

Ref. no. : Ethos/Secretarial/2024-25/10

Dated: May 13, 2024

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

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400 051

Scrip Code : 543532

Trading symbol : ETHOSLTD

ISIN : INE04TZ01018

Subject : Investor Presentation

Dear Sir/Ma'am

Greetings from Ethos.

We are enclosing herewith the **Investor Presentation**, to be used by the Company for the Earnings Call scheduled today i.e. on **Monday, the 13th day of May, 2024 at 4:30 p.m. IST** to discuss operational and financial performance of the Company for the quarter and financial year ended March 31, 2024.

Thanking you

Yours truly
For **Ethos Limited**

Anil Kumar
Company Secretary and Compliance Officer
Membership no. F8023

Encl.: as above

ETHOS LIMITED

Investor Presentation

Q4 & FY24 • May 2024

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Q4 & FY24 Performance

“Witnessing Sustained Momentum”**REVENUE**
Rs. 999.0 cr **26.7% YoY****EBITDA**
Rs. 175.3 cr **35.9% YoY****PAT**
Rs. 83.3 cr **38.1% YoY**

The average selling price has been increased by 19% to Rs 1,89,844 on a YoY basis for FY24

Second-hand segment witnessed 27% growth on YoY for FY24

Added 5 brands under exclusive partnerships and opened 10 stores in FY24 and 1 store in April'24

FY24 Store Opened – 10



**G-4, Solaris The Address, Surat - Dumas Rd, opposite
Big Bazaar, Piplod, Surat - 395007**



**Unit No. G-02 & 03, Utkal Kanika Galleria Mall, Goutam
Nagar, Bhubaneswar - 751014**



**Unit No G7 & G8, Ground Floor, Palladium Mall, Sarkhej
- Gandhinagar Hwy, Thaltej, Ahmedabad, Gujarat -
380054**



**Unit No. 11A/11C, Ground floor, Palladium Mall, S.B
Marg, Lower Parel, Mumbai - 400013**



UG-09A, Phoenix Marketcity, Velachery Main Road,
Velachery, Chennai - 600042



Sandesh Bandhu Building, Great Eastern Rd, opp.
Babylon Tower, VIP Chowk, Raipur, Chhattisgarh
492006



**G10, Ground Floor, Select Citywalk, A-3, Saket District
Centre, New Delhi - 110017**



**Plot C, Jio World Plaza, Unit Number 01-33, Ground
Floor, 64, G Block Rd, Bandra Kurla Complex, Bandra
East, Mumbai, Maharashtra 400051**



**UG-29, Mall of the Millennium, Shop No. 132, 23, Pune -
Bangalore Highway, Shankar Kalat Nagar, Wakad, Pune
- 411057**



**Shop No. G-24, CP 67 Mall, Sector 67, Sahibzada Ajit
Singh Nagar, Punjab 160062**

FY25 Store Opened – 1

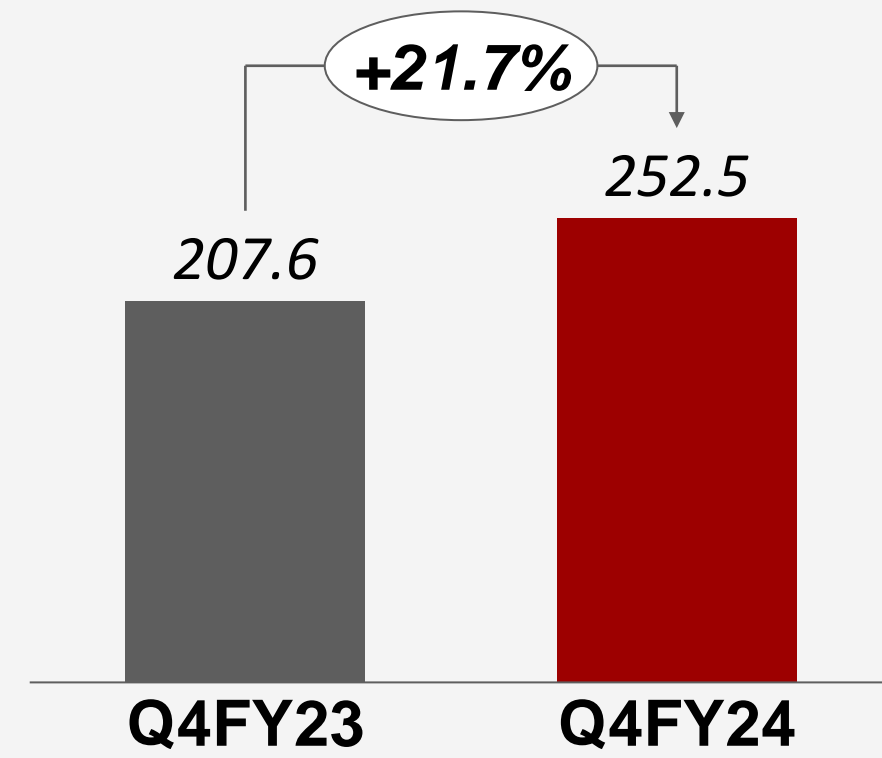


Shop No.- UG57, Phoenix Mall of the Millennium, Pune - Bangalore Highway, Shankar Kalat Nagar, Wakad, Pimpri-Chinchwad,
Maharashtra, Pune - 411057

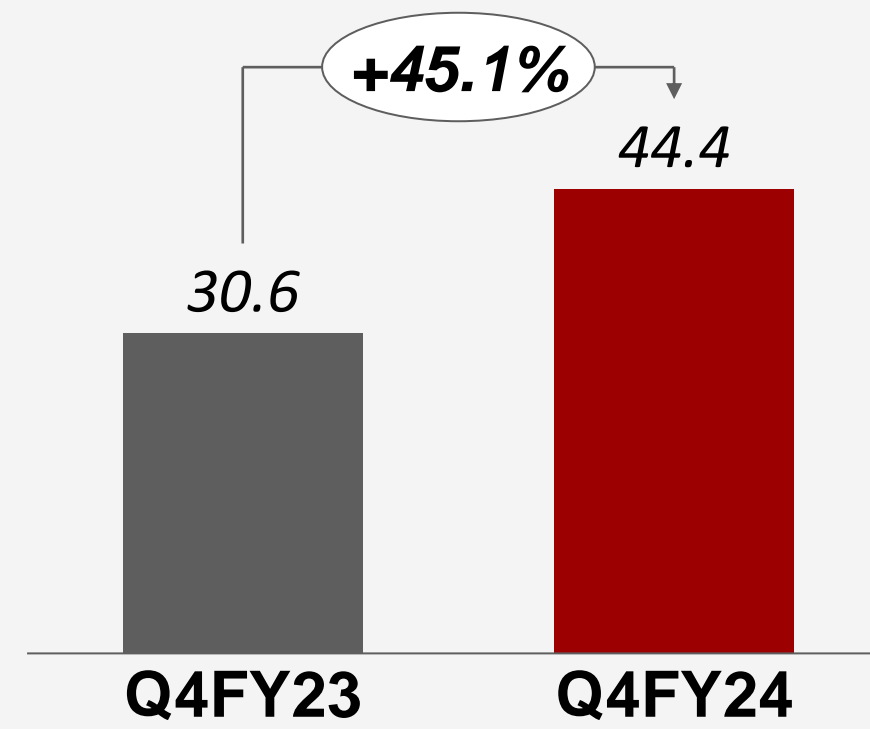
All Figures in Rs. Crs.

