



February 13, 2025.

To, The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 <u>Symbol: LUXIND</u>	To, The Secretary, BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400 001 <u>Scrip Code: 539542</u>
---	--

Dear Sir,

Sub: Investor Presentation.

Please find enclosed herewith Investor Presentation of the Company. The Investor Presentation is also available on the website of the Company.

This is for your information and record.

Thanking You,

Yours faithfully,
For Lux Industries Limited

Smita Mishra
(Company Secretary & Compliance Officer)
M.No:26489

Encl: As above

LUX INDUSTRIES LIMITED

LUX



WHAT'S INSIDE

03

Market

03 Market Outlook & Company Update



05-13

Corporate identity

- 05 At a glance
- 06 Milestone
- 07 Product Portfolio
- 08 Presence
- 09 Export presence
- 10 Governance



12 -13

Opportunities

- 12 New Production facility
- 13 Opportunity landscape



15-27

Fast-track progress

- 15 Strengths
- 16 Manufacturing
- 17 New Markets
- 18 Multi-Channel Footprint
- 19-20 Branding
- 21 Digitalization
- 22 Financials
- 23 Leadership Profile
- 24 Next Generation
- 25-26 Management
- 27 Transforming into a New Lux

29-46

Performance

- 29 Business Highlights
- 30-46 Financial performance



48-56

Sustainability

- 48 ESG
- 49 Sustainability
- 50-54 CSR
- 55-56 Environment



MARKET OUTLOOK & COMPANY UPDATE

Economy & Market Update

- Subdued consumption demands because of inflation, etc
- Trends similar to preceding Quarters
- Brands continue to expand strategically in key markets
- Yarn prices remain stable
- 'Omni channel' being driven by players as their core strategy
- Discretionary spending is expected to increase with a robust wedding season starting in November.

Brand Performance

- Clear shift towards organized segment
- Strong brand recall felt – Power brands performing well despite inflationary pressures
- Menswear brand witnessed volume growth – Cozi ~14% & Venus ~47% (Q3 FY'25 YoY)↑

Operational Highlights

- Promising response received for brand 'Lux Venus Rainwear' in its debut season.
- Increased solar power capacity from 1MW to 1.7MW.
- Launched 1st EBO for the Brand "ONN" in Bangalore.
- Strategically broadening its reach within established markets.
- Increased focus on modern trade and e-commerce.

- 05 At a glance
- 06 Milestone
- 07 Brand Portfolio
- 08 Presence
- 09 Export Presence
- 10 Governance



CORPORATE

IDENTITY

ENSURING EVERYDAY COMFORT FOR DECADES

Lux group



Leadership

No.1

Indian innerwear company (volume terms)

₹ 1,765 Crores

Consolidated revenue from operations*



Prominence

~15%

Share in organized men's innerwear market

95%

Fill rate against industry average of 80%

Unique in its value proposition



Scale

34 crore

Garment pieces** manufacturing capacity across 9 state-of-the-art plants

2 lakh+

Retailers network across India

46+

Country export presence

3,700+

Employees

5K+

SKUs; among industry's largest innerwear ranges. It will be 13K+ if color and size counted separately

100+

Products spanning innerwear, outerwear, rainwear and athleisure wear categories

* YTD Dec'24

** YE Mar'24

BUILDING ON A RICH LEGACY

1957

- Shri Girdhari Lal Todi founded Biswanath Hosiery Mills

1993-1995

- Export commenced across the Middle East, Africa and Europe
- Lux Industries Ltd was incorporated as a Public Ltd Company

2003

- IPO launched- oversubscribed 4 times

2010-2012

- Shah Rukh Khan became brand ambassador for ONN
- Lux Industries launched womenswear brand 'Lyra'

2015-2016 (Contd.)

- Shares listed on the BSE and NSE

2019

- Kartik Aaryan was onboarded as brand ambassador for Lux Inferno and Taapsee Pannu for Lyra.
- Launched India's first scented vest Lux Cozi
- Launched One8 brand

2017-2018

- Varun Dhawan roped in as brand ambassador of Lux Cozi
- Amitabh Bachchan became face of the brands of Lux
- Launched 'Lyra' lingerie
- Lux Classic & Lux Venus Classic relaunched

2015-2016 (Contd.)

- Commissioned Eastern India's largest hosiery product manufacturing plant in Dankuni
- Became Kolkata Knight Riders' primary sponsor

2021

- Merger of J.M. Hosiery and Ebell Fashions with Lux Industries

2022

- Setting up of new manufacturing facility at Hosiery Park, Kolkata
- Relaunched brand 'Lux Venus' and onboarded Salman Khan as brand ambassador
- Onboarded Sourav Ganguly for Lux Cozi
- Boman Irani and Satish Kaushik were signed as the face for Lux Inferno and Lux Cott'swool respectively.

2023

- Roped in Janhvi Kapoor as brand ambassador for 'Lyra' and Urvashi Rautela for 'GenX'
- Onboarded Jacqueline Fernandez and Vijay Deverakonda as brand ambassador's for Lux Cozi

2024

- Shri Ashok Kumar Todi, Chairman of the Company received "Bharat Samman Award, 2023" at The House of Lords (UK Parliament), London
- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal has become operational
- Launched Rainwear and Lingerie category under the brand 'Lux Venus'
- Brand 'Lux Cozi' got Brand of the Year 2023-24.
- Lyra' was recognized as 'India's Most Desired Bottomwear Brand' by TRA's MOST DESIRED BRANDS

LUX PRODUCT PORTFOLIO



Men's Innerwear

- Vest
- Brief
- Trunk
- T-Shirt

Kidswear

- Vest
- Mega Brief
- Trunk
- Half Pant
- Track Pants
- T-Shirt



Men's Innerwear

- Briefs
- Vests
- Boxers
- T Shirts

New Launches

- Rainwear category
- Lux Venus Her Lingerie



Womenswear Innerwear

- Brassieres
- Panties
- Camisole
- Shapewear



Womenswear Outerwear

- Leggings
- Jeggings
- Kurti Pant
- Palazzo
- T-shirts
- Night-suits
- Denims
- Tracks



Mens Innerwear

- Vest
- Brief
- Trunk
- Thermals



Mens Outerwear

- T- Shirt
- Track Pant
- Jackets
- Sweatshirt
- Half Pant
- Joggers
- Socks

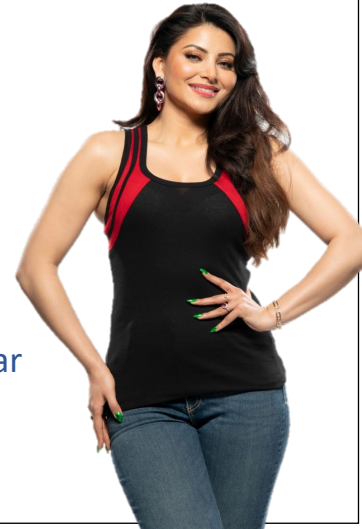
Kidswear

- T- Shirt
- Track Pant
- Sweatshirt
- Jackets



Men's Innerwear

- Vests
- T Shirts
- Track Pants
- Briefs & Trunks
- Boxers
- Shorts
- Winterwear



WIDENING AND DEEPENING REACH

1,170+ dealers' network

Available in 2 lakh+ multi-brand stores and 15 EBOs

Stronger e-retail platform presence

13 Depots drive faster distribution in India

550+

Sales teams drive offtake

18

Warehouses (12 states)

Strategically located manufacturing units (West Bengal, Punjab, Tamil Nadu and Uttar Pradesh) to address growing markets



Lux Industries Dankuni Factory



Participated in India's Biggest Exhibition on Gifting & Promotional Solutions- "Gifts World Expo" in New Delhi

TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House recognition by Government of India



25

New countries added in past 5 years

46+

Country-wide presence

60

Targeted country-presence by 2025

Market traction in tropical countries (including GCC region and Africa)

Geography-wise sales

93%

Domestic

7%

Exports



ADVANCING WITH GOOD GOVERNANCE

Experienced Board

- Promoter-Directors with 25+ years of average industry experience; expertise- Sales & Marketing, Brand Promotion, Product Development, Board service & Governance.
- Independent Directors with expertise in Accounting & Finance, Legal, Taxation, Fund raising, Product Development, Packaging and Strategy.

