



RUPA & COMPANY LIMITED



Date: February 06, 2025

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400 001

Ref: NSE Symbol- RUPA / BSE Scrip Code- 533552

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Investor Presentation

Dear Sir/ Madam,

We are enclosing herewith Investor Presentation on the financial performance of Rupa & Company Limited ('the Company') for the quarter and nine months ended December 31, 2024.

The presentation will also be made available on the Company's website www.rupa.co.in.

Kindly take the same on record.

Thanking you.

Yours faithfully,

For Rupa & Company Limited

Sumit Jaiswal
Company Secretary & Compliance Officer

Encl: As above



**YEH STYLE KA
MAMLA HAI!**

Investor Presentation | Q3 & 9M FY25



FRONTLINE

MACROMAN  SERIES

MACROWOMAN  SERIES

Bumchums

TORRIDO

Softline

EURO

F.O.TLINE
SOCKS

THERMOCOT

COLORS  RUPA

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MM
SIGNATURE
by Rohit Bal

“Exquisite workmanship meets the world’s best fabrics. A Must have for everyone.”
Rohit Bal

Envisioned by the *Maestro*
styled to perfection

A **MACROMAN** **PRODUCT**

G O L D C O L L E C T I O N

INNERWEAR · LOUNGE WEAR Available in World's Best Fabrics:





**Q3 & 9M FY25
Result Highlights**

Commenting on the financial performance Mr. Vikash Agarwal - Whole Time Director, said,

“We are pleased to present a detailed overview of the Company’s performance for the quarter. Despite the macro-economic scenario marked by mixed factors, including moderate growth and elevated inflation resulting to restrained discretionary spending, we maintained stable performance. Our volumes grew by ~ 3%, driven by robust sales in the economy and athleisure segments during 9M FY25.

Revenues for the quarter stood at Rs. 316 crores, while EBITDA increased 15% YoY to Rs. 38 crores in Q3 with margins improving by 170 bps, reflecting outcome of our disciplined approach towards cost management and operational efficiency. Net profit for the quarter grew 14% YoY to Rs. 24 crores, with margins improving by 100 bps, underscoring the effectiveness and resilience of our business model. We remained committed to optimizing working capital and achieved net cash surplus position in the 9M FY25. As at 31st December 2024 our net cash surplus including investments amounted to Rs 30 crores. Operational cash flow remains strong, generating Rs. 65 crores in 9M FY25. Branding and advertising expenses totalled Rs. 46 crores, accounting for 5.6% of overall revenues.

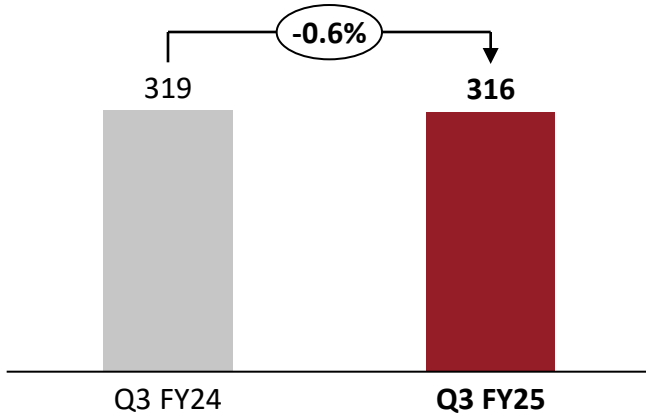
Modern Trade exhibited robust 26% growth in 9M FY25, contributing 6% to overall revenues, reinforcing our strong presence across major online platforms. Additionally, X-factor areas delivered a growth of 13% , highlighting our success in diversifying revenue streams. Our Exclusive Brand Outlet (EBO) network expanded to 35 stores as of 9M FY25, aligning with our retail expansion strategy to enhance market reach. Export revenue contribution stood at 3% in 9M FY25.

Amidst the current suboptimal macro-economic environment, our continued focus remains on customer centric approach and realigning sales strategies to ensure growth momentum remains imperative.”

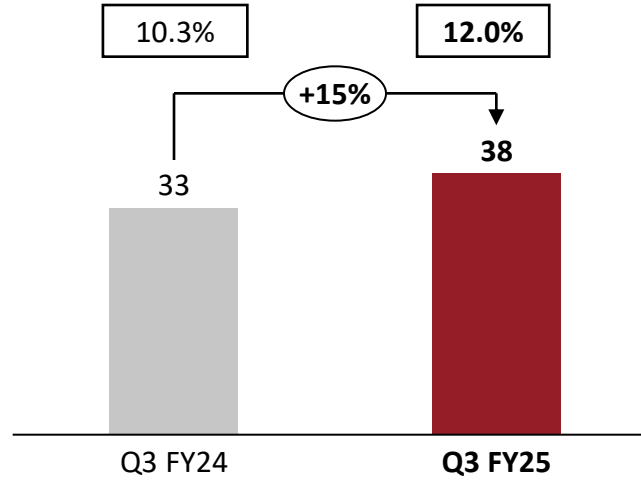
Q3 & 9M FY25 Financial Highlights



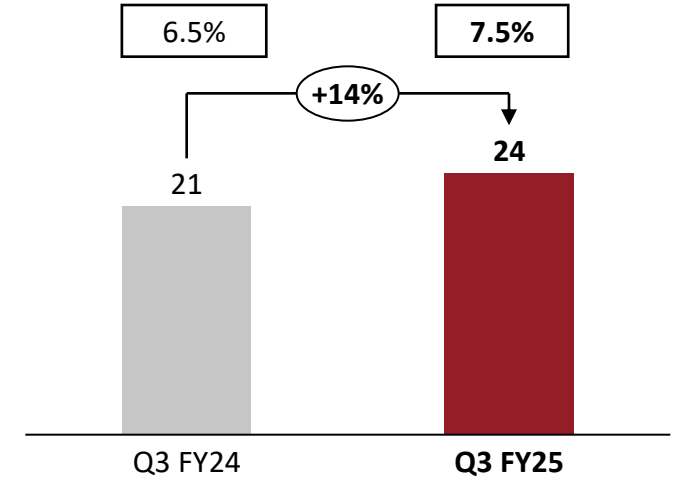
Revenue (in Rs. Cr)



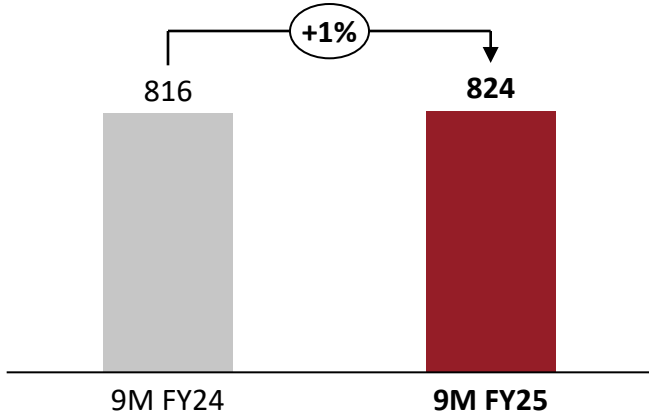
EBITDA (in Rs. Cr)



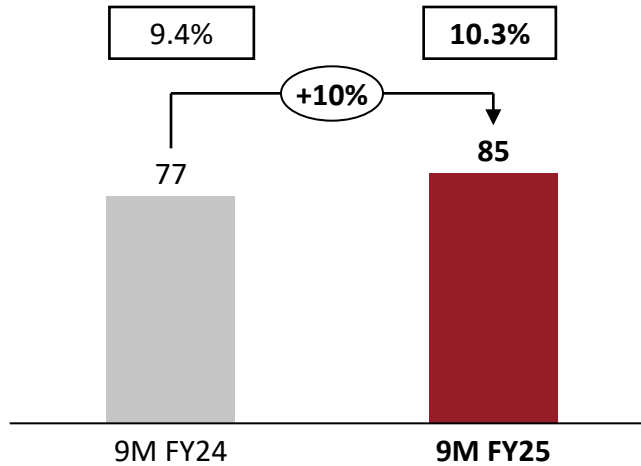
PAT (in Rs. Cr)



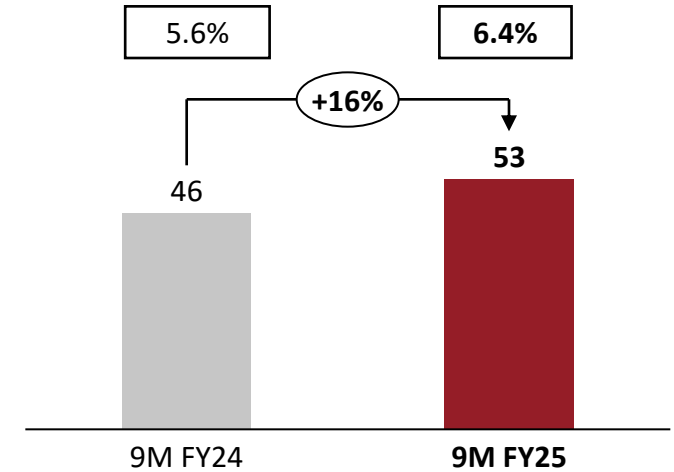
Revenue (in Rs. Cr)



EBITDA (in Rs. Cr)



PAT (in Rs. Cr)



Q3 & 9M FY25 Performance Highlights

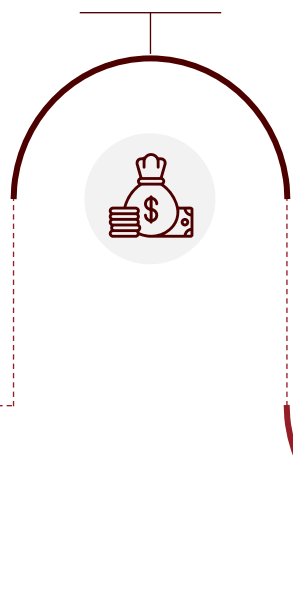


Revenues in Q3 & 9M FY25 stood at Rs. 316 cr and Rs. 824 cr

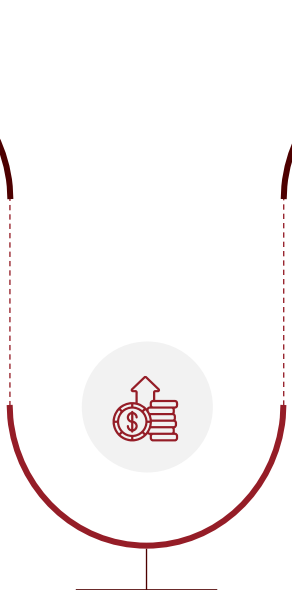
EBITDA for Q3 & 9M FY25 grew by 15% and 10% respectively

