

August 09, 2023

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 2023-24

Dear Sir,

Please find enclosed an Investor Presentation covering the performance highlights of the Company for Q1 of FY 2023-24.

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., August 9, 2023, which concluded at 6:20 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



TIMEX GROUP

Timex Group India Limited

Investor Presentation

August 9, 2023



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

- The Company's market capitalization stood at Rs. 1724.73 Cr as on August 9, 2023.
- For the first time, the Company entered the Top 1000 Listed Companies on the BSE Ltd. as on March 31, 2023.
- Timex became the official timekeeper of the Gujarat Titans team during the IPL season and commemorated the partnership with the launch of a special collection.
- Revenue grew by 13% over the same quarter last year.
- Growth was led by the luxury segment and E-Commerce channel.



Q1'FY24 Highlights

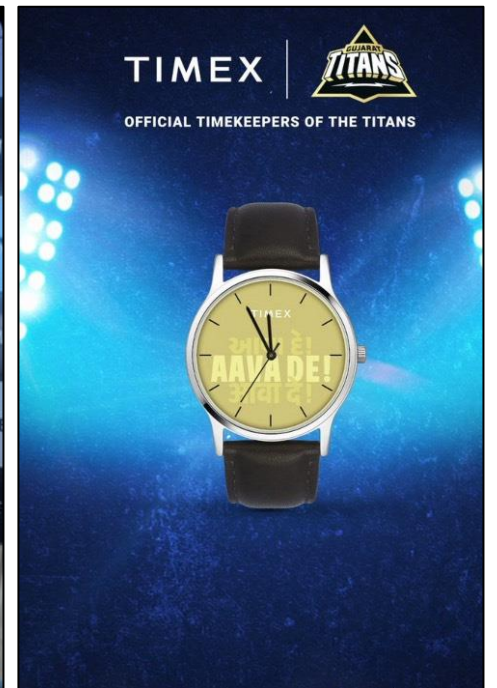
Timex x Gujarat Titans

Campaign Glimpses

Timex Group India joined hands with defending champions of the Tata Indian Premier League, the Gujarat Titans.

Prominent Timex branding was seen on the team uniforms in the Tata IPL 2023 matches.

Three new sports watches that boast the aesthetics of the Gujarat Titans were launched to commemorate the partnership. The new launches are part of the campaign 'Timex - Choice of The Titans', unveiled by Tobias Reiss-Schmidt, President and CEO of the Timex Group.



Timex x Gujarat Titans

Campaign Glimpses

The TVC features Wriddhiman Saha, Rahul Tewatia, and Shubman Gill. In this new advertisement, both Saha and Tewatia are playing a video game, while Gill passionately focuses on practicing batting skills. The scene ends with Rahul saying, “Aaj time waste karega tabhi toh kal hundred marega.” The message is that when champions choose to waste time, it is only to get it right. This also includes that the champions chose to do what drives them to push the boundaries, with their trusted timekeeper Timex by their side.



Timex x Gujarat Titans

Campaign Glimpses

TIMEX | TITANS
OFFICIAL TIMEKEEPERS OF THE TITANS

Lights, Camera,
CRICKET!

#AavaDe
7TH MAY, SUNDAY
3:30 PM

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TIMEX | TITANS
OFFICIAL TIMEKEEPERS OF THE TITANS

Delivering
**STYLE,
PRECISION
& PERFORMANCE**

TIMEX | TITANS
OFFICIAL TIMEKEEPERS OF THE TITANS

**THE
GUJARAT TITANS
SPECIAL EDITION**

Display Type: Analog
Strength: Water Resistant till 30 m
Movement: Quartz
TW00ZR564

Time For
A PLAY-OFF!

26th May, Friday | 7:30 PM

TIMEX | TITANS
OFFICIAL TIMEKEEPERS OF THE TITANS

VICTORY FOR A
CAUSE!

#AavaDe

TIMEX | TITANS
OFFICIAL TIMEKEEPERS OF THE TITANS

Time
to make a
DIFFERENCE

GET SPOTTING TODAY!

TIMEX | TITANS
OFFICIAL TIMEKEEPERS OF THE TITANS

Time x Gujarat Titans
LIMITED EDITION COLLECTION
Check it out now!

*Read the caption for more details.

Timex x Gujarat Titans

Reach / Impact



Reach/Impact (Apr/May)
635 M (339 M + over 296 M GT Reach)

TV (Non-GT) + Print Reach
187 M (120+67)

Jio + Innovation Reach
15.6 M

Radio Listenership
69.3 M

Outdoor Est Reach
38 M

Social Media Reach
32 M

Media Impact In Value (INR)
Value across Timex Paid Media + Timex Brand Impressions across GT Media

Total Media Impact Value
INR 73.5 Cr.

GT Media Impact Value
INR 48.5 Cr.

