

August 04, 2022

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 Disclosures Requirements) Regulations, 2015 - Investor Presentation for Q1 of FY 2022-23**

Dear Sir,

Please find enclosed an Investor Presentation covering the performance highlights of the Company for Q1 of FY 2022-23.

We have also uploaded the presentation on the Website of the Company at [www.timexindia.com](http://www.timexindia.com)

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 Q1 FY2022-23

Aug 04, 2022

FROM

# WASTE TO WRIST

Made from  
**Ocean bound plastic**



## Disclaimer

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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

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Best ever quarter on all key parameters

- Highest ever revenue and profitability
- Strong growth recorded across all markets
- Guess and Gc have been successfully placed across the country
- TMX brand has recorded high growth on account of increased penetration
- E-Commerce channel continues to drive revenue growth
- Strong resurgence in the offline channel driven by a big lagan season and return of consumers to physical stores
- Increased retail inflation, weakening of the Rupee against the US Dollar, and the global supply chain constraints continue to pose challenges

# Highlights

Q1 FY2022-23



# Timex x Stranger Things

Launch of Stranger Things collab watches in India

## TIMEX | STRANGER THINGS

Stranger Things are happening here at Timex...

As season 4 of the hair-raising sci-fi-horror-drama makes its debut, Timex is entering the gate to the Upside Down with the **Timex x Stranger Things collection:**

the culmination of two cultural phenoms that routinely bring wistful, period-specific elements out of the darkness and into the light.



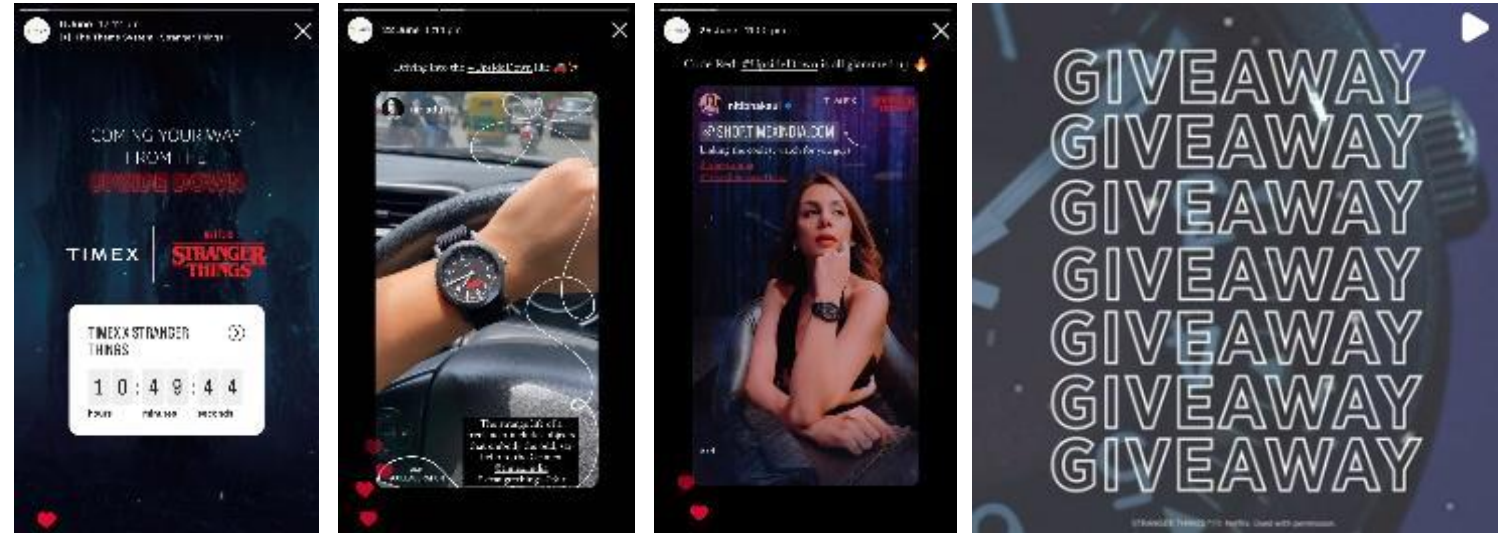
# Timex x Stranger Things

PR coverage of the campaign across various publications

## TIMEX | STRANGER THINGS

Stranger Things are happening here at Timex...

