment

Distribution

Since 2001

(21 Years Experience)

Own Brand Business

Since 2006

(16 Years Experience)

Manufacturing

Since 2019

(3 Years Experience)

Distribution-Portfolio



National Distributor for
Hard Disk Drives



National Distributor for
Memory Cards & SSD



National Distributor
Of SSD



National Distributor for
Flash Memory Cards



National Distributor for
Surveillance Cameras



foxin

Own Brand

Mobility Product Category



Smartwatch



Bluetooth Earbuds



Bluetooth Speaker



Neckbands



Wireless Headphones



Wired Headphones



Earphones



Powerbank



USB Cable



Adapter



Car Charger

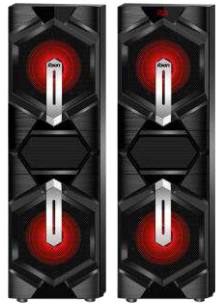


Mobile Holder

IT Product Category



Multimedia Speaker



Tower Speaker



Multimedia Headphones



Gaming Cabinet



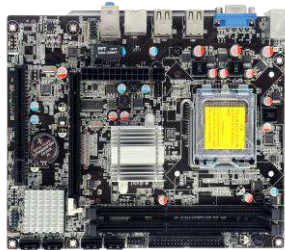
Keyboard



Mouse



Monitor



Motherboard



SATA SSD



NVME SSD



UPS



UPS Battery

IT Product Category



SMPS



CCTV SMPS



Web Camera



Barcode Reader



Lamination Machine



Toner Cartridge



Laptop Battery



Laptop Adapter



Laptop Screen



Casing



Keyboard & Mouse
Combo



2.0 CH Speaker

Authorised Service Centers

East

Agartala
Asansol
Balasore
Behrampur
Berhampur
Bhagalpur
Bhubaneswar
Burdwan
Coochbehar
Dhanbad
Gaya
Guwahati
Imphal
Jamshedpur
Kolkata
Malda
Medinipur
Muzaffarpur
Patna
Purnea
Raiganj
Raipur
Ranchi
Silchar
Siliguri