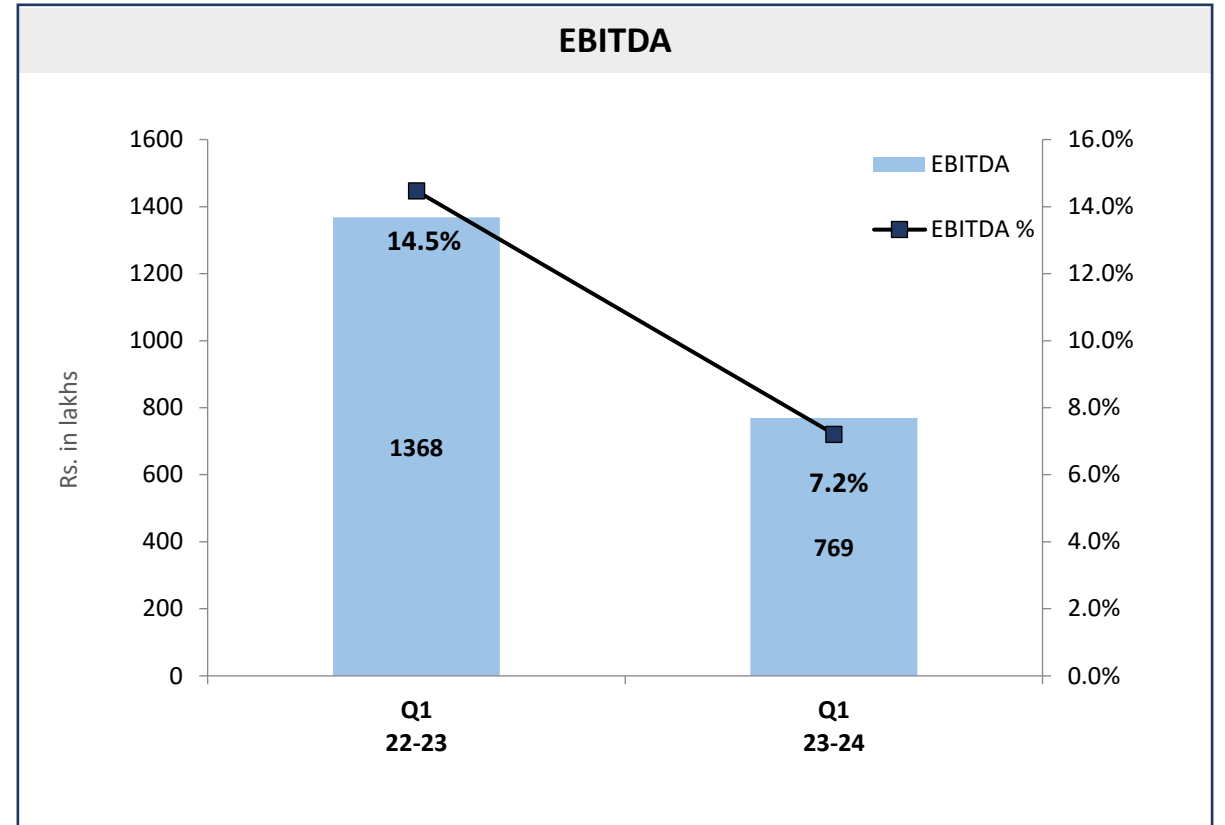
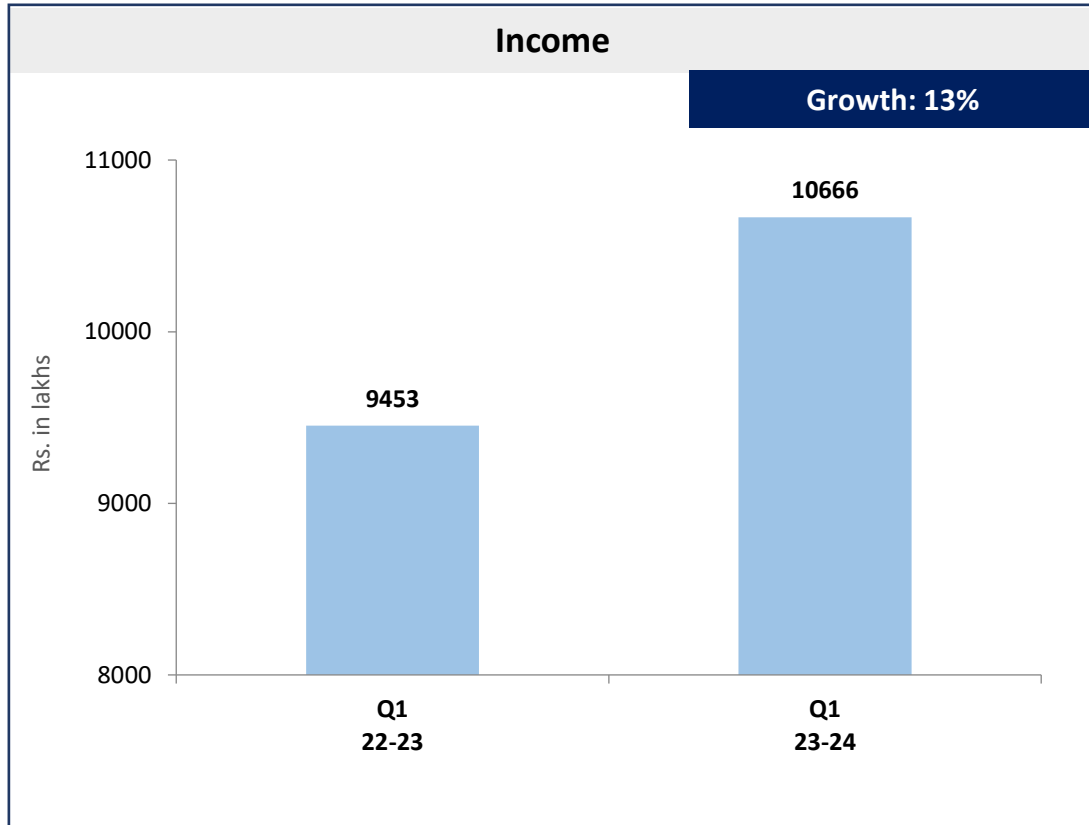
Timex Media Impact Value
INR 25 Cr.

