November 20, 2026

Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Bandra Kurla Complex,
Mumbai 400051

Symbol: OSELDEVICE

Dear Sir/ Madam,

Sub: Transcript of Earnings Call pertaining to the Un-audited Financial Results for the half year ended on 30th September, 2026

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the link to the transcript of audio recording of the Earnings Call on the post announcement of Un-audited financial results of OSEL Devices Limited for the half year ended on September 30, 2026 held on Monday, 16th November, 2026. The Results were approved by the Board at its Meeting held on Thursday, 12th November, 2026.

Link to access Transcript of Earnings call:

https://oseldevices.com/wp-content/uploads/2026/11/Osel-EarningsNov16-2026.pdf

Kindly take the above information on record and disseminate.

Thanking you,

Yours faithfully
For Osel Devices Limited

Diksha
Digitally signed by Diksha
Date: 2026.11.20 21:41:41 +05'30'

Diksha
Company Secretary and Compliance Officer
M.no: A72889

“OSEL Devices Limited

H1 FY27 Earnings Conference Call”

November 16, 2026

MANAGEMENT: **MR. RAJENDRA RAVI SHANKAR MISHRA**
MR. DIPANKAR GHOSHAL
MR. KAPIL KOHLI
MR. MUKESH KUMAR SINHA
MS. DIKSHA

Moderator: Ladies and gentlemen, good day, and welcome to the OSEL Devices Limited H1 FY27 Earnings Conference Call. As a reminder, all participant lines will remain in the listen-only mode, and there will be an opportunity for you to ask questions after the management's opening remarks. Should you need assistance during the conference call, please signal an operator by pressing star, then zero on your touch-tone telephone. Please note that this conference is being recorded.

Before we proceed, a brief disclaimer. This conference call may contain forward-looking statements about the company, which are based on the belief, opinions, and expectation of the company has on date of this call. These statements are not the guarantee of future performance of the company, and it may involve risks and uncertainties that are difficult to predict.

We have with us today Mr. Rajendra Ravi Shankar Mishra, Managing Director; Mr. Dipankar Ghoshal, Chief Executive Officer; Mr. Kapil Kohli, Strategy Head; Mr. Mukesh Kumar Sinha, Whole-Time Director; and Ms. Diksha Singla, Company Secretary.

I will now hand the conference over to Mr. Dipankar Ghoshal, Chief Executive Officer, for opening remarks. Thank you, and over to you, sir.

Dipankar Ghoshal: Thank you, and good evening, everyone, and thank you for joining us today. I'll start with the big picture. In the first half of financial year '27, OSEL moved closer to the end consumer in all our three businesses. In hearing aids health, that means clinic, where we added clinics and SFL. In LED display, it means software, concessions, and recurring revenue, where we are now live with more than 1,000 displays at more than 300 locations. In mobile, it means a branded smartphone, where we also launched our smartphones.

Our revenue from the first half grew 31.8% year-on-year to INR193.6 crores. EBITDA grew by 31.9% to INR32.5 crores, and profit after tax grew by 19.1% to INR18.1 crores. For LED display, LEDs display contributed to 40% of the revenue this half and remain our largest vertical. We signed an OEM agreement with Colorlight, controller and video processor. Earlier, this was imported, but now it will be manufactured in India. This backward integration will enable access to more partners for the LED business.

After the half closed, we signed a 10-year PPP concession with ITPO. This is one of the first of its kind in India. We signed the agreement for deploying 15,000 square feet of LED at Bharat Mandapam. We expect it to add annuity revenue upwards of INR15 crores and grow year-on-year. Our screens spread across India International Trade Fair.

Our CMS software now runs more than 1,000 displays, which is a recurring monthly revenue stream that sits on top of our hardware business. India is one of the few LED markets in the world still growing fast, but unfortunately, still imports most of its panel. We are the ones who are actually building a local supply to serve that demand.

Hearing aid. Hearing aid contributes 31% of the revenue. Today, we are the largest supplier of hearing aid to the Government of India. But a device sold through our clinic earns many times what it earns in a tender. That is why SFL hearing solution matters so much.

Through our partnership with Petals Healthcare, the SFL network has grown to 41 clinics, and we have also entered the state of West Bengal. Our Greater Noida plant is now a US FDA-registered facility, and it has received ZED Gold certificate. Both strength -- this strengthen our position for regulated export market.

