

July 31, 2024

The Secretary
BSE Ltd.
P J Towers, Rotunda Bldg.,
Dalal Street, Fort
Mumbai – 400 001

Scrip Code: 500414

Sub: Intimation under Regulation 30(6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Investor Presentation for Q1 of FY 2024-25

Dear Sir,

Please find enclosed an Investor Presentation covering the performance highlights of the Company for Q1 of FY 2024-25.

We have also uploaded the presentation on the Website of the Company at www.timexindia.com.

This investor presentation is being submitted based on the financial results approved by the Board of Directors in its meeting held today i.e., July 31, 2024, which concluded at 5:20 p.m.

You are requested to take the above on your records.

Thanking you,
For Timex Group India Limited

Dhiraj Kumar Maggo
Vice President – Legal, HR and Company Secretary

01:02:08

1 hour, 2 minutes and 8 seconds wasted
balancing work with play



TIMEX
Waste More Time

ANANYA PANDAY



TIMEXGROUP

Timex Group India Limited

Investor Presentation

July 31, 2024

Disclaimer

This presentation may contain certain forward looking statements concerning Timex's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward-looking statements.

The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to implement strategy and manage growth, competition (both domestic and international), market demand for products, successful operation of our sales channels, price of our raw materials, economic growth in India and the target countries for exports, ability to attract and retain highly skilled professionals, time and cost over runs, our ability to manage our operations, government policies and actions with respect to investments, fiscal deficits, regulations, etc., inflation, foreign exchange rates, interest and other fiscal costs generally prevailing in the economy.

Past performance may not be indicative of future performance. We do not undertake to publicly update our forward-looking statements to reflect subsequent events or circumstances. Timex will not be responsible in any way for any action taken based on such statements.

This presentation is not intended, and does not, constitute or form part of any offer, invitation or the solicitation of an offer to purchase, otherwise acquire, subscribe for, sell or otherwise dispose of, any securities in Timex or any of its group companies or any other invitation or inducement to engage in investment activities, neither shall this presentation nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. The numbers & the contents in this presentation are purely indicative and subject to change.

Business Update

Improvement in financials over previous year

- Brand Ambassador for Timex, Ananya Panday, starred in the third campaign of Waste More Time gathering significant media attention
- Timex continued its association with IPL through sponsorship of the Punjab Kings XI team
- The Company launched smartwatches within the iConnect by Timex collection
- Revenue grew by 2% over the same quarter last year
- Growth was led by the luxury segment and trade channel



Q1'FY25 Highlights

Waste More Time – with Brand Ambassador Ananya Panday

Waste More Time campaign continued through the quarter with a brand new creative and story



01:02:08
1 hour, 2 minutes and 8 seconds wasted
balancing work with play

TIMEX
Waste More Time

ANANYA PANDAY

The advertisement features a woman with long dark hair, wearing a yellow sleeveless top and a colorful Timex watch, balancing a stack of three books on her head. The background is a blurred library. A large, detailed image of the watch is shown to the left of the woman. The watch has a pink dial with blue and yellow accents, a date window showing 'WED 14', and a colorful striped strap. The text '01:02:08' and '1 hour, 2 minutes and 8 seconds wasted balancing work with play' is positioned above the watch. The Timex logo and 'Waste More Time' slogan are centered below the watch, and the name 'ANANYA PANDAY' is at the bottom.

Timex x The James Brand

Designed and Engineered for the Modern Explorer

With travel and adventure top of mind, we designed this watch from scratch, and we're darn proud of where we've landed. The James Brand x Timex GMT is water resistant to 200 meters and the automatic Miyota GMT movement allows you to keep track of two time zones. The all-new 41mm titanium case is paired with a titanium bracelet, and we've included a secondary resin strap. With an anti-reflective coated sapphire crystal and caseback, a screw down crown and more titanium than you can shake a stick at, this one is designed to be on your wrist for a lifetime and beyond.

Priced at Rs. 62,995/- and sold out in no time.