In Q3 & 9M FY25, PAT grew by 14% & 16% respectively

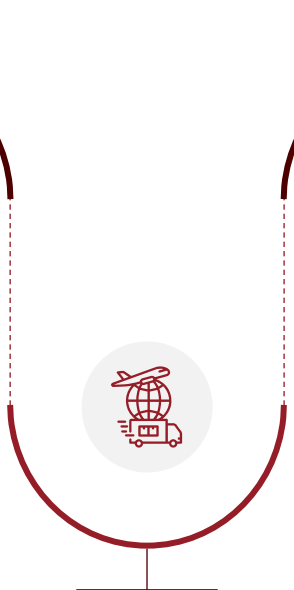
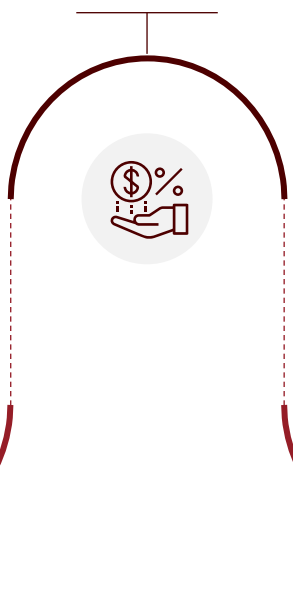
Volume growth in Q3 FY25: ~1% & 9M FY25: ~3%



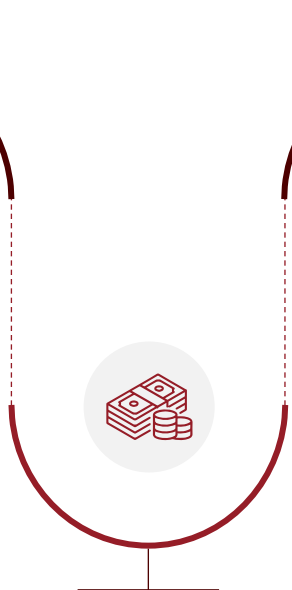
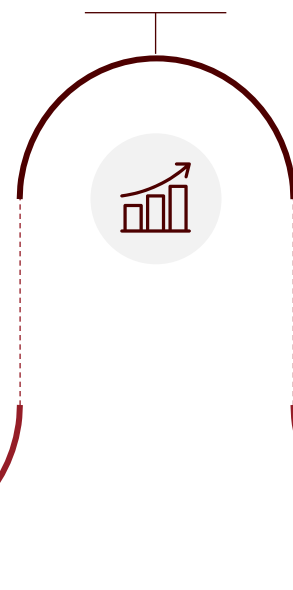
Modern Trade contributed 6% to the revenues in 9M FY25



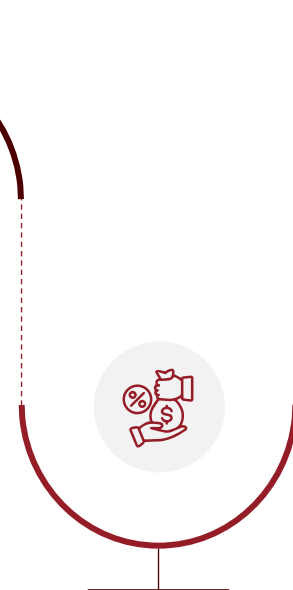
Exports contributed 3% of the revenues in 9M FY25



Net Working Capital Dec'24: Rs. 766 crores



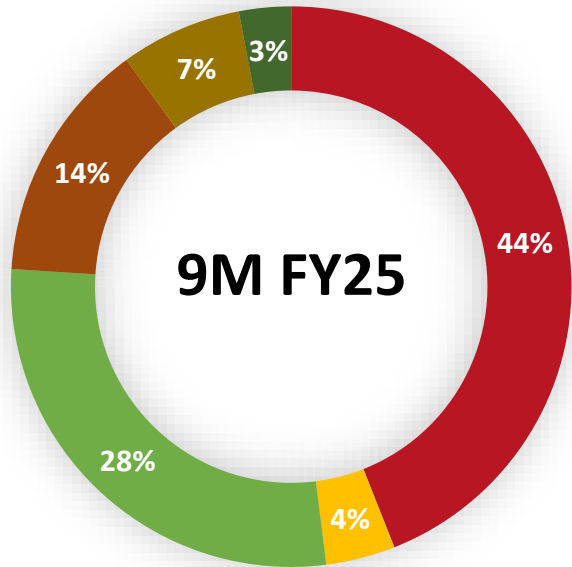
Cash Surplus including investments : 30 crore in 9M FY25



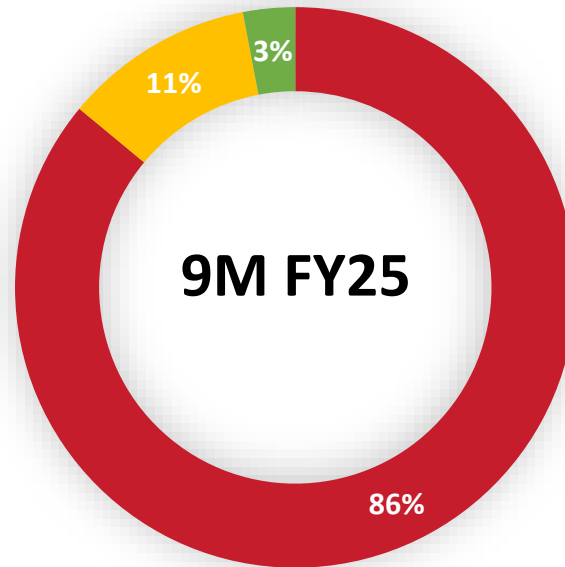
Sales Mix – 9M FY25



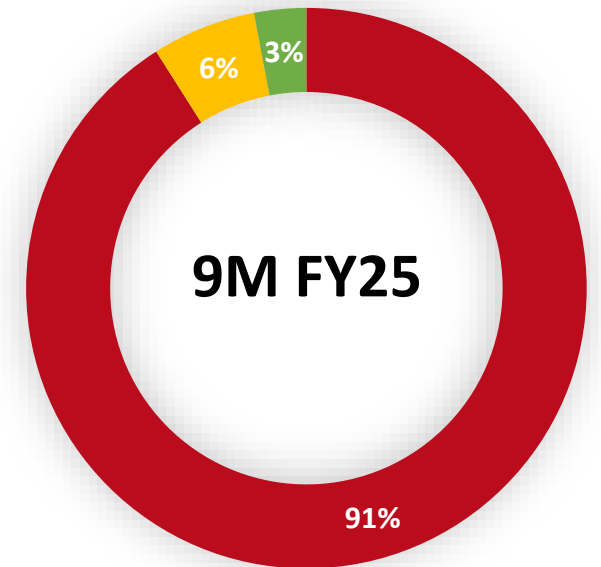
Region-wise



Gender-wise



Segment-wise



■ East ■ North-East ■ North
■ West & Central ■ South ■ Overseas

■ Men ■ Women ■ Kids

■ Domestic ■ Modern Trade ■ Exports

Consolidated Profit & Loss Statement



Particulars (Rs. Cr)	Q3 FY25	Q3 FY24	Y-o-Y%	Q2 FY25	Q-o-Q%	9M FY25	9M FY24	Y-o-Y%
Revenue from Operations	316.4	318.5	-1%	297.1	7%	823.8	816.0	1%
Total Raw Material	156.8	173.5		120.9		344.2	395.7	
Sub-Contract Expenses	66.5	59.7		90.6		224.5	175.7	
Gross Profit	93.1	85.3		85.6		255.1	244.6	
Gross Profit Margin %	29.4%	26.8%		28.8%		31.0%	30.0%	
Employee Expenses	15.6	14.9		15.9		45.8	42.4	
Other Expenses	39.5	37.5		41.2		124.8	125.5	
EBITDA	38.0	32.9	15%	28.5	33%	84.5	76.7	10%
EBITDA Margin (%)	12.0%	10.3%		9.6%		10.3%	9.4%	
Other Income	4.4	4.2		4.3		13.4	11.8	
Depreciation	3.6	3.8		3.7		10.9	11.0	
EBIT	38.8	33.4		29.1		87.0	77.5	
Finance Cost	5.9	5.4		5.0		15.7	15.8	
PBT before Exceptional Item	32.9	28.0		24.1		71.3	61.7	
Exceptional Items	0.0	0.0		0.0		0.0	0.0	
Profit before Tax	32.9	28.0		24.1		71.3	61.7	
Tax	9.1	7.2		5.7		18.6	16.2	
Profit after Tax	23.8	20.8	14%	18.4	30%	52.7	45.5	16%
PAT Margin (%)	7.5%	6.5%		6.2%		6.4%	5.6%	
EPS	3.0	2.6		2.3		6.6	5.7	



Company Overview

#1 undisputed knitwear Indian brand...



7,00,000+

Finished goods
pieces per day

1,50,000+

Retail Outlets

9,000+

SKUs

Dealers

1,500+

Registration of
trademark's both
Nationally &
Internationally

100+

Brands

10+

...with long legacy of delivering excellence



1968

RUPA brand incorporated



1985

Rupa & Co. Pvt. Ltd. Established



1995 - 1996

Took over business of Binod Hosiery
IPO and listing on Calcutta Stock Exchange and Jaipur Stock Exchange



1997-2000

Entered casual wear and thermal wear products
Started export of products
Set up Dyeing unit at Domjur, West Bengal



2003-2008

Acquired the brand "Euro"



2009-2012

Listing of shares at NSE and BSE

Launched premium brand Macroman M Series



2013-2015

Launch of brand, Macrowoman W Series, Torrido Thermal Wear

Awarded by Limca book of Records Brand excellence in innerwear award by The Economic Times –the "Best Corporate Brand"



2016-2018

Acquired : exclusive license from "FCUK" & Fruit of the Loom Inc
Awarded the "Promising Brands-2018" by The Economic Times



2021-2022

Achieved highest ever Revenue & PAT since inception
Awarded Best Annual Report



2023-2024

Rank 1 in CSR Category at ICC Corporate Governance & Sustainability Vision Awards 2024

Star Studded Line-up of Brand Ambassadors

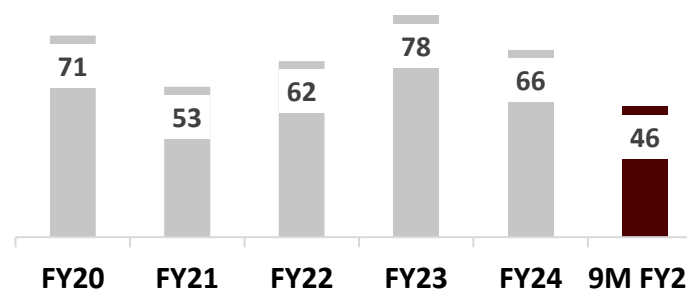


“

Strong brand recall developed through consistent investment in advertising and brand promotion strategies

”

Brand Development Cost (Rs. Cr)



Advertisement & Branding Expense constitutes **5.6%** of Revenues in 9M FY25.

Awards & Accolades



Rank 1 in CSR Category at ICC Corporate Governance & Sustainability Vision Awards 2024



Most Promised Digital Presence in Retail and E-commerce at National Achievers Awards



Most Trusted Award -2022 in category of Fashion - Innerwear and Outerwear



Brand edge Award for Best Practices - Annual Report 2022 Design



The Iconic Platinum Award for best Branded Content Campaign



Our prominent leaders...