- **E&Y continuing as Internal Auditor**
- **S.K. Agarwal and Co Chartered Accountants LLP is the Statutory Auditor**

Strong Management Team

- Inducted new members in the recent quarters include:

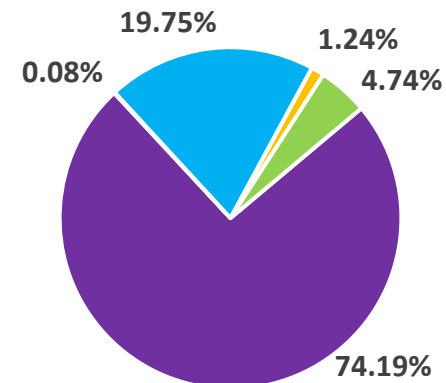
Mr. Kaushal Pasari - General Manager, Finance

Ms. Bhawna Banthia - Manager, Direct Taxes

Growing Trust

- Marquee investors like Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital

Shareholding Pattern as on 31.12.2024



■ Promoter ■ Mutual Fund ■ Non-Institutional ■ FIs ■ Insurance Company

25%

Women Independent Directors

50%

Share of Independent Directors on Board



OPPORTUNITIES

NEW PRODUCTION FACILITY

WEST BENGAL HOSIERY PARK, KOLKATA

Commissioned 4.50 lakh square feet, 'State-of-the-Art' facility which is spread over 5 acres of land, with 30% allocated for manufacturing and the remaining area dedicated to warehousing, storage, and finishing facilities.



Lux Industries Jagadishpur Hosiery Park Facility
Lux Industries Limited

RESPONDING TO MARKET OPPORTUNITIES

1,170+

Strong distribution channel

3,700+

Employee workforce

30+ years

Longstanding dealer relationship

₹40+ crores

Near-term investment to augment production through internal accrual

₹24 to ₹1790

Price range of products

~15%

Existing market share in men's innerwear

₹325 crores*

Gross cash balance

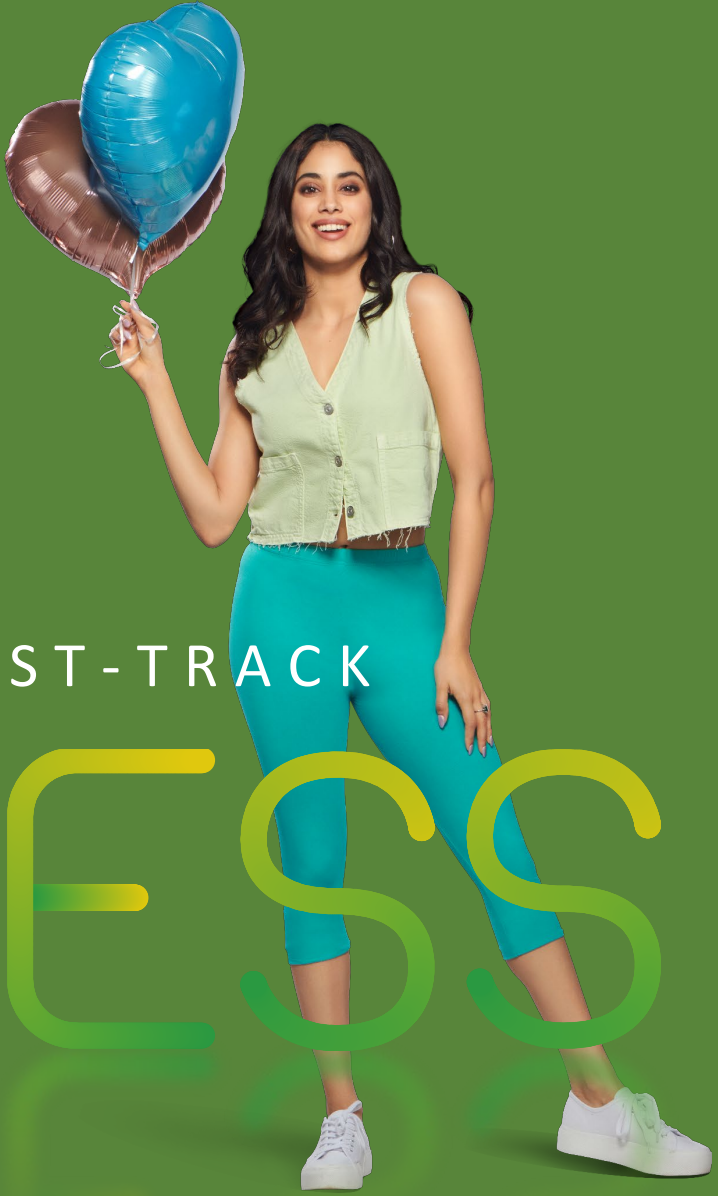
674+

Districts-presence in India



*YTD Dec'24

- 15 Strengths
- 16 Manufacturing
- 17 New Markets
- 18 Multi- Channel Footprint
- 19-20 Branding
- 21 Digitalisation
- 22 Financials
- 23 Leadership Profile
- 24 Next Generation
- 25-26 Management
- 27 Transforming into a New Lux



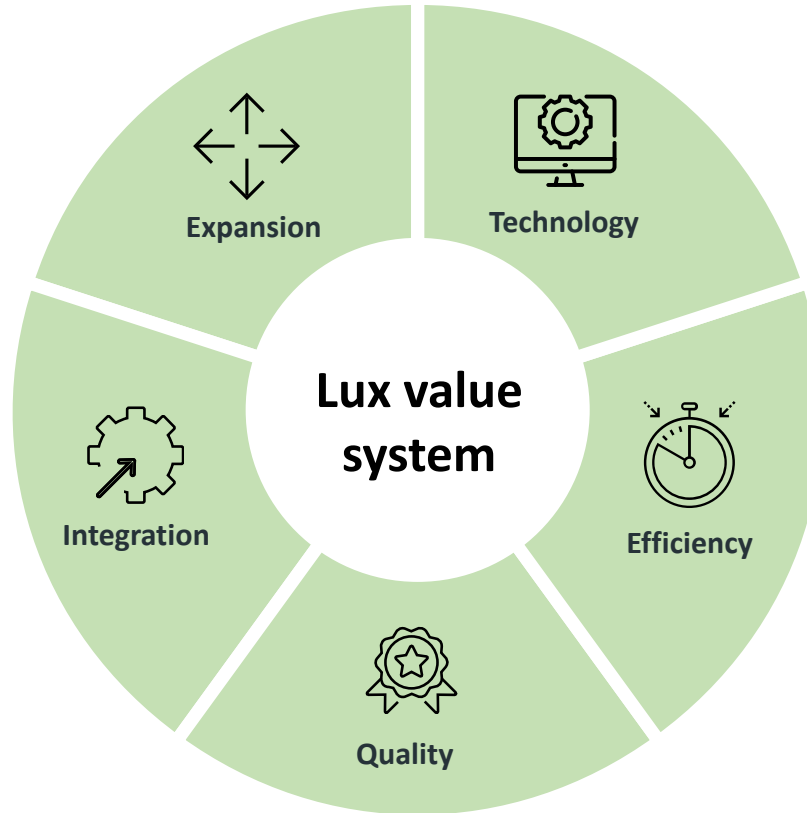
FAST-TRACK

PROGRESS

GROWTH INITIATIVES

Expansion: Foraying into new segments and geographies and expanding multi-channel footprint

Quality: Creating new benchmarks for quality and comfort



Technology: Augmenting digital capability with investments in automation (SAP HANA) for enhanced operational control

Efficiency: Presence across value-chain and scale driving organisation-wide efficiency