Financial Performance Q1'FY24

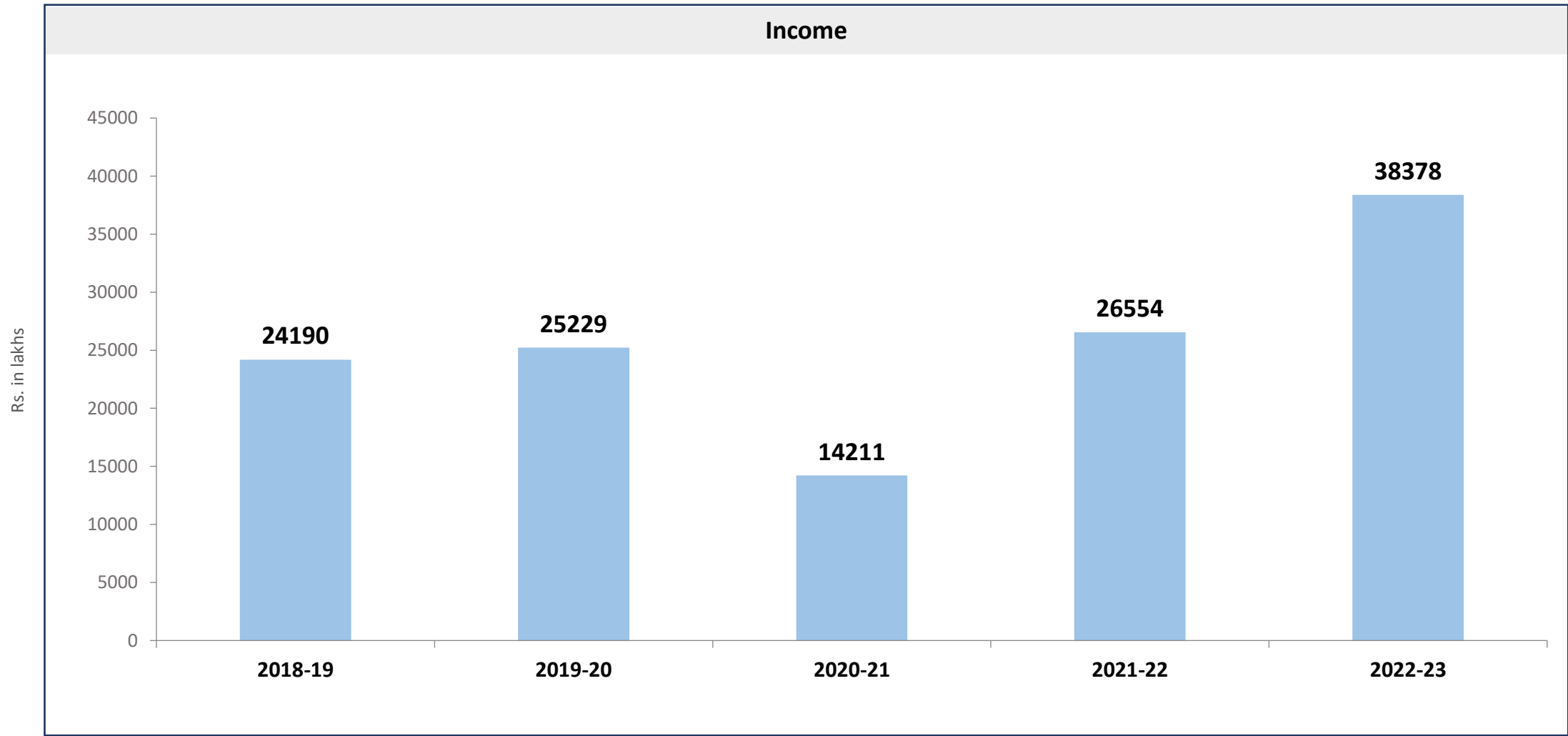
TGIL Financial Performance Q1 2023-24

- Total Income has grown by 13% during the quarter as compared to the same quarter last year.
- EBITDA is at Rs. 769 lakhs during the quarter as compared to Rs. 1368 lakhs during the same quarter last year.
- Profit before tax is at Rs. 567 lakhs during the quarter as compared to Rs. 1201 lakhs during the same quarter last year.
- Other expenses include advertising & sales promotion expenses of Rs. 1499 lakhs during the quarter as compared to Rs. 725 lakhs during the same quarter last year.