Mobile phone business has also grown. Mobile contributed to about 28% of our revenue and was our fastest-growing business this half. In September, we also launched our first smartphone, which was Philips S7221. This is a 5G phone. Our first consumer smartphone was also launched on Amazon.

Our feature phone continues to sell steadily. Many large brands today have moved away from the budget segment, and this is where our opportunity lies. Smartphones under INR20,000 are also being underserved, a trusted brand Made in India is well placed to fill this gap.

As you are aware, we have acquired a 5.1-acre site as JNPA SEZ in Navi Mumbai. This will be our export and OEM hub with commercialization target from April 2027. Exports were about INR23 crores for financial year '26. We are targeting about INR50 crores for this year. We were also recognized as one of the most trusted brands of India for '26-'27.

Across all three verticals, we are moving from manufacturing alone to owning the customer relationship through clinics, recurring display service, and consumer brand. This is how we intend to grow revenue and margins together. We continue to target the growth in financial year '27 in lines with what we delivered in financial year '26.

We can now open the floor for Q&A.

Moderator: Thank you. Ladies and gentlemen, we will now begin with the question-and-answer session. We take the first question from the line of Kailash Kumar, an Individual Investor. Please go ahead.

Kailash Kumar: Hello. Can you hear us?

Moderator: Yes, we can hear you.

Kailash Kumar: So, last time we discussed on our call that somebody -- some new CFO is joining us. Whether CFO is also on the call?

Management: The new CFO is joining from 19th of this month. So, he will be joining us in next two, three days. So, currently he's not on the call.

Kailash Kumar: Okay, currently he's not on the call. So, there are -- I was just going through the numbers. I found some serious differences when I compare it with the cash flow or the balance sheet. Can you explain the differences?

Management: Right now we might not be able to answer that, but if you can send us an email on those differences, we should certainly be answering.

Kailash Kumar: Like even the profit before tax is also not matching with the cash flow. And the cash balance is also not matching with the cash flow.

Management: Okay. So, if you can basically highlight that over a mail, then we can certainly check with our accounts and finance team and see if there is any rectification required onto that.

Kailash Kumar: Okay, sir. Even our shareholding or warrant conversion amount is also not matching with the balance sheet?

Management: Okay. So, we are taking a note of all these pointers that you have mentioned and we'll certainly be looking into this probably on an immediate basis itself.

Kailash Kumar: So, even our EPS is on the -- in the annual report as well as EPS mentioned in the financials, there is a difference?

Management: Yes, I understand.

Kailash Kumar: Difference of INR5.

Management: Difference of INR5?

Kailash Kumar: Yes.

Management: Based on earnings, I don't see a difference because what we have given now is 9.96, I guess.

Kailash Kumar: Not, it is related to March '26.

Management: March '26. Okay.

Kailash Kumar: March '26 published figures versus March '26 annual reports.

Management: I think there was some rectification already done on the EPS part on the March '26 result. If you're referring -- you might be referring to that as well. But those data is not handy with us right now. So, maybe if you can send that's what I'm saying, these are financial numbers, basically. So, if you can give us a mail over it and we can get it replied back all the queries that you might have.

Kailash Kumar: Okay, I will get in the queue.

Management: Sure.

Moderator: Thank you. We take the next question from the line of Param Jain, an Individual Investor. Please go ahead.

Param Jain: Hello. Hi, am I audible?

Management: Yes, you are.

Param Jain: Okay, thank you. Sir, my first question is I just wanted to understand how the demand scenario is looking out looking at for our phone business, for the smartphone business particularly?

Management: Okay. So, it's an interesting question. For the smartphone business, we have built about 15,000 phones till now. Okay, and it is looking very exciting because what's happening is what we are looking at is the off-take versus the current distribution. And that's a very optimistic scenario that we are getting out of it. So, it's looking very, very positive.

Param Jain: Okay, sir. And how do we see this going forward?

Management: So, as I said that we are building our distribution strength which will drive our feature phones and smartphone will be a value creator for us.

Param Jain: Okay, okay. Thank you, sir.

Moderator: Thank you. We take the next question from the line of Suruchi Parmar from NX Wealth Management. Please go ahead.

Suruchi Parmar: Yes. Good afternoon, am I audible?

Moderator: Yes, please go ahead.

Suruchi Parmar: Yes. Thank you for the opportunity. I just wanted to know you have given in PPT that the exports in FY26 amounted for INR23 crores and you are targeting this year for INR50 crores export. So, can I know, do you have orders in hand regarding to that?