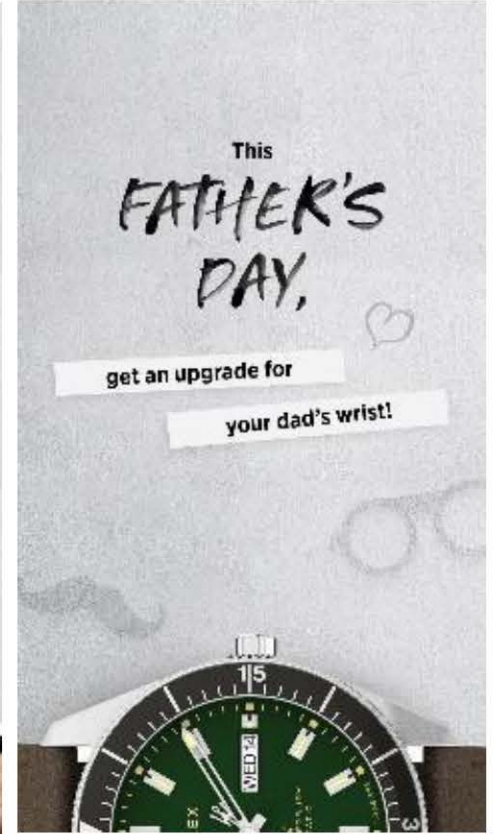
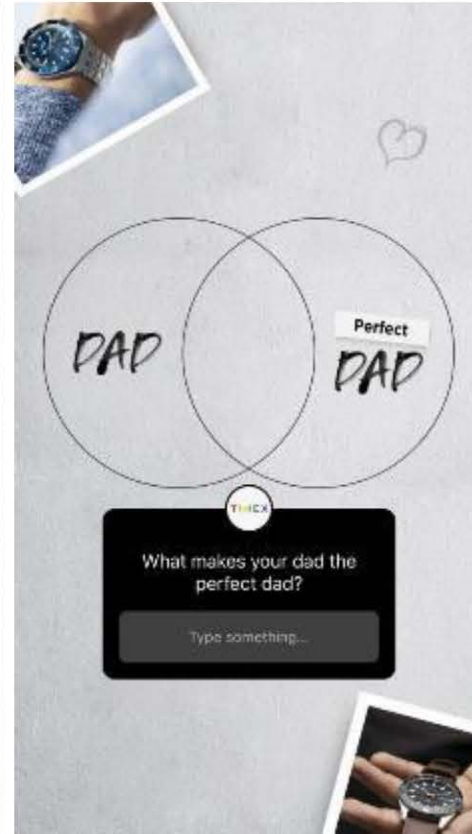
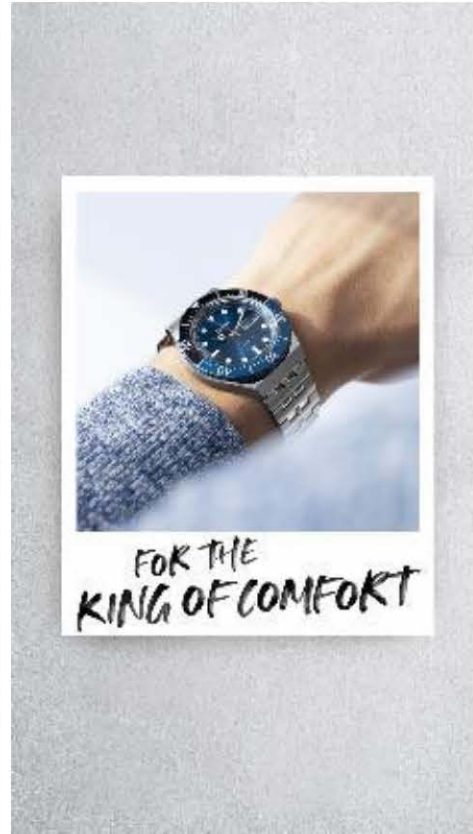
This nostalgic collaboration applies otherworldly inspiration to three of our most iconic cult classics—Timex Camper, Timex T80, and Timex Atlantis—through spine-chilling graphics, an eerie INDIGLO® backlight, and the unforgettable Stranger Things melody to help keep time in any dimension.





# #justlikedad

Whether it is a smart watch or an analog watch, Timex is the perfect gift for Father's Day



## Launch of Helix Metalfit 3.0 Smart Watch

TGIL continues the impetus on smart wearable with the launch of the next generation in Helix MetalFIT Series with the 3.0 style range



**HELIX**  
TIMEX

# METALFIT 3.0

STYLE THAT INSPIRES YOU

- 1.69 Inch Full Touch Display
- Heart Rate Monitor
- SPO2 Monitor

MADE IN INDIA



**HELIX**

## LIGHT UP YOUR WORLD

1.69  
FULL TOUCH DISPLAY

240 x 280  
HIGH RESOLUTION



BPM 102  
MAY 22  
WED  
08:30  
STEPS 20650  
KCAL 1336



**HELIX**

## METALFIT 3.0

STEP UP TO SMART LIFE

COMING SOON



MADE IN INDIA

## International collection launches

Launching the trendy Malibu & M97 collections to bring the best of our global fashion products to India