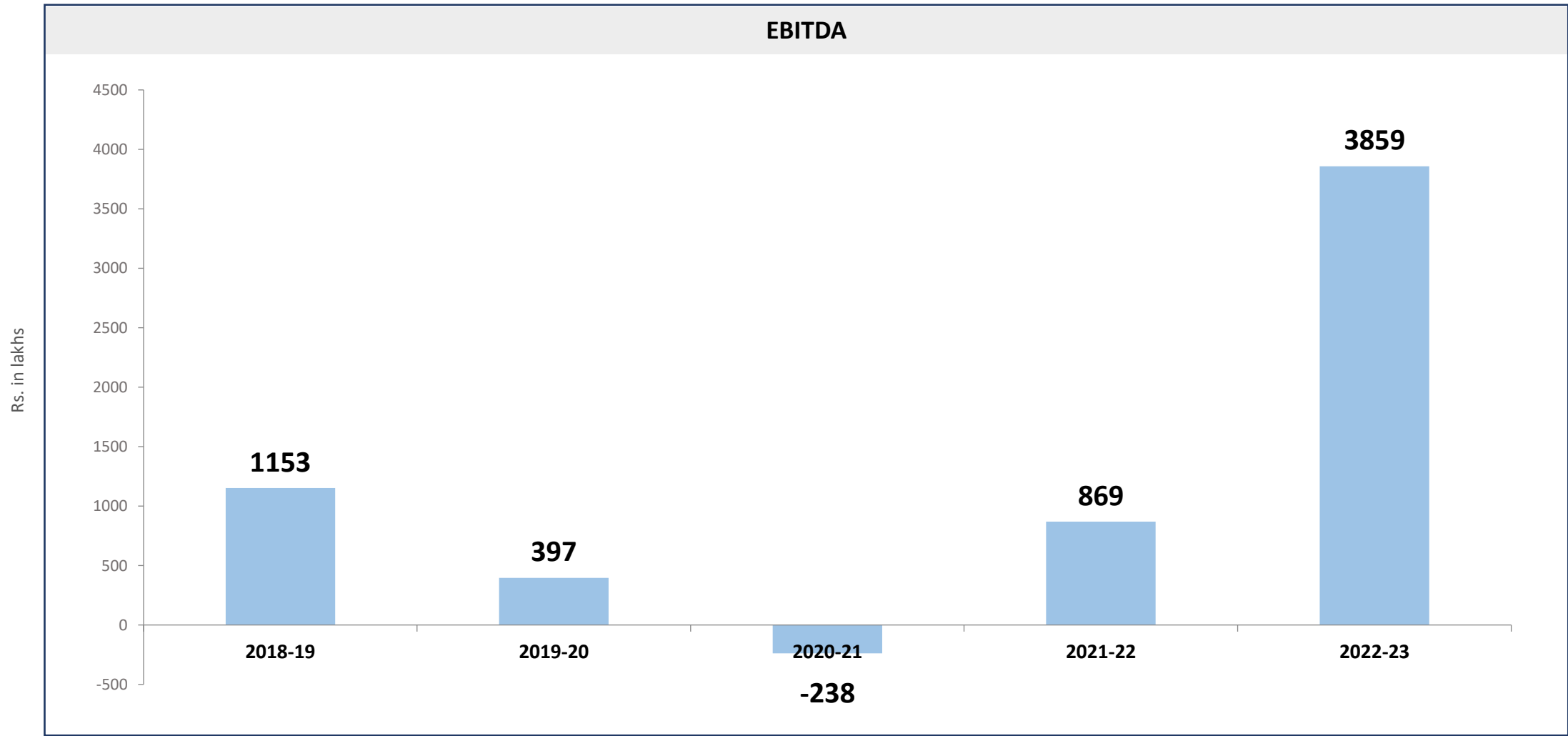
TGIL Financial Performance – Quarter Ended 30th June 2023



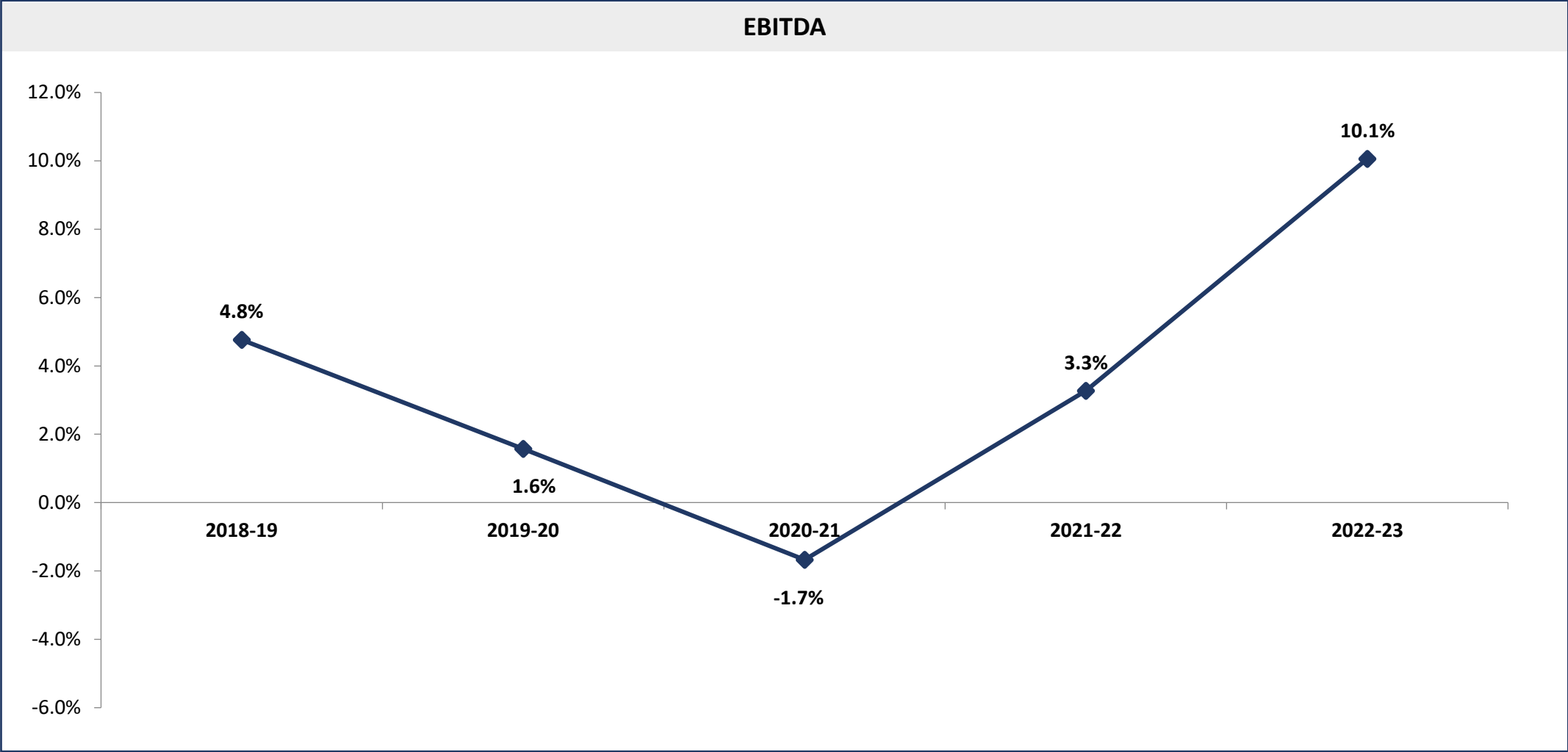
TGIL Financial Performance – Total Income Trend