Management: We have tied up with our OEM partner. So, last year also we have supplied the export business to our OEM brands, basically and we are already working with them for our Make in India product for the Indian market. And from them, itself we are getting our export orders as well. So, currently, we don't have any order in hand right now, but we are expecting those orders soon.

Suruchi Parmar: In the second half, you are probably expecting?

Management: Yes. Those are in discussions basically and they are certain to get placed.

Suruchi Parmar: Okay, okay. And what about the JNPA SEZ site export order? Can you elaborate on that?

Management: JNPA, as in the last call also, we mentioned, we are awaiting certain government approvals and all which is, which has basically delayed our JNPA project by now. Once we have that, then we will have more clarity about the exact dates of commencement for the same.

Suruchi Parmar: Okay, okay. And how much is the opportunity of this size, opportunity size of JNPA?

Management: JNPA will be a manufacturing hub, export manufacturing hub for us. And I would not like to put any number onto that right now, but it would be a substantial number for export business because it will also have partnerships with Chinese manufacturers who would be utilizing our JNPA facility for their own customers as well. So, that would add good revenue to us.

Suruchi Parmar: Okay, so this JNPA site caters mostly to which part of the segment the mobile or LED display?

Management: It will be majorly for LED business and other electronic manufacturing.

Suruchi Parmar: Okay. And sir you have also mentioned that you will be the FY27 guidance, can you highlight on that growth in revenue and margins also?

Management: So, as we have mentioned earlier also, we will be continuing with the similar numbers or similar set of margins in percentage terms. And we'll maintain that this year also.

Suruchi Parmar: So, you have done almost roughly about 50% plus of growth in '26. So, that will be?

Management: We should be able to achieve that, Yes.

Suruchi Parmar: Okay. Thank you so much, sir, for that. All the best.

Management: Thank you.

Moderator: Thank you. We take the next question from the line of Piyush Jain from Nivriddhi Wealth. Please go ahead.

Piyush Jain: Yes. Thank you for the opportunity. Just want to understand recently we won an order of International Trade Fair, which is around some 10 years PPP and INR15 crores expected annual revenue. Can you throw some light on how this contract works for us and what is the margin profile and something, and how more such type of orders we are trying and working with other customers or something?

Management: Okay, so this is a very interesting and a prestigious project. This is the first time a project of this scale is being done. So what we have recently signed is a contract for 10 years with Bharat Mandapam, and it gives us access for all advertising right within the premises. And as I had mentioned, we are looking at an annuity revenue of INR15 crores and we see a big jump happening in this.

Piyush Jain: Can you just elaborate more on this how this order, what you have to do and it is like you have to install some LED screen and how many screen and it will run 365 days. Just want to understand how this -- such type of contract will work, what is your deliverable and what type of margin you will make?

Management: So any LED screen which will be displayed in ITPO will be from OSEL. That's the first part. This also includes Bharat Mandapam and Trade Fair, I would call it Trade Fair or other exhibition halls and area. Right?

So we have the rights there. So that's the first part. And it's a partnership with the Government of India and Bharat Mandapam. Okay? The other thing is that the revenue is generated through advertising here. What was the other question?

Piyush Jain: So okay, so what I'm trying to understand here is this INR15 crores revenue is for you is fixed? It is not depending on what type how many advertisements the Bharat Mandapam will get or not? Is my understanding correct?

Management: No, that's not the understanding actually. So the deal is basically we are installing screens for digital advertisements there and we will be responsible through our agency partners to get the advertisements revenues done and which basically brings us the revenue for us.

But looking at the ITPO being the largest exhibition centre in the country and most of the exhibitions happening in there, we are expecting to have a good revenue numbers from there. And based on the understanding which we have had from agencies and the minimum guarantees that the agencies are committing us, we have derived the number getting into our INR15 crores business would not be very difficult for us to achieve.

Piyush Jain: Sorry, a follow-up on this. What I'm trying to understand here is the advertisement bringing the advertisement is your responsibility and your revenue is fixed or variable? I understood INR15 crores is your assumption.

Management: Right. So our revenue is based on the consent. Our revenue is based on the advertisement revenue that comes in for which we are responsible and we have already tied up with agency advertising agency partners who would be basically doing that agency sales or media sales for us.