Mr. Ghanshyam Prasad Agarwala
Vice Chairman



Mr. Prahlad Rai Agarwala
Chairman & Whole Time Director



Mr. Kunj Bihari Agarwal
Managing Director



Mr. Ramesh Agarwal
Whole-time Director



Mr. Mukesh Agarwal
Whole-time Director



Mr. Vikash Agarwal
Whole-time Director



Mr. Rajnish Agarwal
President

..with strong composition of eminent board of directors..



Mr. Ashok Bhandari
Independent Director



Mr. Sumit Malhotra
Independent Director



Mr. Sunil Rewachand Chandiramani
Independent Director



Mr. Joginder Pal Dua
Independent Director



Mr. Arvind Baheti
Independent Director



Mr. Vijay Chibber
Independent Director



Mrs. Mamta Binani
Independent Director

..supported by experienced management team



Mr. Niraj Kabra, Executive Director

A commerce graduate from Calcutta University. More than 20 years of rich expertise in the field of Operations and general administration. He has been serving on the Board of the Company since 2018

Mr. Sumit Khowala, Chief Financial Officer

Member of the Institute of Chartered Accountants of India and Institute of Company Secretaries of India. Associated with the company for over a decade Expertise in Finance, Taxation & Banking

Mr. Rajiv Singh, National Sales Head

Joint recently with 19 years of experienced professional in the manufacturing and textile & apparel sectors, specializing in business development. He holds an MBA from Abdul Kalam Technical University and a PG Certificate in Sales & Marketing from IIM Kozhikode (Calicut), with a notable previous role at Campus Activewear Ltd.

Mr. Sourav Das, Chief Digital & IT Officer

He is a Group's Chief of Digital & IT. Accomplished CIO, having 24+ years of experience across diverse sectors like Manufacturing, FMCG, Auto, etc. Played pivotal role in digital transformation landscape at Aditya Birla's Group Mining Business – EMIL.

Mr. Arihant Kumar Baid, VP - Finance

15 years of experience in Cross Functional areas in Finance. Member of the Institute of Chartered Accountants of India

Mr. Sunil Biyani, Head - Exports

Astute professional with nearly 20 years of rich experience in the field of Sales & Marketing, Product Development, Profit Centre Operations, & Business Development.

Mr. B. K. Singh, GM – Dyeing

More than 35 years of expertise in the field of Dyeing and production operations. Previously worked with Suryawansi Dyeing Mills.

Mr. Pronob Mukerji, GM – Marketing, Media

More than 17 years of experience in Marketing & Media. Previously worked with Page Industries

Mr. J. Rajendra Kumar Singh, GM– Production

20 years experience in production and operation in textile. Ex-VP/Head Operation – Manufacturing, Gokaldas Images

Mr. Randhir Singh Jolly, GM– Modern Trade

20 years of experience in the field of textile, Apparels & Innerwear. Previously worked with Bombay Dyeing and Raymond's



Business Model

Consumers are increasingly in pursuit of experiences



Affordability

- ✓ Broad & unparalleled product portfolio
- ✓ Brands across a wide price range
- ✓ Preferred choice of consumers



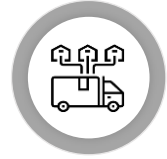
Scalability

- ✓ An integrated & efficient manufacturing process
- ✓ State of Art Manufacturing facilities
- ✓ Unwavering focus on R&D
- ✓ Quality implemented at each stage



Branding

- ✓ Accelerating the launch of aspirational brands
- ✓ Premiumisation to drive margins
- ✓ Consistent investments to expand



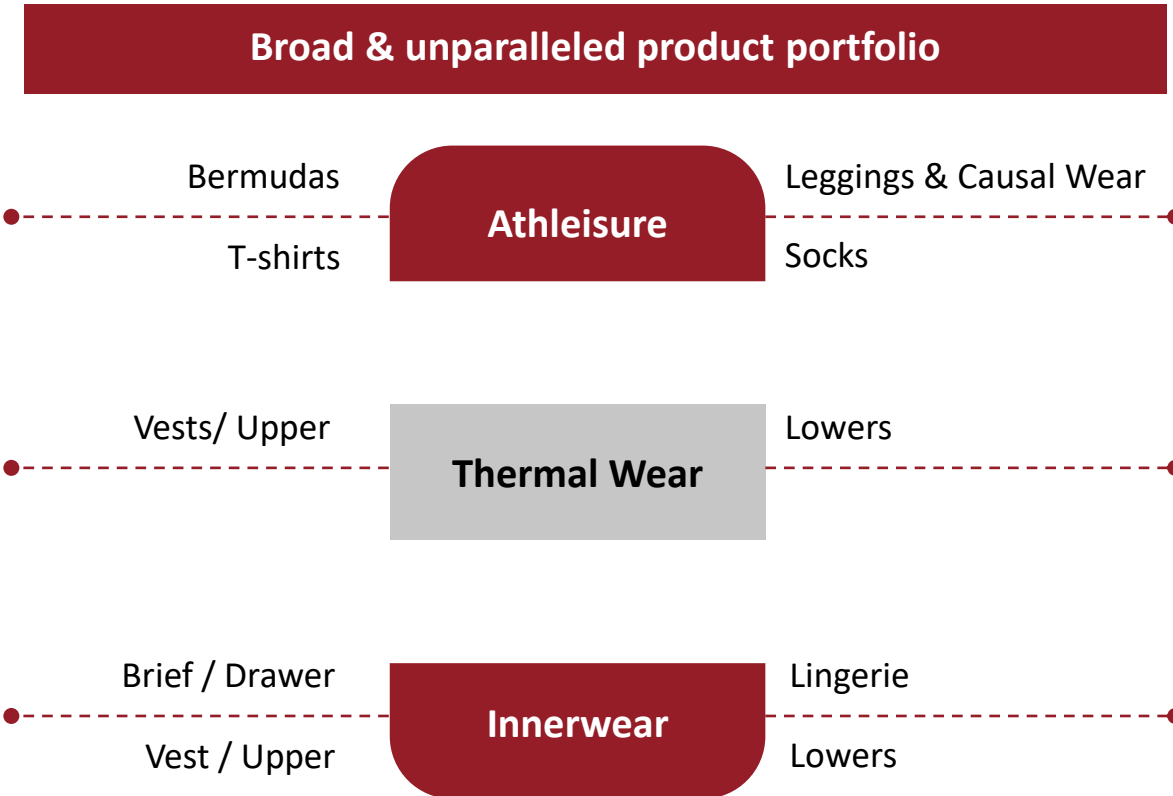
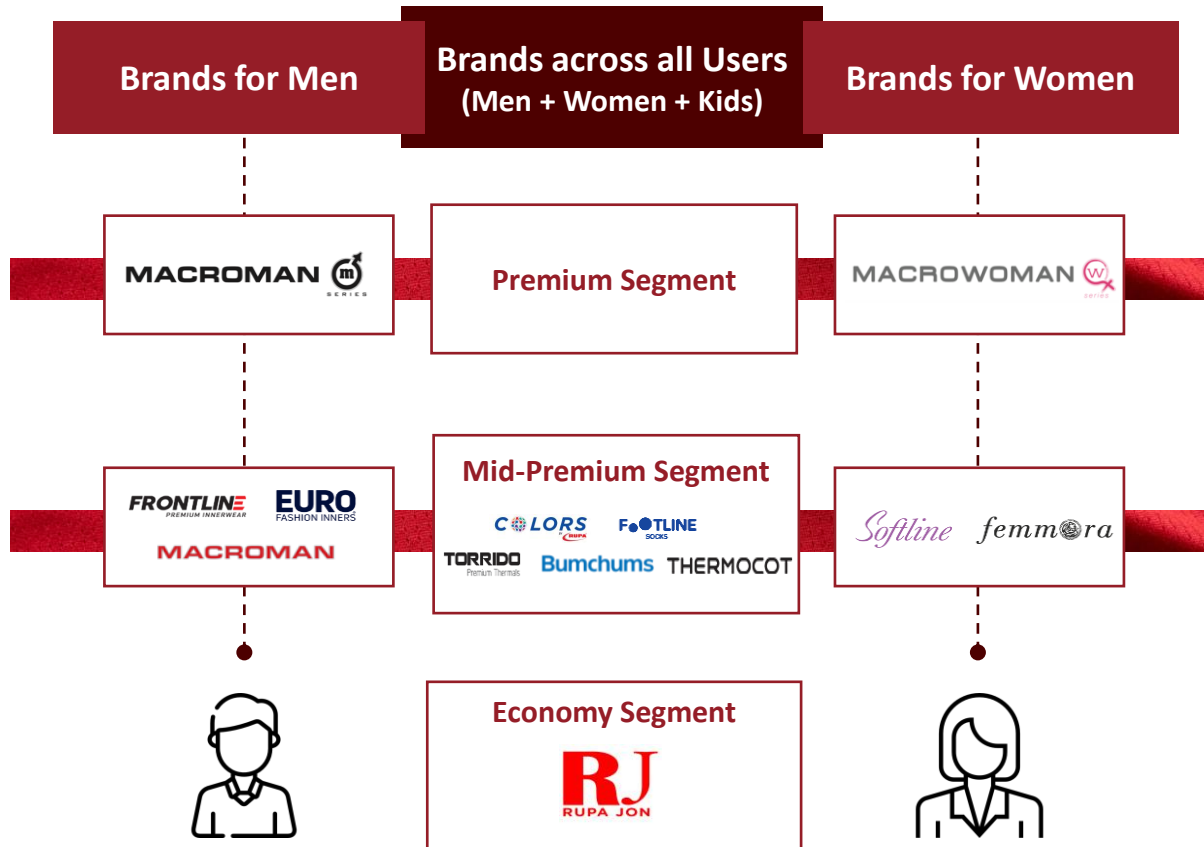
Distribution

- ✓ Expanding retail footprint
- ✓ Adopting digital transformation

1. Affordability - brands across wide price range segments



Bouquet of Brands across Price Segments



"Rupa overhauls its portfolio compatible with evolving market requirements."