# Financial Performance

Q1 FY2022-23



## TGIL Financial Performance Q1 FY 2022-23

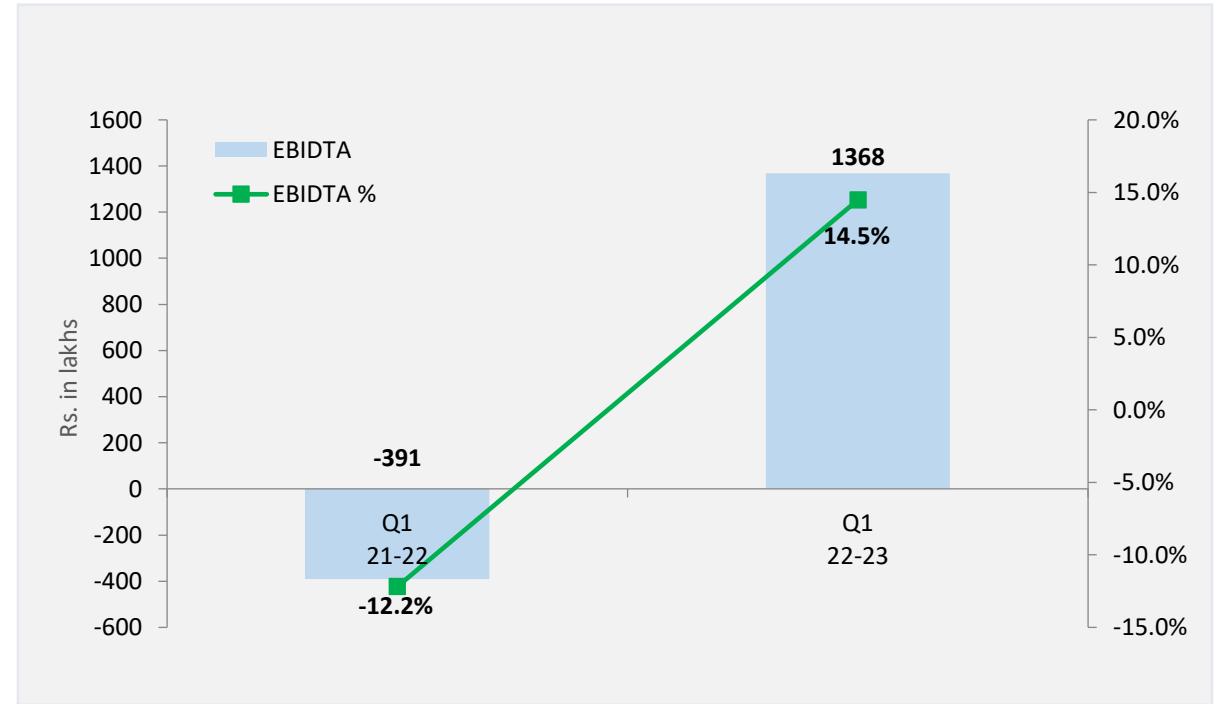
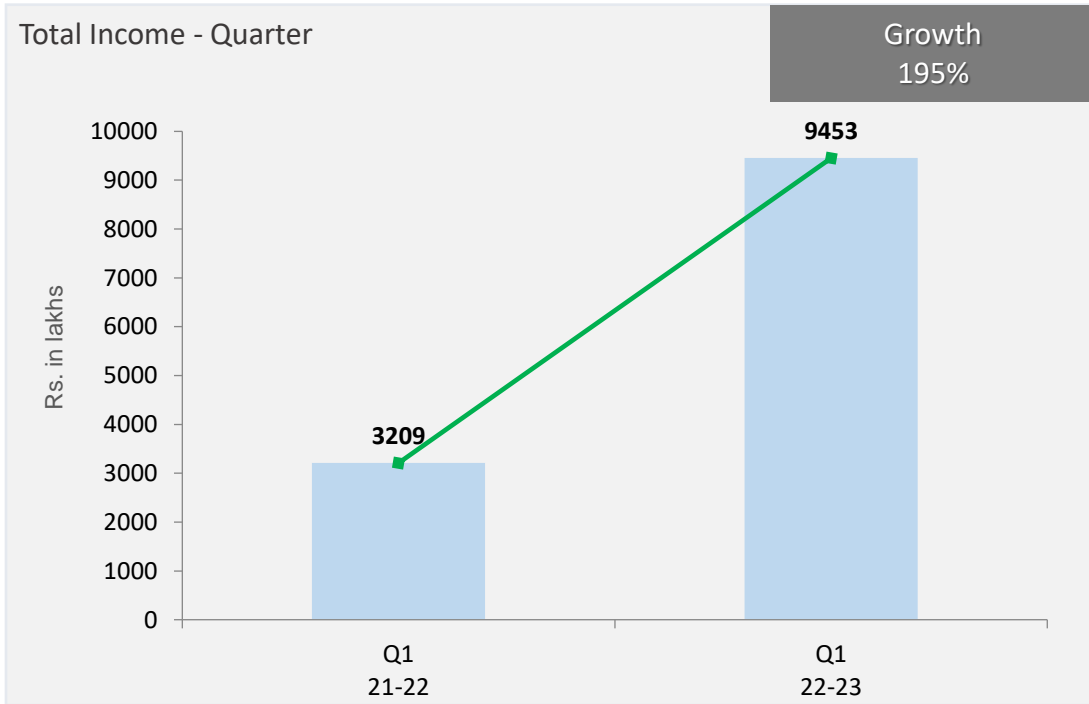
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Improvement in financial performance over last year

- Total Income at Rs. 9,453 lacs (grown by 195%) during the quarter as compared to Rs. 3,209 lacs last year
- EBIDTA is Rs. 1,368 lacs (grown by 450%) during the quarter as compared to negative Rs. 391 lacs last year
- Profit before tax for the quarter is Rs. 1,201 lacs (grown by 327%) as compared to loss before tax of Rs. 528 lacs last year
- Other expenses include advertising & sales promotion expenses of Rs. 725 lacs during the quarter as compared to Rs. 339 lacs last year