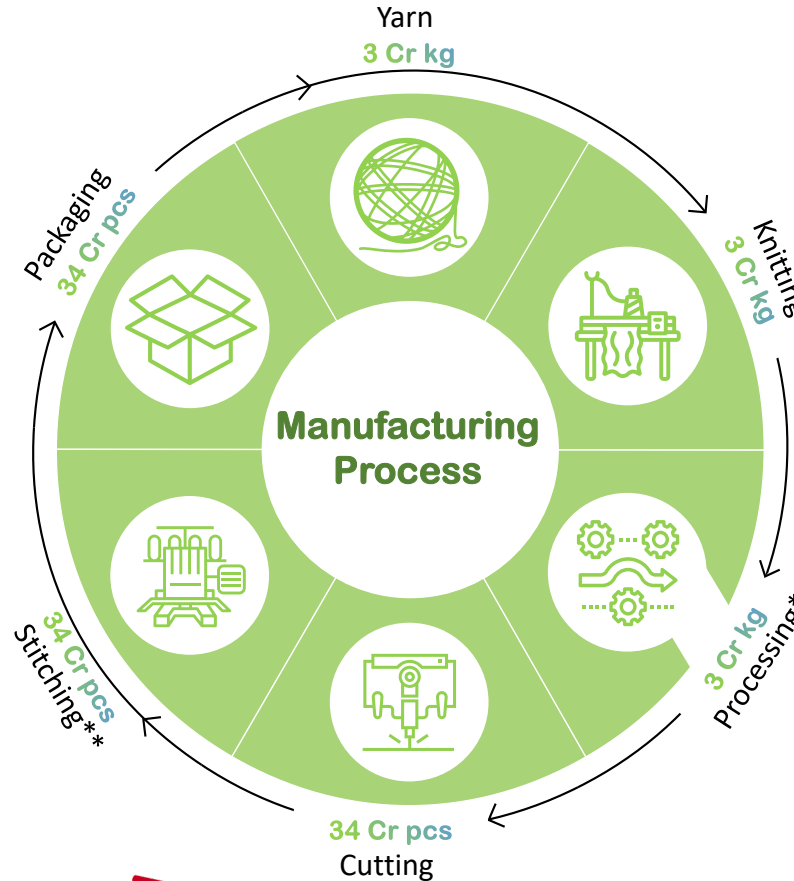


ENHANCING MANUFACTURING CAPABILITIES

Consistent manufacturing excellence for over 3 decades

Ability to consistently deliver high quality products on timely basis

Investment on machines from Italy, Germany, and Singapore



Flexible core manufacturing process

Key focus areas: quality, cost effectiveness and innovation

Completed upgradation and replacement of old equipment



*Year ended Mar'24

**Outsourced to job workers with strong company control

VENTURING INTO NEWER REGIONS AND SEGMENTS

From an innerwear pureplay to a mix of athleisure and outerwear player

Launched new campaign for “Lux Cozi Boyz” to promote kid’s wear.

Introduced new thermal product under the brand “Lux Cozi Garam”

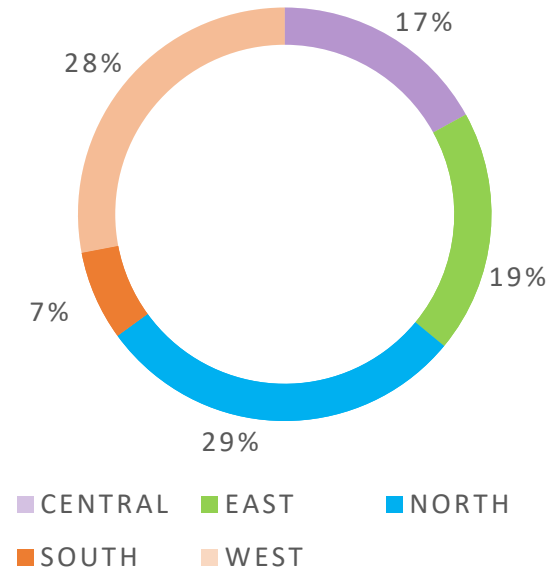
Becoming an all-season brand is about being a reliable choice, meeting consumer needs every day of the year.

Catering to apparel needs of members of a Family

Launched men’s outerwear segment under the brand “Lux Cozi” to diversify the product portfolio in men.

Diversify product portfolio in female (innerwear & outerwear) and kids segment

Domestic Sales (%)



Launched Rainwear category under the brand ‘Lux Venus’

Introduced 'Lux Venus Her' lingerie line, expanding our esteemed 'Lux Venus' brand to cater to women’s innerwear needs too.

Unveiling 'Lux Nitro Neo': Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.

EXPANDING THROUGH MULTI-CHANNEL FOOTPRINT

- Growing wholesale market presence
- Association with 1,170+ dealers with focused engagement initiatives

Strong presence in multi-brand outlets and large format stores

Enlarging e-commerce footprint with Amazon, Flipkart, Tata Cliq, Myntra and AJIO, among others



#FOFO: Franchise-owned-franchise operated

Adopting investment-light #FOFO model.

Expanding ONN EBOs at Airports. Live at Chennai & Pune. *Coming Soon at Srinagar & Kolkata*

Target revenue of ₹100 Cr from online sales in next 3 years



<1%

Dealer attrition

4,000+

Average daily online orders

15

Exclusive brand outlets (EBOs)

160+

Large store formats to showcase the entire product range



CRAFTING 360° BRANDING INITIATIVES

Building brands judiciously

Salman Khan, Sourav Ganguly, Jacqueline Fernandez, Vijay Deverakonda, Varun Dhawan, Boman Irani, Janhvi Kapoor are brand endorsers

Sponsored KKR team in the IPL to enhance brand visibility



₹1,078 crores

Branding investments in the last seven years including YTD Dec'24

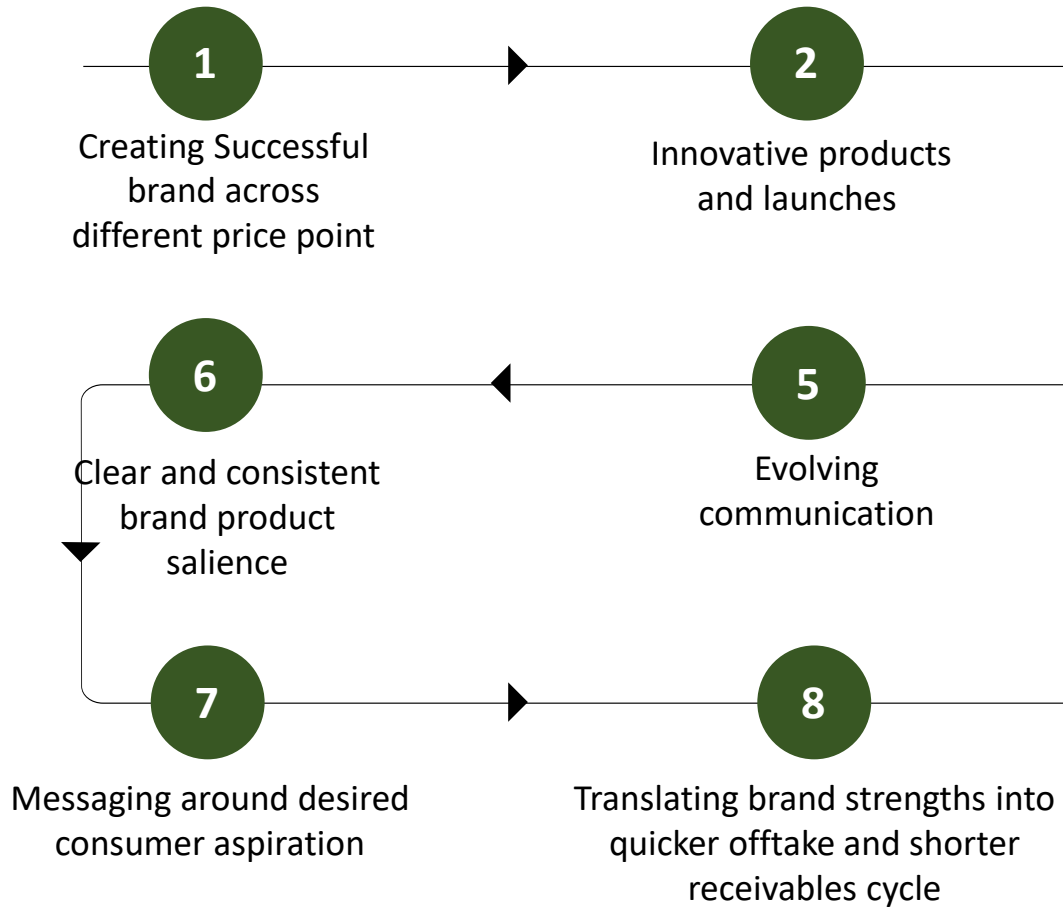
8%

Average share of revenues spent on branding (FY18- YTD Dec'24)