Launch of iConnect by Timex – iConnect Calling +



iconnect MY WAY
INTRODUCING, iconnect Calling+
BY TIMEX



2.01 INCH
TFT DISPLAY



BLUETOOTH
CALLING



FUNCTIONAL
CROWN



AI VOICE
ASSISTANT



A TIMEX GROUP PRODUCT



Q1 FY25 Highlights

Timex Group brands as seen in luxury, fashion, and travel publications



Q1 FY25 Highlights

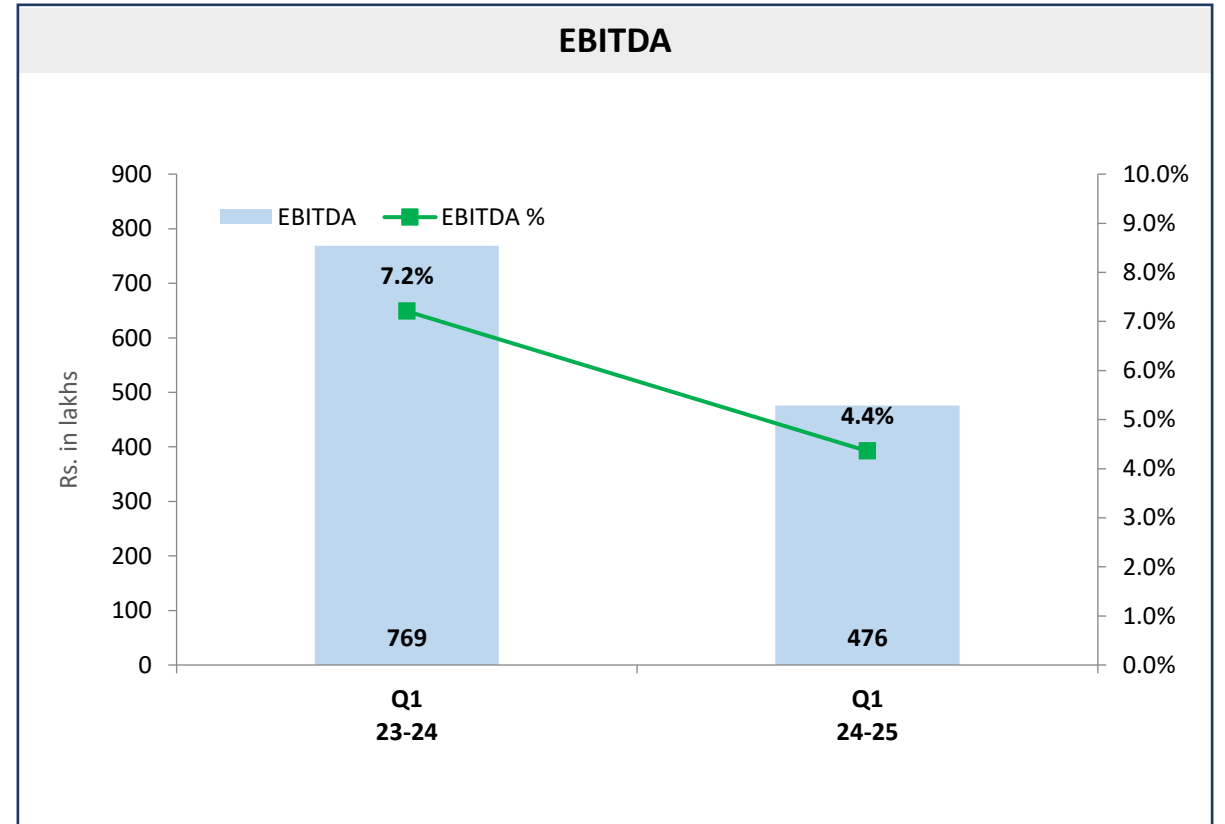
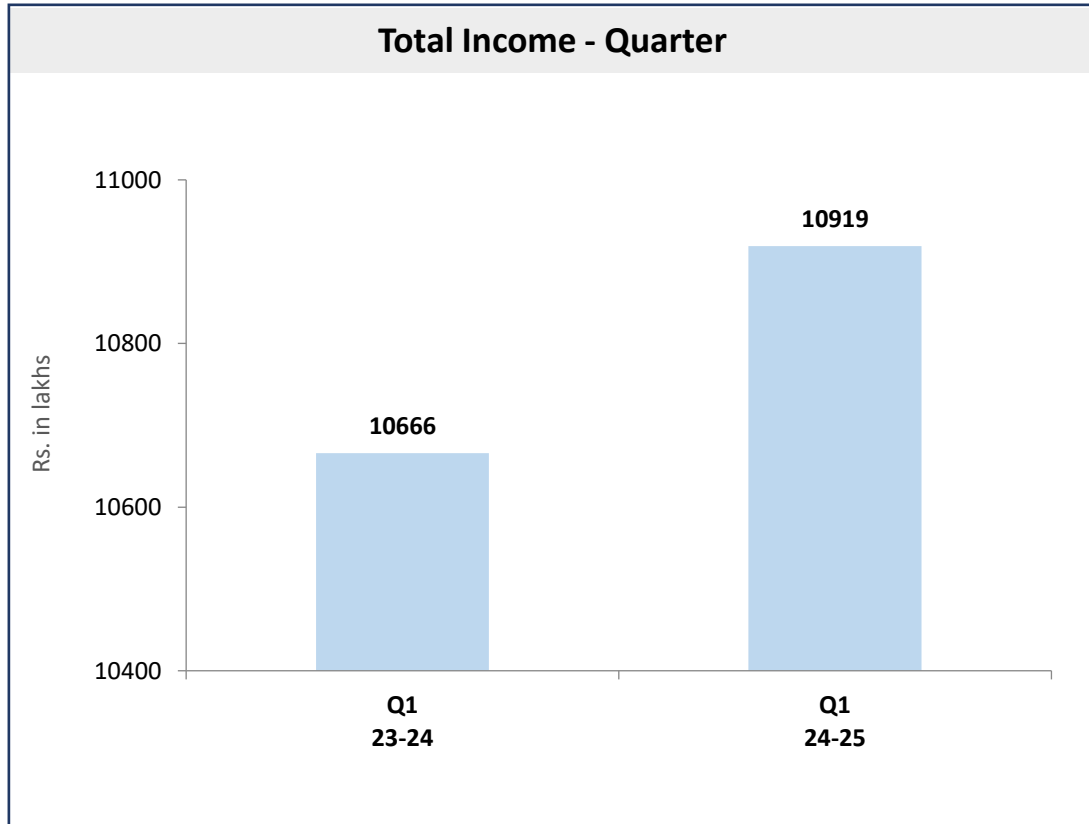
Guess watches celebrated showcase events across the country with its 40th anniversary as a highlight