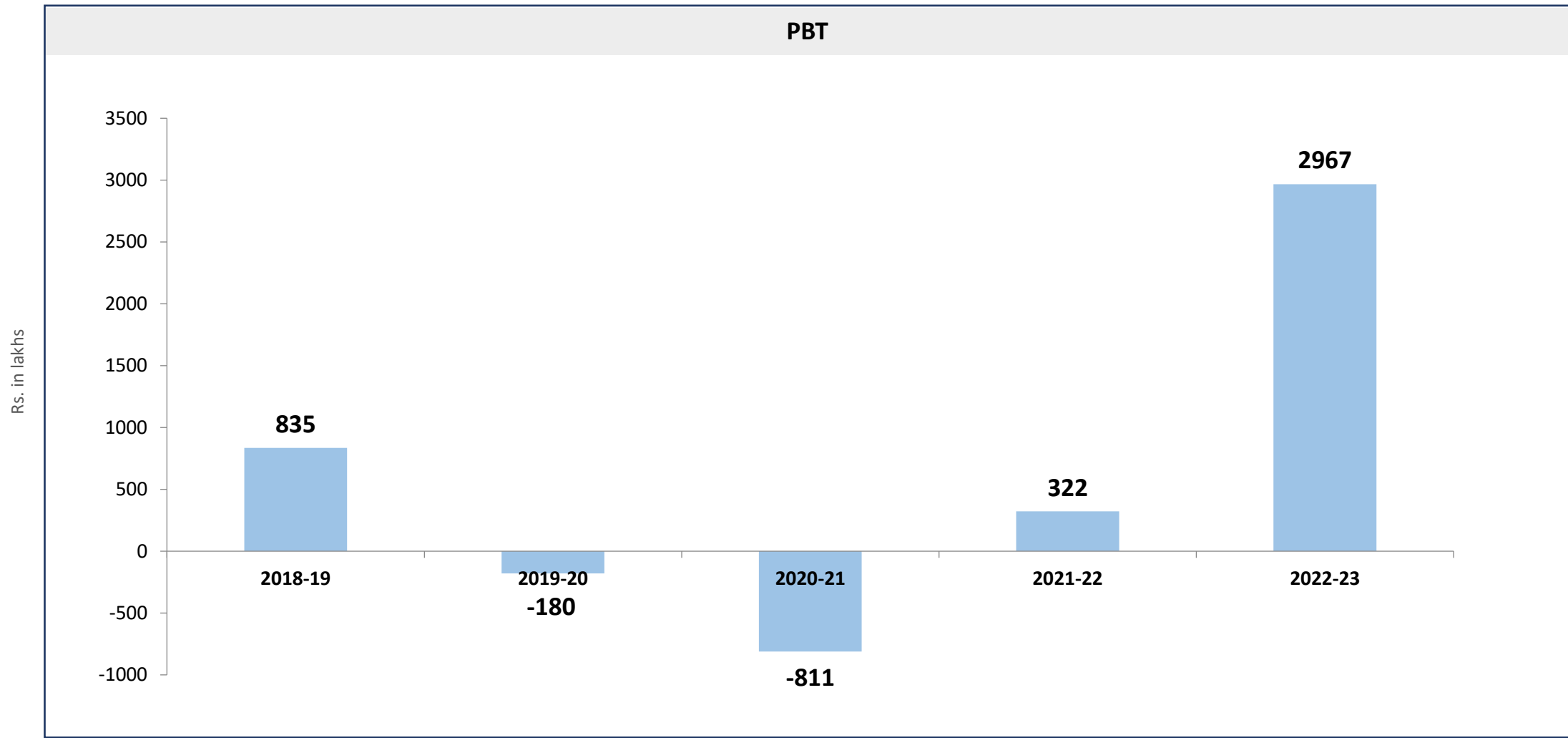
TGIL Financial Performance – EBITDA Trend