Piyush Jain: Okay, so what I understood this revenue can go up and down also. Suppose you bring many advertisers, so your revenue can go up also, correct? Or maybe today the rates are different after four years the rates will be different.

So your revenue share can go upside also and what type of margin we will make here? Because our opex will be very limited here because whatever the LED installation we will do that would be the capex, if I understood correct? So what type of margin? It is a pure bottom-line driven margin or how to see this?

Management: So basically first we have to recover our capex. So we expect a break-even in 1.5 to 2 years into this and once we have the break-even, then we have the revenue and they just share with as we as you mentioned, we have to have a share with the partners also. Partners means our agency partners, ITPO and all. So that's how it will work. But we're expecting a break-even of all our investments that we are doing in capex in 1.5 to 2 years.

Piyush Jain: From when the revenue will start flow any expected date?

Management: Revenue has already started coming in for just first ITPO itself, because we have just installed the screens there and the India International Trade Fair has started from 14th. We have already booked the revenue of 2.4 -- 2.8 crores I guess.

Piyush Jain: How much? Pardon. Come again.

Management: INR2.8 crores revenue we have already booked.

Piyush Jain: INR13 crores?

Management: INR2.8 crores, not 13.

Piyush Jain: INR2.8 crores? Yes.

Management: Yes.

Piyush Jain: Okay. Yes. Just a few more questions. One on revenue growth side. See, we have achieved INR190 crores odd something in the H1. So, what is the number we are seeing? Because last earning call, they were discussing about some target of INR500 crores odd. Which we were expecting maybe near to that in '27. So, what is the guidance looks like for '27? And what is the road ahead for over and above '27, '28? And how is the hearing aid business growing? Is this business growing or largely the growth is driven by mobile business? How to understand these numbers?

Management: Right, so we are on track with the guidelines that we have provided earlier. So, that remains same.

Management: And so, as I just so, as I said, we are trying we are getting closer to the customer. We mentioned that Sound for Life and how we are planning to introduce our hearing aid to the market, which also brings in so, we should see an improvement on margins there, which we have already mentioned. And also it brings us a service angle to our revenue, right?

So, hearing aid we see a lot of activity happening there and hence forth. In terms of mobile, our focus will remain to get a wider distribution because we believe that's the key to success in that industry. Is there anything I am missing out?

Piyush Jain: No, no. Correct. So, follow-up on this, we have done some partnership with some clinics also earlier we said, which will help in our hearing aid business, just to understand what is happening there. And second part is, is the mobile business a less margin business because your overall trajectory of hearing aid is something around 18% to 20% margin business. Is the mobile business also on the lower side of the margin business and as and when the mix will shift?

Management: Yes. So, basically, there is not partnership, but we have acquired Sound for Life. And with that acquisition, we have got around 42 clinics available to us for retail sales of hearing aids right now. These are multi-brand hearing aids retail points. So, here we are expecting to add in our own brand of hearing aid also, OSEL brand of hearing aid, which will be dispensed or sold through these clinics. This clinic business we are also targeting to add more number of clinics and increase our reach across the country.

Currently, we are almost around eight or nine states right now and we want to increase our presence in multiple states more as well. So, that will basically add more sales for our hearing aid also with higher margins. And in terms of margins, yes, Philips Mobile phone compared to hearing aids has got less margins, but we still have reasonably good margins on phones as well.

Piyush Jain: Okay, one last question on mobile side, which category of mobile right now we are selling? Is it the lower end or smartphone or something or average realization? And going forward, where we are heading towards the higher end category smartphone or higher realization something? Any colour on this?

Management: Yes Kapil will answer that.

Management: Yes, hi. This is Kapil, our Strategy Head. So, just to tell you, a very good question. I want to answer you. See, firstly, as you see, the prices increase across of all the categories. There is a big gap shift happened between a feature phone and a smartphone and feature phone becomes a blue ocean because number of players are less.

So, our focus as rightly said by Dipankar also is for increasing the bits of distribution. We are focusing one on that. Second, going forward, we won't only increase in the feature phone, but just to complement it, we will be going in the smartphone, but our first target would be to get all affordable mobile phones because of the increase in the price, the share of 47% de-growth has happened in the segmentation of less than INR20,000 where the market is there, but the brands are not having adequate models.

We would be positioning ourselves over there. So, going forward from there, we'll gain the advantage of selling smartphones under the INR20,000 consumer selling price and then going forward, we will step to the next segment, which is INR20,000 to INR30,000 between. That's how we want to take up the revenue share up and take the positive direction in the mobile phone business.