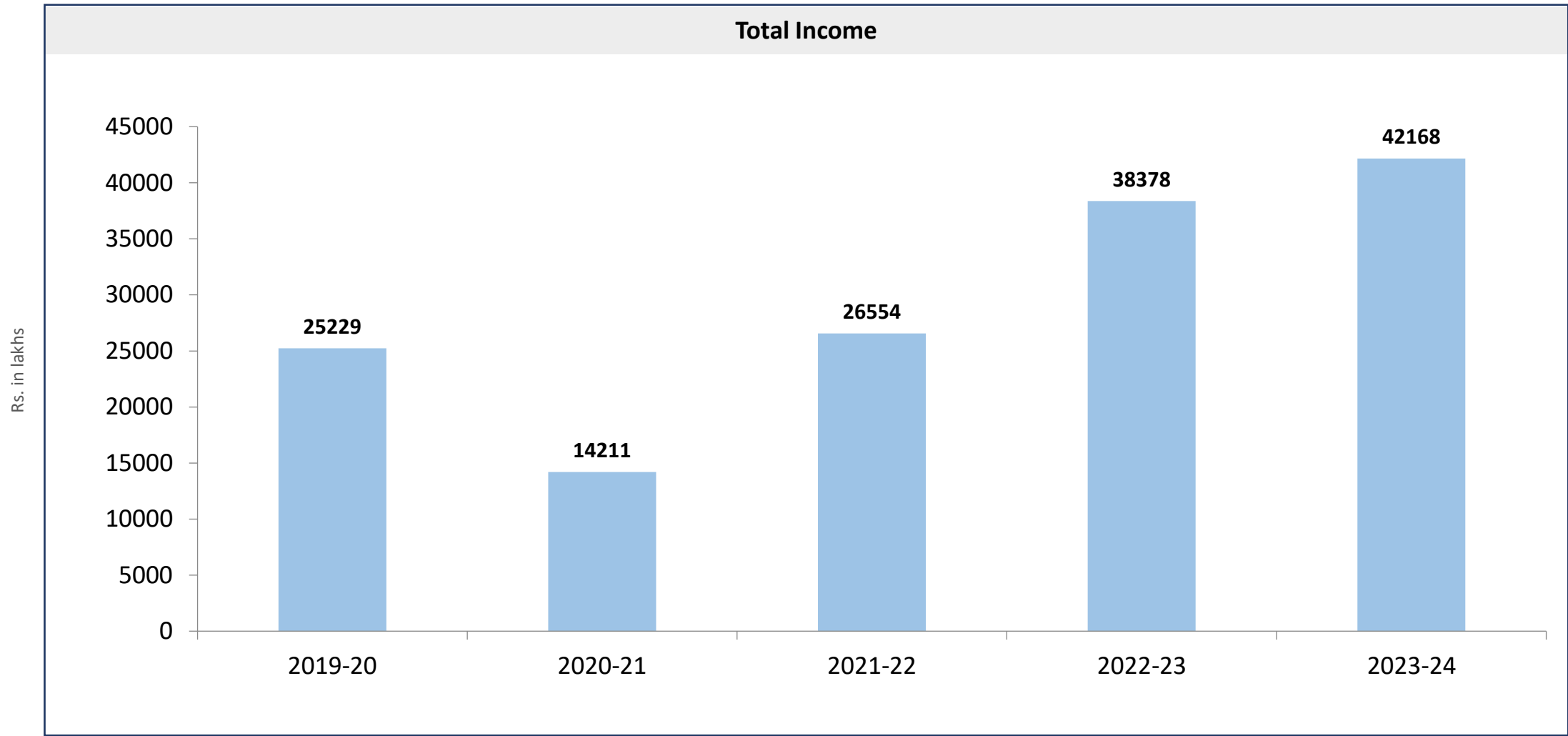
Financial Performance Q1'FY25

Improvement in financial performance over last year

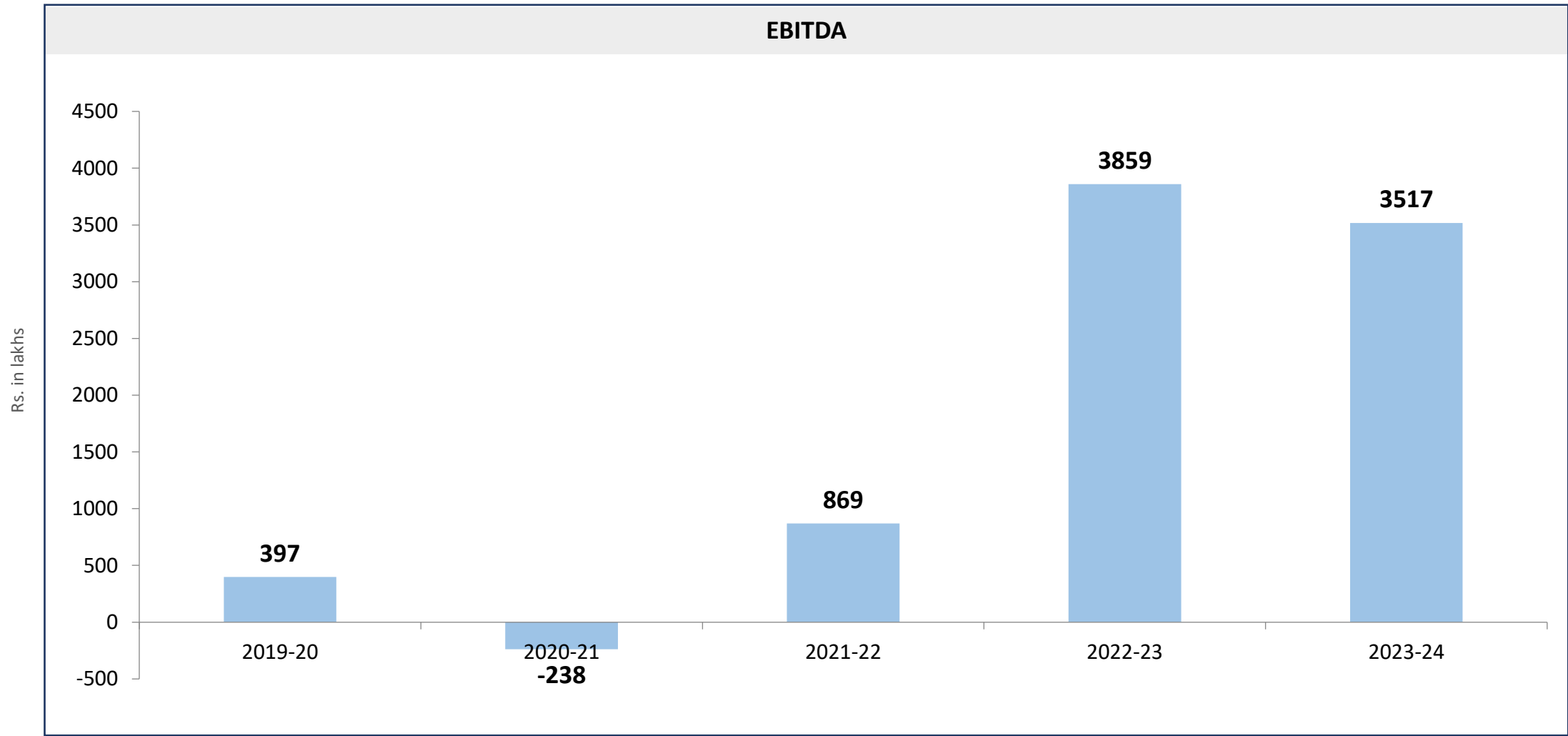
- Total Income has grown by 2% during the quarter as compared to last year same quarter.
- EBITDA is at Rs. 476 lacs during the quarter as compared to Rs. 769 lacs during last year same quarter.
- Profit before tax is at Rs. 325 lacs during the quarter as compared to Rs. 567 lacs during last quarter.
- Other expenses include advertising & sales promotion expenses of Rs. 1196 lacs during the quarter as compared to Rs. 1499 lacs to last year same quarter.
- Other expenses also include Royalty of Rs. 390 lacs during the quarter on net sales of specific brands as per Intellectual Property License Agreement effective from April 1, 2024.



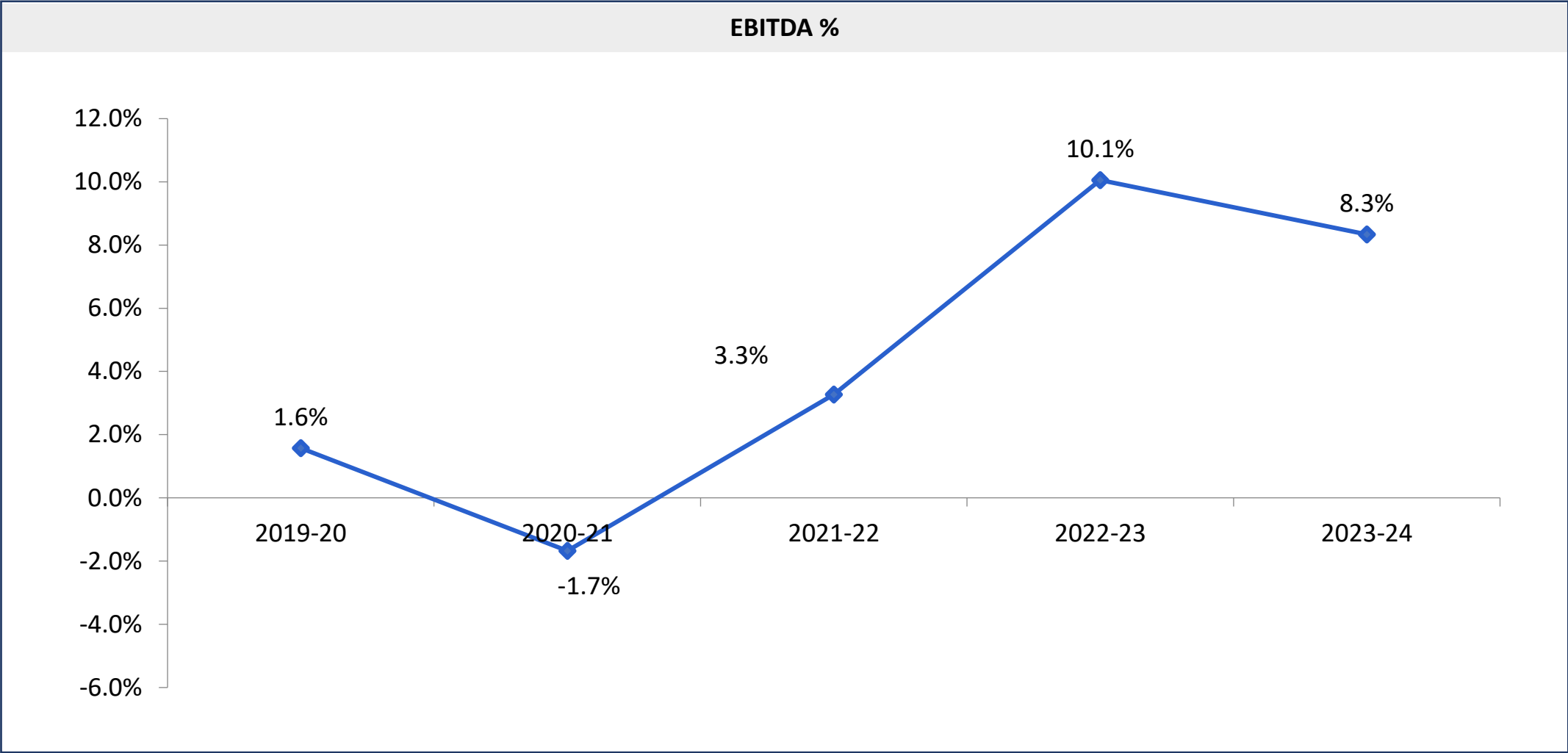
TGIL Financial Performance – Total Income Trend



