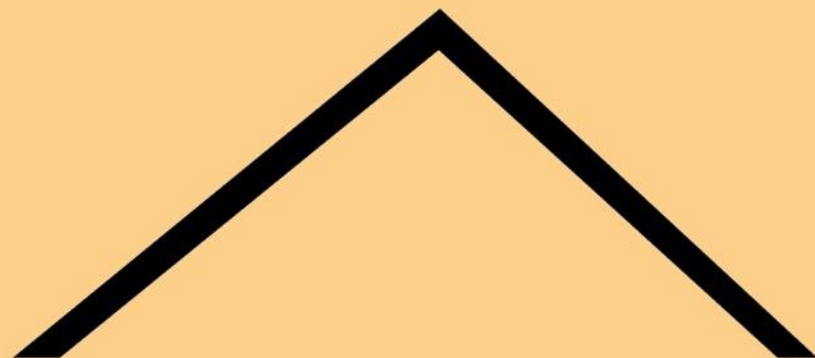
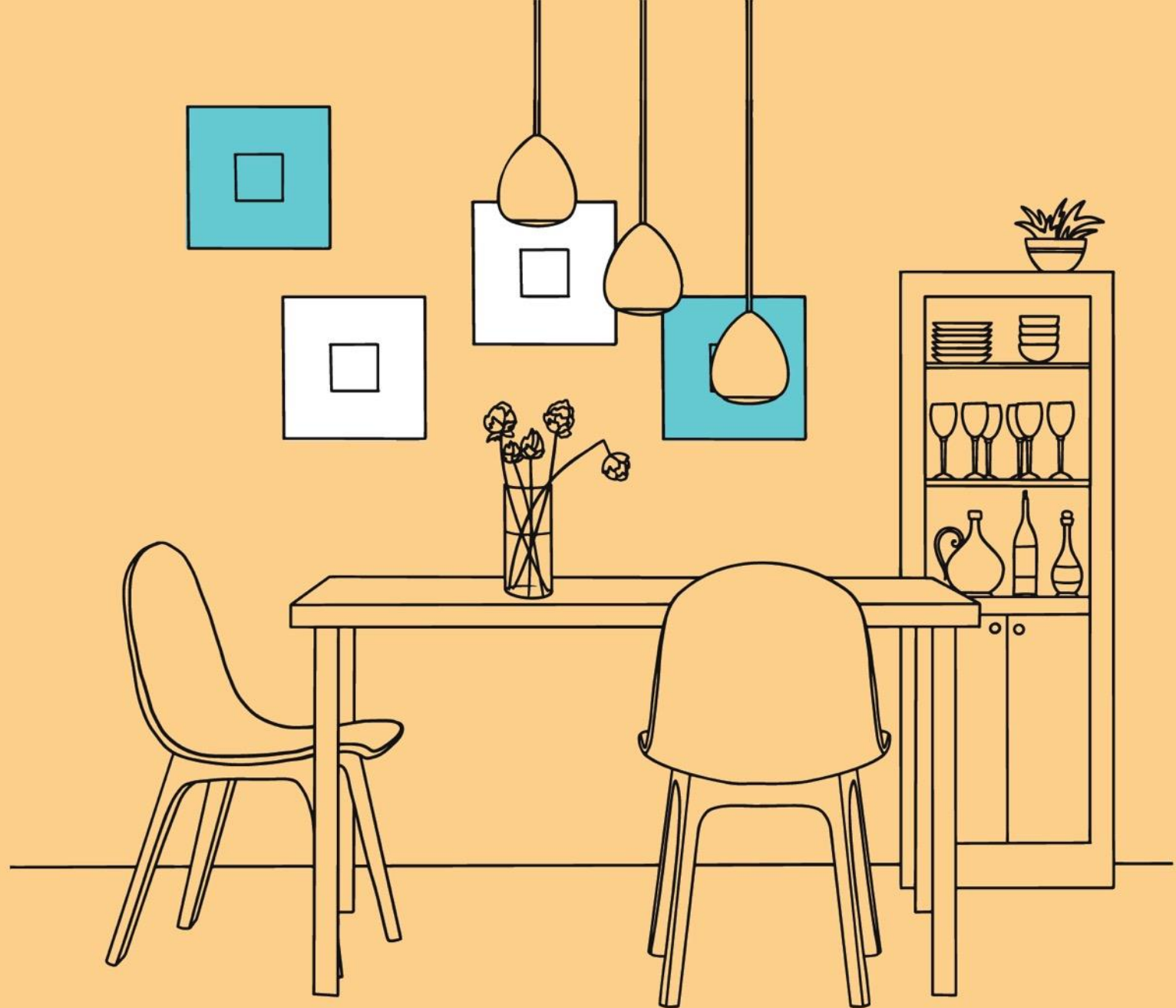


PRAXIS
HOME RETAIL LIMITED



HomeTown
The Art Of Better Living



Disclaimer

This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events.



We shape our tools,
then the tools shape us.

When the dominant medium of a time changes,
everything changes along with it.