TGIL Financial Performance – EBITDA % Trend

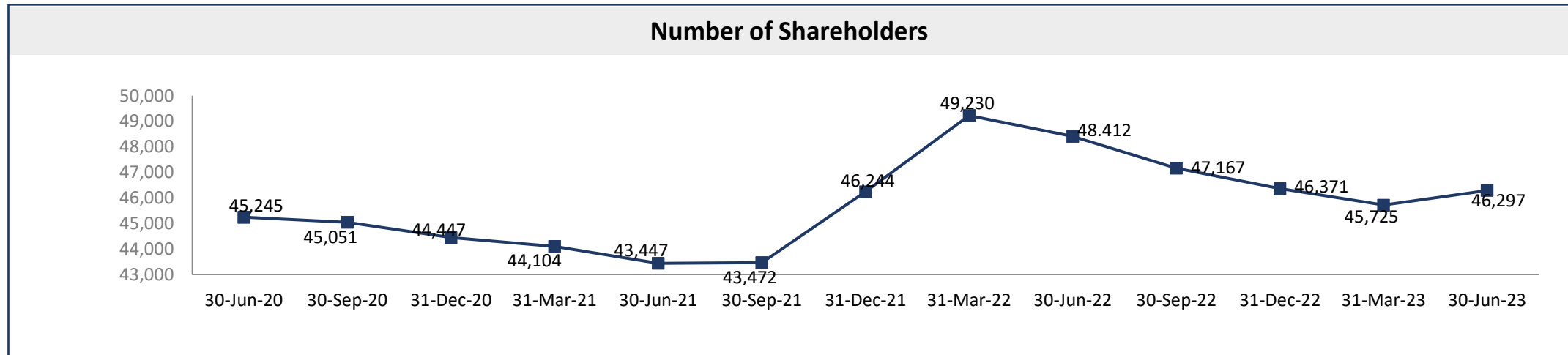


Financial Performance – Profit Before Tax Trend

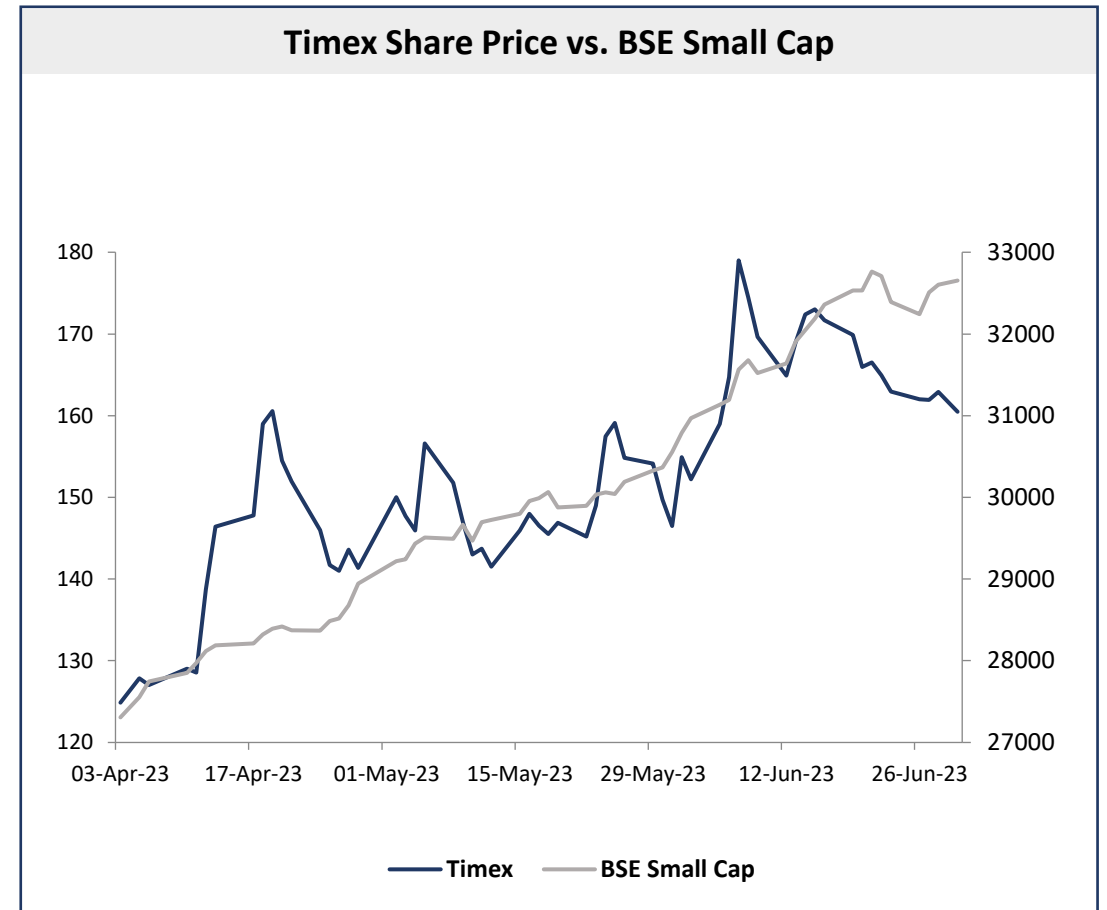
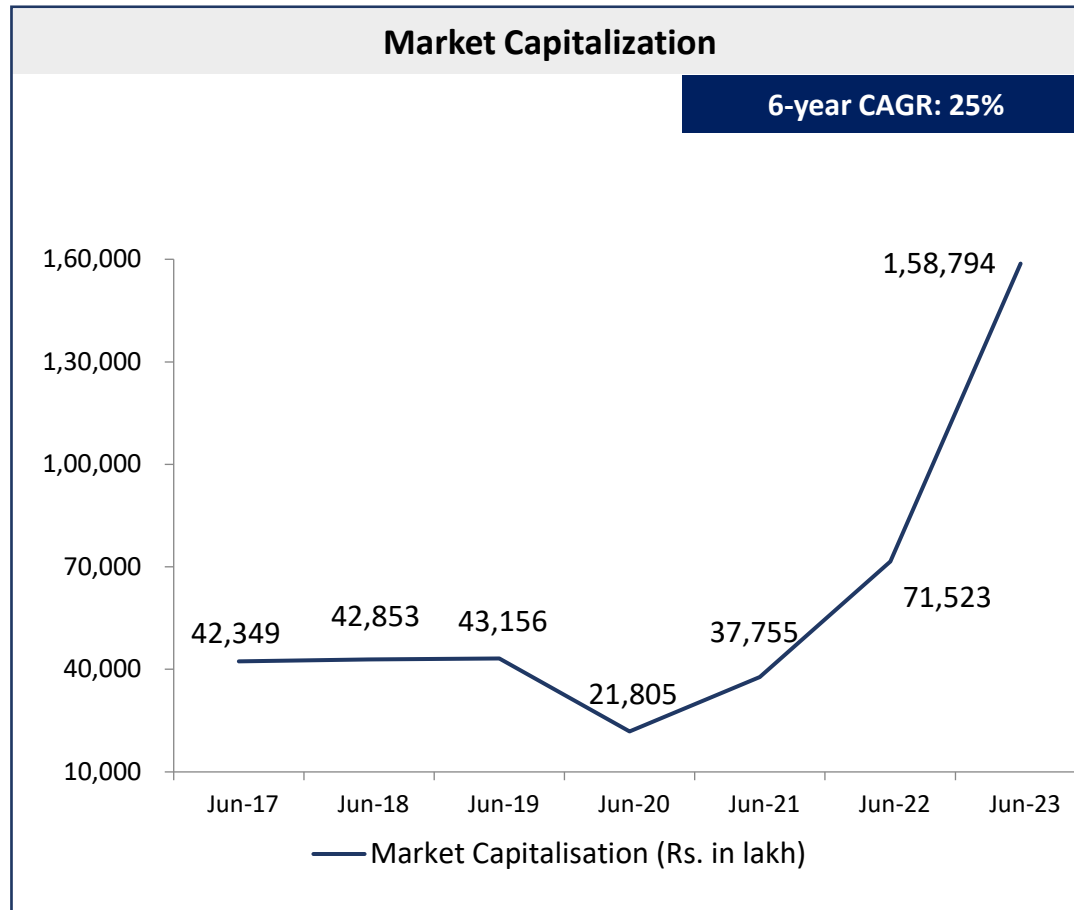