2. Scalability - an integrated & efficient manufacturing process...



Product Design & Development



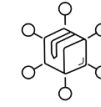
Manufacturing Process



Logistics & Distribution



Manufacturing Process



Logistics & Distribution



Knitting



Processing / Dyeing & Bleaching



Stitching



Cutting

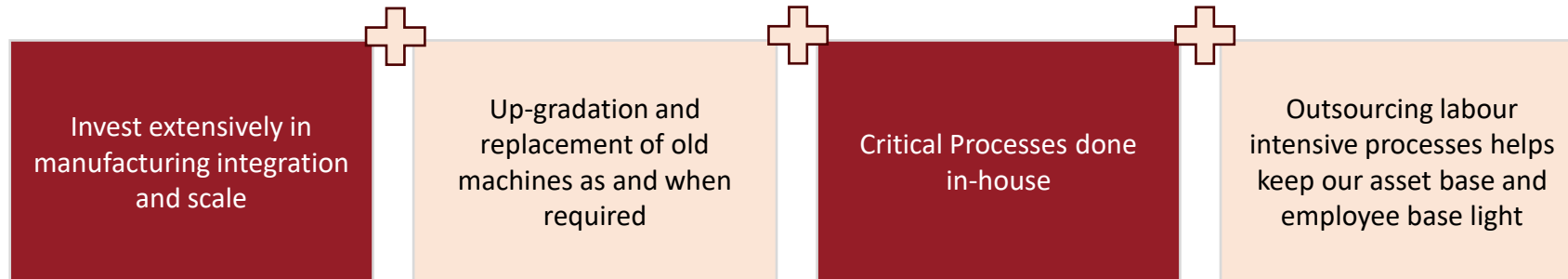


Warehousing



Distribution

Critical Processes done in-house



- » Automate sourcing, inventory management & order improving costs & efficiency
- » Dedicated team of product designers to track & create products in-line with global fashion trends
- » Helps maintain high quality of output

...along with state of the art manufacturing facilities



Continous investment in R&D to produce environment-friendly clothes and minimize carbon footprints



Domjur (West Bengal)



Tirupur (Tamil Nadu)



Bengaluru (Karnataka)



Ghaziabad (NCR)

7,00,000+

Finished Goods per day

9,000+

SKUs

3 tons/day

Yarn Dyeing

25 tons/day

Fabric Dyeing

» **Knitting:** State of the Art Knitting process done at our manufacturing plants

» **Dyeing:** Best in class technology for dyeing and bleaching to maintain competitive quality standards

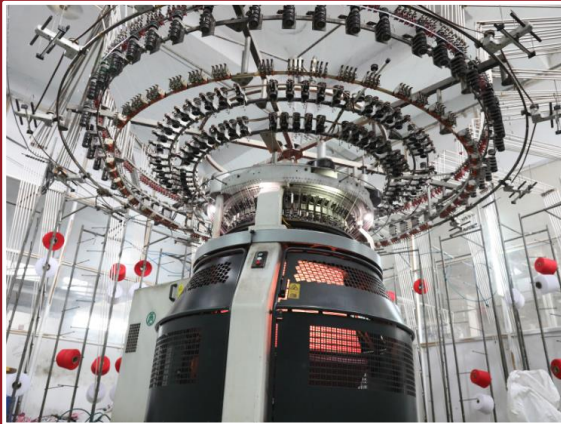
» **Cutting:** CNC and CAD technology is adopted to have accuracy in design and consistency in quality and quantity with minimum use of labour

» **Stitching:** Specification and technical know-how support provided to all vendors to have consistency in quality

... with unwavering focus on R&D and quality standards

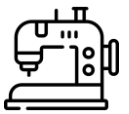


- Harnessing the power of technology enables conforming to international standards
- Innerwear, thermals and hosiery products are made from superior and natural fibers that are grown in sustainable farming methods and are biodegradable.
- We make soft, breathable, lush and comfy knitted wear that replenish the environment in every way.
- Up-to-date, high-performance equipment and matching software is used to aid perfect colour formulation and colour correction, as well as testing for colour-fastness, and effects which proudly flaunts the Colorfast guarantee



- The ultra-modern laboratory at Rupa's Dyeing and Processing Plant gives advanced developmental support to the daily operations
- The Dyeing unit is supported by an advanced in-house R & D unit, which continually strives to bring cutting-edge technology.

... resulting in high volume capacities



OPERATIONS	IN HOUSE CAPACITY
Fabric Dyeing & Bleaching	25 Tons/Day
Yarn Dyeing & Bleaching	3 Tons/Day
Knitting	25 Tons/Day
Cutting	10 Lacs Pieces/Day
Stitching	1 Lac Pieces/Day
Warehouse Space	8.5 Lacs Sq Ft Approx



Strategic Advantages

- Streamlined Operations
- Technologically advanced machineries to support our manufacturing infrastructure
- Robust control practices in place to ensure consistent quality of our products
- Improved inventory management, productivity, and overall efficiency
- Consistent utilization of material, promoting a seamless production flow
- Supporting our goal of delivering high-quality products at affordable prices.



3. Branding - reinforcing high growth segments...



- Pioneering Premium Leggings, Lingerie and Outerwear brand with a huge range of wardrobe essentials.
- **Softline** aims to make 'comfortable' the new fashion statement. '**Softline**' has always pushed the envelope in terms of innovation, variety and comfort.
- Brands mantra 'Effortless You', communicates exactly to reach out to the primary consumer base offering over 250+ colors for all sizes.



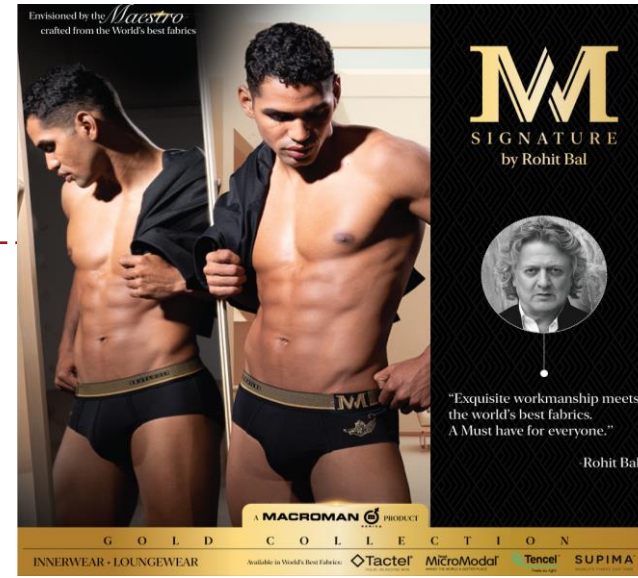
- Bumchums range of T-shirts, Bermudas, Tracks and Muscle.
- High Growth Potential in health and lifestyle focused Active wear segment. Industry has grown by ~13% CAGR since 2011



- Exquisite range of thermal wear, knitted on hi-tech machines to give a perfect and warm fit .
- Available in exciting colours, trendy styles, it is ideal for every member of the family
- Ideal companion during winter months. Now, you can stay warm and stylish in winters.
- a perfect blend of Cotton and Polyester suitable for lowest temperatures

...and scaling high margin revenue streams

- One of the Largest Premium Brand of Innerwear, Leisurewear, Sportswear, Activewear & Athleisure, for Men & Women
- **Macroman M-Series** and **Macrowoman W-Series** have top notch fabrics, are styled by cutting edge designers & available in a variety of colors and pattern
- Launched gold collection series under **M-signature** brand in collaboration with famous fashion designer **Rohit Bal**



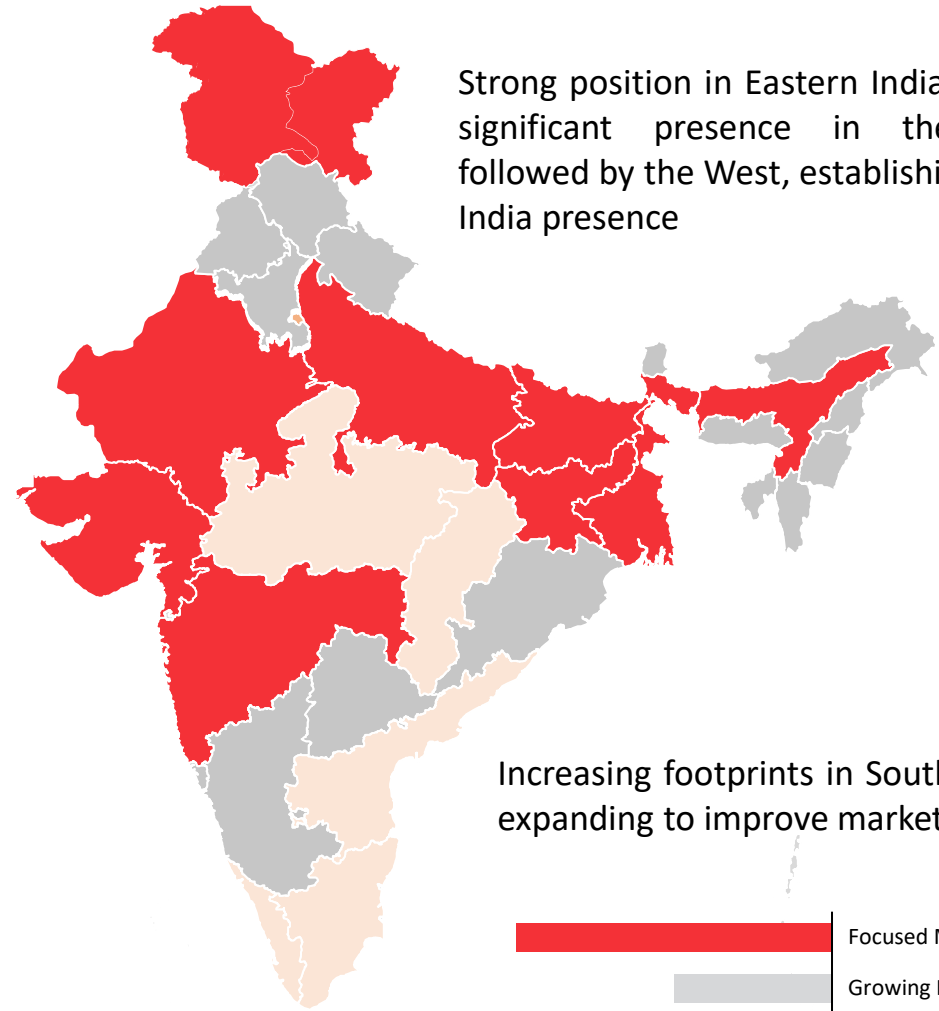
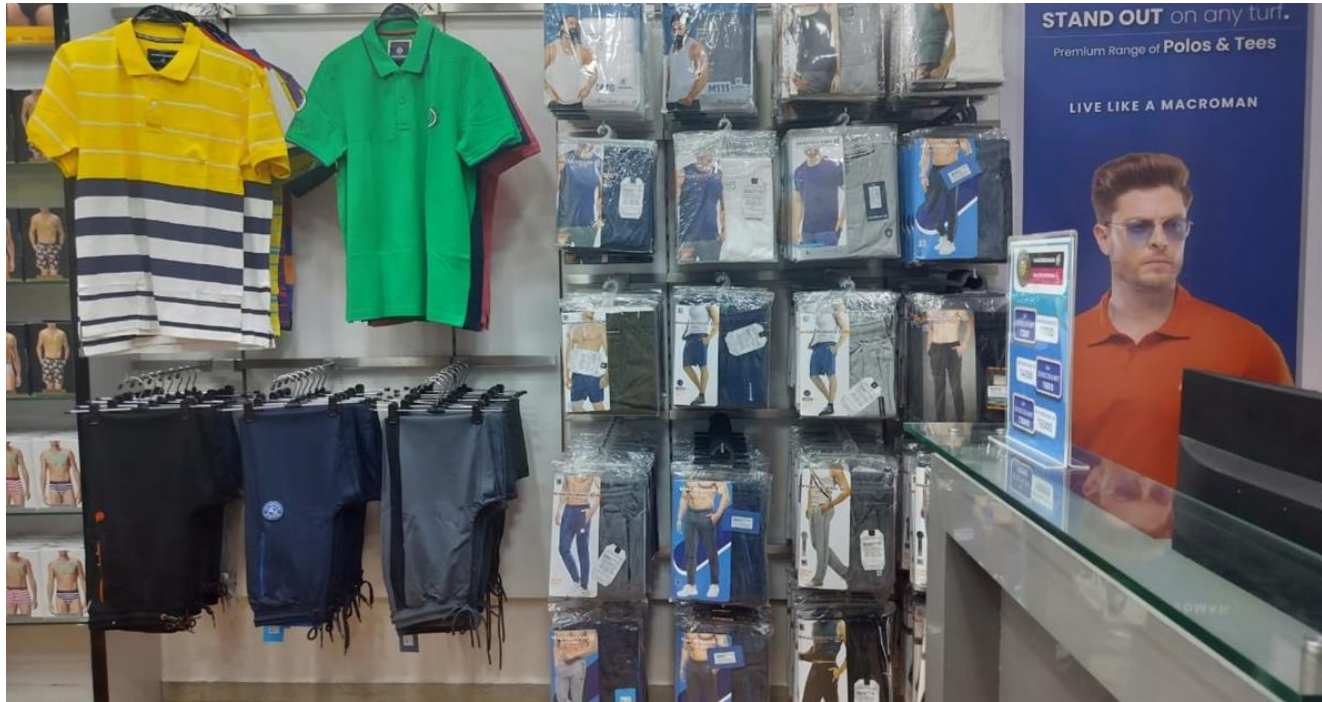
4. Distribution - expanding retail footprint



