

Pepperfry FY22 Results

Gross Merchandize Value up by 33% and Revenue from Operations up by 23%

India, September 22, 2022: Pepperfry Limited (the “Company” or “Pepperfry”), a furniture and home goods e-commerce company reported its results for the financial year ended March 31, 2022 (“FY22”).

Gross Merchandize Value on the platform was up 33% year-on-year to INR 1,185 crore and Revenue from Operations was up 23% year-on-year to INR 247 crore in FY22.

Pepperfry invested behind Marketing and Brand particularly in H2FY22 to rapidly accelerate growth as markets opened post second wave of Covid, to re-base the business and drive traction.

A focus behind expanding reach in Tier 2 and 3 Cities resulted in the Pepperfry Studio network doubling to reach 140+ Studios by March 2022.

Customers who visit Pepperfry Studios now

account for 36% of Pepperfry’s business. The growth in Studio also resulted in an increase in the share of higher margin D2C Private Labels, which reached 41% of Gross Merchandize Value in FY22.

In Supply Chain, Pepperfry invested behind setting up 7 new Distribution Centres. These investments have ensured that Pepperfry continues to deliver a great customer experience along with growth. The Net Promoter Score was maintained at 73 and Delivery Timelines were reduced to less than 10 days across India.

Given the sizable one-time investments in Marketing and on Supply chain, adjusted earnings before interest tax depreciation and amortization (Adjusted EBITDA) was INR -121 crore in FY22.

Commenting on the results, **Ambareesh Murty, Co-Founder & Chief Executive Officer of Pepperfry** said, “*With the worst effects of Covid behind us in the latter half of FY22, we invested behind our brand and supply chain, expanded our leadership team, and seeded new business segments such as mattresses and modular furniture. I am confident that these investments have set us up well to drive Pepperfry’s next phase of growth.*”

Particulars*	FY21	FY22	Change
Rs. In Lakh			
REVENUE			
Revenue from Operations	20,150	24,696	23%
Other Income	1,975	1,716	-13%
Total Revenue	22,125	26,412	19%
EXPENSES			
Purchase of Stock in Trade	284	2,075	631%
Employee benefits (Excluding ESOP)	4,548	7,133	57%
ESOP	1,660	962	-42%
Marketing + Brand Spend	7,262	12,988	79%
Logistics Cost	7,717	9,286	20%
Other expenses	5,187	6,311	22%
Finance costs	1,832	2,346	28%
Depreciation and amortisation expenses	4,256	4,711	11%
Total Expenses	32,746	45,812	40%
Net Profit/ (Loss)	-10,621	-19,400	-83%
Adjusted EBITDA (EBITDA less ESOP)	-3,964	-12,122	-206%
<i>*Snapshot extracted from the audited consolidated financials of Pepperfry Limited for FY22 and FY21.</i>			

About Pepperfry

Pepperfry, an e-commerce furniture, and home goods company was launched in 2012 by Ambareesh Murty and Ashish Shah. Since inception, the Company has built unique competencies to serve the Indian consumer and to bridge the existing gaps in the furniture and home goods market. Pepperfry is backed by Norwest Venture Partners, Goldman Sachs, Bertelsmann India Investments, and State Street Global Advisors and has raised \$240 million since its inception.

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