Shareholding Pattern

Shareholding Pattern													
	30-Jun-20	30-Sep-20	31-Dec-20	31-Mar-21	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
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%	0.06%	0.03%	0.03%	0.03%	0.03%	0.03%	0.03%	0.03%	0.04%	0.04%
Public & other shareholding	25.04%	25.04%	25.04%	25.01%	25.04%	25.04%	25.04%	25.04%	25.04%	25.04%	25.04%	25.03%	25.03%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total no. of shareholders	45,245	45,051	44,447	44,104	43,447	43,472	46,244	49,230	48,412	47,167	46,371	45,725	46,297



Market Capitalization



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

TIMEX GROUP

An introduction to the most consumer-focused watchmaker in the world

ESTABLISHED 1854





We are America's Oldest Watchmaker, Established in 1854 in Waterbury, Connecticut

We design, manufacture and distribute products to consumers around the world

170 Years Of Experience | **15** Brands | **Over 2 Billion** Watches Sold | **3,000** Global Employees



Legacy

Craftsmanship

Design

Fairness



1854



We Learned the Rules, then We Broke Them

We were rebel watchmakers with a cause. Established in 1854 as the Waterbury Clock Company, we turned a 300-year-old industry upside down. We stamped our gears out of metal, instead of carving them from wood. We made smaller, more accurate movements faster than ever before. In fact, even Detroit's automakers were inspired by our assembly lines when the automobile became a thing.

1901



From the Pocket to the Wrist

By 1901 our movements fit in your pocket and cost just one dollar, (\$35 in today's dollars). We became the people's watchmaker. They helped the trains run on time and helped settle the Wild West. When timepieces turned from fragile curiosities to durable everyday carries, even Mark Twain brought two.

The move to the wrist just took a little ingenuity and two metal bars welded to the sides of our smallest model.

1960



Takes a Licking, Keeps on Ticking

By the 1960s, our watches were so inexpensive, handsome and durable, every third watch sold in America was a Timex. Our televised torture tests, proved our mechanical superiority, of our Timex Marlin™, still a favorite after a half-century.

Made for Badass Women

In the first half of the 20th Century, a Timex became a symbol of an independent women. In a man's watch world, we liberated the market with thoughtful designs and small movements that didn't sacrifice our legendary durability.

The women who wore them, and the generations of women watchmakers who created them, made Timex the most popular watch in the world.

1967



The World's Most Popular Watch

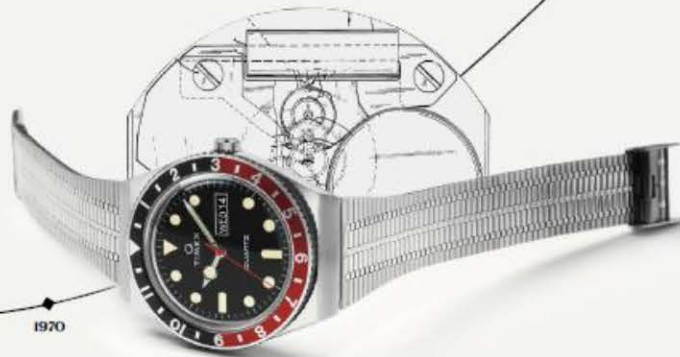
If the waterbury watch is our soul, The Timex Easy Reader™ in our Heart. Beautiful in its simplicity, the timeless, utilitarian design quickly became ubiquitous with Timex. Since 1977, we've made more than 100 million. If your father had a Timex, it was probably a Timex Easy Reader™. The influence of the Easy Reader's minimalist beauty can be seen across nearly every Timex today.

Precision Quartz Timekeeping

As the world entered the space age, our wound brass springs were replaced by counting the vibrations of a quartz crystal. These tiny electric movements meant you never had to wind your watch again, and our designers were no longer bound to the shape and size of a mechanical movement. The Q Timex series reshaped watches for a new generation.



1977



1970

1984



1990

Let's Get Digital

There were many inside Timex who thought digital would be our end. What they didn't count on was the spirit of a watch maker who'd changed the world again and again with a deep spirit of innovation.

In 1984, we introduced the world's first sports watch that today crosses nearly every finish line in the world. Athletes are so attached to their reliable Timex Ironman, they often wear it on one wrist with a GPS smartwatch on the other.

Another Bright Idea

Remember that little dim light bulb on the side of a watch dial? We knew there was a better way, and we changed the way the world told time in the dark with a patented technology called electroluminescent. Our Indiglo® backlight made its way beyond watches to car dashboards, appliances, and even lit escape route in 1993 at the World Trade Center.



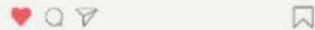
Smart Before it was Cool

We introduced the first connected "smart" watch years before most people even owned a mobile phone. The Timex Datalink is one of very few wrist watches officially certified for space flight by NASA. It used a digital eye to read information from your computer screen and built the foundation for today's connected smartwatches.