₹13

Return on every rupee spent on Brand promotion for YTD Dec'24

CREATING SUCCESSFUL BRAND STRATEGY



ACCELERATING DIGITAL ADOPTION

IT New Initiatives by developing new age solutions for better customer experiences – led by Prateek Agarwal and his team.

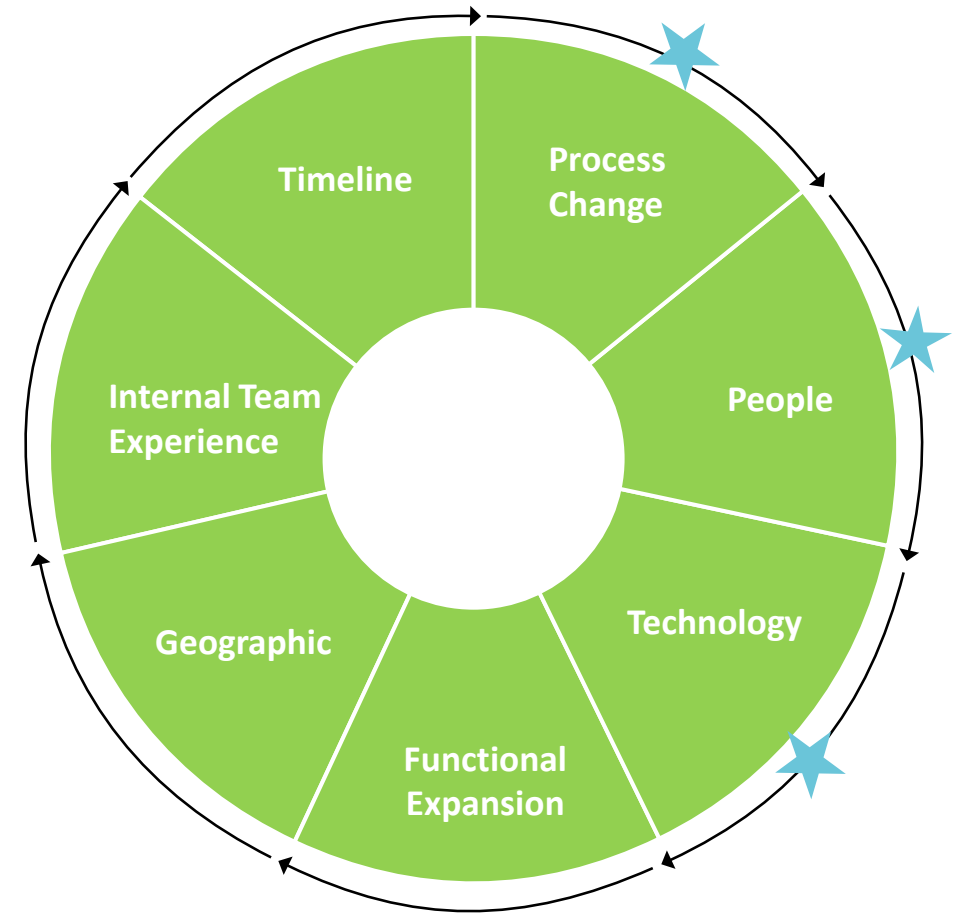
Led by Bibek Maity, CIO and his 25-member team

End-to-end IT solutions through dealer integration systems

Launched ‘Lyra Connect’ Retailer App- a first of its kind app to directly connect with its retailers

Rollout new website “onninternational.com” direct ONNline platform for customers

Launched ‘Venus Connect’ Retailer App- to directly connect with its retailers



STRENGTHENING FINANCIALS

Leveraged credit policy to strengthen working capital

13.25%

ROCE, YTD Dec'24

Deleveraged balance sheet and created strong liquidity buffer

₹325 crores

Gross cash and cash equivalents, YTD Dec'24

Aggressive investment in brand building with focus on premiumization and brand recognition

Working Capital days has improved significantly on account of better receivables management.

157 days

Working Capital Days in YTD Dec'24

170 days

Working Capital Days in YTD Dec'23

119 days

Inventory cycle in YTD Dec'24

122 days

Inventory cycle in YTD Dec'23

54 days

Creditor days in YTD Dec'24

45 days

Creditor days in YTD Dec'23

12x

Interest cover in YTD Dec'24

7x

Interest cover in YTD Dec'23

0.12

Debt-equity in YE Mar'24

0.17

Debt-equity in YE Mar'23

OUR LEADERSHIP PROFILE



Ashok Kumar Todi
Chairman

- Visionary, Founder and Promoter
- Commerce Graduate; engaged in the hosiery business for over five decades
- Forte lies in capturing market share, marketing, formulating various policies for growth and expansion
- Introduced attractive schemes for dealers, retailers and consumers
- Associated with various philanthropic organisations in India



Pradip Kumar Todi
Managing Director

- Visionary, Founder and Promoter
- Commerce Graduate
- Primarily focuses on product development and production functions
- Deep technical knowledge of the hosiery industry
- Forte lies in developing new patterns, yarn combinations, and knitting technologies & strong business acumen
- Introduced new styles and optimised production costs

NEXT GENERATION TAKING VISION FORWARD



Navin Kumar Todi
Executive Director

- Commerce Graduate
- Engaged with the Company for 22 years
- Looking after the brands like GenX and Lux Cozi Her
- Responsible for operations of the Tiruppur unit
- Focusing on product premiumization, new brands and product categories



Rahul Kumar Todi
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 18 years
- Looking after the Production function of the Tiruppur Unit
- Handled wide range of responsibilities across businesses
- Overseeing several functions like finance, personnel, operations, among others



Saket Todi
Executive Director

- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 11 years
- Responsible for premium brands in the retail channel - ONN brand and exports market
- Introduced in-house capacity for stitching for better quality and cost control
- Expanded presence by 24+ countries
- Focus on quality; created a loyal customer base



Udit Todi
Executive Director

- MSC in Finance from LSE, London and Economics (Hons.) from St. Stephens College, Delhi.
- Engaged with the Company for 11 years
- Launched the Lyra brand achieving a revenue of over 300 crore within 5 years making it the market leader.
- Instrumental in setting up the Dankuni facility with cost optimization.
- Setting up new facilities for further growth plans.
- Expanding women's wear segment into a complete range including inner wear and athleisure.