Piyush Jain: Okay. If I continue with one more question, in H1, our cash flow from operation is negative. Any guidance on this?

Management: The good thing is we have a CFO joining us, and I am sure by the next time we will have better numbers on these things.

Piyush Jain: No, my question is, receivable has increased from INR66 crores odd to INR100 crores odd. So, any point here, recovery or something or year-end, we will close cash flow positive, anything on here?

Management: Basically, the receivables has increased because of the sales happening here, and in fact last time sales of wireless mobile phones and all those things which has gone to dealer distributor for Diwali sales, those numbers have added up to this. Which eventually will obviously be there, the recovery is not a challenge in that.

Piyush Jain: Okay, thank you.

Moderator: Thank you. We take the next question from the line of Abhishek, an Individual Investor. Please go ahead.

Abhishek: Hello. Hi, am I audible?

Management: Yes.

Abhishek: Perfect, Ravi. I have two, three questions. First is on the new vertical that you have started with the LED rental and the CMS software. So, I want to understand, you recently mentioned that, you know, we intend to break even on our investment at one and a half to two years. So, that basically gives us an idea that our rental our ROE on that particular division is close to 50% odd.

You mentioned that we will be doing INR10 crores in the business yearly. So, I want to understand like what will be our capex to install such businesses per se. And second of all, if we plan to really go deeper and more full-fledged into this segment, so that will make it a very capex heavy business.

So, and you know, in a rental kind of a business, so I want to understand how do we plan to fund if we really want to expand and grow fast and open up more such locations. So, I want to understand your strategy on this. Is it just a one POC thing that we are doing right now, or do we have a full-fledged strategy around opening up more such locations and verticals?

Management: Okay. So, see, India has a huge market for digital advertisements and it's a growing market as well. And since we are into basically manufacturing of LEDs, which basically becomes the backbone of this digital out-of-home advertisements. So, we are very well positioned to actually do a forward integration for this.

So, because if we are the manufacturers and if we get into this, so we have a better advantage with any other competitor into this market basically. And also, so far it is not very organized. So, which is where we see a good traction that can come to us as well.

Now what is happening is here we believe that ITPO or the Bharat Mandapam is supposedly the top location for digital advertisement in the country because it has got the highest footfall in terms of exhibitions happening there and the like site name itself, Bharat Mandapam itself is the biggest name currently in the country in terms of location.

So, while we are trying to enter that segment of digital out of home and digital advertisement segment, we have got our best foot forward in the first step itself. So, in the first step itself, we have got the best location available to us. And certainly once we have once we gain some experience with this, we intend to get more serious into this business.

In terms of funding, yes, it is capital heavy because first you have to invest your funds, install the screens and then you will gain the revenue and basically cover the money. But the recovery is very fast, one, one and a half years is a very quick recovery for break even, any break even basically. And after that, seven years, eight years or ten years, you get continuous revenue from that, which is a very good scenario actually.

Abhishek: Understood. And how are the cash flows placed into it? Like the payments, do they happen monthly?

Management: So, just to add to what Ravi said, I think this is a very prestigious and important partnership for us. Because there are more centres which can open up, so we will watch it very closely, evaluate and then take a decision. Right? So, it can be a huge business opportunity.

Abhishek: Understood. Perfect. And the second question is more on the mobile division segment. I wanted to do like with the past six, eight months since we have been actively running this segment, we never had an understanding of the MoU we have. We just wanted to understand what is the MoU like with that company who is handling the distribution for us.

Now, in terms of the not only the margins, but also the MOU commitments that are and working capital, any inventory let's say commitments that we have to fulfill, inventory base, all of these things. So, I just wanted to get a clarity on this. How are we placed on the MOU with them?

Management: Okay. Thank you for asking this question. So, this is strategic. So, in the MoU, it has been clearly defined as other mobile companies do it with their distributors that we all together in the same line of a business whereby, we have the demand is there of the Philips mobile phone and it's to be fulfilled by them.

And we keep the same kind of credit periods and same kind of turns that is been happened similar to what is there in the industry trend. So, that MoU has been clear understanding about it. And keeping a one distributor means that we want to bring a transparency into the business whereby all terms and conditions to be fulfilled from both ends.

Abhishek: Understood. So, and in terms of the far contract manufacturer, do we have a commitment that, okay, we will have to take up these many quantities, or is it variable? What kind of inventories do we have in this segment?