Q4FY24

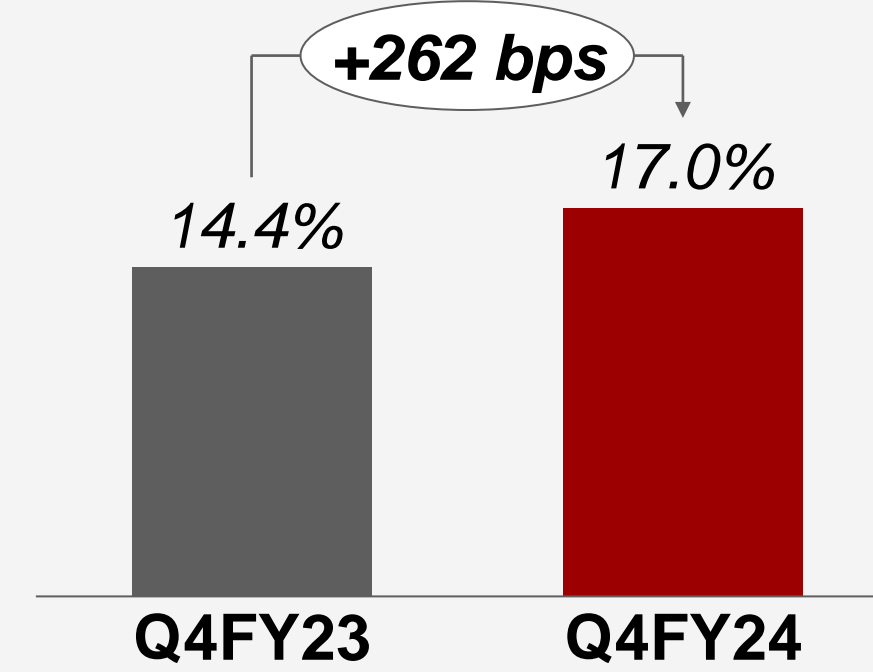
Revenue from operations



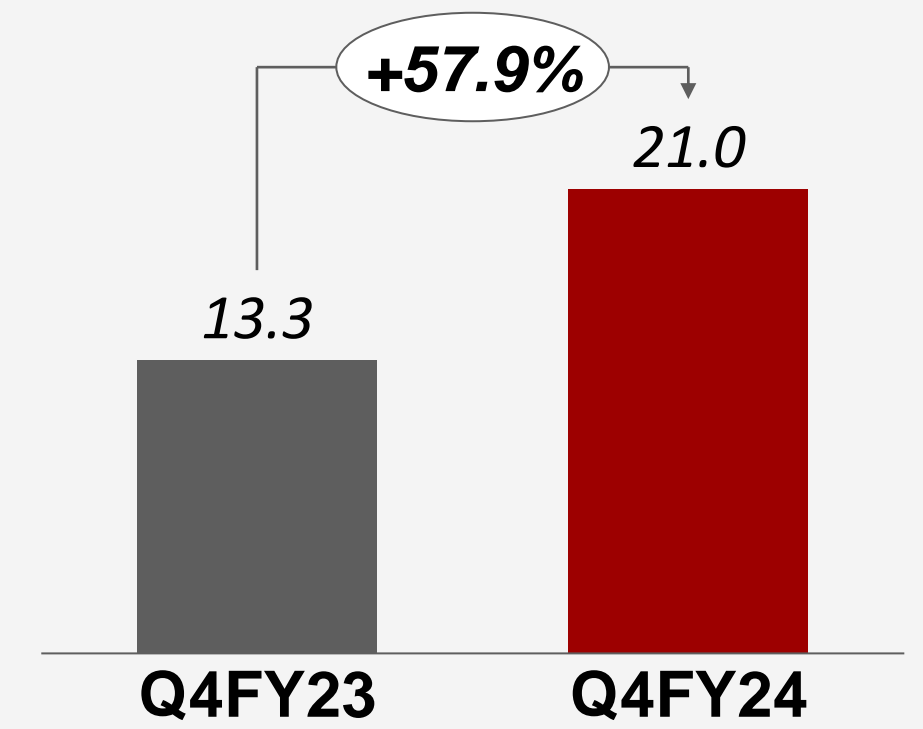
EBITDA



EBITDA Margin

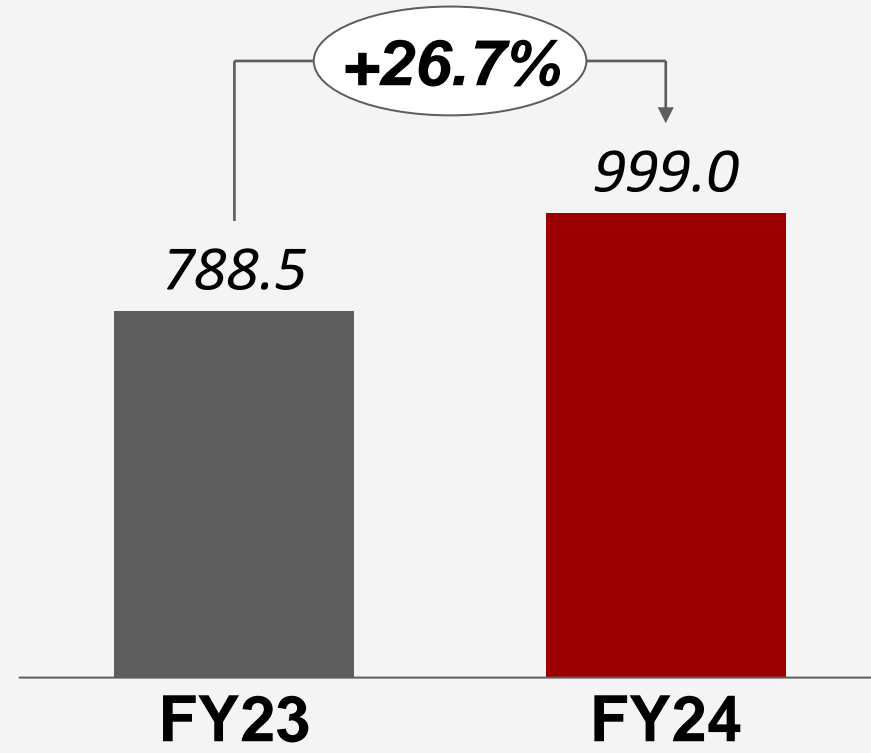


PAT

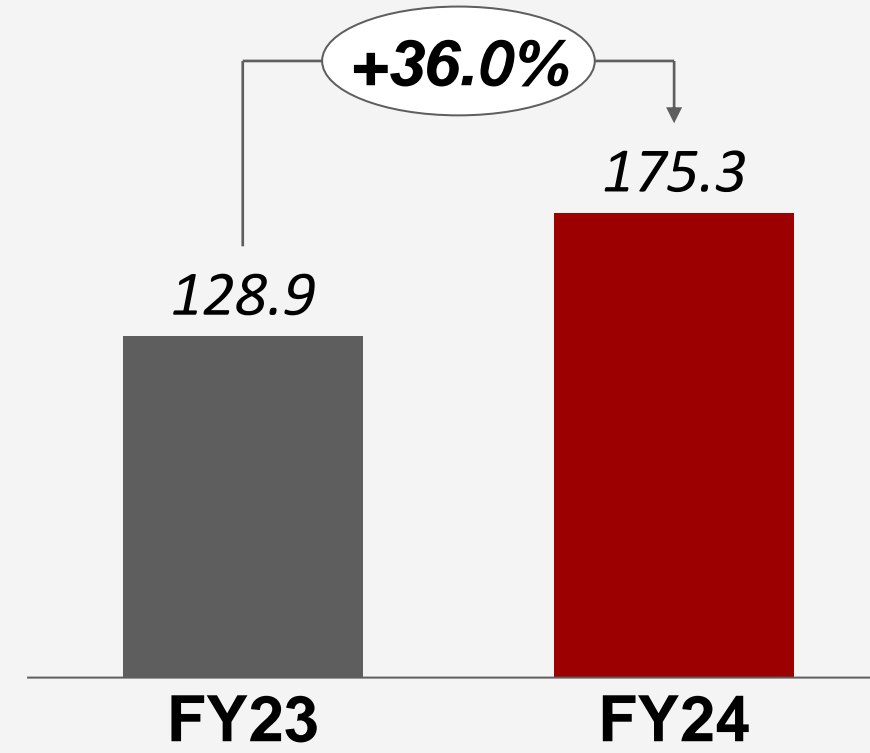


FY24

