



February 13, 2019

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

***Sub: Investor Release in respect of Unaudited Financial Results for the Quarter & Nine Months Ended 31<sup>st</sup> December, 2018 .***

Enclosed please find the Investor Release in relation to the Unaudited Financial Results of the Company for the quarter and nine months ended 31<sup>st</sup> December, 2018.

This is for your information and record.

Thanking You

Yours faithfully,  
**for LUX INDUSTRIES LIMITED**

*Smita Mishra*  
**Smita Mishra**  
**(Company Secretary & Compliance Officer)**  
**M.No.: A26489**

## **LUX INDUSTRIES LTD**

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**Investor Release**

**Lux Industries reports Q3 & 9M FY19 Results**

February 13, 2019, Kolkata - Lux Industries Limited, one of India's largest hosiery producer and exporter announced its Unaudited Standalone Financial Results for the Quarter and Nine Months ended 31<sup>st</sup> December 2018.

**Key Standalone Financial Highlights are as follows:**

Particulars (Rs. Crs.)	Q3 FY19	Q3 FY18	Y-o-Y	9M FY19	9M FY18	Y-o-Y
Income from Operations	283.8	280.9	+1%	824.0	738.6	+12%
EBITDA	43.2	37.1	+16%	124.9	98.1	+27%
EBITDA Margin (%)	15.2%	13.2%	+200 bps	15.2%	13.3%	+190 bps
Profit After Tax	24.3	18.5	+32%	64.5	47.5	+36%
PAT Margin (%)	8.6%	6.6%	+200 bps	7.8%	6.4%	+140 bps

Commenting on the Industry Trends, Mr. Ashok Kumar Todi, Chairman said,

"We are very pleased to report a good set of numbers. Being one of the major players in industry, Lux has always been at the forefront in adopting the developments which will result into major shift in the industry. India is a consumption-oriented economy which makes it a sweet spot for long term growth prospects. With government initiatives and change in tax structures, we expect the rise in discretionary income resulting into higher demand for innerwear industry

With more than 65% of our age demographics falling under the age group of 35, we are seeing a shift in demand from low end to high end products and increased preferences. Through our premium brand Onn and One8, we would be able to market our products globally which shall help us increase our market share and penetration in the premium innerwear segments"



**Commenting on the Results, Mr. Pradip Kumar Todi, Managing Director said,**

“We have pleased to announce that our Company’s revenue grew by 12% to Rs. 824 crores for the nine months of this year. EBITDA and PAT also grew by 27% and 36% to Rs. 125 Crores and Rs. 65 Crores respectively. Our EBITDA Margins improved by 190 basis points to 15.2%. Our PAT Margins have seen an improvement of by 140 basis points to 7.8%. This has been mainly attributable to changing product mix, optimum capacity utilisation and focussed marketing and brand building initiatives. At Lux we have been continuously working on improving financial and operational efficiencies.

With the intensity of winters being high this year, we have seen increased demand for our winter wear products. With Mr. Amitabh Bachchan endorsing our winter wear brand ‘Inferno’, it has helped us further strengthen our brand connect with the masses and has led to higher growth than the industry.

With winters being extended a bit, sales of Lux Venus and Lux Cozi for the month of December have actually happened in January. We are strongly placed to capture this growth through our mass and premium brands in the coming quarter. We expect our premium products to outperform the innerwear industry going ahead.

Our merger of J.M. Hosiery Co. Ltd. and Ebell Fashions Pvt. Ltd. with Lux Industries Limited is under process and expect it to complete as soon as possible after meeting all the regulatory requirements and processes.

**About Lux Industries Limited**

Lux Industries Limited, incorporated in 1995 is one of the largest players in the hosiery business having a market share of ~20% of the organised industry. Products include Men’s, Women’s & Kids Innerwear, Winterwear, Socks & Slacks for Women in varied colors and designs. The company has ~5,000 SKU’s under various Brands and Sub Brands of LUX. With focus on growing exclusive retail outlets and in providing customers with a seamless buying experience, the company’s products are available in ~4,50,000 retail points spread across India. LUX has a presence across the globe with exports to 47 countries.



## **Safe Harbor Statement**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

**For further information, please contact**

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**Company:**

**Lux Industries Limited**

CIN: L17309WB1995PLC073053

**Mr. Ajay Kumar Patodia**

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**Investor Relations Advisors:**

**Strategic Growth Advisors Pvt. Ltd.**

CIN: U74140MH2010PTC204285

**Mr. Deven Dhruva / Mr. Jigar Kavaiya**

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