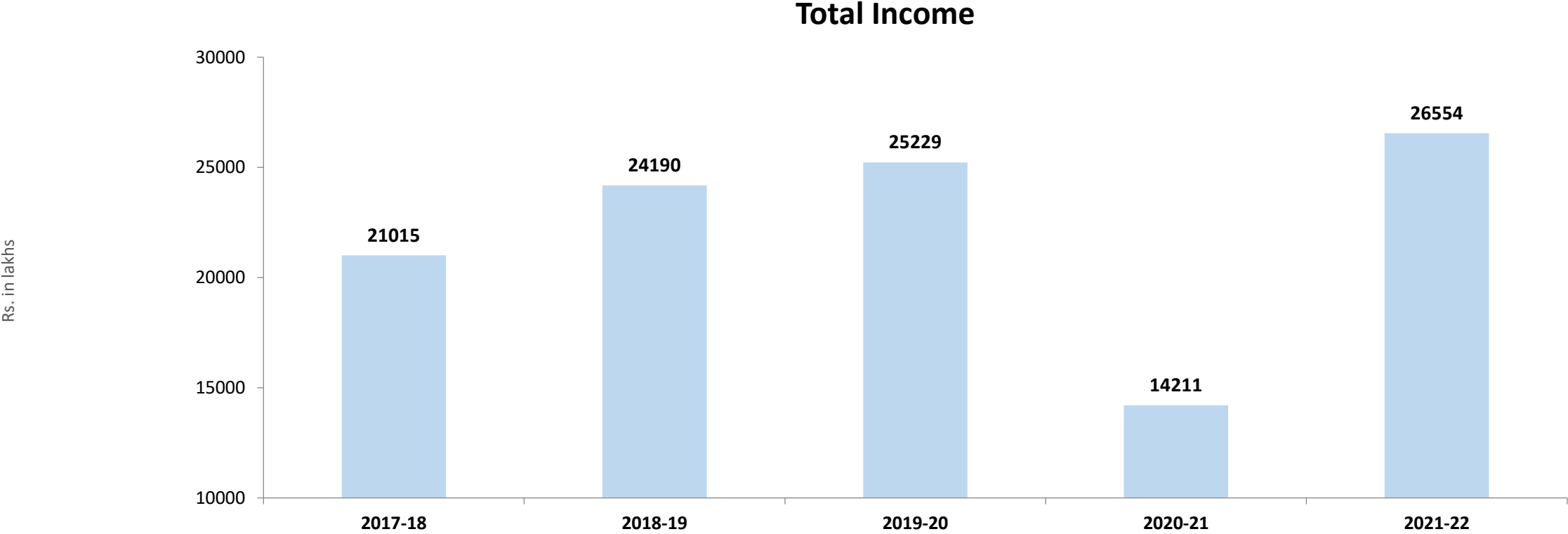
*Company's operations and financial results for the quarter ended 30 June 2021 were adversely impacted by the second wave of COVID-19 due to which the results are not comparable with the current quarter.*

# TGIL Financial Performance – Current Quarter

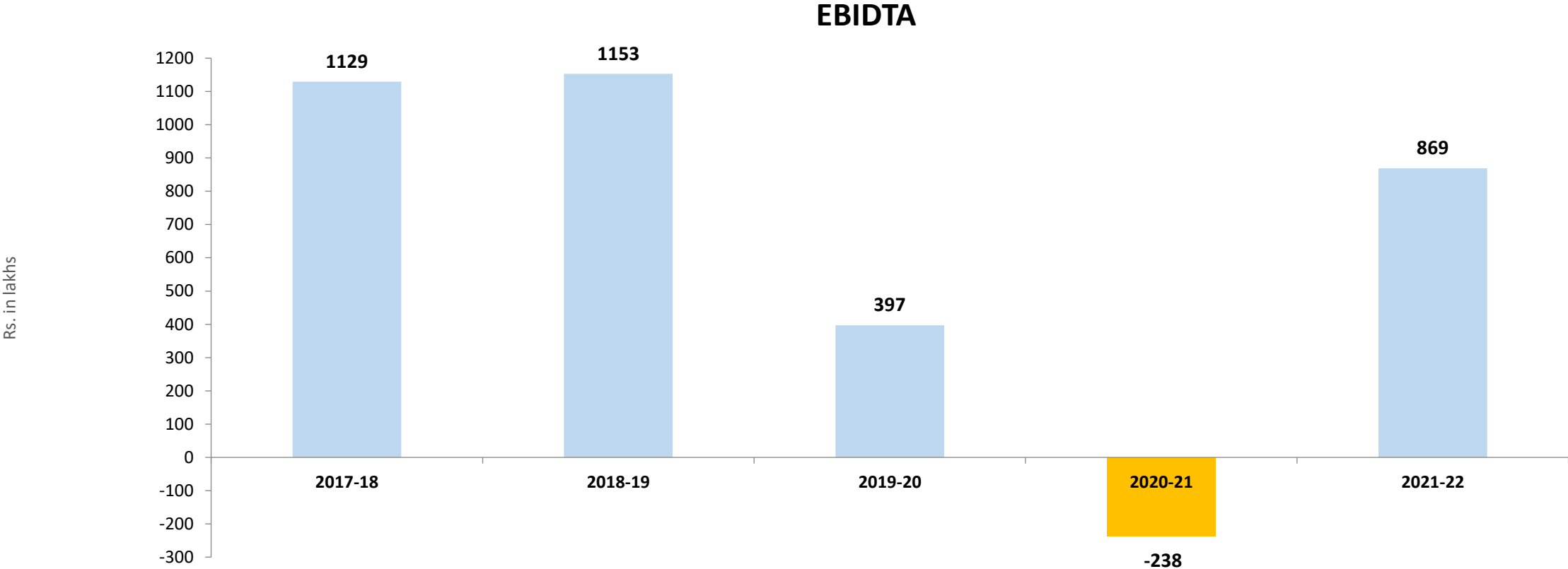


*Company's operations and financial results for the quarter ended 30 June 2021 were adversely impacted by the second wave of COVID-19 due to which the results are not comparable with the current quarter.*