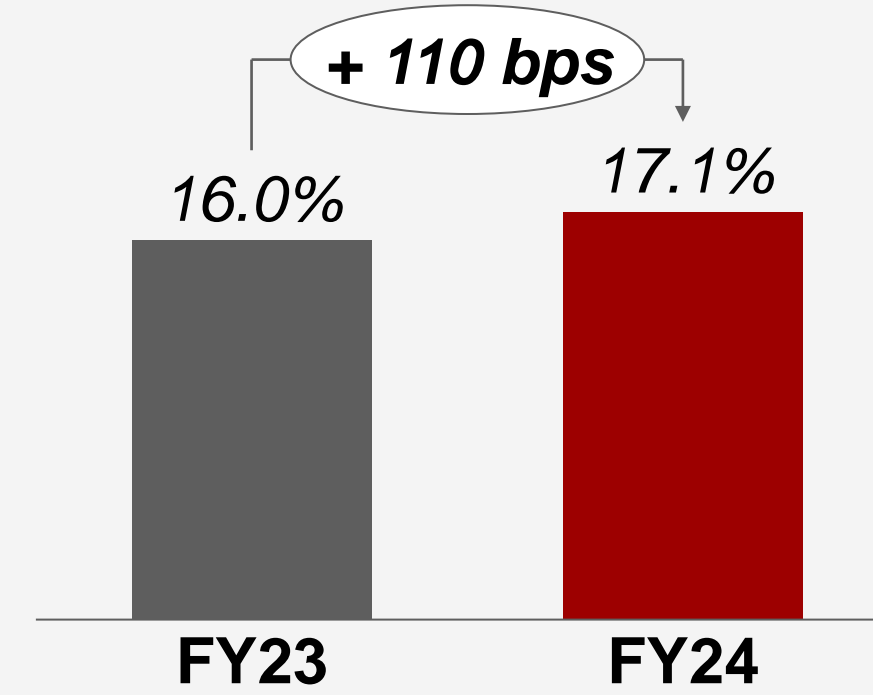
Revenue from operations



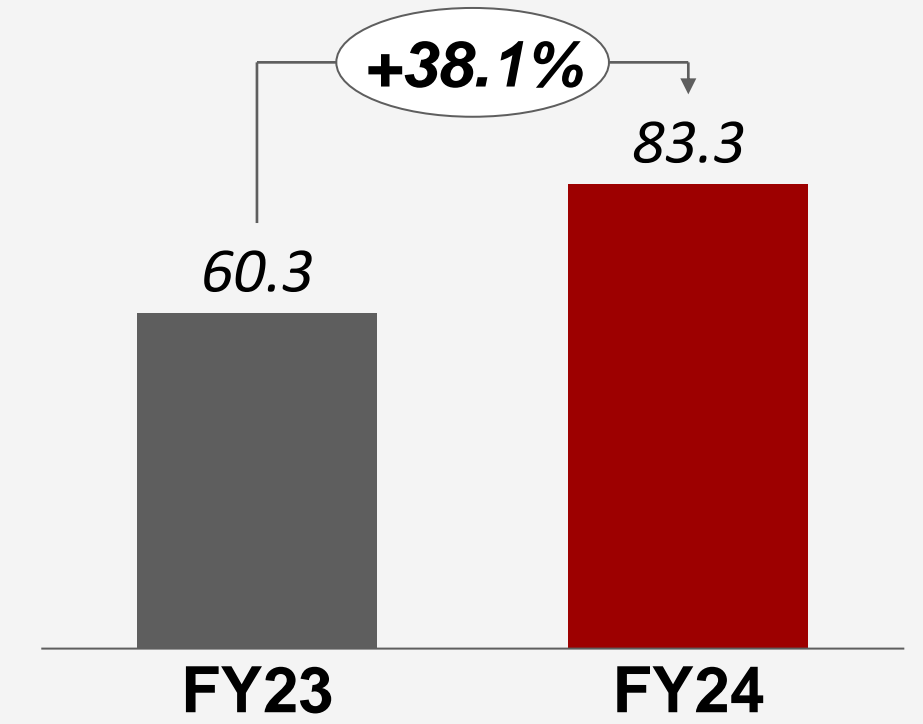
EBITDA



EBITDA Margin



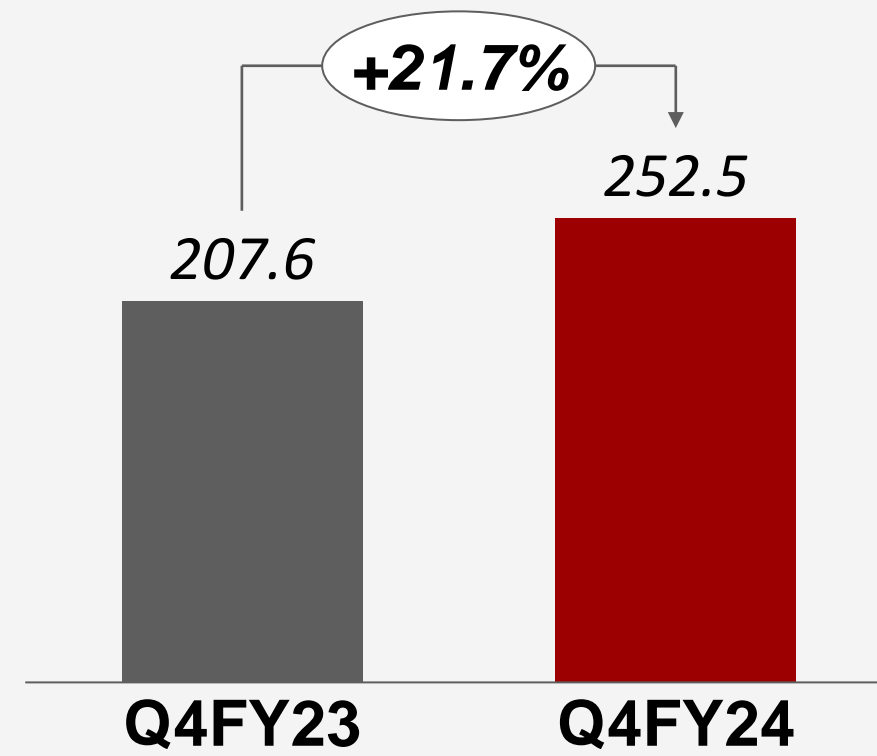
PAT



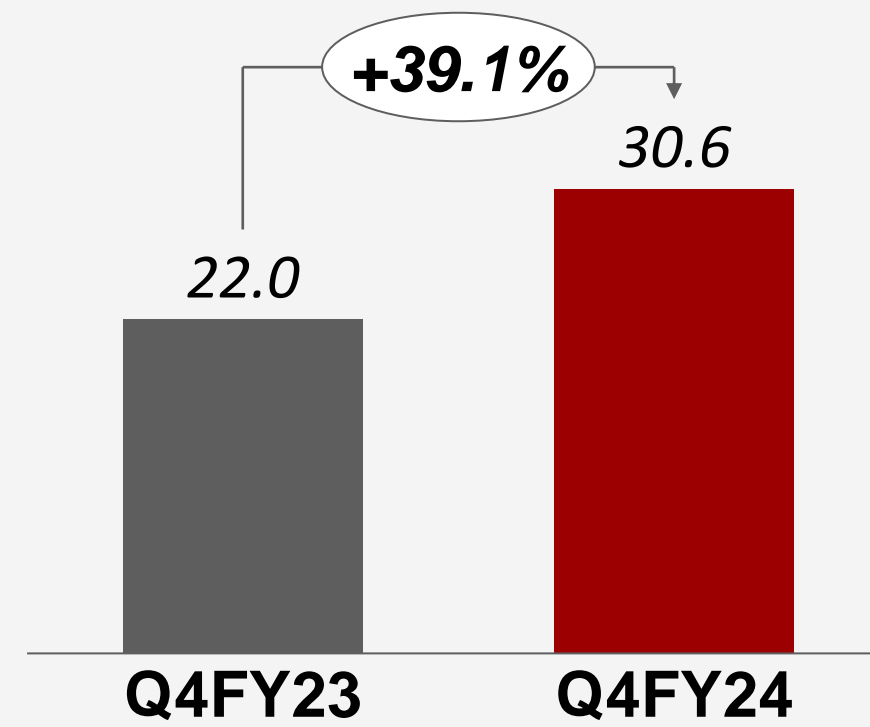
All Figures in Rs. Crs

Q4FY24