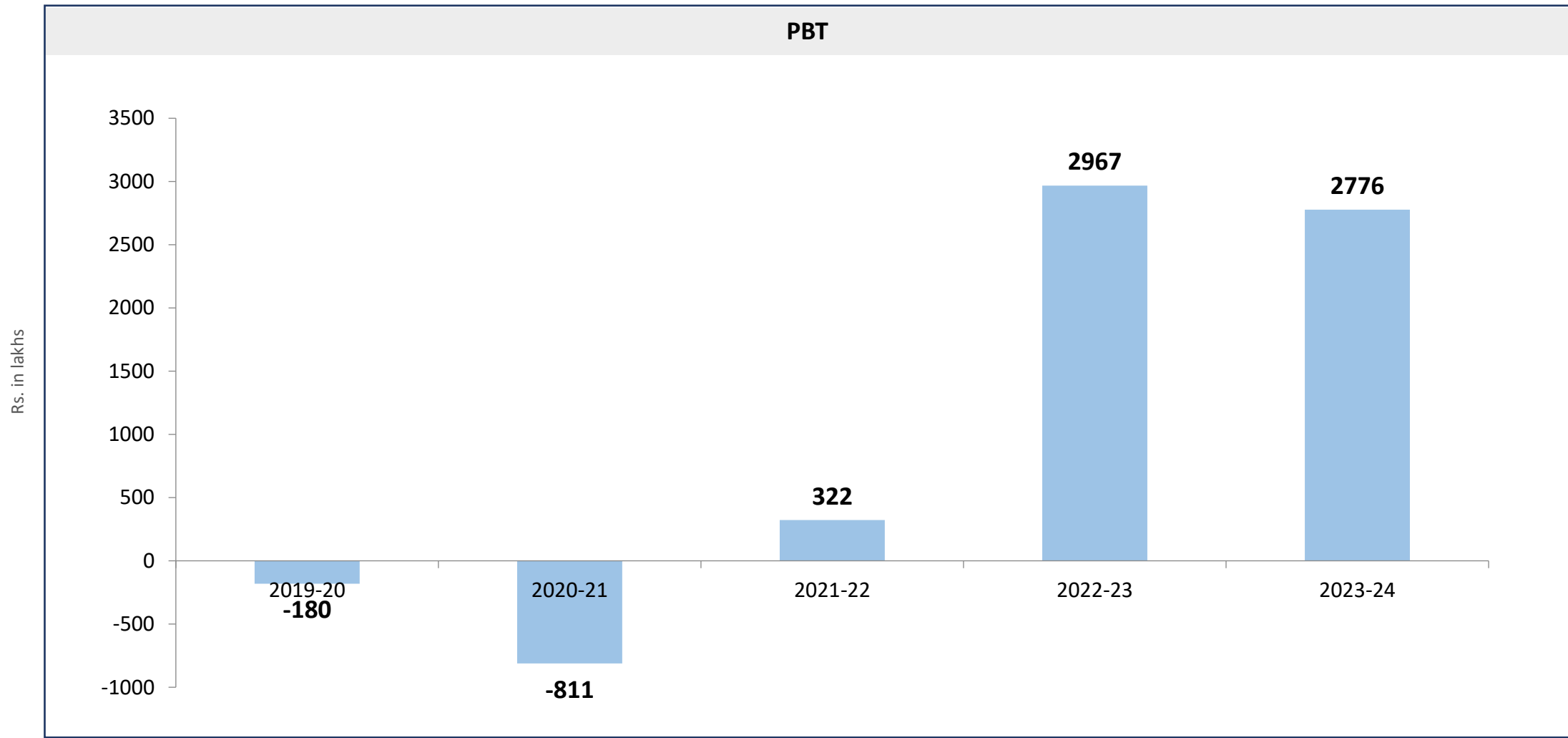
TGIL Financial Performance – EBITDA Trend