STRENGTHENING THE MANAGEMENT TEAM

Professionals in key positions



Ajay Nagar
Chief Financial Officer

- Qualified Chartered Accountant
- 20+ years of experience in Corporate Finance, Accounting, Budgeting, Treasury, Due Diligence, Business Partnering, Investor Relations, Financial Planning & Analysis, Fundraising and Audit.
- Prior to this role, he was associated with VIP Industries (Bangladesh) as Finance Controller, instrumental in the growth path through strong business and financial model



Smita Mishra
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 15 years
- Heads the complete compliance functions and ensures efficient administration; compliance with statutory and regulatory requirements
- Played a critical role during listing on NSE and BSE



Bibek Maity
Chief Information Officer

- Postgraduate (MBA & MCA)
- 22+ years of experience in IT
- Associated with the Company for 5+ years
- Responsible for SAP implementation in the Company
- Enabling smoother business decisions by implementing IT-enabled tools

STRENGTHENING THE MANAGEMENT TEAM

Well-defined roles and responsibilities



Sanjay Mittal
Vice President - Sales

- Has led and supported various leadership roles for 25+ years at the company
- Heads the sales function and plays a significant role in formulating the Sales Strategy
- Strong understanding of hosiery market and achieving targets, critical role in gaining market share via new launch with incremental topline



Surendra Kumar Bajaj
Vice President - Marketing

- 35+ years of experience in marketing industry
- Associated with the Company for 6+ years
- Worked with Khaitan Group of Companies before joining Lux
- Instrumental in formulating marketing strategy and plans



Pradip Kumar Kandar
GM – Secretarial & Legal

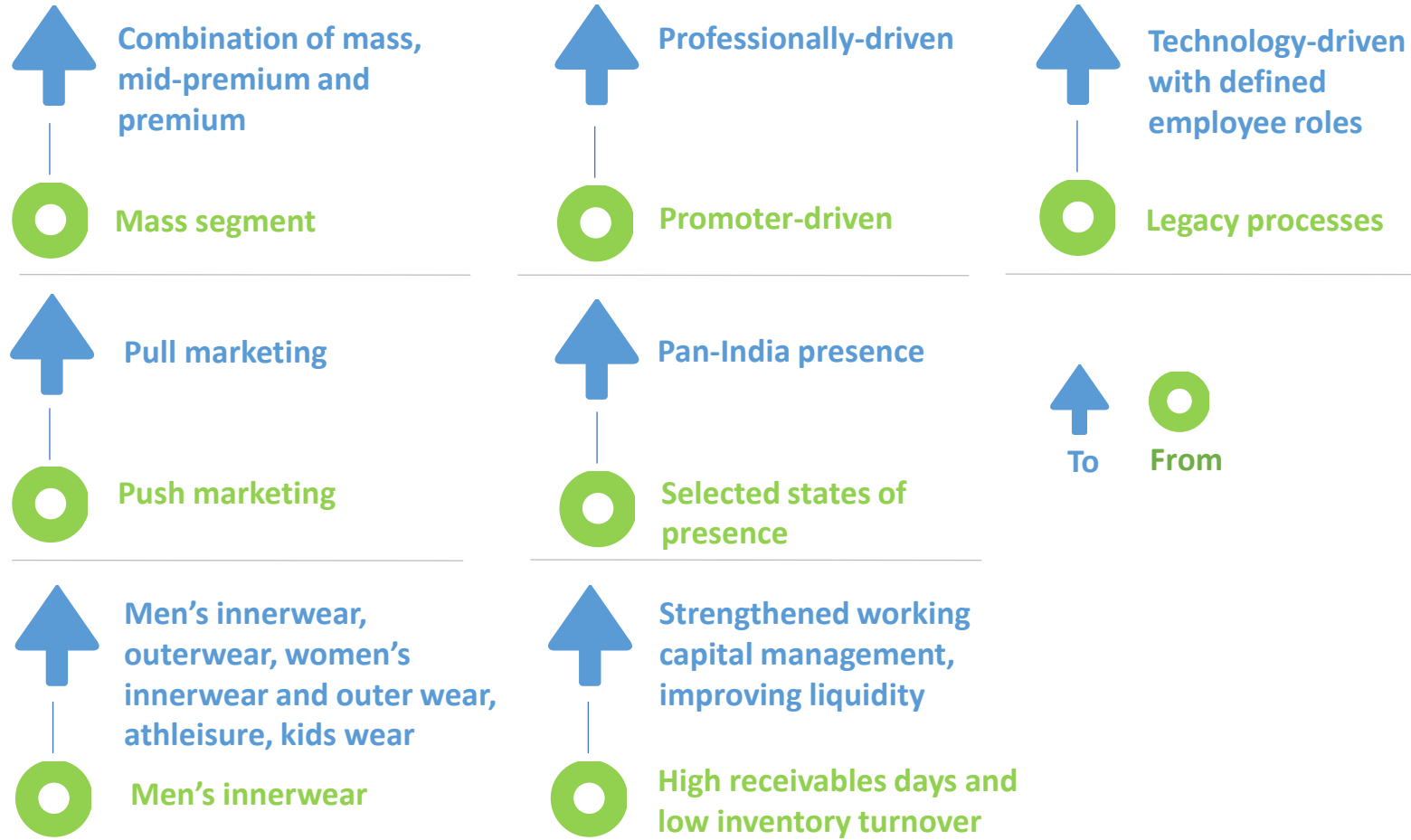
- Qualified Company Secretary with a Master's Degree in Commerce and a Law Graduate
- 20+ years experience in corporate law, SEBI regulations, governance, IPRs, due diligence, and legal matters
- Worked with Manaksia Ltd and Duncan Goenka Group at various leadership positions before joining Lux



Prateek Agarwal
GM – IT & New Initiatives

- Qualified Chartered Accountant and Company Secretary
- 10+ years experience in IT & IT-enabled Business Development
- Worked with companies like Vikram Solar, Century Plyboards.
- Demonstrated history of working towards IT-enabled Business Development, ML, IoT, Salesforce CRM

PREPARED FOR TOMORROW



29 Business Highlights
30-47 Financial performance



PERFORMANCE

YTD DEC'24 BUSINESS HIGHLIGHTS



FINANCIAL PERFORMANCE

PBT margins increased by 182 bps to 7.64% QE YoY
276 bps to 8.65% YTD YoY

EBITDA margins increased by 146 bps QE YoY to 9.71%
246 bps YTD YoY to 10.45%

Net Working Capital improved by 13 days YTD YoY consequent to enhanced debtor collections.



POWER BRANDS

Men's innerwear brand, Lux Cozi registered volume growth of ~14% (Q3 FY'25 YoY).

Power brand Lux Venus registering volume growth of ~47% (Q3 FY'25 YoY)

Lyra continued to dominate market in womenswear segment



DIGITAL PLAY

Pivoting from primarily offline to Omni-channel enabled innerwear & Outerwear brand.

Investing in IT infra to build digital platforms and create a connect with the channel partners

Having presence in major ecommerce platforms.



BRAND INVESTMENT

Substantial investment in brand building

Enhancement of brand appeal through targeted marketing initiatives



GROWTH DRIVERS

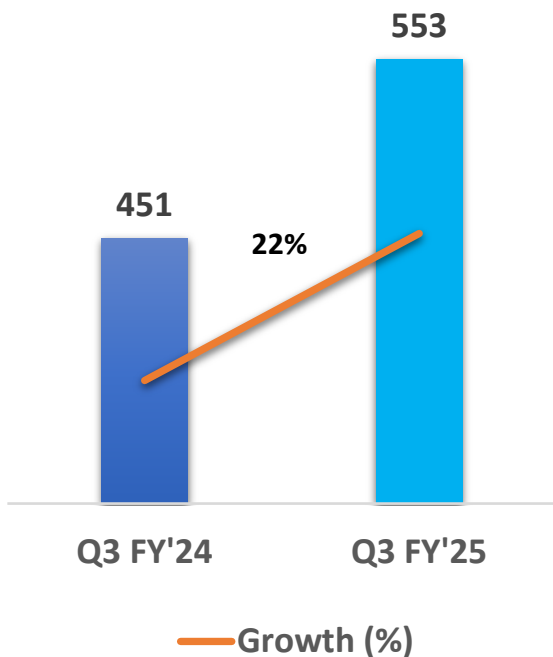
Long Standing Relationships with Distributors.