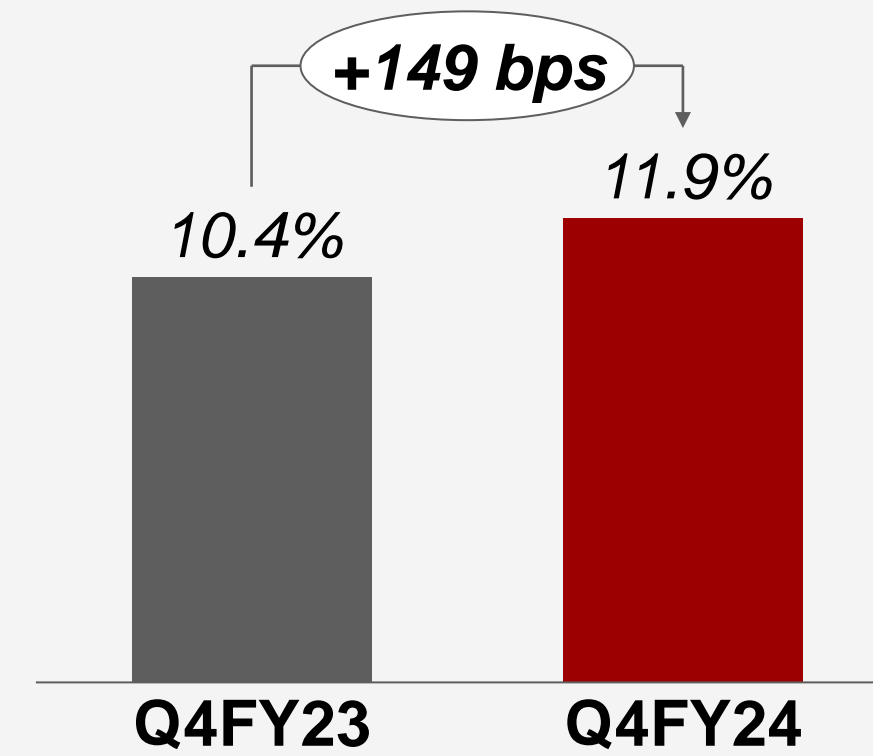
Revenue from operations



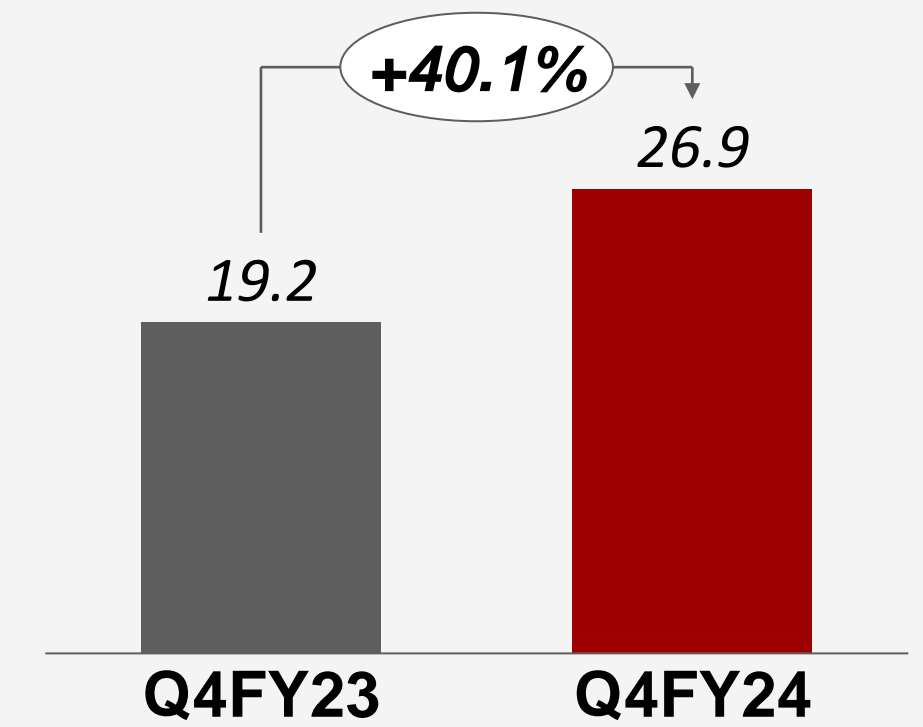
EBITDA



EBITDA Margin

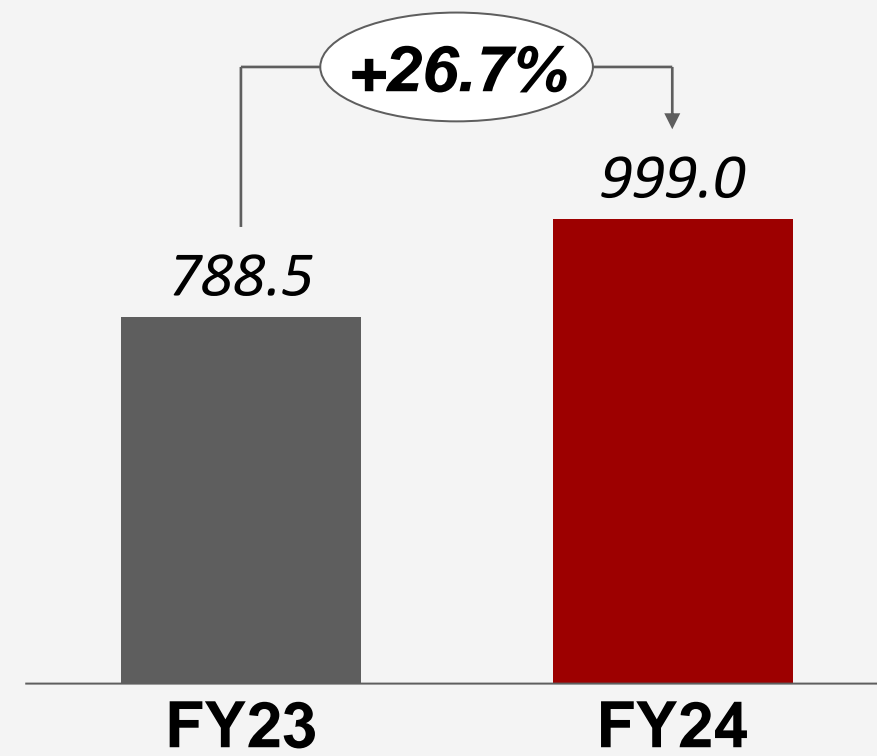


PBT

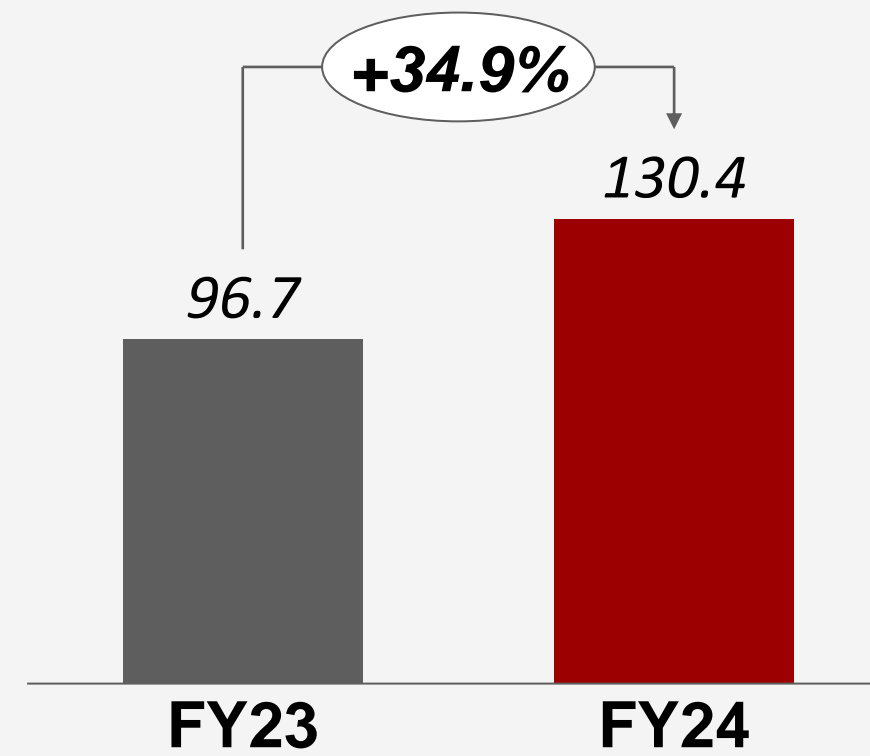


FY24