North

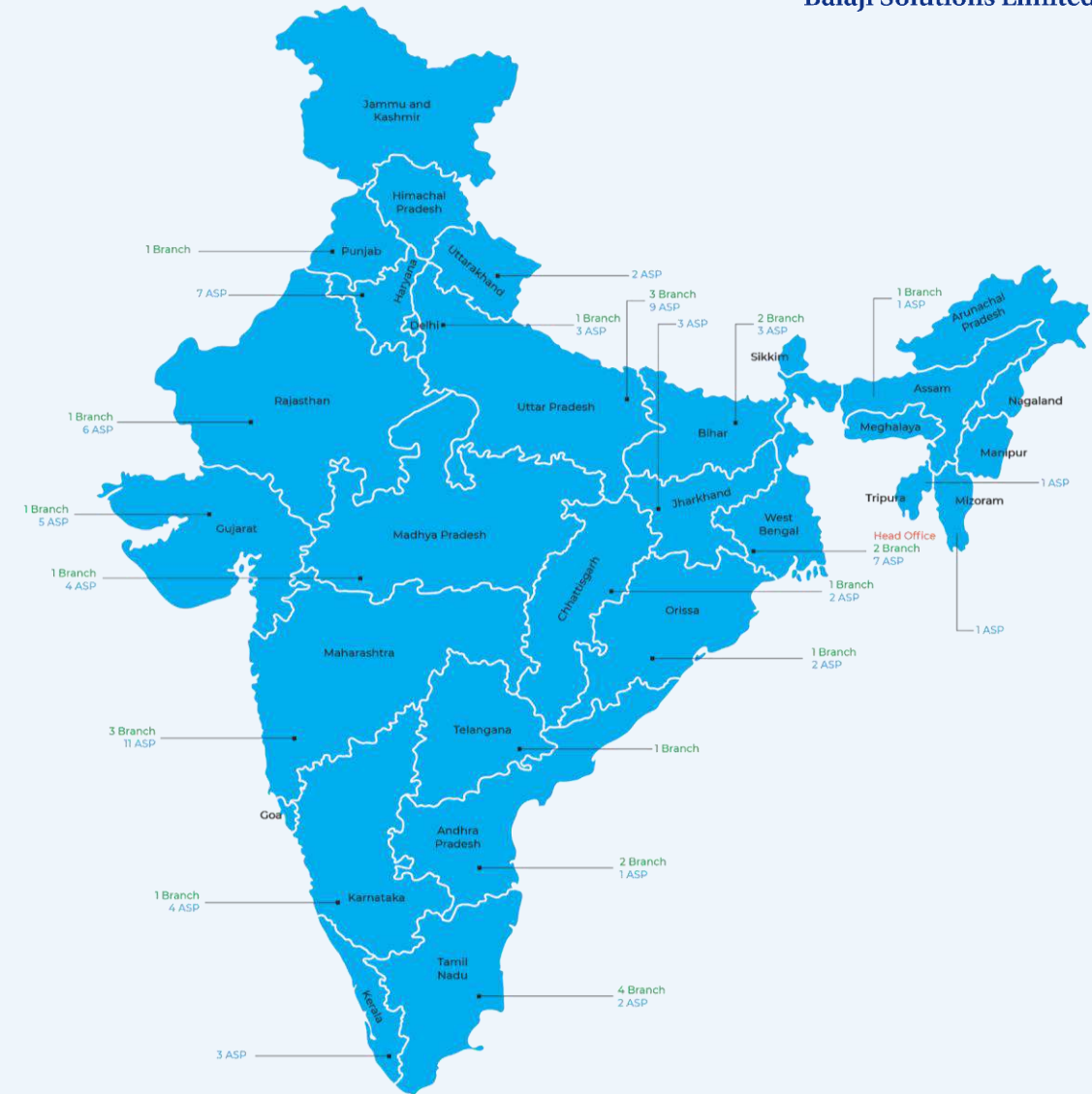
Agra
Allahabad
Alwar
Ambala
Banda
Bareilly
Bikaner
Dehradun
Delhi
Ghaziabad
Gorakhpur
Gurgaon
Haldwani
Hisar
Indore
Jhansi
Jodhpur
Kanpur
Karnal
Kota
Lucknow
Ludhiana
Luxmi Nagar
Meerut
Moradabad
New Delhi
Panipat