Experienced Board of Directors aided by professional partners

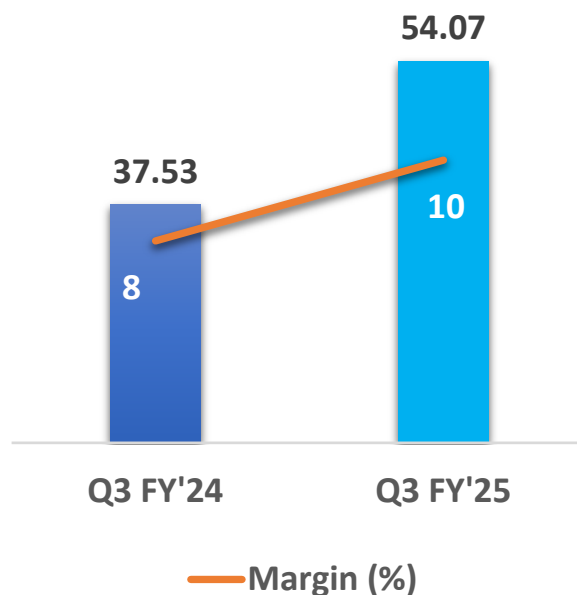
Significant potential and space for growth of our emerging brands

FINANCIAL SNAPSHOTS - Q3 FY'25 & Q3 FY'24

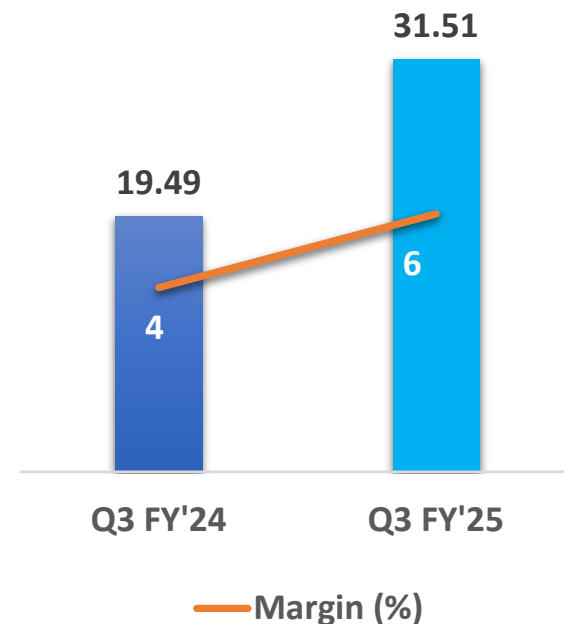
Revenue (₹ in Crores)



EBITDA (₹ in Crores)

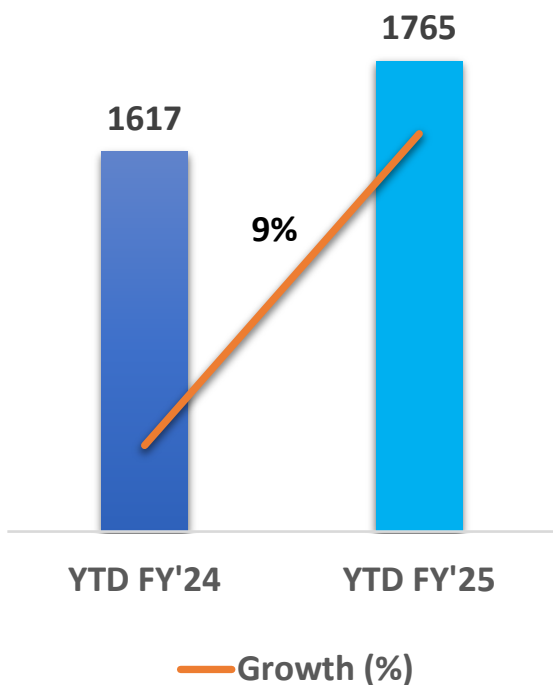


PAT (₹ in Crores)

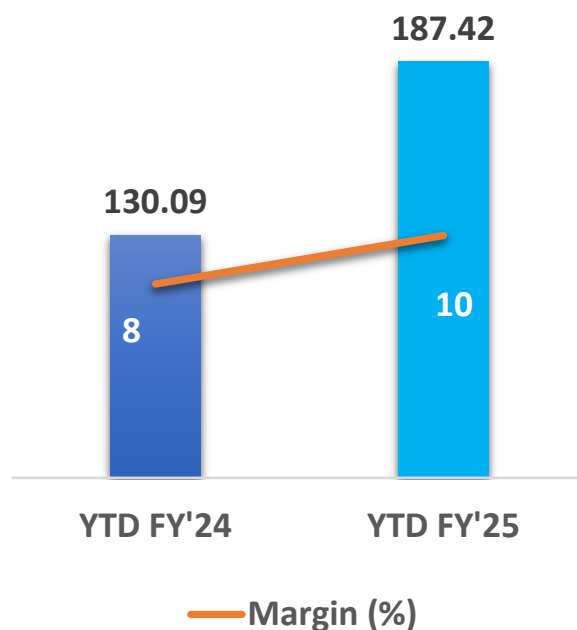


FINANCIAL SNAPSHOTS – 9M YTD FY'25 & YTD FY'24

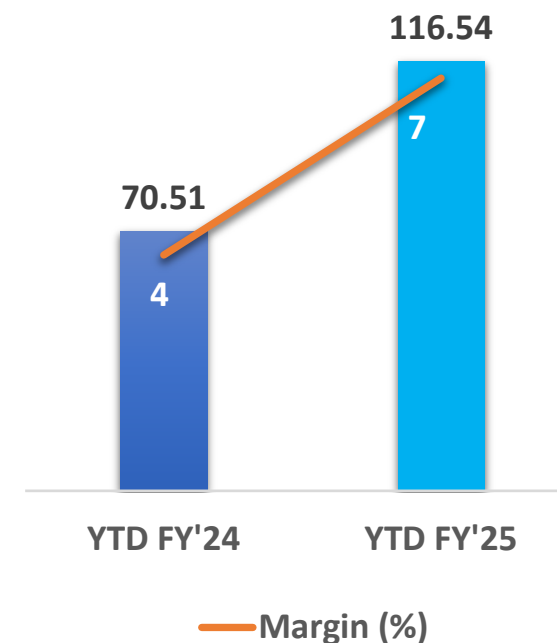
Revenue (₹ in Crores)



EBITDA (₹ in Crores)



PAT (₹ in Crores)



SEGMENT REVENUE & RESULTS- Q3 FY'25 & 9M YTD FY'25

Particulars	Q3 (Rs. cr.)			YTD (Rs. cr.)		
	FY'25	FY'24	YoY growth	FY'25	FY'24	YoY growth
Segment Revenue						
a) Vertical A	222.83	178.61	24.76%	734.02	636.74	15.28%
b) Vertical B	269.50	219.99	22.51%	804.60	754.12	6.69%
c) Vertical C	60.30	52.80	14.20%	226.75	225.88	0.38%
Revenue from operations	552.63	451.40	22.43%	1765.37	1616.74	9.19%
Segment Result {Profit(+)/Loss(-) before Tax}						
a) Vertical A	15.38	1.99	672.97%	65.33	28.05	132.88%
b) Vertical B	28.56	26.56	7.51%	87.33	70.69	23.54%
c) Vertical C	3.16	1.23	156.65%	15.07	10.04	50.20%
d) Other un-allocable (expenditure) net of un-allocable income #	-4.53	-3.30	37.22%	-12.61	-12.90	-2.31%
Profit before Tax	42.57	26.48	60.75%	155.12	95.88	61.79%

The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

SEGMENT ASSETS & LIABILITIES- AS ON 9M YTD FY'25

Particulars	YTD (Rs. cr.)		
	FY25	FY24	YoY growth
Segment Assets			
a) Vertical A	918.32	760.48	20.76%
b) Vertical B	1026.35	878.50	16.83%
c) Vertical C	283.98	255.79	11.02%
d) Un-allocable #	130.79	188.45	-30.60%
Total Assets	2359.44	2083.22	13.26%
Segment Liabilities			
a) Vertical A	326.38	238.18	37.03%
b) Vertical B	280.72	227.38	23.46%
c) Vertical C	63.72	69.43	-8.21%
d) Un-allocable #	21.75	51.91	-58.10%
Total Liabilities	692.57	586.89	18.01%