Management: So, this is a very supply chain-oriented thing, starting from the origin from the raw material till the end production to the sellout happening at the stores. We have a complete kind of a contract with every place, firstly at the manufacturing end, and second with the distributor of picking up that material. So, that is end-to-end.

Abhishek: Understood. And let's say on the unit level, I wanted to understand like how are we placed on the how are we growing month-on-month, not only with the distribution on boarding? Second, what has been the repeat rate for our mobile phones at a per distributor level? How is it growing? So, a little more clarity on the unit store whichever is possible.

And second and the third smartphone penetration level. I believe our idea would be that we leverage the feature phone distribution and then we use our smartphone and penetrate the same distribution. So, just wanted to get a clarity on that. And the most important thing at the strategy level, you mentioned that our goal towards mobile phone is to build a distribution network and own the end-level user.

Now, you have Kapil have recently onboarded who's come from Samsung and similar pedigree. So, do we plan to leverage our existing distribution and partner up with more such brands like Philips or venture out into other categories as well. So, a little more understanding at the strategy level. These three questions are my final question. Thank you.

Management: Kapil, this side. So, I just attempt to give and reply to each and every query. Firstly, your understanding about the business is absolutely right. And as you rightly gauged us that we are working on the width of distribution. Now, coming question by question on it, see how we have tried to get this business scaled up, because all of us, we understand one if the pedigree is about the feature phone and the second is the smartphone.

Feature phone is never hit you back in any way, whether it is a cost or anything else or demand or anything. That's a very free-flow business is only required is width of distribution and there

are less number of players. So, first strategy is with the help of feature phone where we are into at this moment into the four-digit, we would be going towards the five digits very soon in the coming months. Coming months means in quarter, so that is the first goal we are going to achieve in the feature phone.

Now, going to the smartphone, we wanted to go a very constructive approach. Firstly, a DMDC, different model, different channel, means there is an organized trade, there is an online trade and there is a DT trade. So, we will go in a structured kind of a distribution, DMDC model we call it, different model, different channel. And thirdly, we will go the target-by-target segmentation, firstly on the product side, which is under 20,000 so that there should not be a fierce competition.

Second, we will move towards it with the right kind of product assortment to every catering each and every channel and thirdly, leveraging since we have already started penetrating through our feature phone, we will be getting a leverage of the same store and selling the smartphone and on your third question, this is one category. So, moving forward, when once we created a distribution network, currently we have around more than 280 plus distributors active working for us.

We have 400 plus 280 are active and we have already crossed around close to around 18,000 to 20,000 retailers. We will be working on the creating a strengthening this complete distribution network of retailers and distributor and not only these mobile phones, other category also can be flow through it once we are set up with the distribution because now, we are going near to the consumer in this category.

Abhishek: Understood, sir. Yes, so I got the qualitative elements that you have mentioned, but the strategies, will it be soon for you to give some quantitative success with initial cohort if possible or that will be too soon for you to make a judgment that will give us an understanding and the runway on how things are scaling up going forward?

Management: See, as I joined them on 17th of October 2026, it's about to be one month exactly. So, looking at that here, I see it that in the number's terms, as you wanted into the quantifiable part, the distribution we have reached to around 280 plus active distributor. So, our strategy to be very clear, every month-on-month the active distributor should be built. That is the first part.

Second, on the featured phone, on the number's fund, it will help and excite that we are in a four digit which I said it. We would be going towards the five-digit numbers which will make us to strengthen our position in the featured phone and get some share out of it.

Thirdly, on the smartphone, as I clearly tell you about the smartphone strategy, we will go with the retailer-by-retailer concept rather than distribution across India. We will go channel by channel and targeted, segmented approach, whereby less than 20,000 and on the network of the featured phone, we will be driving the smartphone numbers.

Abhishek: Understood. Thank you so much, sir.

Moderator: Thank you. We take the next question from the line of Param Jain, an Individual Investor. Please go ahead.

Param Jain: Hi, thank you for the follow-ups. Sir, firstly, my question is why did we choose preferential allotment as a method for compensating Mr. Kohli, like the new hire that we had for the LED display segment? Because like I'm asking this because there is no kind of execution track record or anything for our company that we can see. So, like, why just pay him a pref instead of like just giving him some compensation?