TGIL Financial Performance – EBITDA % Trend

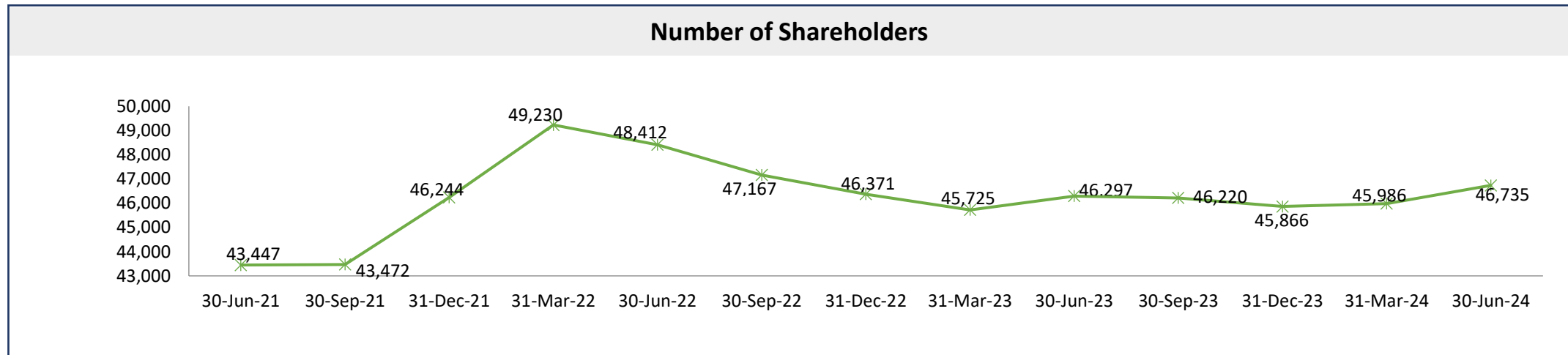


Financial Performance – Profit Before Tax Trend

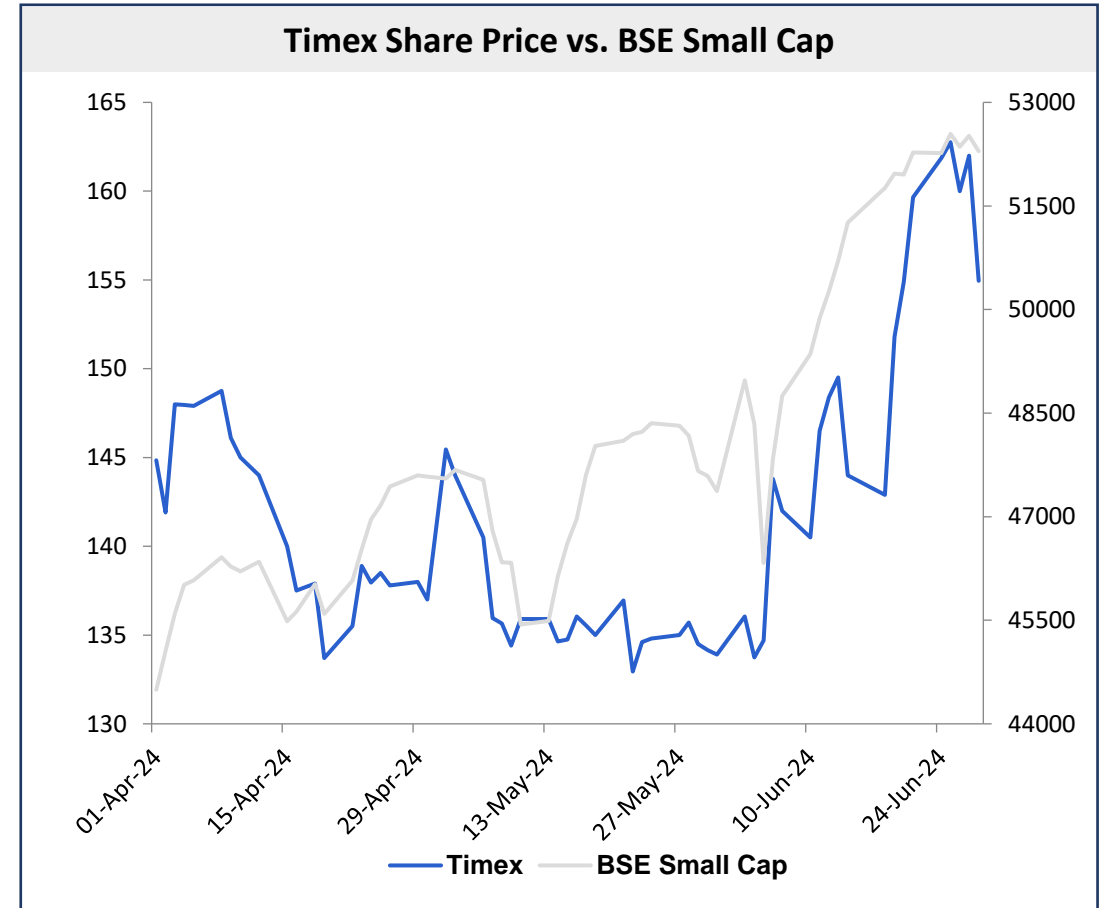
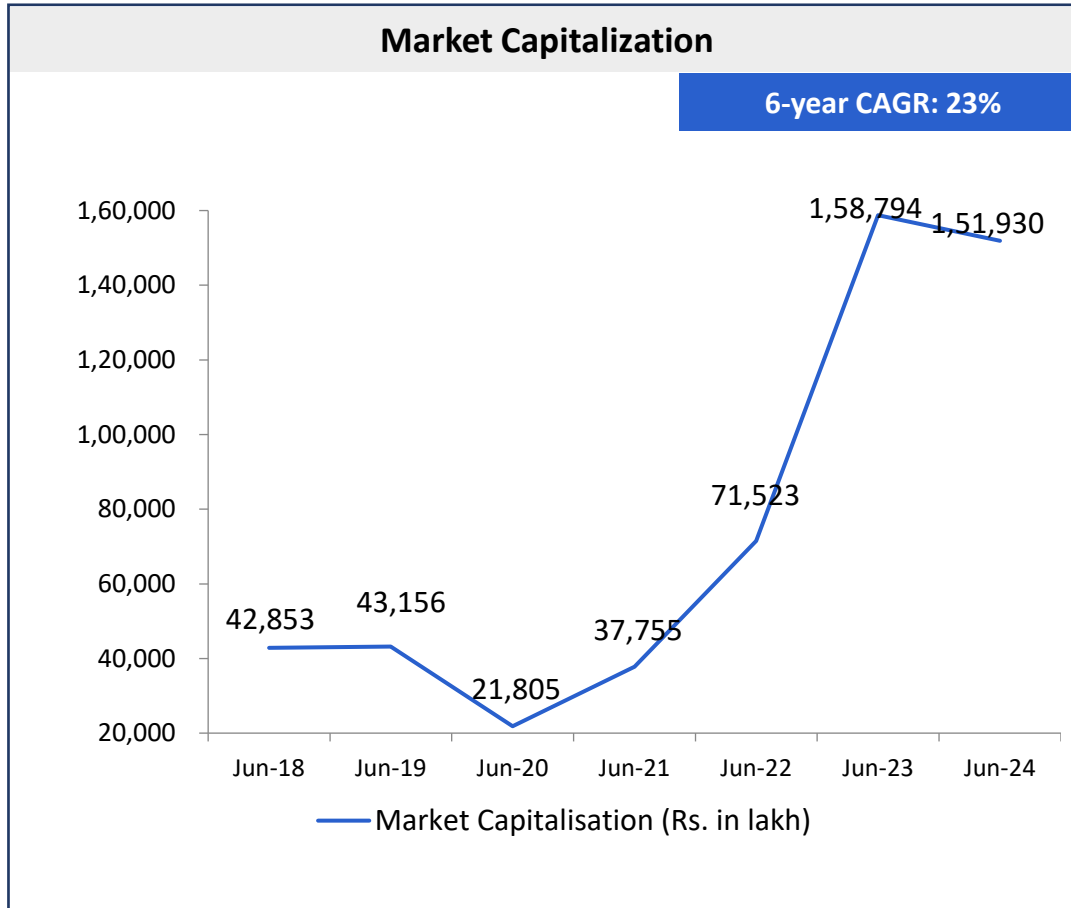