You Asked, We Listened

We are proud of our reputation as the people's watchmaker, our innovations and designs start with what you are asking for. Our mission has always been to respond at a price you can afford, like jeweled automatic movements under \$250.



3,245 likes

Timex You Asked, We Listened #Automatics

2019



Designed in Milan

Our Milan-based design director Giorgio Galli is our biggest fan, and knows what makes Timex tick better than anyone else. Every Timex starts with a careful consideration of our legacy and a passion to blaze forward. In 2019, we asked Giorgio to create a watch that brings to life everything Timex stands for — in other words, to create the most "Timex" Timex ever made. He answered with the SI Automatic.

Present



Watchmaking Back in the USA

Just like our very first mantel clocks, 167 years ago, our American Documents® collection layers American ingenuity and craftsmanship with European precision to create a truly amazing timepiece. This American-made watch is drop forged in US-sourced stainless steel by auto parts manufacturers, and assembled in our Connecticut Headquarters with a high-quality Swiss movement. What started as an impossible idea is now a Timex watch made in America.

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]

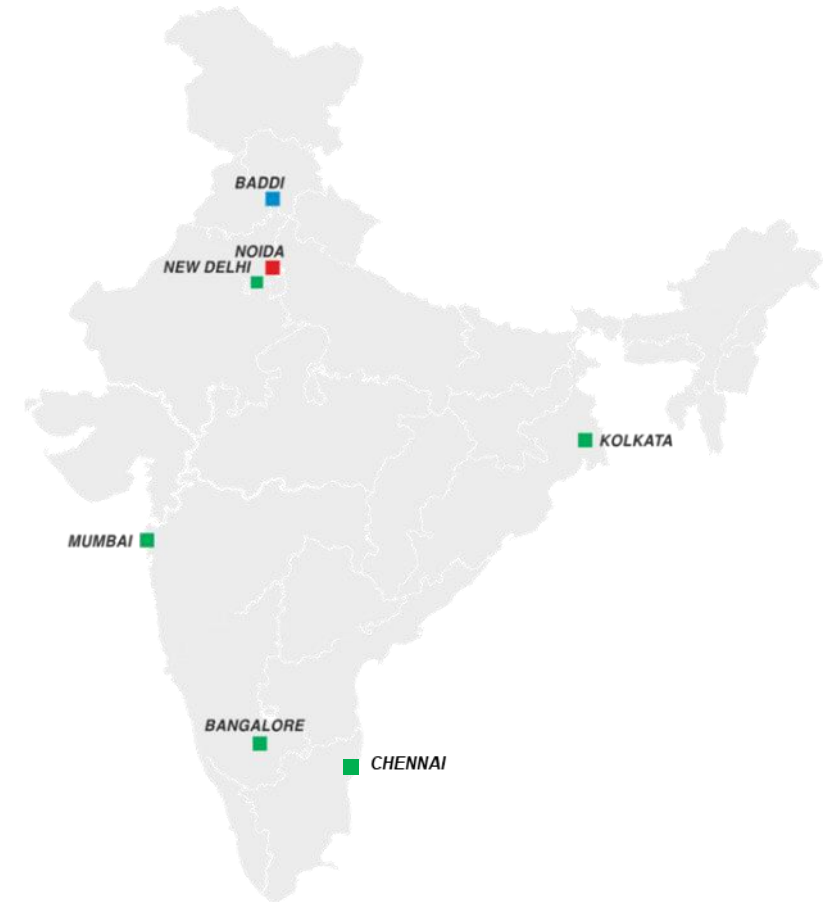
Regional Sales Offices – Noida, Mumbai, Kolkata, Bangalore, Chennai

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: 23+ years

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

Deepak Chhabra | Managing Director

Experience: 27+ years

Qualification: Footwear technologist & Marketeer

Sylvain Tatu | Non-Executive Director

Experience: 26+ years

Qualification: Mechanical Engineer, Masters in Business Administration

Pradeep Mukerjee | Independent Director

Experience: 30+ years

Qualification: Masters in Personal Management & Industrial Relations from TISS & IR & B. Sc. from IIT

Gagan Singh | Independent Director

Experience: 30+ years

Qualification: Chartered Accountant and Cost Accountant

Bijou Kurien | Independent Director

Experience: 35+ years

Qualification: PGDBM from XLRI & Science Graduate

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

PLEINSPORT*

FURLA
SINCE 1927 ITALY

TMX

HELIX

UNITED COLORS
OF BENETTON

Powerful Distribution Network

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

Multi Brand



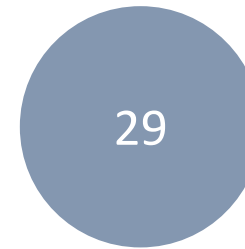
Large Format



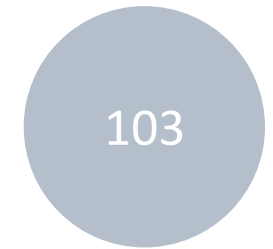
Defence Canteen



Timex World
Showroom



Luxury Retail



TATA
CLIQ | LUXURY

amazon

Flipkart



Myntra

NYKAA
FASHION

AJIO

Supply Chain: We are a True Global Watchmaker with the Owned Capabilities



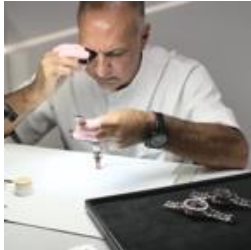
Middlebury, USA
HQ & Watchmaking



Besancon, France
Movement Production



Pforzheim, Germany
Research and Development



Lugano, Switzerland
Watchmaking



Baddi, India
Manufacturing



Cebu, Philippines
Manufacturing



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 watch – movements.

Includes assembly of mechanical, quartz, digital, Analog, Ana-Digi, and connected watches.

The unit produces around 3 million watches annually.

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