1,50,000+
Retail Outlets

1,500+
Dealers

Strategy: Foray in newer markets by appointing new distributors and building experienced team while offering products as per consumer preferences



Strong position in Eastern India. Gaining significant presence in the North followed by the West, establishing a Pan-India presence

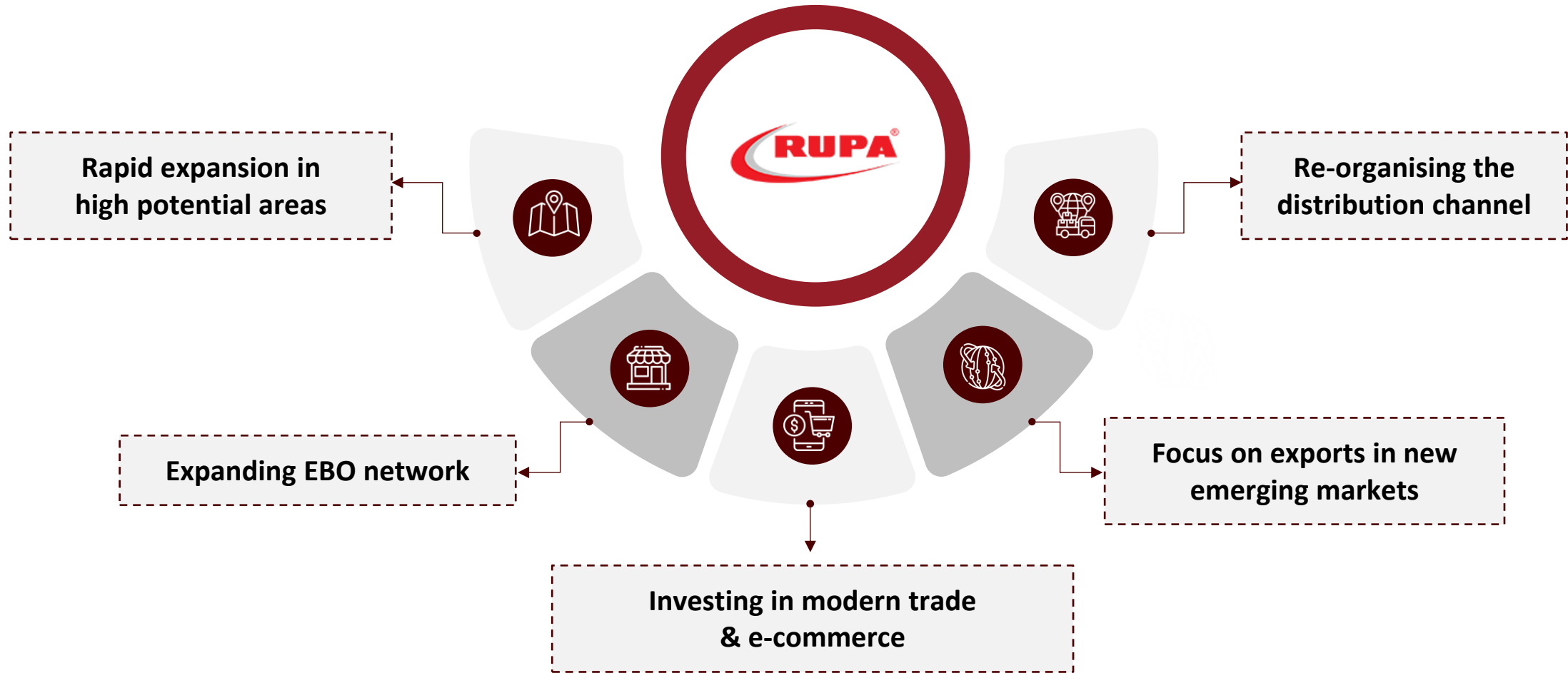
Increasing footprints in South India, expanding to improve market share

- Focused Markets
- Growing Markets
- Seeding Markets

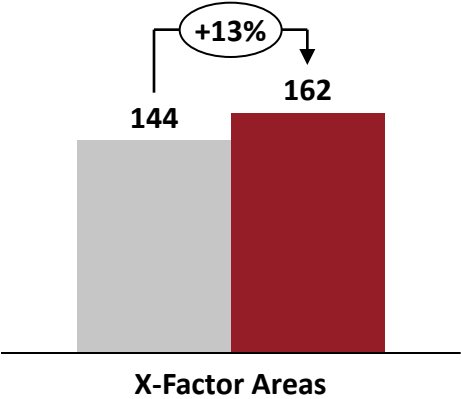


Growth Initiatives

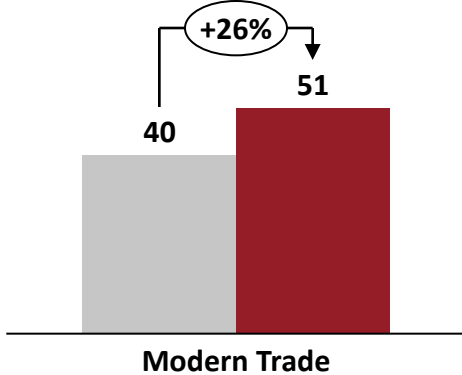
Recent Strategic Initiatives



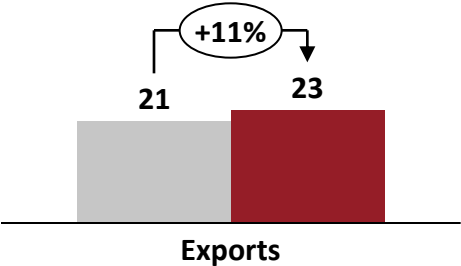
1. Rapid expansion in high potential areas



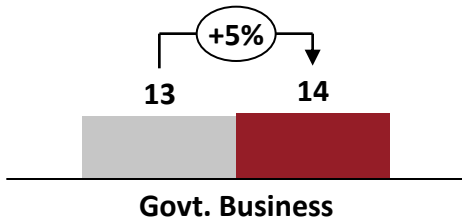
West Bengal, Maharashtra [Ex Mumbai Pune], Gujarat, MP, Chattisgarh, Western UP, Uttrakhand, Haryana ,HP , Punjab, Tamil Nadu, Andhra Pradesh & Kerala. Key focus on building complete eco system of team marketing, retail & distribution network



Focus on e-commerce via partnerships with Amazon, Flipkart. Drive direct sales through own website. Select LFS play and focus on EBO expansion



International business is seeing substantially improved traction, and we expect the momentum to continue with focus on Middle East, Bangladesh, Africa & Russia



CSD & CPC offers great opportunity. Introduction of new product will drive volume

9M FY24 9M FY25 Revenues (in Rs cr)

2. Expanding EBO network



Exclusive Brand outlets : 35 EBO

Strategy:

- › Opened Rupa - The Comfort Stores at multiple locations.
- › Create small to mid sized Franchisee Store Model with best-in-class SOPs
- › Build and nurture, competent Franchisee Management Organisation Capabilities
- › Establish Franchise model within Top 50 Cities
- › Invest in Key enablers like Store design, Branding, IT, CRM, SCM, CS, Marketing & Training / Development

Future Plan:

- Adding 100+ stores in FY26.
- Stores to be added in high footfall areas in Tier 1, Tier 2 and Tier 3 cities.
- Pan India presence with 150 EBO's in next 2-3 years

Our Rupa - The Comfort Store at Guwahati, Assam



3. Investing in modern trade and e-commerce



Modern Retail Trade



Current store count: 1500+

Strategy:

- Increase Brand Footprints across all brands creating special product line more relevant for Modern Trade
- Improve on time order serviceability to avoid revenue loss
- Create a robust, tech driven warehouse infrastructure
- Recently Launched on WALMART



Future Plan:

- To double the store count in Regional & Value Large Format stores. Major Focus on Southern India states.
- To increase brand presence across 1000+ point of sales in next 1 years

Online Apps & Portals



Presence on all e-commerce sites

Strategy:

- Launch of Rupa products in KSA & UAE
- Launched brands of Rupa @ First Cry.
- Develop a robust tech-based warehouse infrastructure to support Pure Play Marketplace business Model
- Brand launched on quick commerce retail platforms



Future Plan:

- To launch Rupa in the global online market Amazon.com
- ROI driven AD campaigns & content marketing on ecommerce portals
- To start D2C business across all e-commerce platforms.
- Develop merchandise more suited for e-commerce.