Shareholding Pattern

| Shareholding Pattern | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 30-Jun-21 | 30-Sep-21 | 31-Dec-21 | 31-Mar-22 | 30-Jun-22 | 30-Sep-22 | 31-Dec-22 | 31-Mar-23 | 30-Jun-23 | 30-Sep-23 | 31-Dec-23 | 31-Mar-24 | 30-Jun-24 |
| Promoters | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% | 74.93% |
| Institutional Investors | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.38% | 0.38% | 0.38% | 0.78% | 0.92% | 0.63% |
| Public & other shareholding | 25.04% | 25.04% | 25.04% | 25.04% | 25.04% | 25.04% | 25.04% | 24.69% | 24.69% | 24.69% | 24.29% | 24.15% | 24.44% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Total no. of shareholders | 43,447 | 43,472 | 46,244 | 49,230 | 48,412 | 47,167 | 46,371 | 45,725 | 46,297 | 46,220 | 45,866 | 45,986 | 46,735 |



Market Capitalization



Note: The market capitalization is based on BSE closing prices at the end of the period

About Timex Group

TIMEX GROUP

*An Introduction to the Most Consumer-focused
Watch & Jewelry Maker in the World*

ESTABLISHED 1854





TIMEX

VERSACE

GUESS

FERRAGAMO

MISSONI

PHILIPP PLEIN



TED BAKER
LONDON



NAUTICA

PLEIN SPORT

FURLA
SINCE 1927 ITALY



HELIX



iconnect
BYTIMEX





We are America's oldest watchmaker. In 1854, as the Waterbury Clock Company, we combined traditional European watchmaking with American industrial ingenuity to disrupt a 300 year-old industry and make quality attainable for millions.

For generations, we've brought consumer focus, innovative craftsmanship and thoughtful design to market. Today, we design, manufacture and distribute watches and jewelry for the world's most iconic brands.

15+ Global Brands

2.7 Billion Accessories Sold

120 Distributors

3,000 Global Employees



Waterbury Clock Tower

Our Experience and Market Behavior Differentiate us From our Competitors in Partnering with Top Global Brands

Selective Brand Portfolio

Private ownership with long-term view serving high-quality and selective brand portfolio

Dedicated Teams

Dedicated brand marketing and product teams create unique design concepts and tell brand stories

Custom Distribution

Deliberate route-to-market on our network of affiliates and distributors aligned with brand positioning

End-to-End Control

Tight end-to-end control of distribution standards and inventories avoids over-distribution and excessive promotions



Our Unique Capabilities Set us Apart in Crafting Beautiful Accessories and Bringing Them to the World

▶ Best-in-Class Design

Brand Management & Storytelling

Powerful Distribution Network

Superior Quality & Agile Supply Chain



“

Courage is the Catalyst that Transforms an Ordinary Creation into an Extraordinary Masterpiece.

—Giorgio Galli, Chief Creative Director

For over 20 years, Giorgio Galli has been one of the most dynamic watch designers in the industry, his name synonymous with innovation, originality and imagination. His success comprises his passion for graphics and design, the ability to create strong, unique identities and a focus on pioneering technology.

Giorgio Galli might be considered the Jony Ives of modern watch design.

WATCHPRO

Timex Pushes Boundaries with Giorgio Galli S2

WORN & WOUND

The Giorgio Galli collection takes the concept to another level.

GEAR PATROL

Galli set his sights not on what had been, but what was to come.

Esquire





Design Fuses Consumer Expectations with the Brand DNA

Immersed in brand DNA and connected to consumer expectations, the design team focuses on individuality and relevance to bring brands to life. Every piece tells a story, written to excite consumers and take them on a journey. The perfect accessory can lift you up and make you feel anything is possible. For consumers, each piece is cherished part of their identity and we strive to ensure it is more than the sum of its parts.

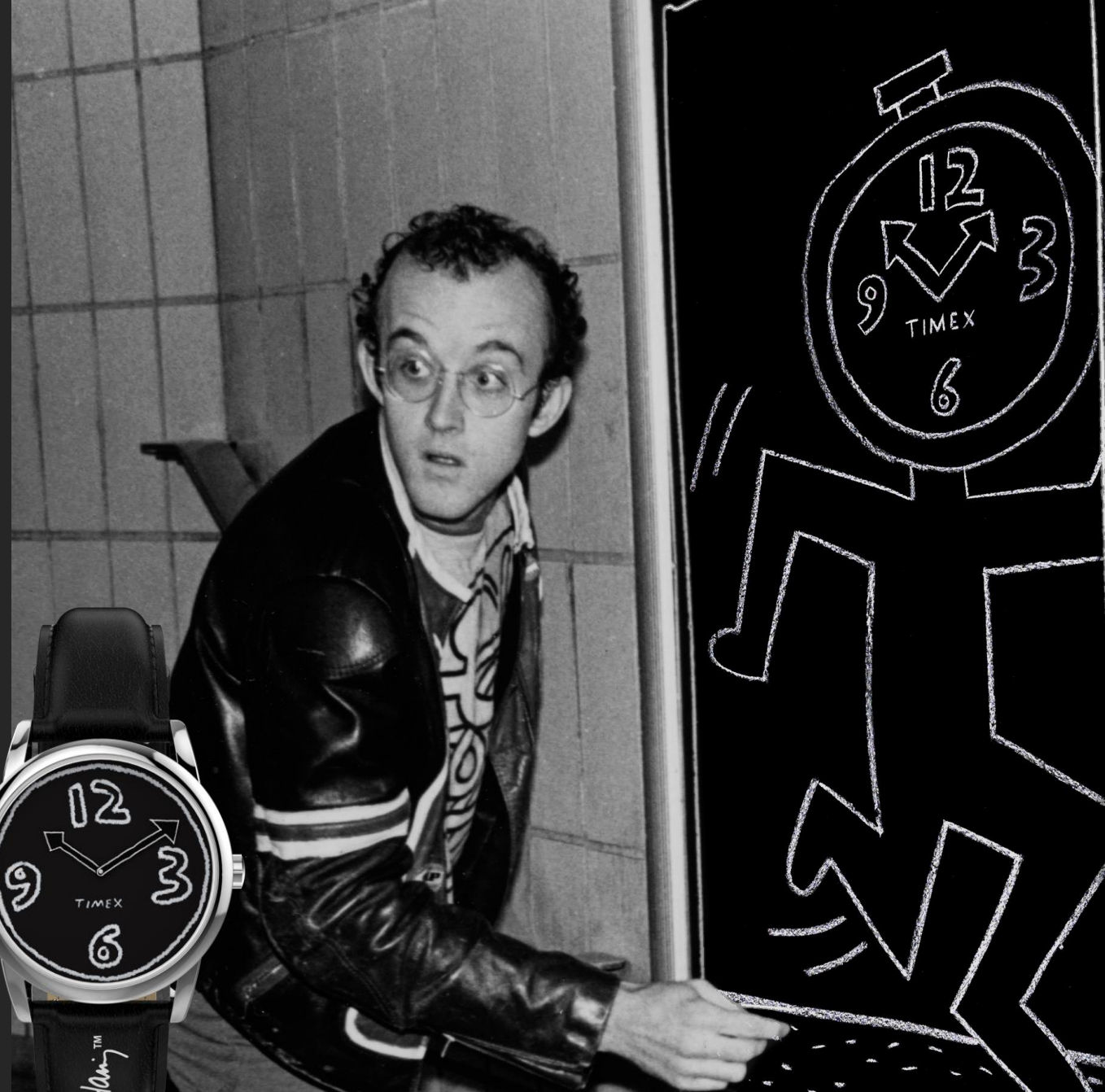
Our Unique Capabilities Set us Apart in Crafting Beautiful Accessories and Bringing Them to the World

Best-in-Class Design

▶ Brand Management & Storytelling

Powerful Distribution Network

Superior Quality & Agile Supply Chain





We Engage Consumers Worldwide with Compelling Marketing Stories

We believe every accessory is a tangible icon of a brand's story. We fully integrate marketing across the globe and across channels to bring brands to life. Accessories give consumers the opportunity to make the brand part of their story, by amplifying yours.