Rothak
Shri Ganganagar
Sirsa
Udaipur
Varanasi
Wazirpur

South

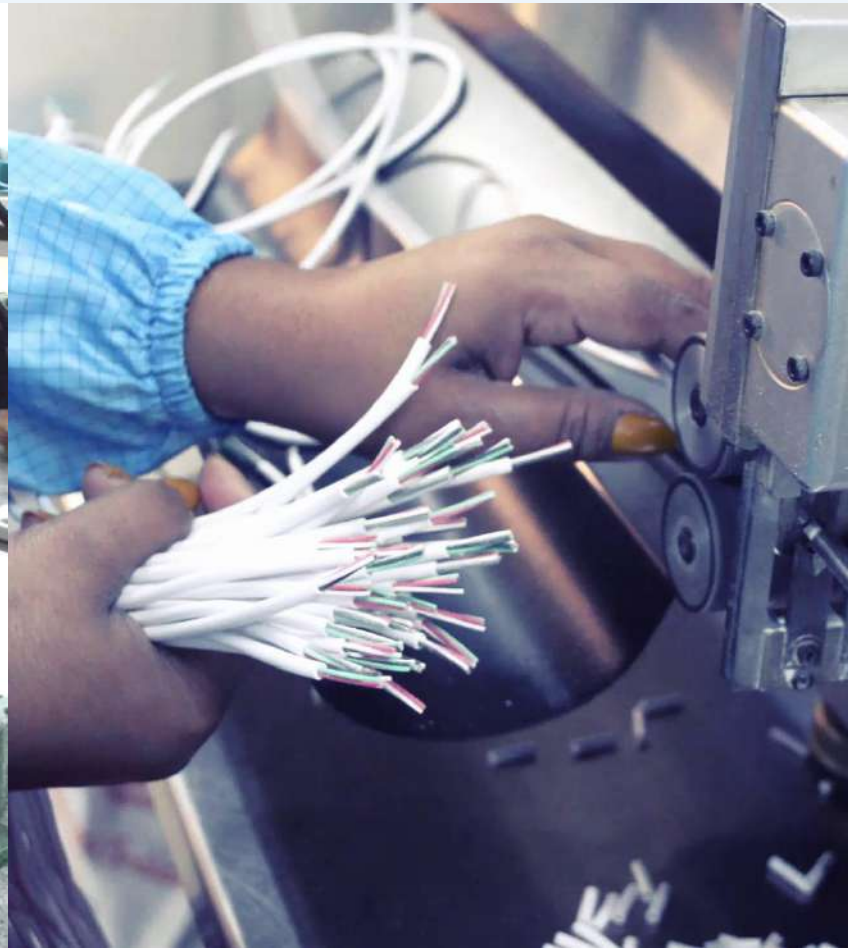
Bangalore
Calicut
Chennai
Cochin
Coimbatore
Gulbarga
Hubli
Madurai
Mangalore
Mysore
Pondicherry
Secunderabad
Trichy
Trissur
Trivandrum
Vijayawada
Vishakapatnam