4. Focus on exports and new markets

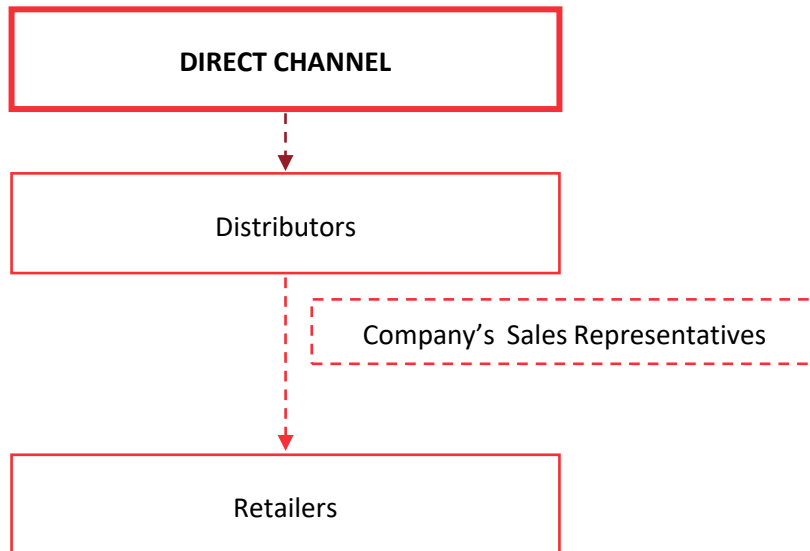
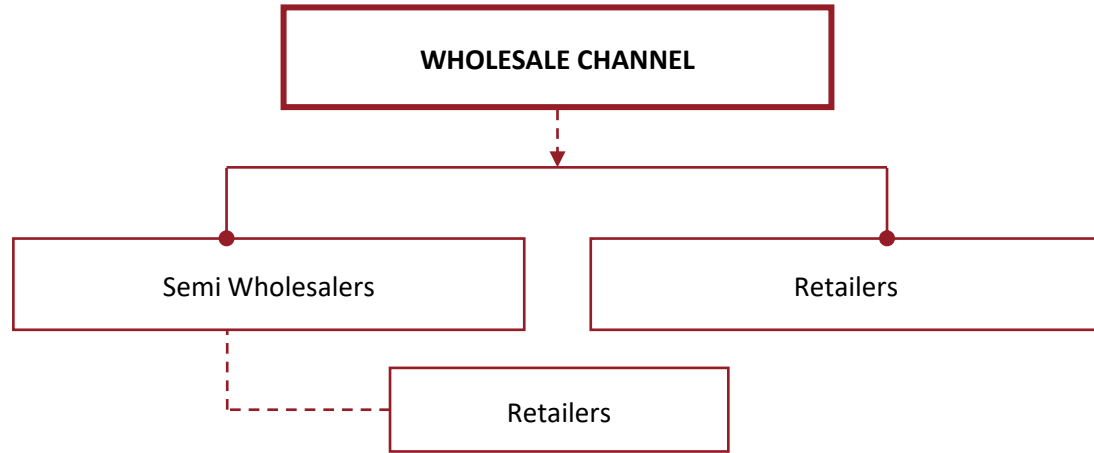


UAE | SAUDI ARABIA | KUWAIT | ALEGRIA | INDONESIA | NIGERIA | CONGO | USA | SINGAPORE and Many More



FY 24 Revenue
Rs. 25 crores

5. Re-organising the distribution channel



Strategic move towards Direct Distribution channel for premium & super premium product categories

Advantages

Better control on prices with well-defined margins for distributors and retailers

Better inventory management with mapping of primary and secondary sales

Improving inventory turnover with support to distributors and direct interaction with retailers

Increase sales through increasing presence and availability at retail counters of all the SKUs



ESG & CSR Initiatives

Why ESG matters to us ?



Sustainability is something that investors are demanding, customers are expecting, shareholders are relying on and employees are valuing.

Stakeholders' Perspective



Investors

Good financial **returns**, doing business efficiently according to the market **best practices, corporate governance**



Shareholders

Working with **transparency and integrity**, formulating and following **business code of conduct**



Employees

Occupational health and safety, providing adequate **employee benefits and compensations**



Customers

Product safety and content, **high quality** of product and services, **value for money**



Government

Complying with **rules and regulations**, work and co-operate with government departments in a **transparent** manner



Communities

Generating **local employment, minimal impact on the surrounding environment**, following compliances



Changing concept of Asset Valuation-More dominance of **"Intangible Assets"**



Need for valuation of **"Shared Values"** and **"Externalities"**

1

ESG maturity assessment & gap analysis against international frameworks, rating indices and benchmark practices

2

ESG materiality assessment to determine key ESG issues related to Rupa

3

ESG roadmap development including policy development, goal and target setting and strategy development

4

Disclosure on ESG initiatives using the BRSR/GRI framework

5

ESG implementation through BRSR policies, Safety observation report, Energy saving opportunities, EHS SOPs, EPR documentation and Vendor identification

“Weaving together a sustainable future”



Vision

To be one of the most loved knitwear and apparel brands in India; commended for responsible manufacturing and delivering superior customer experience with the best pricing.

Rupa endeavors to responsibly manufacture products through responsible procurement, innovations in technology, effective utilization of resources and minimum impact on the planet.



Mission

Strategic Sustainability Pillars

Environment



- ❖ Energy and climate change management
- ❖ Water and effluent management
- ❖ Chemical management
- ❖ Waste management and Circular economy
- ❖ Sustainable packaging

Social



- ❖ Diversity and inclusion
- ❖ Occupational health and safety
- ❖ Corporate citizenship
- ❖ Human rights

Governance



- ❖ Corporate governance
- ❖ Ethics, transparency and accountability
- ❖ Responsible sourcing
- ❖ Customer relationships management
- ❖ Innovation management

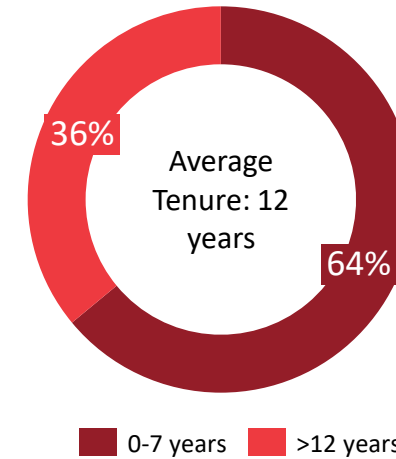
[Click here](#) to visit ESG micro site

Strong Board Oversight on ESG

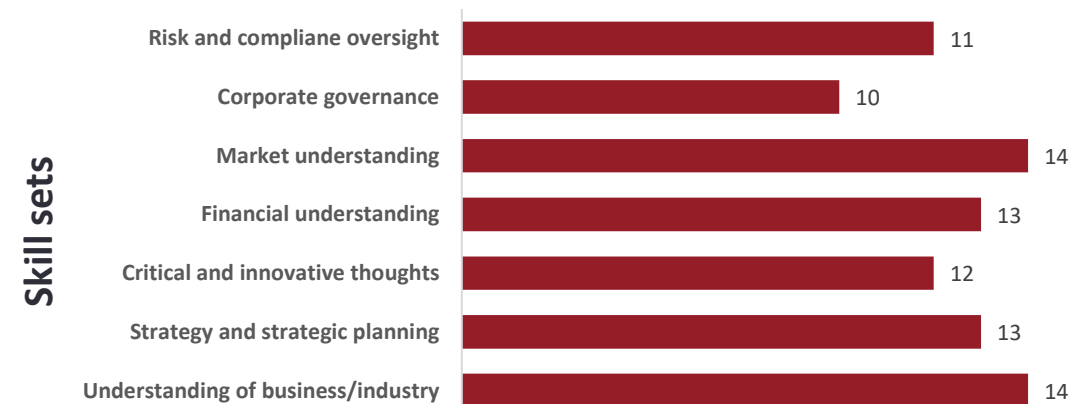
Responsible Governance

- Active oversight from Board of Directors and dedicated Board level CSR committee for overseeing ESG risks
- Corporate social responsibility embedded in our Values
- Fosters a culture of honesty, integrity and accountability
- Zero tolerance for corruption & bribery
- The Board comprises of five sub committees
- 50% of the directors on the Board are independent directors
- Average age of Board is 62 years
- Majority independence in the Audit Committee and all members of the Nomination and Remuneration Committee are independent
- Business strategy is based on the principles of stakeholder inclusion and sustainability context
- Endeavor to leverage human and capital resources to translate opportunities into reality, create awareness of corporate vision and spark entrepreneurship at all levels
- Committed towards enhanced transparency in ESG disclosure

Board Tenure



Board Experience



Number of Directors

CSR Vision : Improving lives in pursuit of collective development and environmental sustainability

Energy and GHG Management

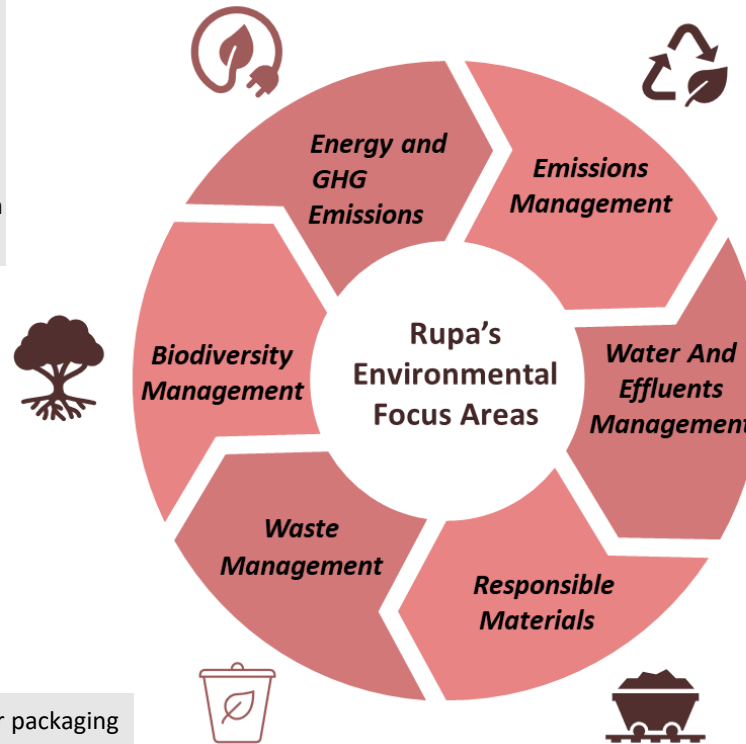
- The steam generated from the boiler is captured and reused in operations including drying, compaction and heating the incoming boiler water.
- Conserved electricity through replacement of traditional lighting systems with LED lighting
- Daylight harvesting in plant operations
- Indigenous products sourced locally thereby reducing carbon footprint

Biodiversity Management

- Enhancing greenery by planting trees in and around Company's sites

Waste Management

- More than 90% of the fabric waste is recycled and 100% of our packaging is recyclable and reusable
- 100% fly ash produced during combustion of coal is utilized for brick manufacturing.
- Planning of implementation of the 4R (Reduce, Reuse, Recycle and Recover) principles for effective utilization of waste resources



Emissions Management

- Installed bag filters to ensure particulate matter suppression and limit it within permissible limits.
- Undertaking regular air quality emissions assessment through NABL accredited laboratories.

Water and Effluent Management

- Stringent periodic maintenance of all water pipes is undertaken to prevent water leakages.
- Successful pilot runs conducted for achieving Zero Liquid Discharge (ZLD) through nanotechnology.

Responsible Materials

- Most of the material suppliers are GOTS approved and have received the Oeko-Tex certification, conforming that all our materials are free of banned substances such as hypochlorite and azo dyes.
- Implementation of SAP S4 (HANA) in fashion raw materials procurement for increased efficiency in supply chain



Care for our People



Adhering to the highest labour standards



We respect and protect human rights both within and outside the workplace by adhering to the principles of human rights including no child labour, non-discrimination and fair wages.