The Art and Science of Marketing Fuses Consumer Experience, Storytelling and Performance Marketing



POS Execution

Drive global brand consistency and visibility with flawless execution on and offline



Newsroom & Social Media

Enrich content and product stories for superior editorial coverage & integrated marketing execution



Digital & Performance Marketing

Amplify storytelling through digital performance marketing

Our Unique Capabilities Set us Apart in Crafting Beautiful Accessories and Bringing Them to the World

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▶ Powerful Distribution Network

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Our Comprehensive Network of Brand Distribution Provides Global Reach and Localization

5 Regional Hubs

9 Global Affiliates

120+ Global Distributors

22,000+ Points of Sale



We have Unparalleled Partnerships and Access to the Right Distribution in Each Market

- Our own affiliates provide portfolio leverage and control in critical markets
- We utilizes more than one distributor in many markets to ensure account access is matched to brand positioning
- Our Distributors have brand portfolios that match and elevate the positioning of our brands

احمد صديقي و اولاده
AHMED SADDIQI & YONI

WFMG
Watch & Fashion
Marketing Group

saat&saat

THOM

RIVOLI

WATCHES
ALHOMAIDI

heno sa
Home of Brands

FJ BENJAMIN

cmg

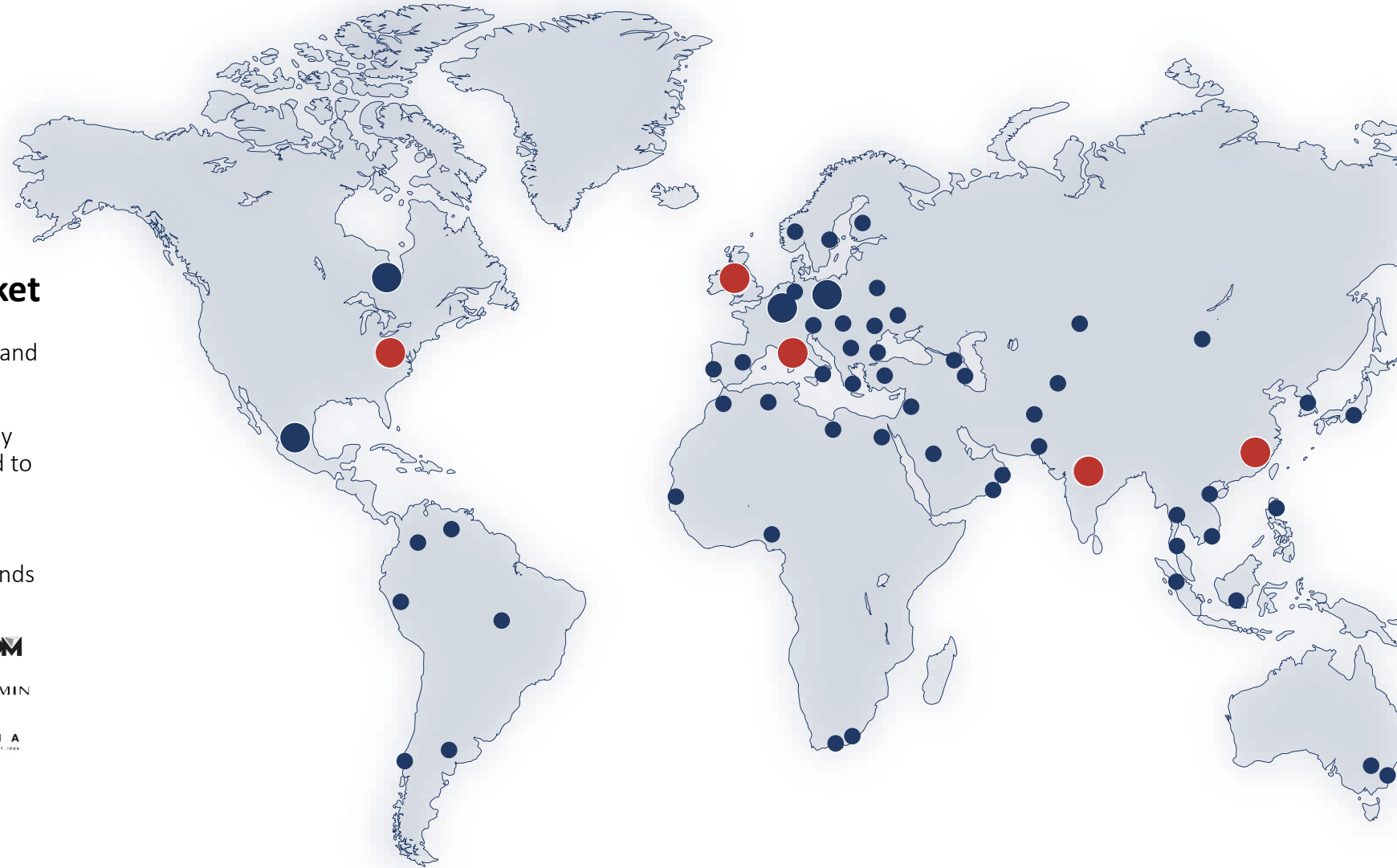
VINCENT GAYE
COMPANY

GTE WATCH Co

DESIGNA
ACCESSORIES EST. 1968

GC GRUPO CADARSO

MADALUXE
GROUP



Our Unique Capabilities Set us Apart in Crafting Beautiful Accessories and Bringing Them to the World

Best-in-Class Design

Brand Management & Storytelling

Powerful Distribution Network

▶ Superior Quality & Agile Supply Chain



We Have 170 Years of Experience and a Modern Global Supply Chain

Each product starts with an idea and raw materials. From movement R&D through the entire supply chain process, we have fully integrated capabilities to ensure control, innovation and legendary quality at every stage.





We've Built our Agile Supply Chain around Unique Brands and Changing Consumers

Rapid Design and Planning Increases Speed to Market without Sacrifice

Our robust and integrated S&OP process allows for development timelines as quick as 2 weeks. Proprietary digital product development systems provide, rapid qualified designs, immediate BOMs, and sample-free selling

We've Optimized Manufacturing Lead Times, and Minimum Quantities

Agile manufacturing lines allow for immediate change-over and small quantities to react to trends and consumer demands. Made-to-order pieces and ad-hoc dial printing and plating allow for low quantity customization for regions, retailers and individual consumers.