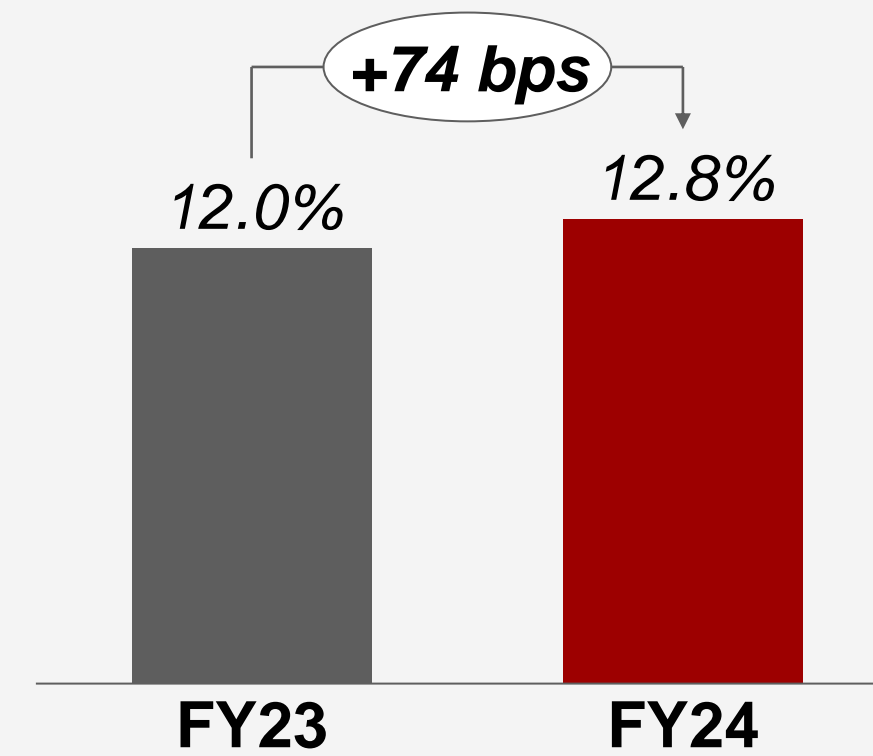
Revenue from operations



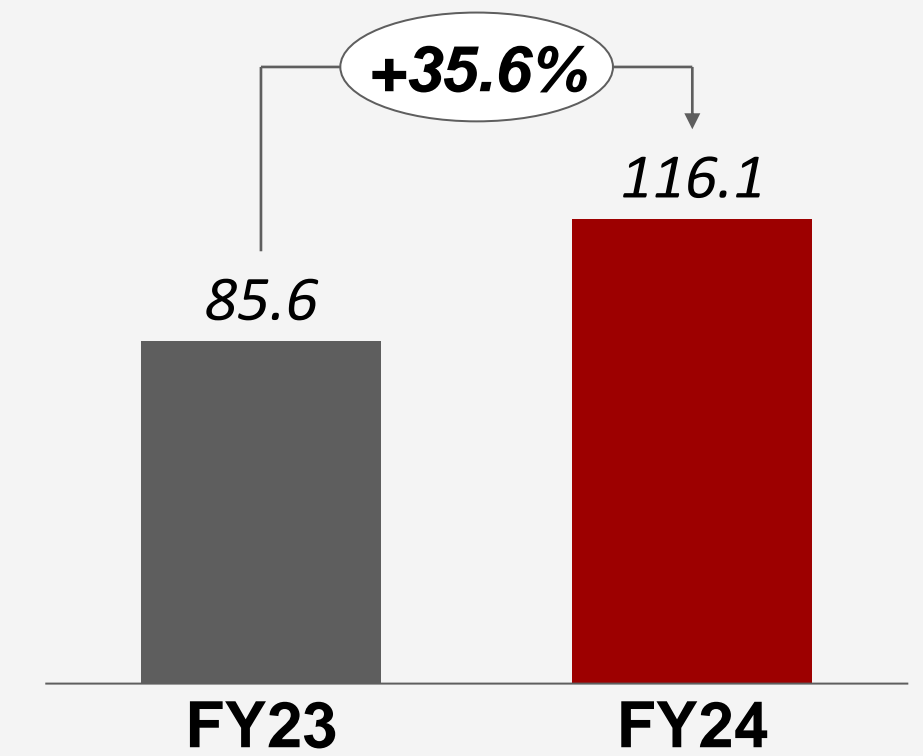
EBITDA



EBITDA Margin

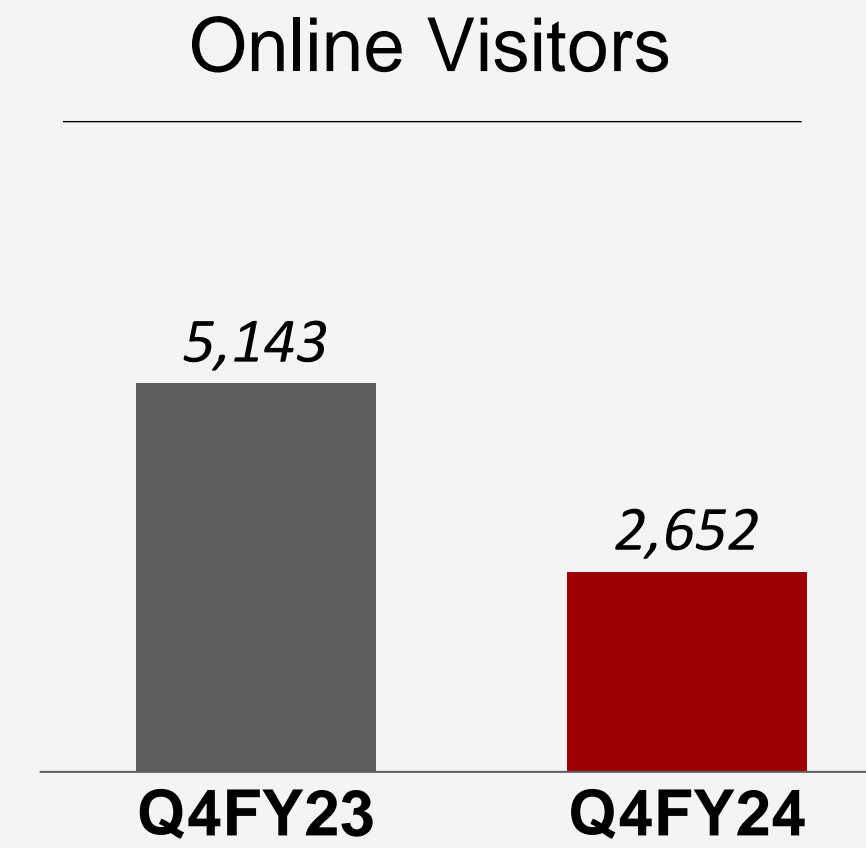
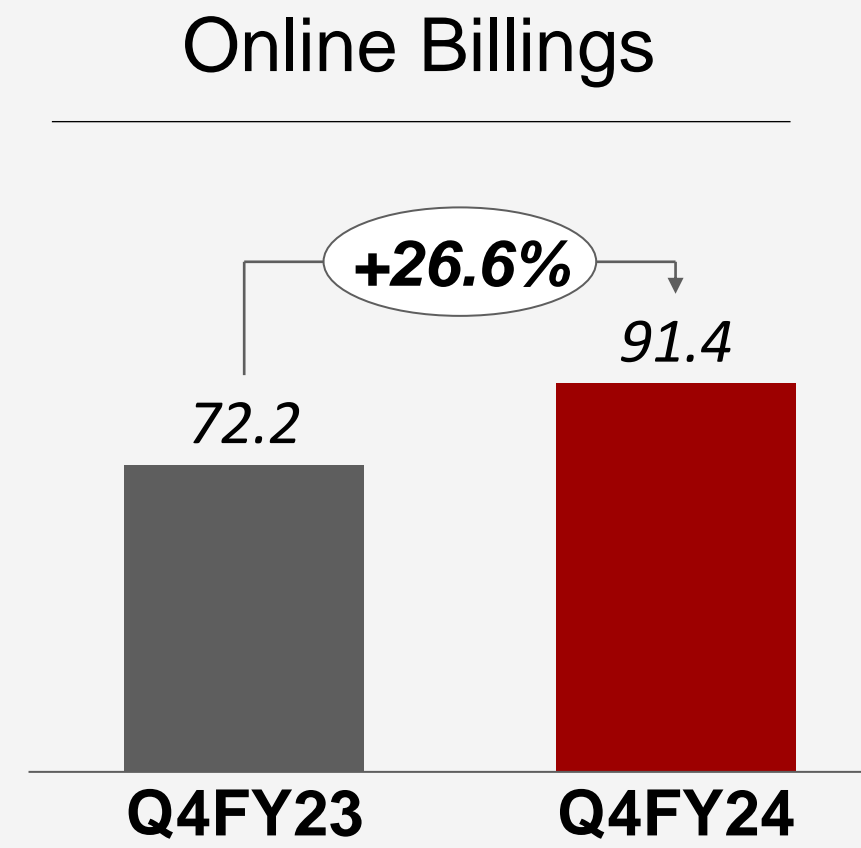
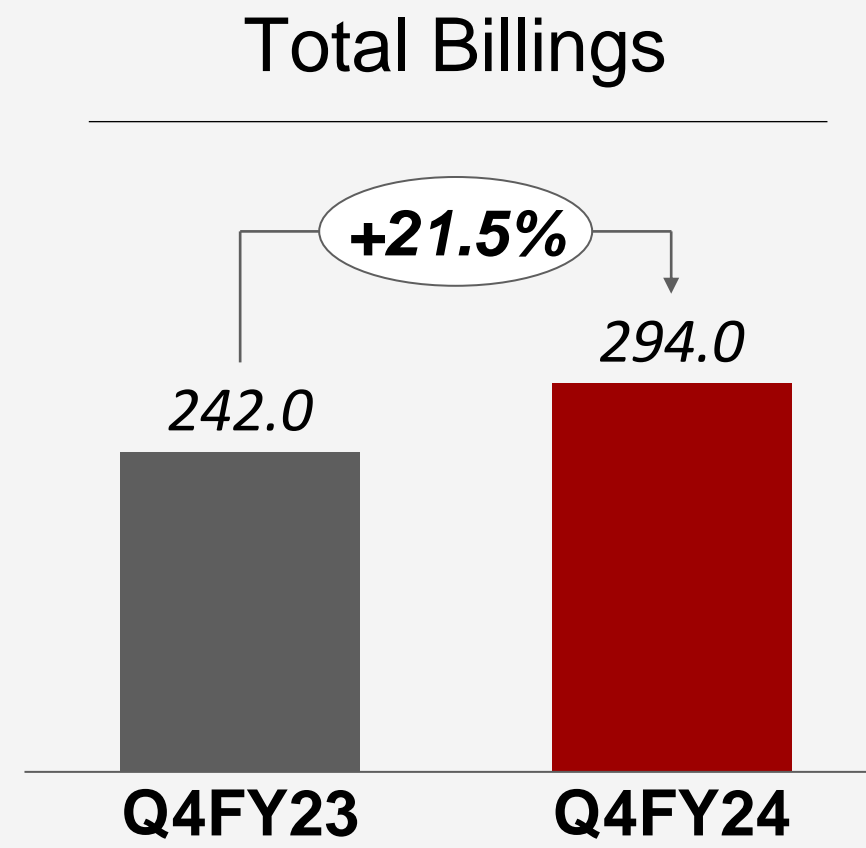