All workmen on the shop floor are required to undergo workplace safety training for ensuring prevention of unsafe acts and accidents.

Gender Diversity



~ 11 % female workforce

Creating fulfilling career opportunities



Performance Improvement Plan helps our employees reach desired productivity levels through specific project work and close guidance



Imparted product training, behavioural training, functional training and personality training



Performance based reward system is implemented for incentivizing the best performing employees



Celebrating days of national and international importance like Christmas, Diwali, Bengali New Year, Women's Day and conducting various events like Cricket Tournament, etc. to focus on team building and career guidance

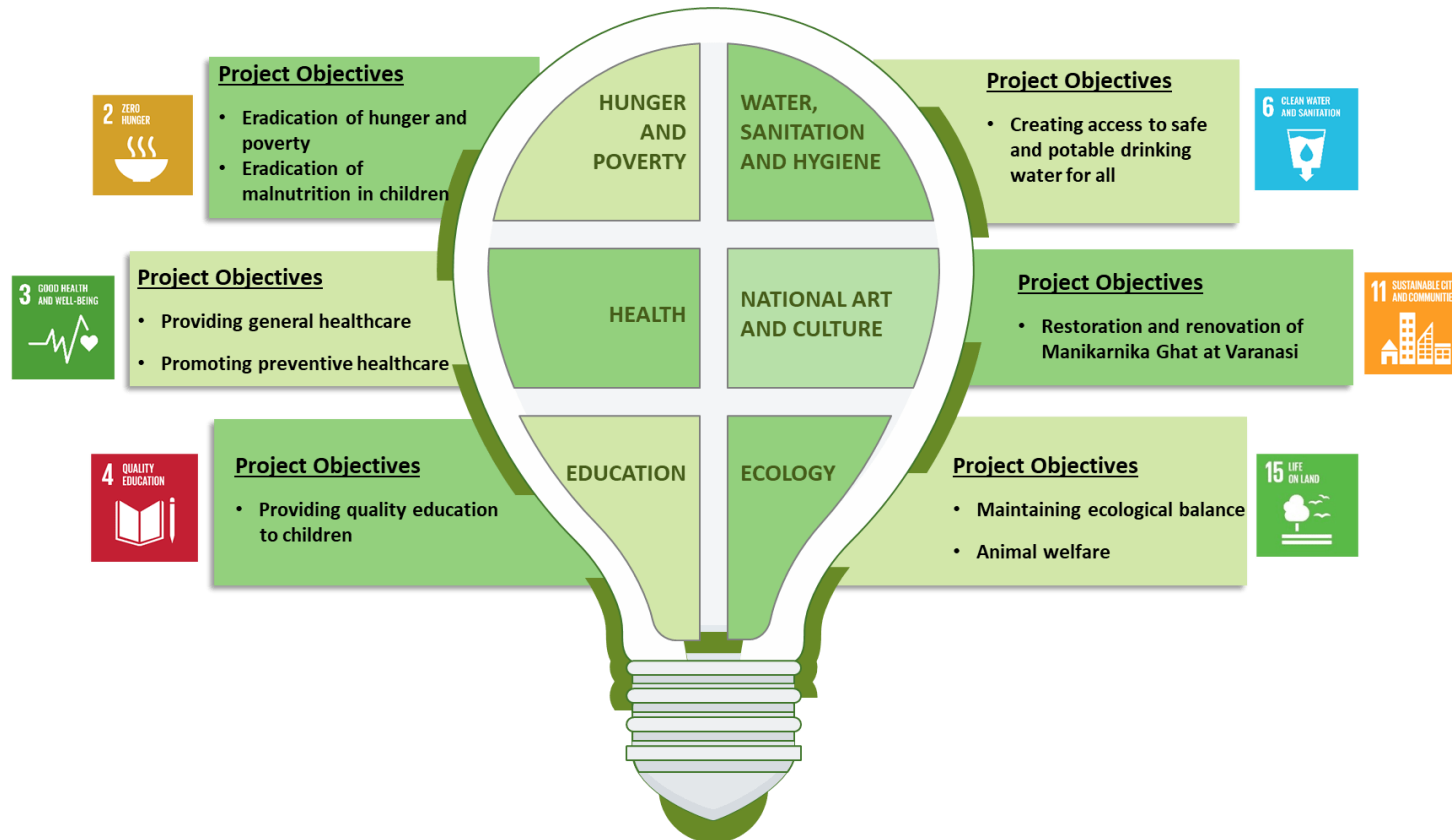


Strengthening our Communities

Rupa & Company Limited operates with a strong belief that giving back to the society and contributing towards its sustainable development is every organization's responsibility. The Company and its people are committed to society, ecology and environment.

Key highlights

Our Six CSR Focus Areas



₹ CSR spent for FY 2023-24: **INR 3.64 Crores**

480+ water kiosks installed throughout the streets of Kolkata

Glimpses of our CSR Activities



Medical and healthcare facility under construction



Cancer awareness and detection camp in collaboration with Indian Cancer Society



Provision of mid-day meal



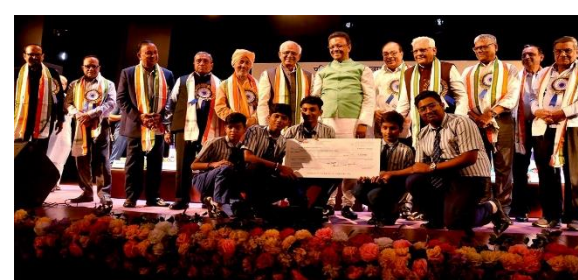
One Teacher School



Animal welfare



Women empowerment



Supporting education



Foundation laid for New Girl's School



Drinking water facility



Computer education



Eye check-up camp



Mid-day meal

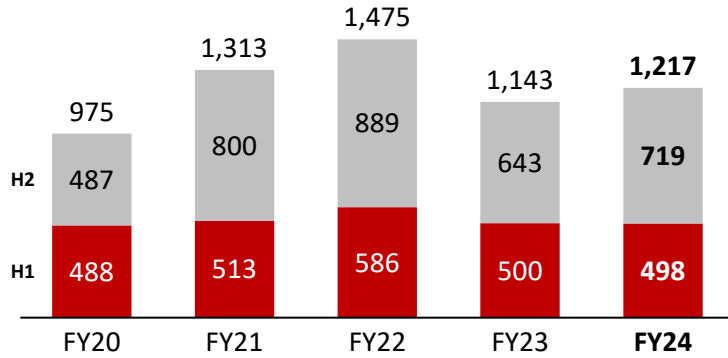


Historical Financial Performance

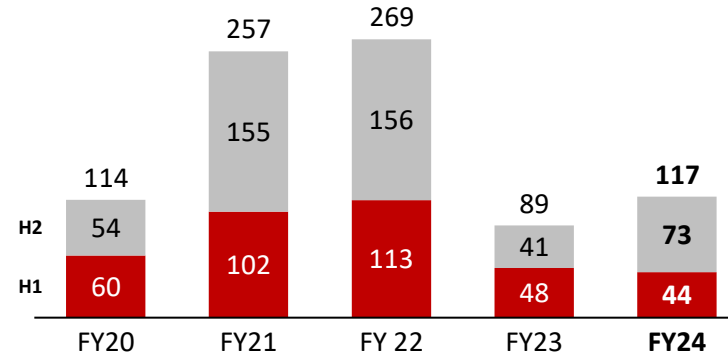
Historical P&L Highlights



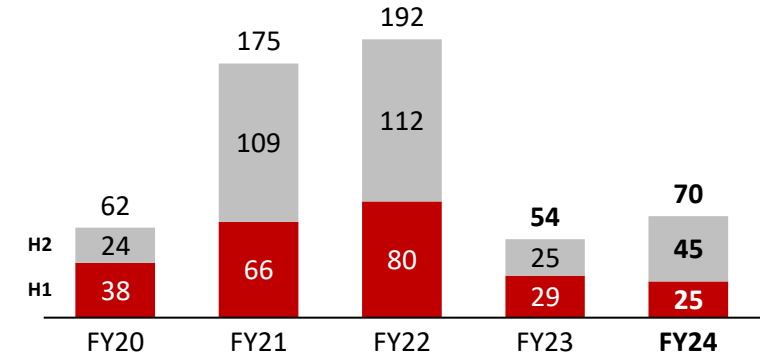
Revenue (Rs. In Cr)



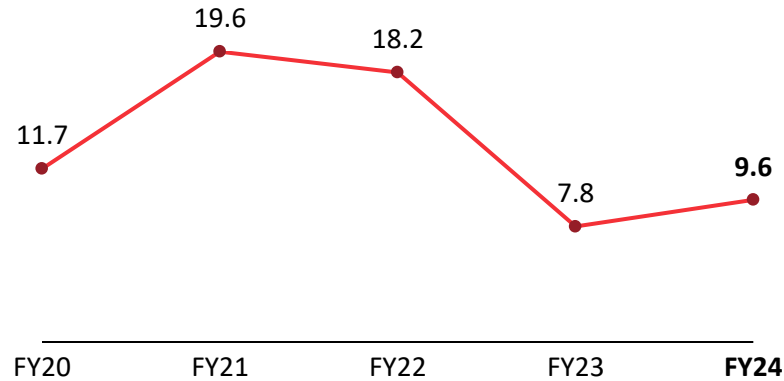
EBITDA (Rs. In Cr)



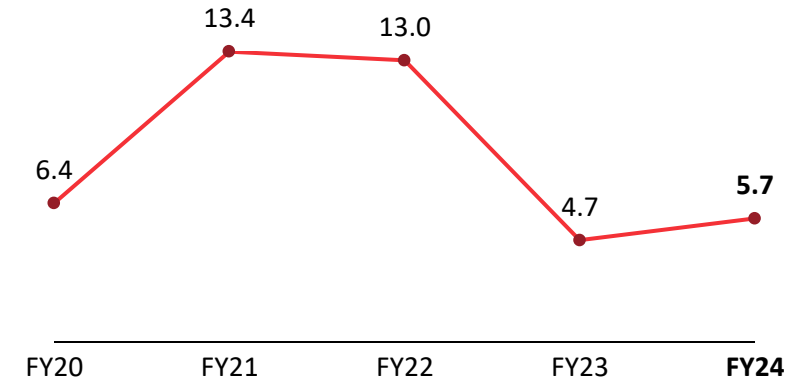
PAT (Rs. In Cr)



EBITDA Margins (%)