Management: I could not understand your question properly, but I would just still try to gauge what I assumed about your question. It's basically a pref given, it's not a compensation pref, it's basically he or she is investing in the company and also becoming a part of it, basically. So, to showcase the confidence and be a part of the growth story as well. So, it's not a compensation, but it's basically a partnership being offered onto that.

Param Jain: Okay, okay, got it. And sir, there were also two valuation reports, one stated a valuation of INR362 per share and another at INR412 per share. Now, I was sort of confused on what valuation we are doing the pref at? Is it at INR412 confirmed or is it at INR362 because another report said INR362?

Management: I think it goes to the higher value first, so it is INR412.

Param Jain: INR412, okay. And my next question is, how many Philips smartphones did we sell in H1? Like can you quantify the number?

Management: One second. We have sold 21,000. We launched in August. Basically, 21,000 has been sold so far.

Param Jain: 21,000 phones, okay. And how do we see this number ramping up going into 2028, 2029?

Management: Okay, let me try to attend that question, Mr. Jain. This number is 21,000 because we launched in the month of August. The things have been done at the last week of August. So, hardly a two-month story. And as we are strengthening DMDC for which we are getting more models of different models and different channels, this will be having a cascading effect and I'm sure about it that we will be coming up with a good digit number in the coming quarters.

Param Jain: Okay, sir. And from a demand standpoint, what are retailers/distributors telling you all about the phones? And has it till now been a success in terms of operational or in terms of the phone operating well, and there being any issues or follow-up calls? How has that been?

Management: Okay, I'll attempt to answer the question. Firstly, how you see a success story of any mobile phone? 57% of the smartphone which has been sold in two months has been active. This is the first success story. So, because channelization takes time from the distributor to the retailer, then to a consumer, so we are in a right approach that this shows that the products which have been placed at the counter, they are selling also. That's the first part.

Second, till now we have not reported not even a single major defect in the phone and it is perfectly fine that consumer reviews are telling us that it is going in a right direction. So, we are happy about it, and we really want to enrich the consumer experience in the coming models also.

Param Jain: Okay. Do we plan on new devices going forward like apart from the 10K to 20K range?

Management: Okay, in the smartphone, our strategy would be channel strategy in which different model, different channel and there would be a different pricing strategy, but we will not go above 30,000 at this level because firstly, we have to be deeply penetrated, best way to extract and then move forward upward towards the 30,000 plus or 40,000 plus.

Param Jain: Understood. Okay, sir, that answers my question. Thank you so much.

Moderator: Thank you. We take the next question from the line of Vikrant Sharma, an Individual Investor. Please go ahead.

Vikrant Sharma: Hi, sir. My question is, do we have any update on new added distributors in mobile phone segment?

Management: Okay, every week or every day that new distributors come, the most important is the trajectory of active distributors who build every month on month, it is increasing. So, we add up around from last month to this month, we have added around 25 distributors. So, that's the numbers for our additional distributor, but distributor serve to many retailers that brings near to the consumer the product.

Vikrant Sharma: We see good clients in presentation. Do we serve these clients on regular recurring basis?

Management: Yes. Most of our clients are repeat customers, whether it is Doordarshan, ALIMCO, PVR, all those customers are repeat customers for us.

Vikrant Sharma: Okay. Also, if you can throw some light on operational update on JNPA?

Management: As I mentioned earlier too, another question also, JNPA is being worked out and there has been some delay on the approvals for the project basically, where we are awaiting the approval, which are expected to come once the Board meeting happens for JNPA.

Moderator: Thank you. We take the next question from the line of Kailash Kumar, an Individual Investor. Please go ahead.

Kailash Kumar: Thank you for the opportunity. Can you please explain me what is the intangible asset we have added in first half?

Management: Intangible asset. So, one of them is basically the CMS application which is our digital signage software application that we are using. And this has already been as we have mentioned we already have got some 1,000 plus screens installed onto that right now.

And the good thing is the banking sector is our customer in this and the retail sector is also our customer. So, we have got good validation on our software product as well. So, that is one major thing that we have added to it right now.

Kailash Kumar: So, do we have paid any amount for this intangible asset?

Management: So, we have our in-house team, in-house R&D team which is basically building up all these applications. So, we have in-house capability of developing and building hardware and software products. And our team is very much capable of that.

Kailash Kumar: So, how much of the amount is related to that?

Management: That segregation I will have to look into it. I don't have it ready right now.