TGIL Financial Performance – Total Income

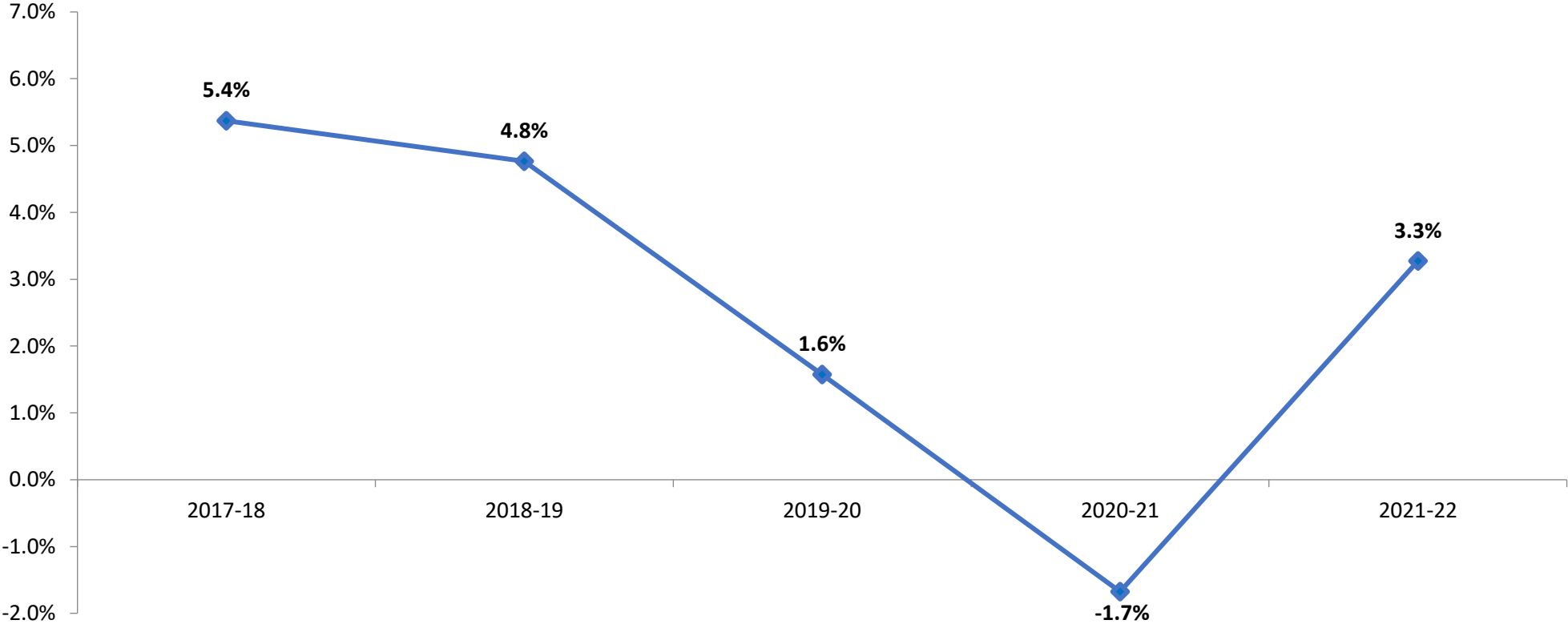


# TGIL Financial Performance – EBIDTA

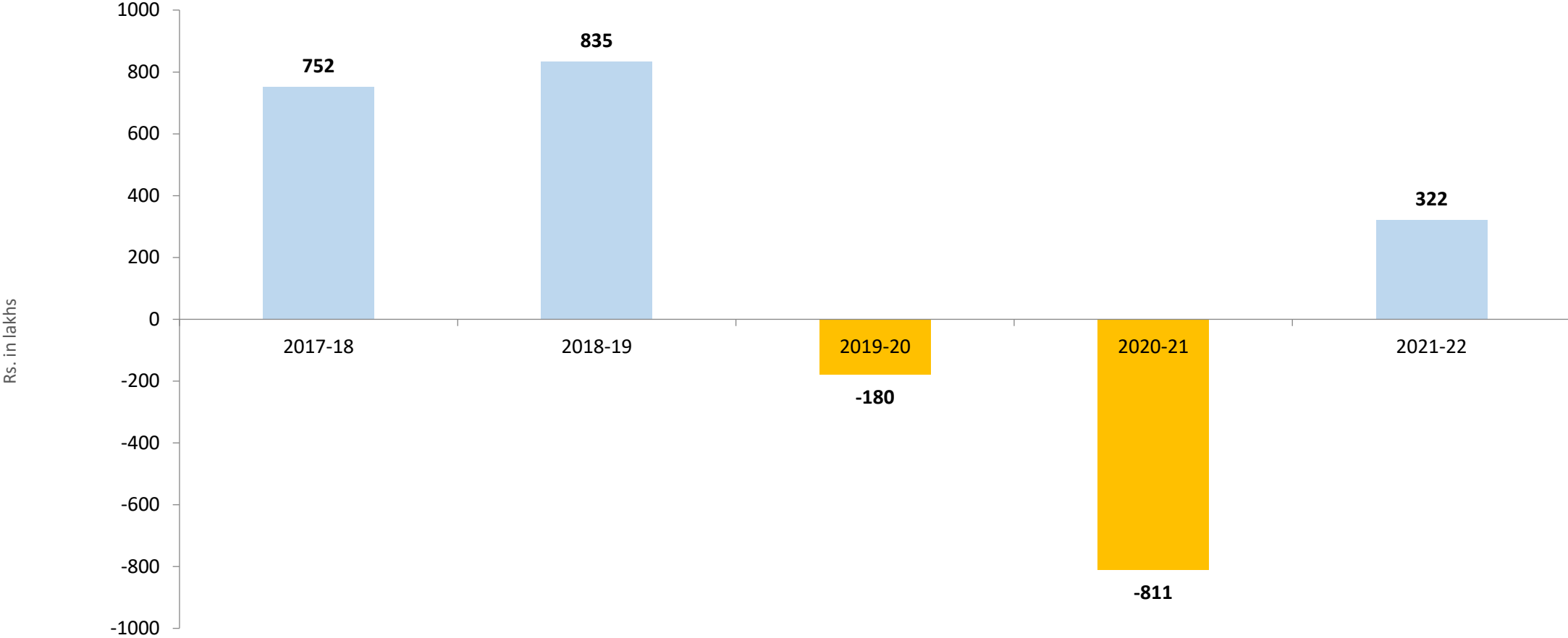




**EBIDTA %**

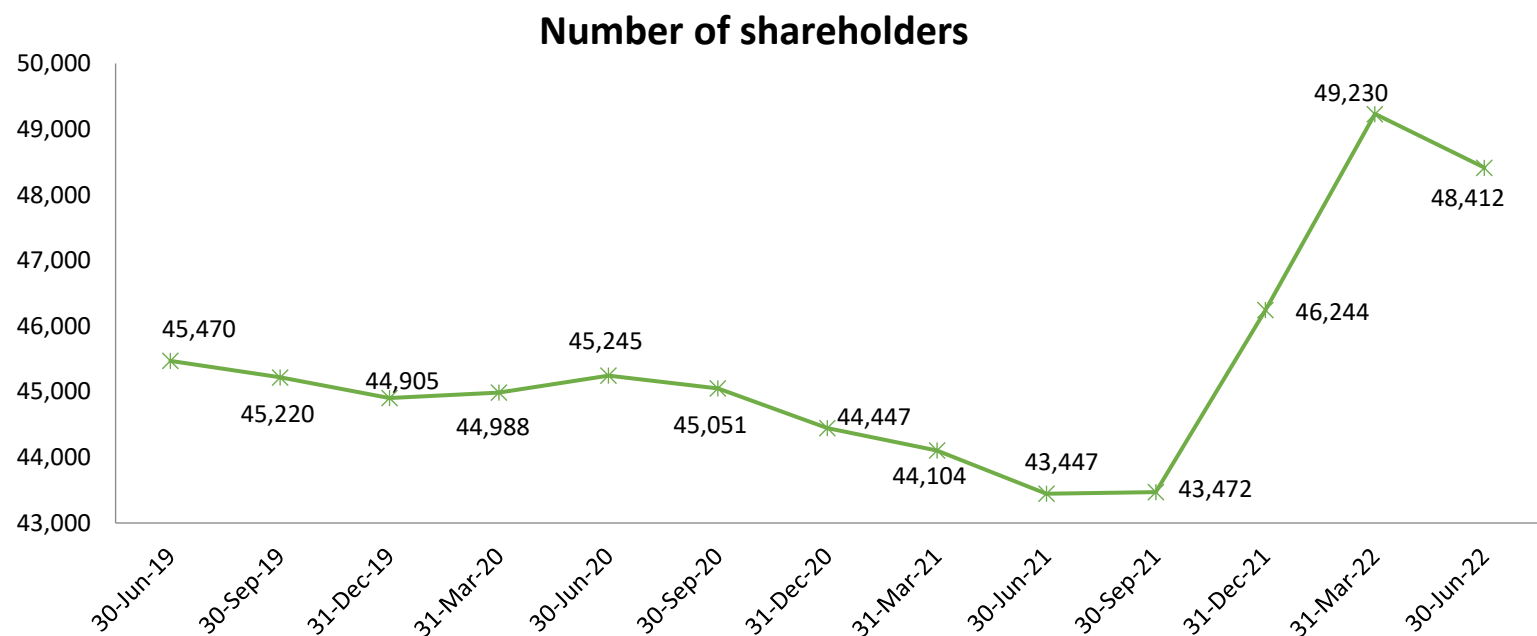


# TGIL Financial Performance – Profit Before Tax

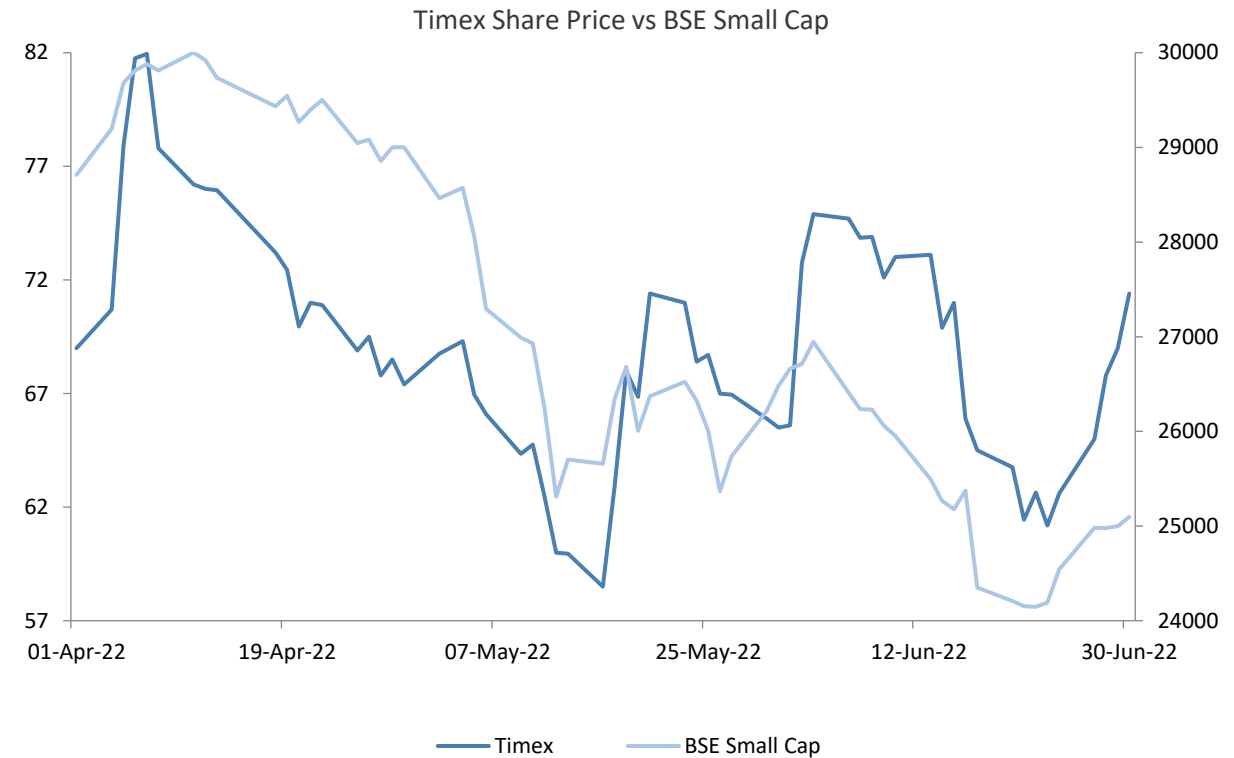