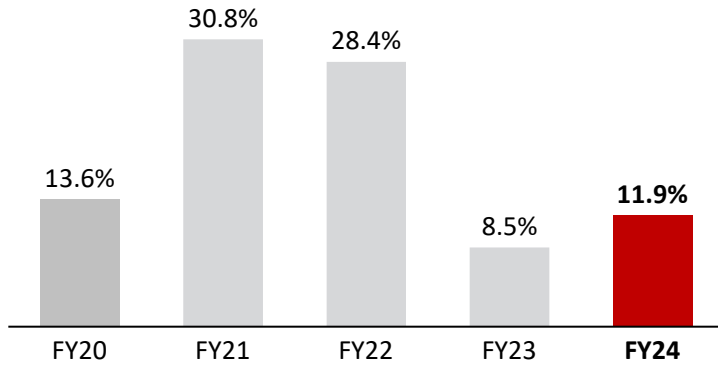
PAT Margins (%)



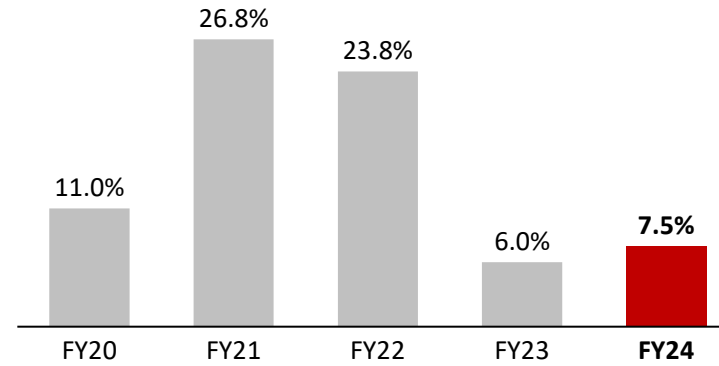
Key Financial Ratios



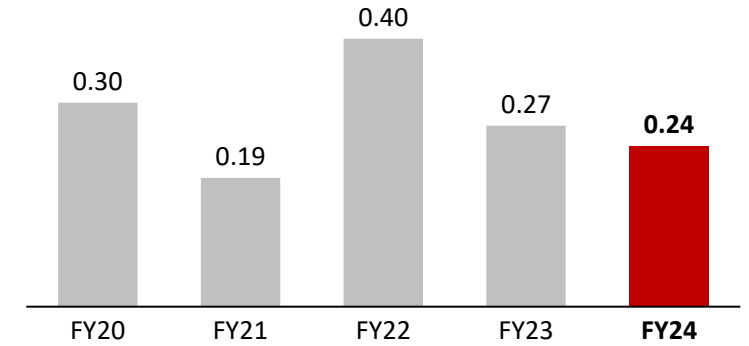
ROCE (%)



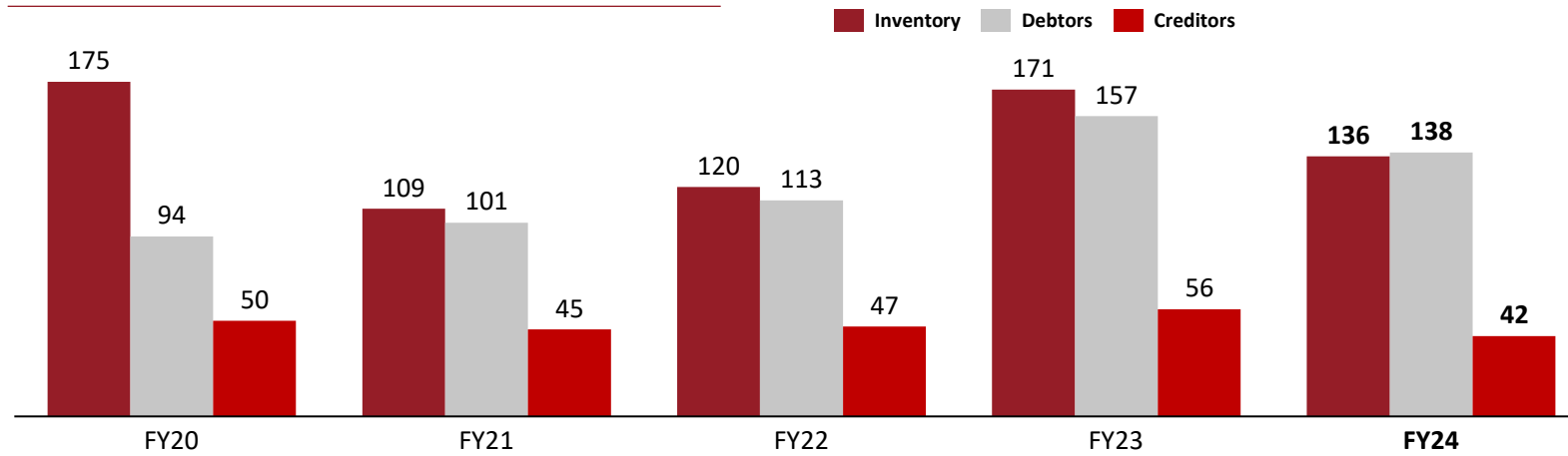
ROE (%)



Debt to Equity (X)



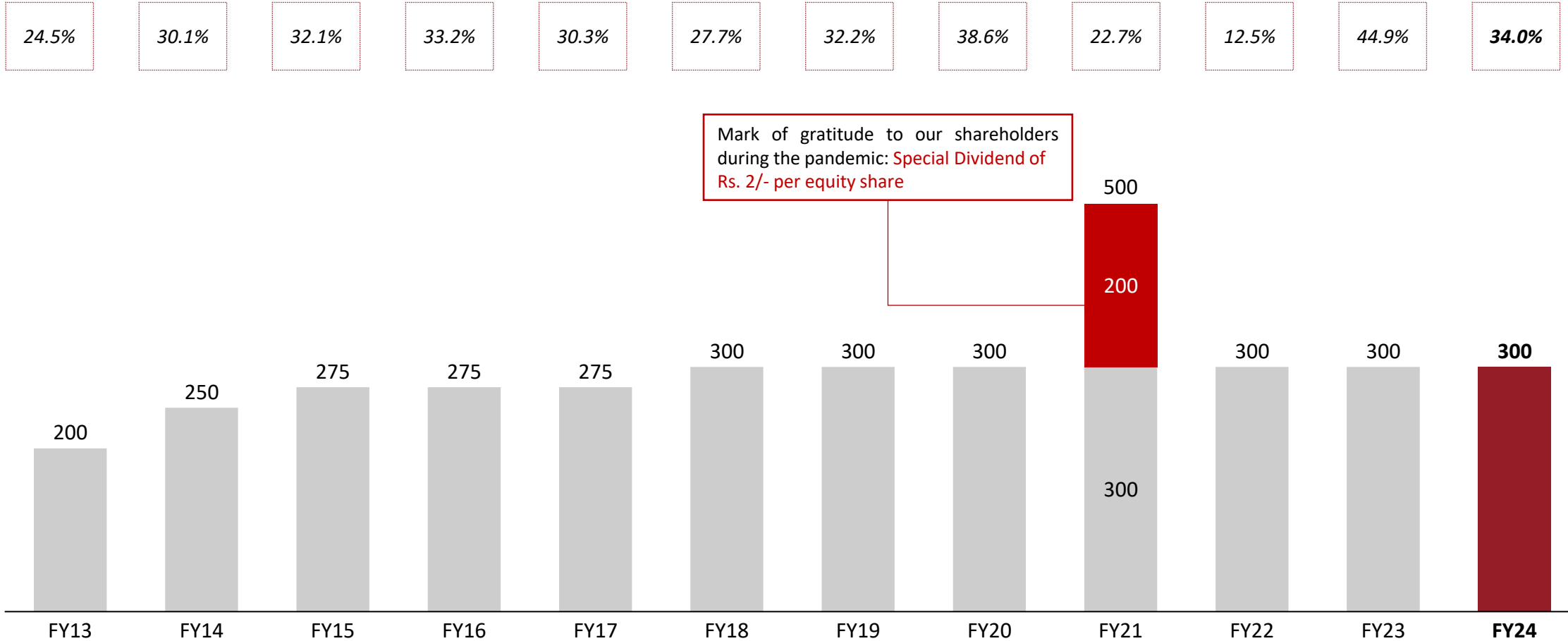
Working Capital Days



Sharing profits consistently



Payout as a % of Profits



Consistently sharing the profits in the form Dividend

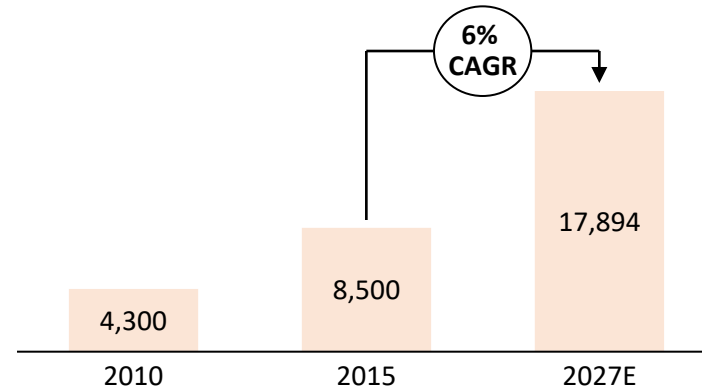


Key Takeaways

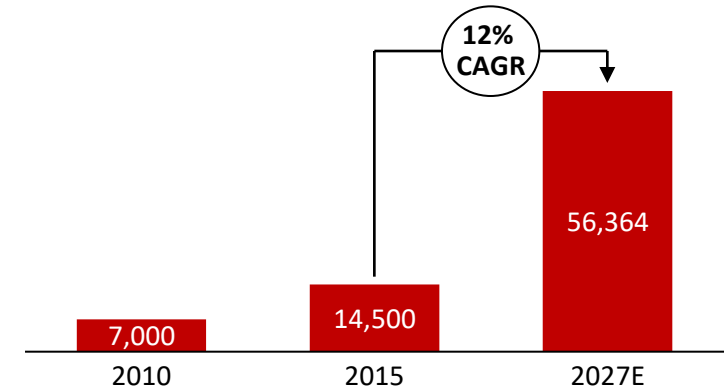
Huge Industry Potential



Men's Innerwear Market



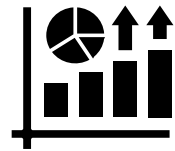
Women's Innerwear Market



Key Growth Triggers



Emergence of purpose-specific innerwear (sporty, casual, fashionable) widening the Market



Increasing income levels and high spending power



Growth in penetration of organized retail



Changing Fashion Trends



Increasing penetration of electronic media leading to branded products

- Diversifies product offering across demographics & price segments
- Wide bouquet of brands with strong brand recall developed through consistent investment in ad spends
- Efficient business model with key focus on value addition, quality control & product differentiation
- Efficient business model with key focus on value addition, quality control & product differentiation
- Focused approach on growth & margin improvement to generate value
- Consistent Dividend track record



Company:



Rupa & Company Ltd.

CIN: L17299WB1985PLC038517

Mr. Sumit Khowala, Chief Financial Officer
sumit.khowala@rupa.co.in

Investor Relation Advisors:



Mr. Sumeet Khaitan

+91 7021320701

sumeet.khaitan@linkintime.co.in

Mr. Hitesh Agarwal

+91 7506625374

hitesh.agarwal@linkintime.co.in

Thank You