The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

PERFORMANCE

VERTICAL A

Mr. Saket Todi

OUR
FACILITIES

Dankuni (W.B.), Sankrail Industrial Park (W.B.), Tajpur Road (Punjab), Tiruppur (Tamil Nadu)



BRANDS



OUR
OFFICE

Head Office, 17th floor Adventz Infinity,
Salt Lake, Kolkata - 700091



KEY BUSINESS HIGHLIGHTS VERTICAL - A

Particulars	Amount (Rs. in cr)		Amount (Rs. in cr)		Amount (Rs. in cr)
	Q3 FY 25	Q3 FY 24	9M FY 25	9M FY 24	FY 24
Revenue From Operation	222.8	178.7	734.0	636.8	927.9
Other Income	2.6	0.8	6.1	5.8	7.4
Total Income	225.4	179.5	740.1	642.6	935.4
COGS	146.8	113.1	480.9	417.6	613.0
Gross Margin	78.6	66.4	259.2	225.0	322.3
Gross Margin %	34.9%	37.0%	35.0%	35.0%	34.5%
Employee Cost	17.5	15.5	55.6	46.6	62.7
Advertisement Expenses	16.3	24.1	58.0	75.6	95.7
Other Expenses	23.6	20.9	65.5	62.3	88.1
EBITDA	21.3	5.9	80.1	40.5	75.8
EBITDA Margin %	9.4%	3.3%	10.8%	6.3%	8.1%
Finance Cost	3.1	1.9	7.5	6.1	7.1
Depreciation	2.8	2.0	7.3	6.3	8.5
Profit Before Tax	15.4	2.0	65.3	28.0	60.2
PBT Margin %	6.8%	1.1%	8.8%	4.4%	6.4%

Note -

- 1) Revenue from Operation includes Rs.6.58 cr of Export Incentive in 9M FY'25
- 2) Revenue from Operation includes Rs.2.41 cr of Export Incentive in Q3 FY'25

KEY BUSINESS HIGHLIGHTS VERTICAL - A



Quarter Ended Q3 FY'25 Performance Indicator

Volume (in pcs) 2.64 crores ▲ 22%	EBITDA Rs.21 crores ▲ 261%
Revenue from Operation Rs.223 crores ▲ 25%	PBT Rs.15 crores ▲ 673%

Nine Month Ended FY'25 Performance Indicator

Volume (in pcs) 9.08 crores ▲ 21%	EBITDA Rs.80 crores ▲ 98%
Revenue from Operation Rs.734 crores ▲ 15%	PBT Rs.65 crores ▲ 133%

BIRD'S-EYE VIEW VERTICAL - A

Category	NSV (Rs Crs.) Q3 FY'25	NSV (Rs Crs.) Q3 FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Cozi	117	97	20	14	6
Lux Winter	32	26	25	20	4
Onn Premium	29	30	-2	-19	20
Lux Premium	35	17	102	107	-2
Others	7	7	3	25	-18
Total	220	177	24	22	2

Mr. Udit Todi

OUR FACILITIES

Hosiery Park,
B.T. ROAD
(W.B.)

Rahon Road
(Punjab)

Tronica City
(Ghaziabad)

Avinashi
(Tiruppur)



BRANDS



OUR OFFICE

Corporate Office, 10th Floor, PS Srijan Tech Park,
Salt Lake, Kolkata - 700091



KEY BUSINESS HIGHLIGHTS- VERTICAL B



Brand 'Lux Venus Rainwear'

Period	Revenue from Operations	PBT	EBITDA
Q3 FY'25	Rs. 270 crores ▲ 23%	Rs. 29 crores ▲ 8%	Rs. 31 crores ▲ 12%
9M FY'25	Rs. 805 crores ▲ 7%	Rs. 87 crores ▲ 24%	Rs. 96 crores ▲ 12%

- Promising response received for brand 'Lux Venus Rainwear' in its debut season.
- Installation of 300 KW Solar panel in Avinashi Facility
- Launch of 'Venus Connect' App to connect with retailers directly.
- Investments (net of borrowings) increased from Rs. 135 Crores as on March'24 to Rs. 182 Crores as on December'24

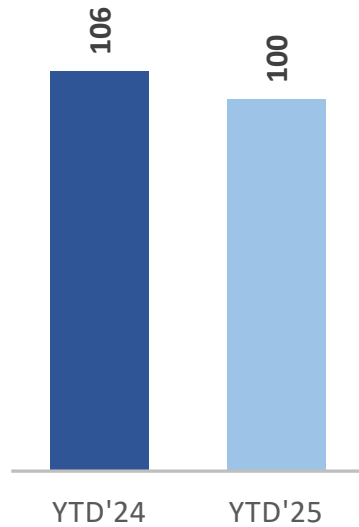
BIRD'S-EYE VIEW- VERTICAL B

Category	Q3				
	NSV (Rs Crs.) FY'25	NSV (Rs Crs.) FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Venus	105	77	36.6%	47.0%	-7.1%
Lux Venus Rainwear*	1	-	NA	NA	NA
Lyra	85	85	0.4%	-1.1%	1.5%
Lux Inferno	59	43	38.6%	48.9%	-6.9%
Lux Premium	11	9	20%	36.0%	-11.8%
Others	7	6	15.8%	151.9%	-54.0%
Total	269	220	21.1%	38.6%	-11.9%

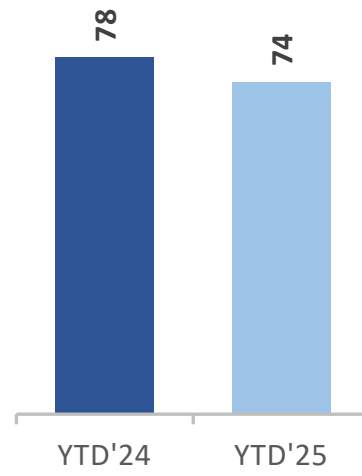
*Forayed into rainwear category in the Q4 FY 23-24

VERTICAL B- KEY PERFORMANCE INDICATORS

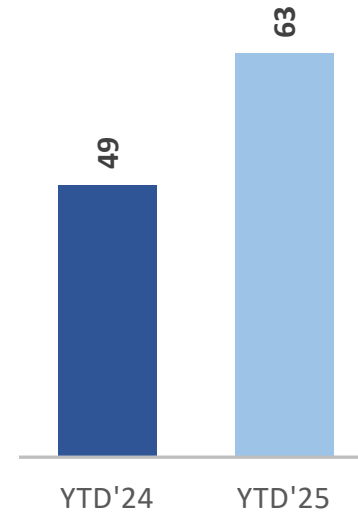
Inventory Days



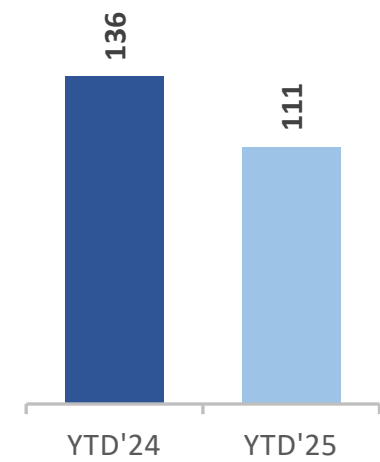
Debtor Days



Creditor Days



Working Capital Days



Improved Inventory days due to better inventory management and production planning



Improved Debtor turnover days due to enhanced collection management



Significant improvement of 25 days in Working Capital Days

VERTICAL C

Mr. Rahul Kr. Todi

RELATED
FACILITIES

Vengamedu
(Tiruppur)



BRANDS



OUR
OFFICE

Related Management Office
Angeripalayam Main Road, Shastri Nagar, Tiruppur



KEY BUSINESS HIGHLIGHTS- VERTICAL C



Period	Revenue from Operations	PBT	EBITDA
Q3 FY'25	Rs. 60 crores ▲ 14%	Rs. 3 crores ▲ 156%	Rs. 4 crores ▲ 6.9%
9M FY'25	Rs. 227 crores ▲ 0.38%	Rs. 15 crores ▲ 50%	Rs. 18 crores ▲ 8%

- Migrating into SAP Hanna RISE.
- Installation of 400 KW Solar panel in Tiruppur Office & Facility.