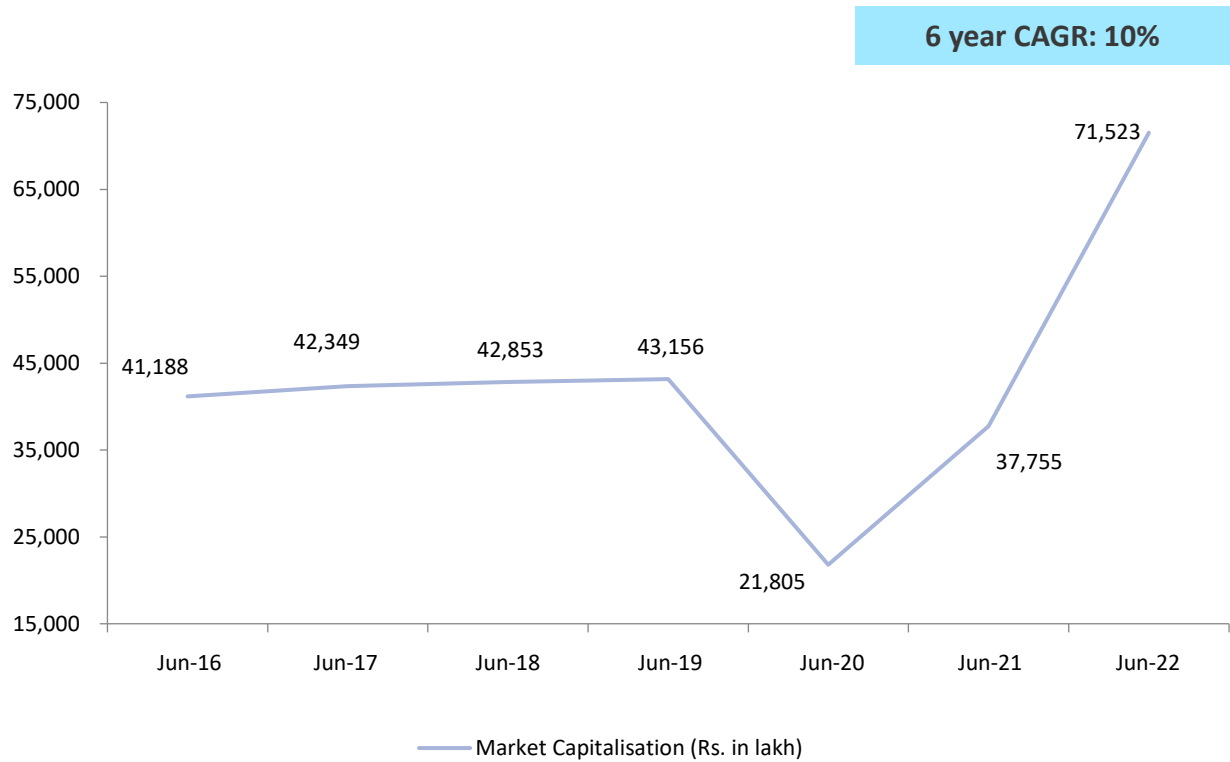


## TGIL Shareholding Pattern

	30-Jun-19	30-Sep-19	31-Dec-19	31-Mar-20	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
<b>Promoters</b>	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%
<b>Institutional Investors</b>	0.03%	0.03%	0.04%	0.03%	0.03%	0.03%	0.03%	0.06%	0.03%	0.03%	0.03%	0.03%	0.03%
<b>Public &amp; other shareholding</b>	25.04%	25.04%	25.03%	25.04%	25.04%	25.04%	25.04%	25.01%	25.04%	25.04%	25.04%	25.04%	25.04%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Total no. of shareholders</b>	45,470	45,220	44,905	44,988	45,245	45,051	44,447	44,104	43,447	43,472	46,244	49,230	48,412