PBT

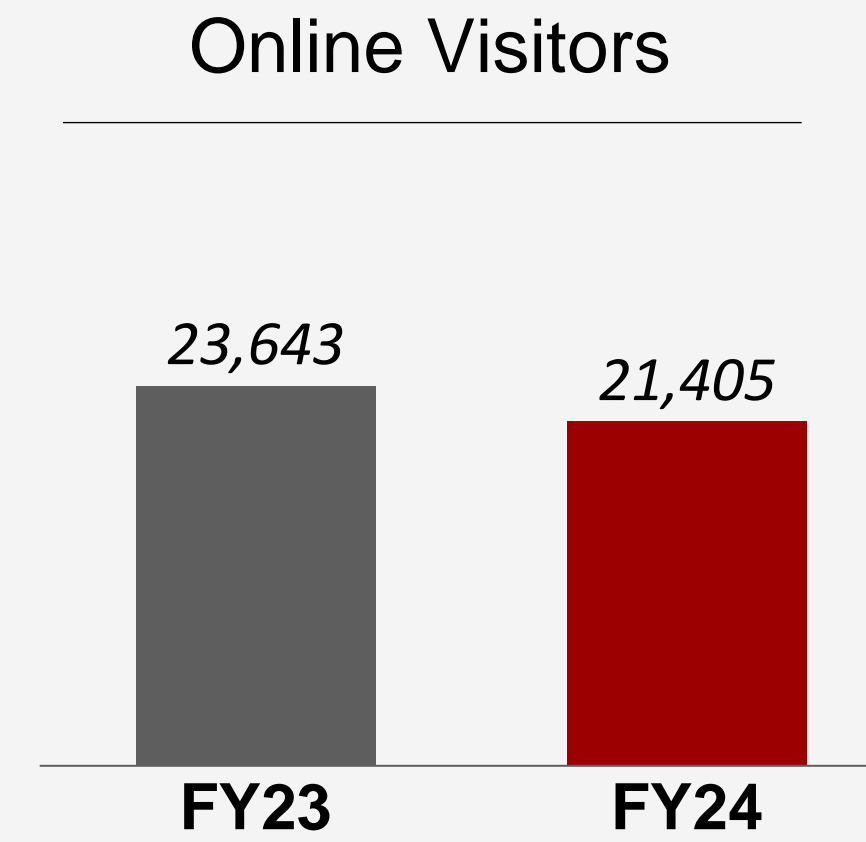
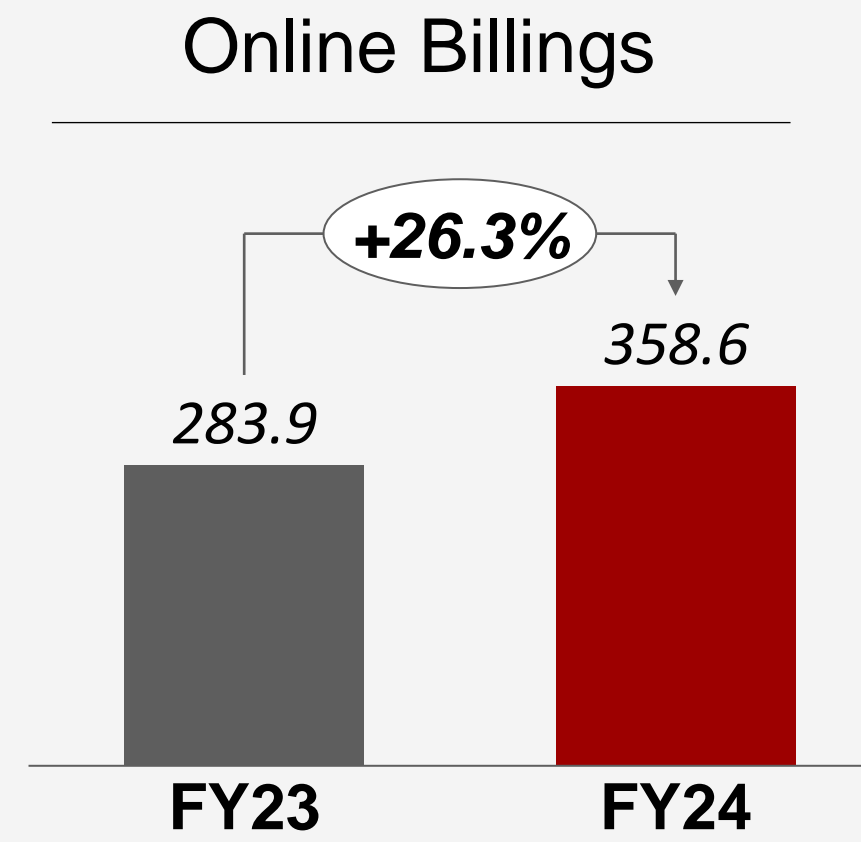
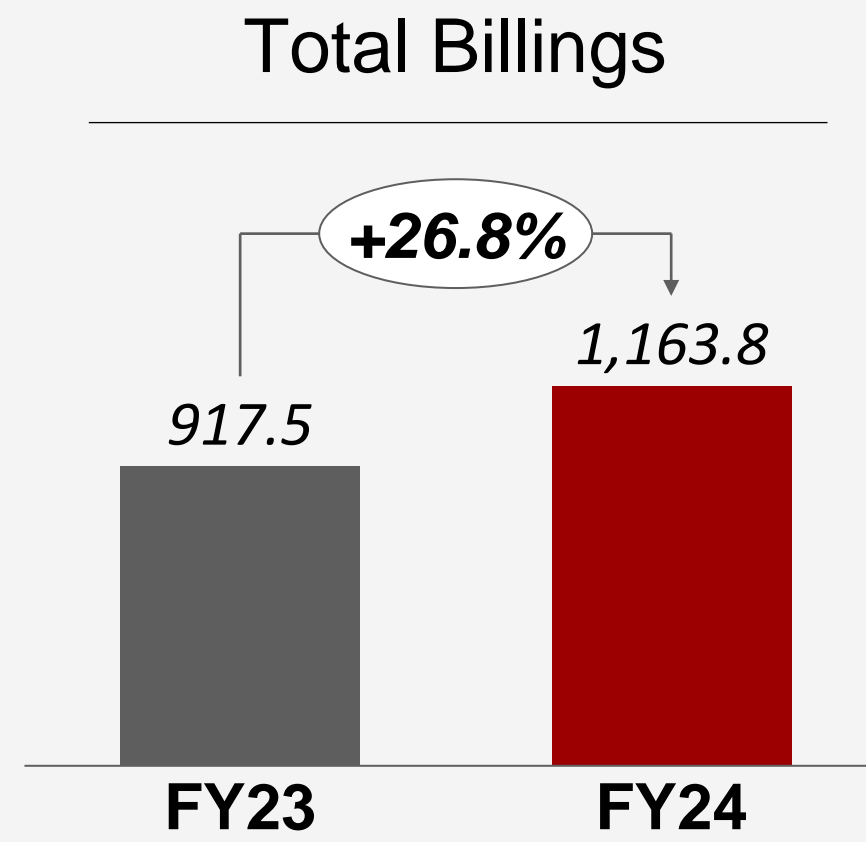