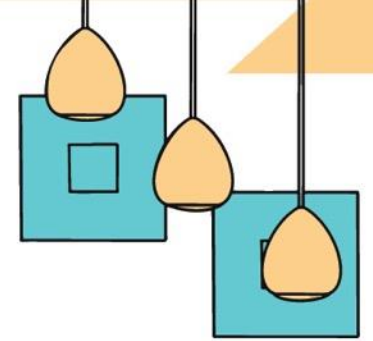
In rural and semi-urban life, people were used to large homes – **Homes were spaces where we lived, worked, got married, engaged in festivities.**



The Digital Wave and Covid has changed that again. Our homes have once again become centers of living, learning, sleeping, eating, socializing and working. **We spend far more time within our homes.**



Urbanisation changed all that. Small houses, Vertical living, Club Houses, Swimming Pools, Common Spaces. **We went outside the home to play, entertain, eat, socialize, learn, work.**





The Digital Age is bringing back a **Renewed Focus on Homes and Creating New Needs, Realities and Habits**

New Realities:

Home Interiors:
From a collection
of things that
happened over
time to a carefully
curated space



Median Home
Buying Age Is
Reducing
Drastically
Wealth is
becoming
younger

Wednesday, Sep 14, 2022

Outlook

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OUTLOOK MONEY

Number of Gen Z Homebuyers Rises; Average Age Is Now 24-25 Years

Low interest rates, family pressure and income stability are pushing young earners to take home loans and buy houses, says Raoul Kapoor of retail loan distribution company Andromeda.

White as a new color
of plush



From Collective Living to
Individual Pursuits With
Every Home



New Needs:

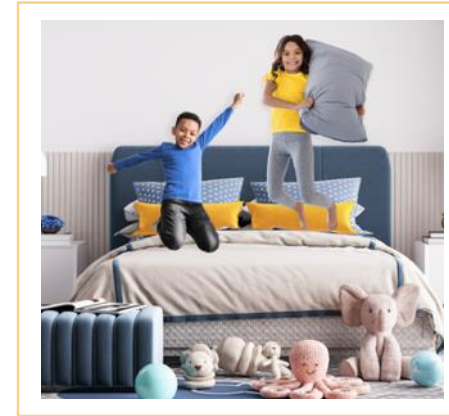
Indoor Gardening



Gaming Chairs



Children's Rooms



Pet Furniture



Outdoor Living – patio, balcony



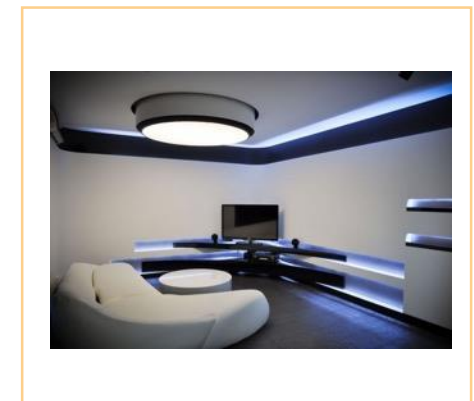
Home Bars

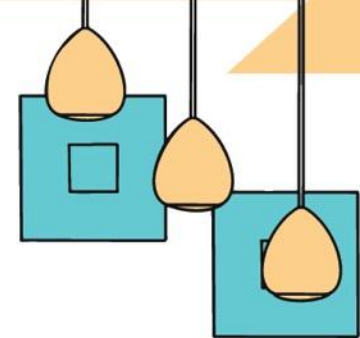


WFH Spaces



Lighting- for creating spaces





Today

HomeTown: a one-stop destination for all home needs



Living Room



Dining Room



Bedroom



Essentials



Furnishings



Decor



Tableware



Modular Kitchens



Kitchen Accessories



Modular Wardrobes



Wardrobe Accessories



Kitchenware

The Hometown Customer

- Fluent customers who are familiar with new categories of consumption
- Smart not frugal
- Average Furniture Ticket size:Rs43,000
- More than 40 % bills above Rs One lacs



Hometown Store Network

A national network of stores in marquee locations in all key cities

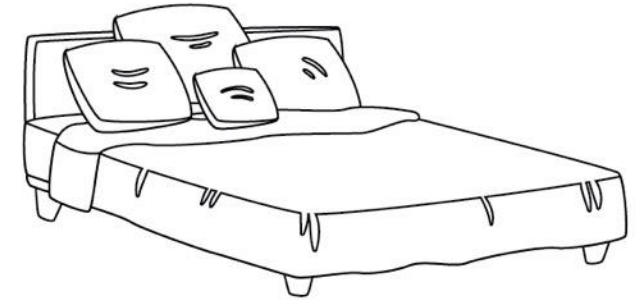
More than 3 Mn footfalls annually

20,000 sqft average store size

Store and warehouse network supports home delivery in 7000+ pin codes



Furniture @ Hometown



1 Bed

Sold every 28
minutes

8 Sofas

Sold every
4 hours

32 Wardrobes

Sold every
day

Top 3

furniture seller on
Amazon & Flipkart

64%

furniture contribution
to revenue

~₹ 43,000

average ticket size
at store

Hometown Backend

Global Reach for Sourcing

- HomeTown has experienced teams with deep expertise and network in domestic and international sourcing.
 - Dedicated QA team at Malaysia and China (major sourcing hubs) help in accelerating the new product development

Optimized Supply Chain

- Over the last 15 years, HomeTown has been able to develop a supply chain which assures quality and cost effectiveness along with faster delivery

Last Mile Delivery & Assembly

- Hometown has strong Last Mile delivery and assembly capabilities that reduces LMD damages. Around 250 fitters on the payroll for assembly

Hometown Online

Hometown.in attracts a unique customer every 3 seconds

Also available across all leading marketplaces. Gold Seller on Flipkart.



DIGITAL FIRST



A unique user visits hometown.in every **3 Seconds**





Thank You!