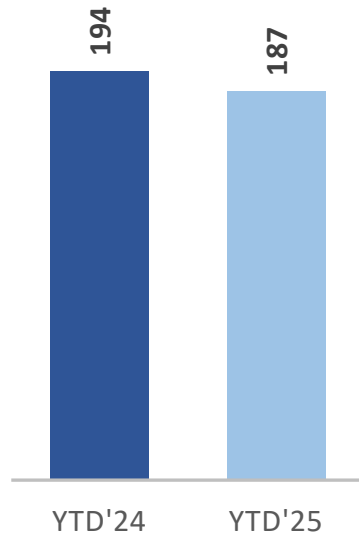
BIRD'S-EYE VIEW- VERTICAL C

Category	Q3				
	NSV (Rs Crs.) FY'25	NSV (Rs Crs.) FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
GenX	9	14	-32.0%	-15.7%	-19.3%
Lux Classic	31	24	29.4%	27.5%	1.5%
Lux Amore*	3	3	5.1%	2.8%	2.2%
Lux Karishma	7	6	22.8%	24.9%	-1.6%
Lux Champion	4	4	-1.9%	4.3%	-6%
Others	5	2	164.9%	103%	30.5%
Total	59	52	13.7%	20.5%	-5.7%

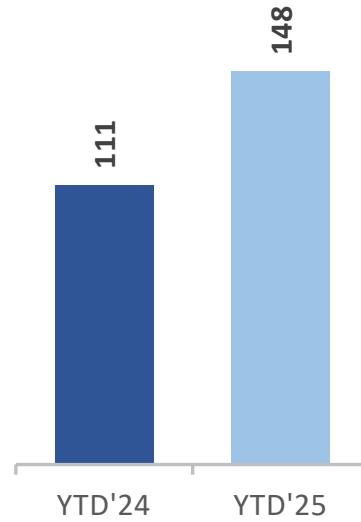
*Launched brand "Lux Amore" in the Q4 FY 23- 24

VERTICAL C - KEY PERFORMANCE INDICATORS

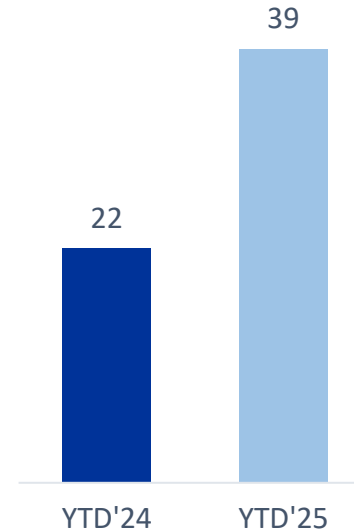
Inventory Days



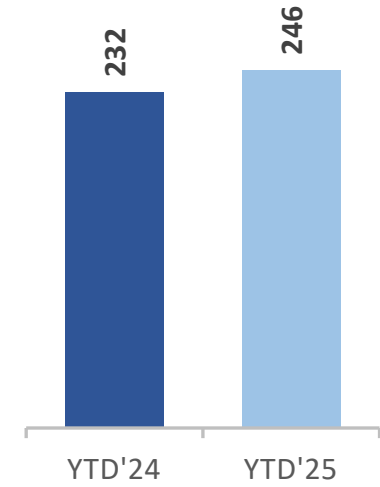
Debtor Days



Creditor Days



Working Capital Days



48 ESG

49 Sustainability

50-54 CSR

55-56 Environment



SUSTAINABILITY

REINFORCING OUR ESG COMMITMENT



- Collaborated with Churchgate Partners to implement ESG
- Provide more transparency in disclosures regarding Environment, Social and Governance related issues
- Guided by the principles to make a difference in society by giving back in equal measures
- Recognizing the need for sustained progress of society to pursue long-term goals that are beneficial for the community

ESG Public Profile

View ESG details of Lux Industries



CONTINUING SUSTAINABILITY COMMITMENT



Action

Our products are made of 100% natural fibre and we use recyclable packaging

Many suppliers manufacture exclusively for us

Manufacturing locally and maximising local sourcing

Embedding sustainability and circularity across the value chain

Social commitment includes sustainability and inclusive growth



Impact

Hygienic products and reduced environmental impact

Consistent product quality and employment generation

Boosting local economy and well-being in the society

Including sourcing sustainable raw materials, manufacturing processes, supply chain and waste management

Including sustainable raw materials; enhanced workforce management and greater community reach



WIDENING COMMUNITY IMPACT

Supporting economically backward people through various measures such as by building rest rooms

Addressing environment sustainability

Promotion of Sports by supporting Athlete, Mr. Anush Agarwalla for Equestrian Sport representing India in Paris Olympics 2024

Focusing on animal welfare benefiting 500+ cows

Making available safe drinking water benefiting 1 lakh+ people

Providing medical support by distributing free medicines

Providing Education to underprivileged Children

Maintenance of Burning Ghats, Burial Grounds

₹0.90 crores

Actual CSR expenditure for YTD Dec'24

₹5.58 crores

Budgeted annual CSR expenditure (approx.) for FY 24-25

2,000+

Trees planted in 35-40 acres of land



SPREADING THE SEEDS OF KNOWLEDGE

Commitment for support of ₹ 2 crores towards the building of a free residential school project for over 1000+ unprivileged girls in Joka, WB has been fulfilled.

Built the Saraswati Sishu Mandir School at Bali (Murshidabad)

Contributed ₹ 1.5 crores to Dhanuka Dhunseri Foundation for promotion of Chess activities

Partnership and consultation with NGOs, registered trusts and Section 8 companies

100 +

Students enrolled



Saraswati Sishu Mandir School at Bali (Murshidabad)

ENSURING WELL-BEING FOR ALL

Supporting Pushpawati Singhania Hospital & Research Institute

Reaching healthcare through focused intervention areas (kidney ailments, cardiovascular diseases, cancer among others)

Engaging in providing treatment to ailing population

Providing OPD and IPD services to the economically underprivileged

200+

Bed facility

1,500+

Liver transplants



Tata Medical Center Operation Theatre

Developed one Operation Theatre at Tata Medical Center by contributing ₹ 2.50 crore including infrastructure and medical equipment's

ELEVATION OF ATHLETIC PURSUITS

The Company is proud to extend its support to Mr. Anush Agarwalla, a talented young athlete representing India in Equestrian Dressage at the Paris 2024 Olympics. Mr. Agarwalla won a gold medal in the team event and a bronze medal in the individual event in Equestrian Dressage at the 2022 Asian Games. He is also an Arjuna Awardee.



Left: Mr. Agarwalla honored with Arjuna Award from the President of India



Right: Mr. Agarwalla received a bronze medal at the Asian Games 2022

Help Us Help Them Foundation – School Project at Joka, Kolkata



INCREASE IN SOLAR POWER CAPACITY



**Substantial electricity
cost reduction**

**Reducing carbon
footprint**

700 KW

700 KW solar panel installation at our Avinashi & Tiruppur Facility

REDUCING ENVIRONMENTAL FOOTPRINT

1 MW rooftop solar power plant at Dankuni (West Bengal) unit

Process technology help save water

Substantial electricity cost reduction

Reducing carbon footprint

Energy-saving LED lighting systems in our plants save energy

30-40% of our total power requirements met through renewable sources

Installations of Capacitors to reduce plant load

2 lakh litre

Water saved every day through state-of-the-art processing technology



Rooftop solar power plant at Dankuni unit



Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Lux Industries Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

For further information, please contact

Company :



CIN: L17309WB1995PLC073053

Email: investors@luxinnerwear.com

Website: www.luxinnerwear.com