West

Ahmedabad
Aurangabad
Bhiwandi
Bhopal
Bilaspur
Borivali
Durg
Goa
Gwalior
Jabalpur
Jaipur
Jalgaon
Kalyan
Kolhapur
Lamington Road
Nagpur
Nashik
Pune
Rajkot
Sagar
Surat
Thane
Vadodara
Vapi
Vashi
Virar



MAKE IN INDIA Initiative



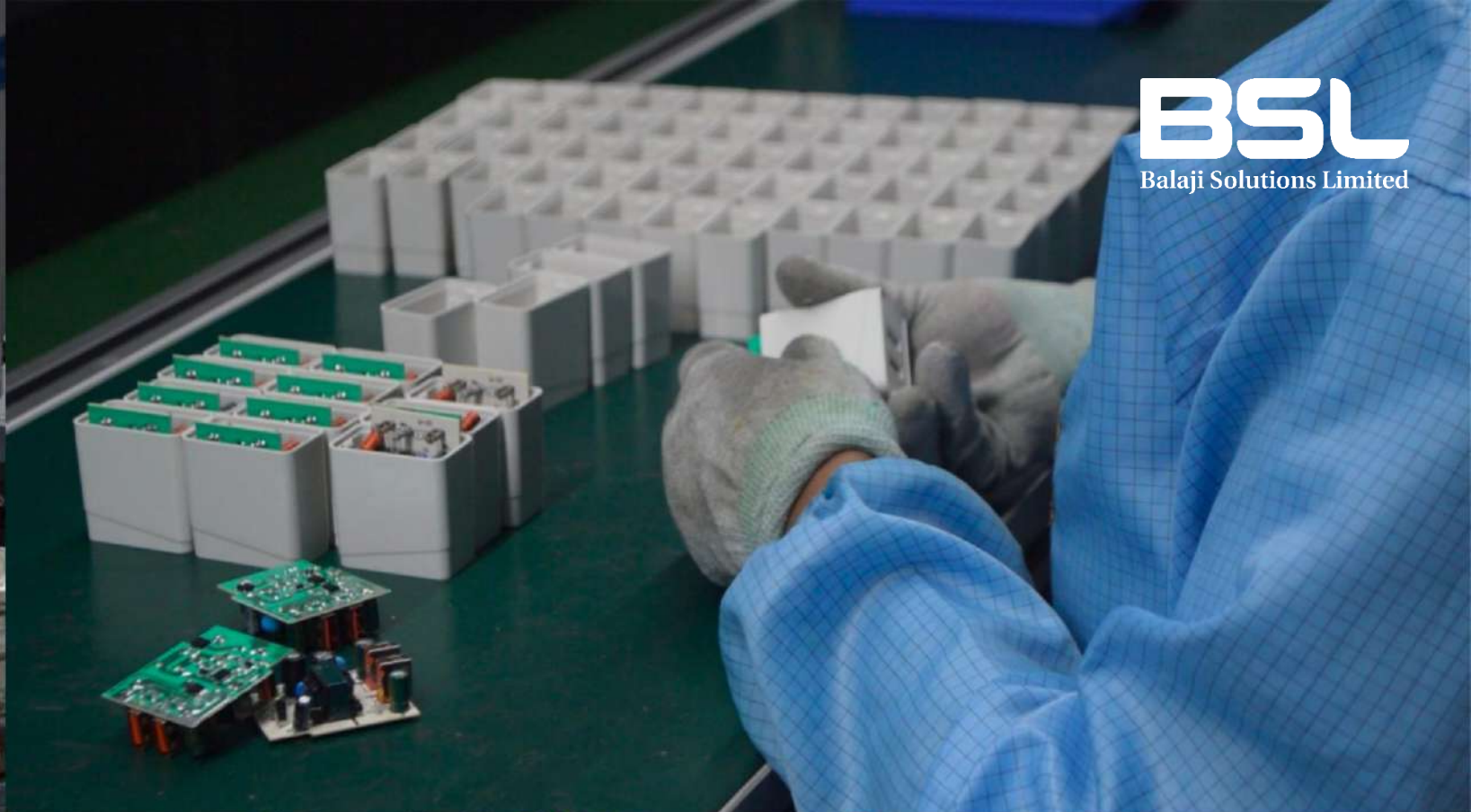
Manufacturing Advantages

- Our Manufacturing Facility is strategically located on Kolkata-Mumbai highway providing us with strategic and operational advantages.
- Availability of skilled talent and low-cost labour.
- Owned infrastructure.

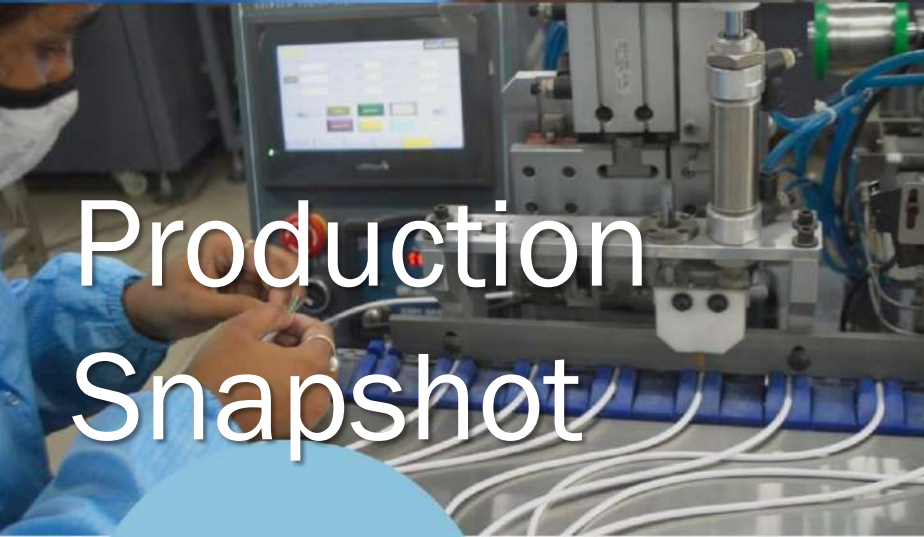


Manufacturing Layout- Make in India

- Current Manufacturing Verticals: USB Cable, USB Wall Charger, Earphones.