# TGIL Market Capitalization





**ABOUT US**

Timex Group is America's Oldest Watchmaker, Established in 1854 in Connecticut, USA

Designs, manufactures and distributes products to consumers around the world



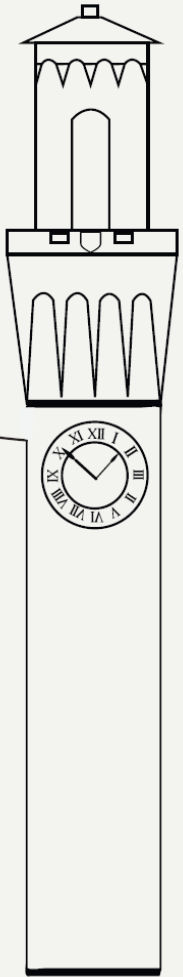
**167**  
YEARS OF EXPERIENCE

**11+**  
GLOBAL BRANDS

**2.7B**  
WATCHES SOLD

**120**  
DISTRIBUTORS

**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.

## 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 S1 Automatic.

## 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

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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]

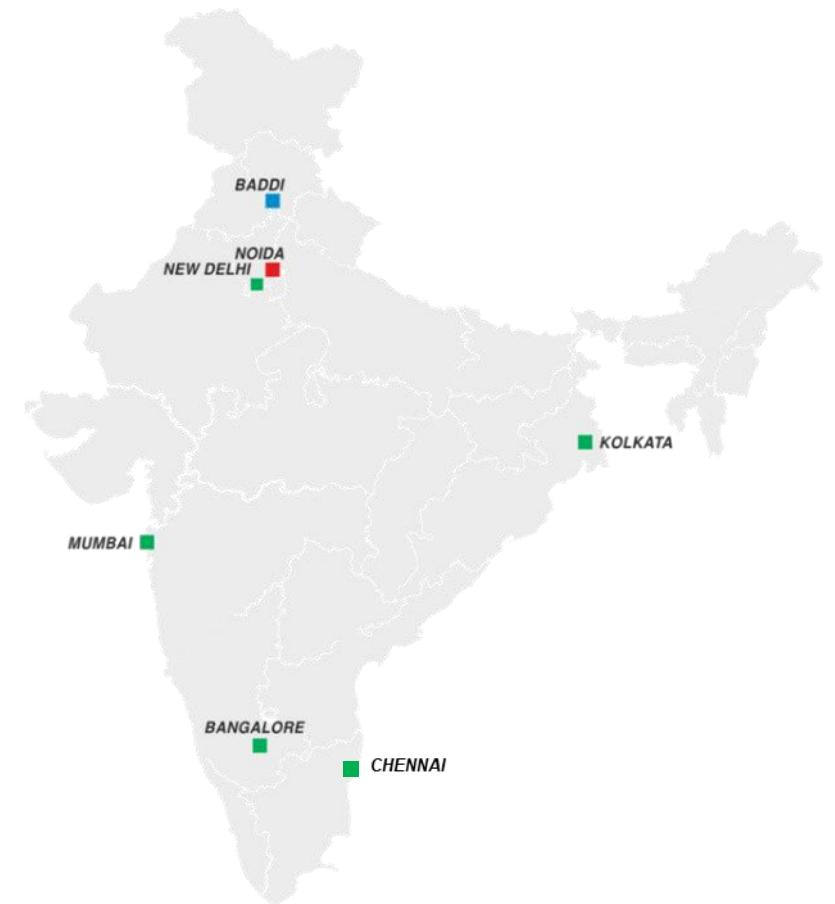
Regional Sales Offices – Noida, Mumbai, Kolkata, Bangalore, Chennai

**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: 22+ years

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

### **Deepak Chhabra | Managing Director**

Experience: 26+ years

Qualification: Footwear technologist & Marketeer

### **Sylvain Tatu | Non-Executive Director**

Experience: 25+ 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

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



TIMEX

Salvatore Ferragamo  
TIMEX GROUP

NAUTICA

FURLA  
SINCE 1927 ITALY

VERSACE  
WATCHES

TED BAKER  
LONDON

MISSONI

TMX

HELIX

UNITED COLORS  
OF BENETTON.

GUESS

Gc

adidas

## Powerful Distribution Network

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



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TATA  
CLIQ | LUXURY

amazon

Flipkart 

 Myntra

NYKAA  
FASHION

AJIO

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



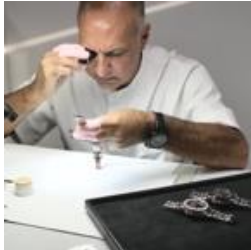
**Middlebury, USA**  
HQ & Watchmaking



**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 SA 8000: 2014 and  
OHSAS: 45001:2018 certified watch assembly unit  
in Baddi, Himachal Pradesh, India**

Land Area: 10,000 sq. meters; Built up area: 3,278 sq. meters.

Assembly of watches from piece parts to complete watch.  
Currently handling over 50 types of watch – movements.

Assembly capacity of 10 k watches per day.

Includes assembly of digital, Analogue, Ana-Digi, Indiglo®.  
We have also assembled Smart-bands in the Baddi factory.

Assembly operation starts with assembling of fit-up i.e.,  
by mounting dial and hands on the movement.

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





## TGIL After Sales Service

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Over 200 locations supported by a Customer Care Call Centre service



# TIMEXGROUP