All Figures in Rs. Crs. Except for online visitor shown in '000

Q4FY24



FY24



Profit and Loss (in Rs. Crs)	Q4FY24	Q4FY23	YoY	FY24	FY23	YoY
Revenue from Operations	252.5	207.6	21.7%	999.0	788.5	26.7%
Other Income	8.4	5.0		23.6	14.6	
Total Income	260.9	212.6		1,022.6	803.1	
Cost of Goods Sold	178.9	146.6		698.3	544.4	
Gross Profit (Revenue - COGS)	73.6	61.0	20.9%	300.6	244.1	23.1%
Gross Profit Margin	29.2%	29.4%		30.1%	31.0%	
Employee Cost	19.4	15.0		70.4	52.7	
Other Expenses	18.3	20.4		78.6	77.1	
EBITDA	44.4	30.6	45.1%	175.3	128.9	36.0%
EBITDA Margin	17.0%	14.4%		17.1%	16.0%	
Depreciation	12.7	9.5		48.7	34.6	
EBIT	31.7	21.1	50.2%	126.6	94.3	34.3%
EBIT Margin	12.1%	9.9%		12.4%	11.7%	
Finance Cost	4.0	3.5		16.0	14.1	
Share in Profit/(loss) in JV and Associates	0.1	0.2		0.7	0.5	
PBT	27.7	17.8	55.6%	111.3	80.7	37.9%
PBT Margin	10.6%	8.3%		10.9%	10.0%	
Tax	6.7	4.5		28.0	20.4	
PAT	21.0	13.3	57.9%	83.3	60.3	38.1%
PAT Margin	8.1%	6.2%		8.1%	7.5%	

FY24 Performance Highlights

- Other income includes Fair value gain of Rs 2.5 cr
- 4 Stores are under renovation, which led to an increase in other expenses

Profit and Loss (in Rs. Crs)	Q4FY24	Q4FY23	YoY	FY24	FY23	YoY
Revenue from Operations	252.5	207.6	21.7%	999.0	788.5	26.7%
Other Income	5.9	5.0		21.0	14.3	
Total Income	258.5	212.6		1,020.0	802.8	
Cost of Goods Sold	178.9	146.6		698.4	544.4	
Gross Profit (Revenue from operations - COGS)	73.6	61.0	20.9%	300.6	244.1	23.1%
Gross Profit Margin	29.2%	29.4%		30.1%	31.0%	
Employee Cost	19.4	15.0		70.4	52.7	
Other Expenses	29.5	29.0		120.8	109.0	
Normalized EBITDA including other income	30.6	22.0	39.1%	130.4	96.7	34.9%
Normalized EBITDA Margin	11.9%	10.4%		12.8%	12.0%	
Depreciation	3.7	2.8		14.4	9.1	
Normalized EBIT	26.9	19.2	40.1%	116.1	87.6	32.5%
Finance Cost	0.2	0.3		0.9	2.6	
Share in Profit/(loss) in JV and Associates	0.2	0.3		0.9	0.6	
Normalized PBT	26.9	19.2	40.1%	116.1	85.6	35.6%

Equity & Liabilities (in Rs. Crs)	Mar-24	Mar-23	Assets (in Rs. Crs)	Mar-24	Mar-23
Total Equity	884.0	631.5	Non - Current Assets	306.6	241.2
Share Capital	24.5	23.3	Property Plant & Equipment's	70.3	56.8
Other Equity	859.5	608.2	Investment in joint venture	24.0	2.1
			Intangible assets	41.1	40.7
Non-Current Liabilities	115.9	98.7	Intangible assets under development	1.5	0.0
			Right of use asset	125.4	103.5
Financial Liabilities			Financial Assets		
Borrowings	2.1	7.1	Loans	0.0	0.1
Lease Liabilities	111.0	89.2	Investment	1.3	0.0
Other Financial Liabilities	0.3	0.5	Other Financial Assets	28.2	24.5
Provisions	2.5	1.9	Deferred Tax Assets (Net)	9.0	8.6
			Non - Current Tax Assets (Net)	2.1	2.3
			Other Non Current Assets	3.6	2.6
Current Liabilities	170.8	149.5	Current Assets	864.1	638.5
Financial Liabilities			Inventories	439.7	339.9
Borrowings	4.6	0.9	Financial Assets		
Trade Payables	96.0	96.6	Trade receivables	15.6	6.1
Lease Liabilities	27.3	23.6	Cash and cash equivalents (C&CE)	60.6	27.9
Other Financial Liabilities	23.6	10.6	Bank balances other than C&CE	284.9	200.7
Current tax liabilities (net)	0.4	0.2	Loans	0.2	0.3
Provisions	4.6	3.9	Other Financial Assets	21.7	15.0
Other current liabilities	14.2	13.7	Other Current Assets	41.4	48.6
Total Equity & Liabilities	1,170.6	879.7	Total Assets	1,170.6	879.7



Launched Swiss Watch Brand Cuervo Y Sobrinos

Established in 1882 as a boutique jewelry store in Havana, Cuervo y Sobrinos has evolved into an esteemed watchmaking maison.

With a rich heritage and a commitment to excellence, the brand was revitalized in 1997, emerging with renewed passion and dedication to its craft.

Today, Cuervo y Sobrinos epitomizes sophistication and exclusivity, captivating aficionados worldwide with its exceptional timepieces and a legacy rooted in timeless elegance.



Launched Swiss Watch Brand Eberhard & Co.

Since 1887, Eberhard & Co. has epitomized Swiss excellence and innovation in watchmaking.

With meticulous attention to detail and a passion for research, their timepieces showcase remarkable technical advancements.

From the pioneering pocket chronograph to dual time watches, each creation reflects the brand's unwavering commitment to excellence and tradition.


EDOUARD KOEHN
Master Watchmaker 1891

Launched Swiss Watch Brand The Edouard Koehn

The Edouard Koehn brand was relaunched in spring 2020. Edouard Koehn (1839-1908) began his career as a watchmaker at the court of the Grand Duchy of Saxe-Weimar-Eisenach and created his own eponymous brand in 1891.

This watchmaker, who headed up Patek Philippe, was always a fan of unique objects and very small series. This spirit is perfectly preserved today with these watches marketed in limited series produced in small quantities in La Chaux-de-Fonds, Switzerland.





Launched Swiss Watch Brand The CIGA Design

CIGA Design is the best example of a premium, affordable brand and winner of 9 Red Dot Design Awards, 2 iF Design Awards and 3 German Design Awards. CIGA Design creates simple but innovative models that define a watch as an object that illustrates luxury and refinement from a completely different perspective.

CVSTOS

THE TIME KEEPER



Launched Swiss Watch Brand The Cvstos

Cvstos is a Swiss independent watchmaking company we rarely cover but has been in business for about 15 years now

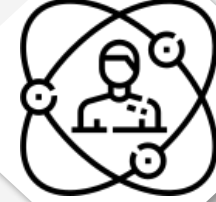
Cvstos is a brand managed by Sassoun Sirmakes, a man quite experienced in the watchmaking industry. With its headquarters in Geneva, the brand is currently producing around 2,500 watches per year and specialises in making in house movements and unique timepieces

Sassoun Sirmakes' acknowledged understanding for innovation and creative designs, Cvstos timepieces are totally dedicated to trendsetters across the world.

About The Company & Industry



Ethos is India's largest luxury and premium watch retailer employing over 610+ people



Delivering a content-led luxury retail experience to our customers through our online and physical presence



The company retails 65+ premium & luxury watch brands in India. Customers can choose from over 7,000 premium, bridge to luxury, luxury and high luxury watches
Exclusive brands – 51+



In addition to premium and luxury watch retail, company also undertake retail of certified pre-owned luxury watches since Fiscal 2019

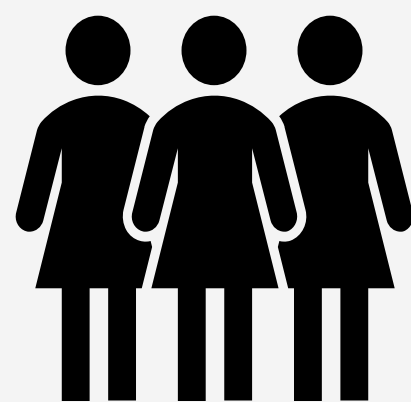


In addition to our chain of 63* physical retail stores in 24 cities in India in a multi store format, we offer an Omnichannel experience to our customers through our website and social media platforms

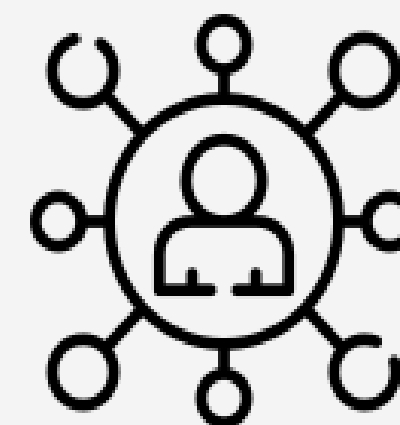


The first Boutique for Rimowa, for retailing their range of luxury luggage opened and Messika for retailing their range of luxury Jewellery in India is slated for later this Financial year.