Reimagined Inventory and Lines Provide 'Never Out of Stock' Fast Replenishment

Watch Studios enable full watch assembly by a sole craftsman allow rapid style switching. A lean inventory pull system ensures fast replenishment of top styles and enables 'Never out of Stock' sales inventory management.



Timex Group Atelier is at the Center of Swiss Production Excellence

In the heart of watchmaking, Ticino, Switzerland, Timex Group Atelier creates our most precious timepieces. Forty watchmakers and support staff combine traditional Swiss craftsmanship with modern innovation to bring the unquestioned quality and allure of “Swiss-Made” to any brand in the group. Timex Group Atelier serves as a center of innovation within the group and an anchor of forward thinking in the region with ISO 14001 accreditation for Environmental Management and an in-house watchmaking school.

About Timex Group India Limited

About TGIL

Timex Group India Limited (TGIL) is a group company of Tanager Group B.V. (formerly known as Timex Group B.V.)

Having entered India in 1988, Timex Group India today has one of the most powerful portfolios of brands in the watch industry. With technological innovation and cutting-edge design, we recognize the tremendous opportunity to leverage the reach and appeal of each brand's individual identity, personality, and customer base.

Locations

Noida [Headquarters], New Delhi [Registered Office]

Baddi, Himachal Pradesh [Factory]

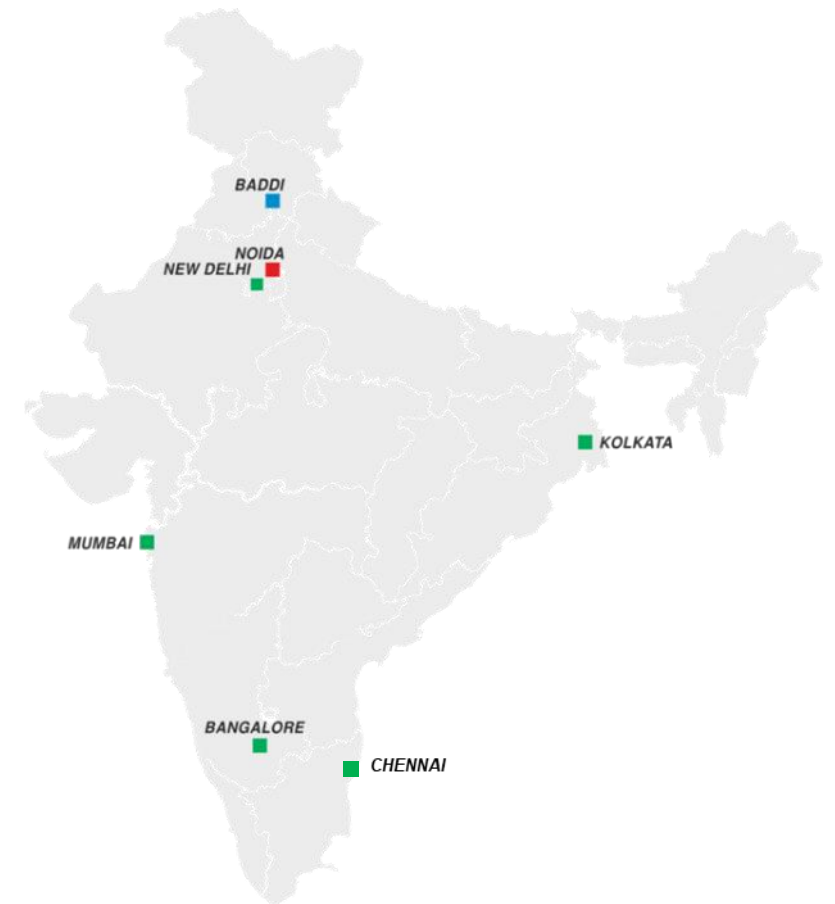
Regional Sales Offices – Noida, Mumbai, Kolkata, Bangalore, Chennai

1988-1990 Joint venture between Timex Group and Jayna Times Industries Ltd.

1990-2000 Joint Venture with Titan Company. JV ended in 2000.

Since 1994 Public Limited Company listed on Bombay Stock Exchange.

Since 2000 Subsidiary of Timex Group Luxury Watches B.V.



David Thomas Payne | Chairman

Experience: 24+ years

Qualification: B. Sc. (Computer Science) - University of Alabama & a Juris doctorate from Washington & Lee University

Deepak Chhabra | Managing Director

Experience: 28+ years

Qualification: Footwear technologist & Marketeer

Marco Zambianchi | Non-Executive Director

Experience: 30+ years

Qualification: An Electrical Engineer and a Masters in Business Administration

Meeta Makhan | Independent Director

Experience: 25+ years

Qualification: BA in Economics from Delhi University, MBA from IIM Lucknow

Sanjeev Kumar | Independent Director

Experience: 36+ years

Qualification: BA in Political Science (Honours) from St. Xavier's College, Ranchi, MBA in Personnel Management & Marketing from BIT, Mesra, Ranchi and a Diploma in Performance and Talent Management from Harvard Business School, Boston, USA

Dhanashree Bhat | Independent Director

Experience: 28+ years

Qualification: Master's degree in Telecommunications & Software Architectures from BITS, Pilani, a Bachelor's degree of Engineering in Electronics and Telecommunications from College of Engineering, Pune

Brand Portfolio

One of the strongest portfolios in the watch industry across consumer segments

TIMEXGROUP

TIMEX

VERSACE

GUESS

FERRAGAMO

MISSONI

PHILIPP PLEIN



TED BAKER
LONDON



NAUTICA

PLEIN**SPORT**

FURLA
SINCE 1927 ITALY



HELIX



iconnect⁺
BYTIMEX



Powerful Distribution Network

A strong network of sales touchpoints that enable TGIL to reach consumers across the country

Multi Brand



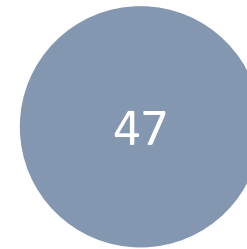
Large Format



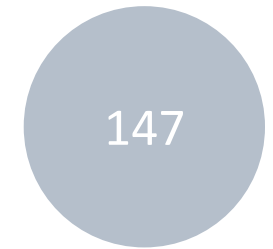
Defence Canteen



Retail



Luxury Retail



TATA
CLIQ | LUXURY

amazon

Flipkart



Myntra

NYKAA
FASHION

AJIO

Baddi Plant: Superior Watchmaking & Supply Chain

**A state of the art, SA8000: 2014 and
ISO 45001:2018 certified, watch assembly unit
in Baddi, Himachal Pradesh, India**

Assembly of watches from piece parts to complete watch. Currently handling over 150 types of movements and a wide array of cases / dials / attachment types.

Includes assembly of Analog Quartz, Mechanical, Digital, Ana-Digi, Intelligent Quartz, Activity trackers & Connected watches.

The unit produces around 3 million watches annually, with capacity to go up to 4 million.

Online and Offline Assembly capability to accommodate both high & low volume movements.



TGIL After Sales Service

Pan India locations supported by a Customer Care Call Centre service

Authorized
Service Workshops



Lead Authorized
Service Centres



Authorized
Service Centres