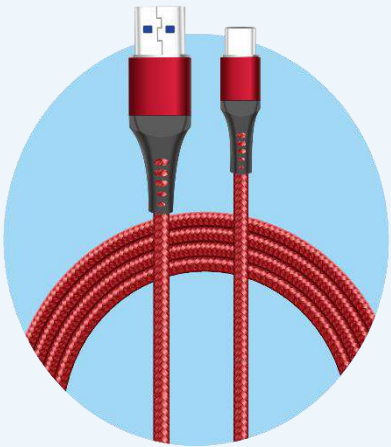
BSL
Balaji Solutions Limited



Production
Snapshot



Products Manufactured



Data Cables



Earphones



Neckbands



Chargers



Powerbanks



Production Manpower

02	03	03	22	35	96	10	248	115	103
Director	Compliance and legal	IT	Administration and human resource	Accounts	Business operations (Credit Control, Dom Purchase, Import and Logistics)	Marketing	Sales	Service	Production

Production Scalability

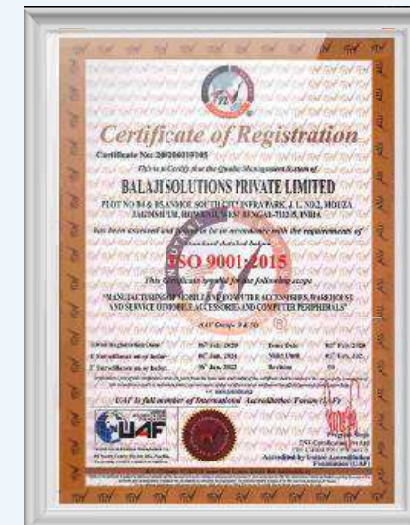
Production Stream	Manufacturing Facility	As of, and for the period ended, March 31, 2022			As of, and for the period ended, March 31, 2021			As of, and for the period ended, March 31, 2020		
		Installed Capacity (Units)	Actual Production (Units)	Utilization (%)	Installed Capacity (Units)	Actual Production (Units)	Utilization (%)	Installed Capacity (Units)	Actual Production (Units)	Utilization (%)
USB Data Cable	BSL	84,00,000	21,00,047	25.00	37,00,000	18,89,796	51.08	16,25,000	8,02,852	49.41
Earphone and Neckband	BSL	54,00,000	5,61,341	10.40	48,00,000	13,08,449	31.15	10,50,000	3,73,953	35.61
Power Bank	BSL	18,00,000	59,601	3.31	18,00,000	86,379	4.80	3,00,000	4,560	1.52
Mobile Chargers	BSL	60,00,000	5,37,090	8.95	60,00,000	7,20,222	12.00	60,00,000	2,61,503	4.36
Total	BSL	2,16,00,000	32,58,079	15.00	1,63,00,000	40,04,846	24.57	89,75,000	14,42,868	16.08



Certified : ISO 9001:2015: ISO 14001: 2015

We are adopting world-class technology and automation to ensure that we produce our goods efficiently with emphasis on conservation of energy and resource in a sustainable manner. We pursue methodology of Total Quality Management to improve product quality and recycle and reuse our waste materials. We lay great emphasis on employee safety and accord it utmost priority.

ISO
9001:2015



ISO
14001:2015





Quality Process

The main objects of our research and development efforts are to develop new products, to continue upgrading and improving the functionalities and features of our existing products and to improve user experience. Our research and development department works closely with our sales and marketing team to focus on market trends and consumer preference.

The ability to consistently deliver high-quality electronic products to customers is critical to our business. Quality control is ensured by strict adherence to work protocols, from the procurement of raw materials and through the various stages of production. Our quality assurance department conducts various tests such as functional test, reliability test, drop test, battery heavy impact test, plug life test and tensile test to ensure that our end products adhere to our quality policies.

Future Strategy

- Building our relationship with industry leading OEM's and ODM's and diversifying our customer base by expanding our business in mobile accessories and surveillance products.
- Strengthening our business through effective branding, promotional and digital marketing activities
- Targeting new customers by increasing our presence in domestic markets and building our presence in international markets

Initiatives



E-waste Management

We take full responsibility for the complete management of our E-Waste residue and ensure its reusability and recycling.

Thank You

Registered & Corporate Office

Balaji Solutions Limited

Anmol South City Infra Park, Plot No. B4 and B5, 6th Floor, Mouza Jagdishpur, JL No. 2,
Dist. Howrah, P.S. Liluah, Howrah - 711115, West Bengal, India. **Tel:** +91 33 6111 1818

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CIN: U72900WB2001PLC092912