Kailash Kumar: I think this INR21 crores is coming first time. So, I think INR21 crores is belong to that only?

Management: INR21 crores from where?

Kailash Kumar: INR21 crores shown in the balance sheet.

Management: I am not sure about the number which you are referring to. If you can just write us on that.

Kailash Kumar: Can you tell what is the amount of this research part which you capitalized? Can you tell me the exact amount?

Management: This one I don't have the data ready right now.

Kailash Kumar: But it is shown in the balance sheet.

Moderator: Kailash, our request is please join back the queue for follow-up questions.

Kailash Kumar: Thank you.

Moderator: We take the next question from the line of Piyush Jain from Nivriddhi Wealth. Please go ahead.

Piyush Jain: Yes, thank you for the follow-up. We are referring to the last participant question which he was referring to a INR21 crores of intangible asset. Is it related to some acquisition of asset? Have we paid something to acquire SFL and this intangible is capitalized because of this?

Management: Okay, I see that right now. So, the deal done for SFL acquisition as well.

Piyush Jain: How much we paid for SFL acquisition?

Management: SFL acquisition we have paid around INR7 crores, I think. From this we have paid INR7 crores I guess.

Piyush Jain: How much come again pardon?

Management: Approximately INR7 crores.

Piyush Jain: Okay. Then one more thing, is too much of money being stuck in the working capital? Because in six months also our receivable has increased, our inventory has increased. There is some advance to suppliers also, I believe increased. And our borrowing is also increased from INR94 odd crores to INR145 odd crores.

So, how we want to fund today we are doing INR200- INR300 crores revenue last year and we did half year INR194 odd crores. Whenever we scale, how we will fund this working capital? The way the working capital is increasing, it is eating away too much of the liquidity and then every time we have to either depend on the debt or equity.

Management: Right. So, basically in the current scenario looking at the current international scenario, all the lead times for supply chain has increased, which has basically increased our advance and cost into inventory. But gradually things will improve and we will have better cash flow available to us.

Piyush Jain: Okay, one more thing there is some advance acquisition given for North Solution Private Limited in the FY26 or something. So, what we are acquiring here or are we acquiring or we paid and what type of business we are acquiring here?

Management: Yes, that has been given as an advance to North Solution and this you know we work on it and we will be disclosing it later on this.

Piyush Jain: I am not able to hear your voice clearly, but we must have seen some business because of this we have categorized this advance for acquisition. In 2026 March also we have given some money for advance.

If this deal is not happening, then why we are keeping stuck our money to somebody else?

Management: Correct. So, they are basically into telecommunication business wherein they are connected to all the telecom partners including Bharti Airtel, BSNL, Singapore Telecom, Etisalat, Du, and all those things. And we are working on something together with them, which will soon be appreciating everybody after that.

Piyush Jain: But, if the deal is not done and consumed, it's this advance needs to be given to a third party or it is a related party?

Management: So, it's not a related party and the deal is on basically. There is nothing happening with the deal basically.

Piyush Jain: Okay. Thank you.

Moderator: We take the next question from the line of Param Jain, an Individual Investor. Please go ahead.

Param Jain: Thank you, sir. So, sir, I just wanted to ask that what kind of revenue and EBITDA guidance can you guys provide for like FY29 and FY28? Like, will we be able to maintain the same growth rate and similar margins even when we enter FY29?

Management: I think for the next four-five years we should be on the similar lines.

Param Jain: Okay. And sir, secondly, just a generic question, we had parked some money from the latest pref in debt funds. So, I just wanted to understand the rationale behind that?

Management: So, that was basically to have some interest arbitrage gain for that because while the money is parked and not utilized, it could basically gain some, but at the same time cash flow is made available to us. So, on those understanding also. But now with the new CFO coming in and we also have a banking expert joining us for that and they will be restructuring the whole thing in a most efficient manner.

Param Jain: Okay, okay, that sounds good. Thank you, sir.

Moderator: Ladies and gentlemen, due to time constraint, we take that as a last question and we conclude the question-and-answer session. I now hand the conference over to Mr. Dipankar Ghoshal for his closing comments.

Management: Thank you all for joining this call. It was a pleasure interacting with you. And, we are quite confident about the guidance that we have given here. We are confident about achieving it. Thank you so much.

Moderator: Thank you. On behalf of OSEL Devices Limited, that concludes this conference call. Thank you for joining us, and you may now disconnect your lines.