KEY STRENGTHS

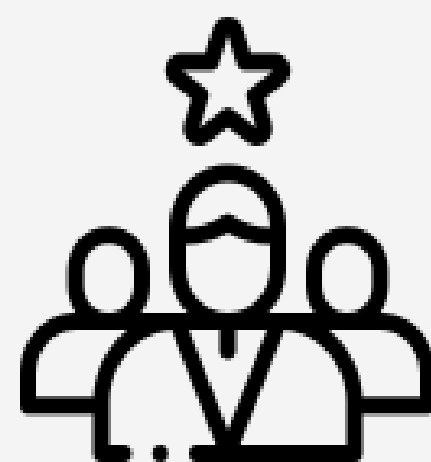


Experienced and committed management team with a proven track record

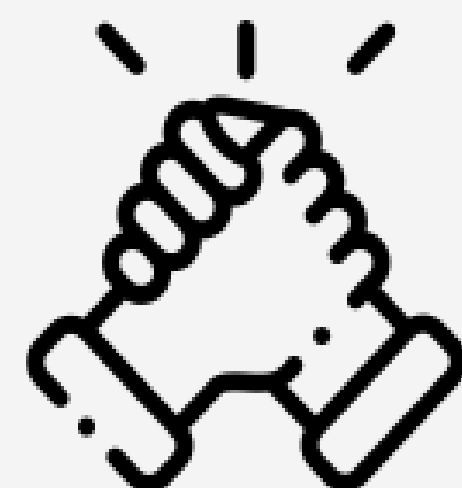


Deep understanding of Digital and Omnichannel commerce

Leadership position in an attractive luxury watch market
Leadership position on certified pre-owned watch



Strategically located and well invested store network with attractive in-store experience



Strong and long-standing relationships with luxury watch brands and other luxury brands
65+ Premium and Luxury Brands
Exclusive Brand: 51+ Brands



Access to a large base of Luxury Customers

Offering a sizeable portfolio of Premium and Luxury watches in India enabling us to retail over 65 Premium and Luxury watch brands

Relationships with owners of Luxury watch brands typically take many years to develop and are difficult to replicate

Ethos has benefitted from its Promoter's (KDDL Ltd.) long-standing relationships with luxury watch brands. Since 1981, KDDL undertook export of watch dials, thereby gaining valuable insights in the watch industry, which has been instrumental in building strong relationships with the brands Ethos retails

65+

Overall Brands Portfolio

51+

Exclusive Brands Portfolio

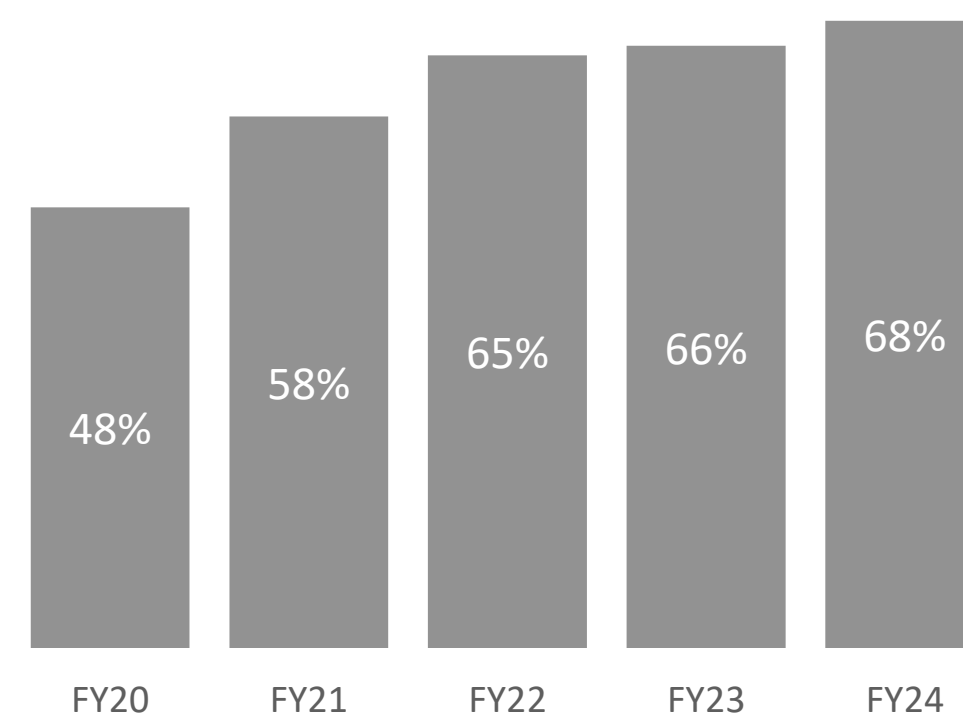
Creating engaging shopping experience over the years has enabled us to build a large Luxury Customer base

Demand for our products is directly proportional to the number of HNIs

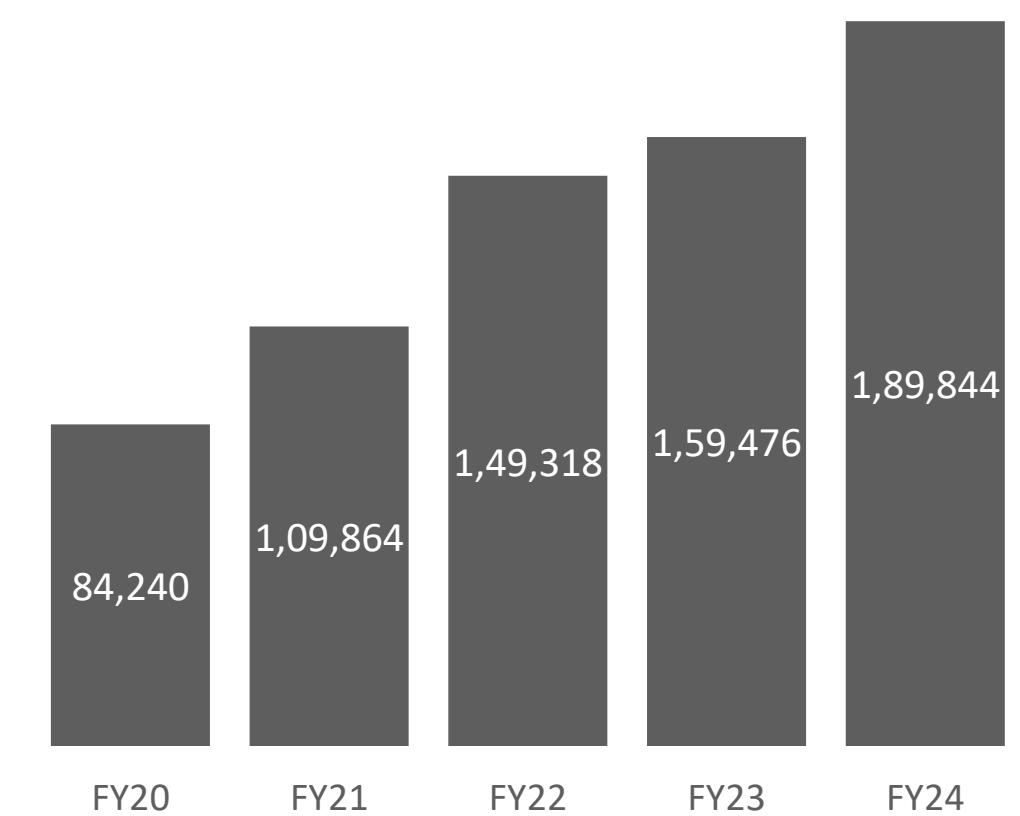
Factors leading to surge in the demand for luxury goods, including watches:

- ✓ Rise in the number of HNI's in fast growing economies, such as China and India has led to increase in the wealth of people
- ✓ Awareness and availability of luxury brands at Ethos with International retail standard

Share of Luxury & High luxury watch sales



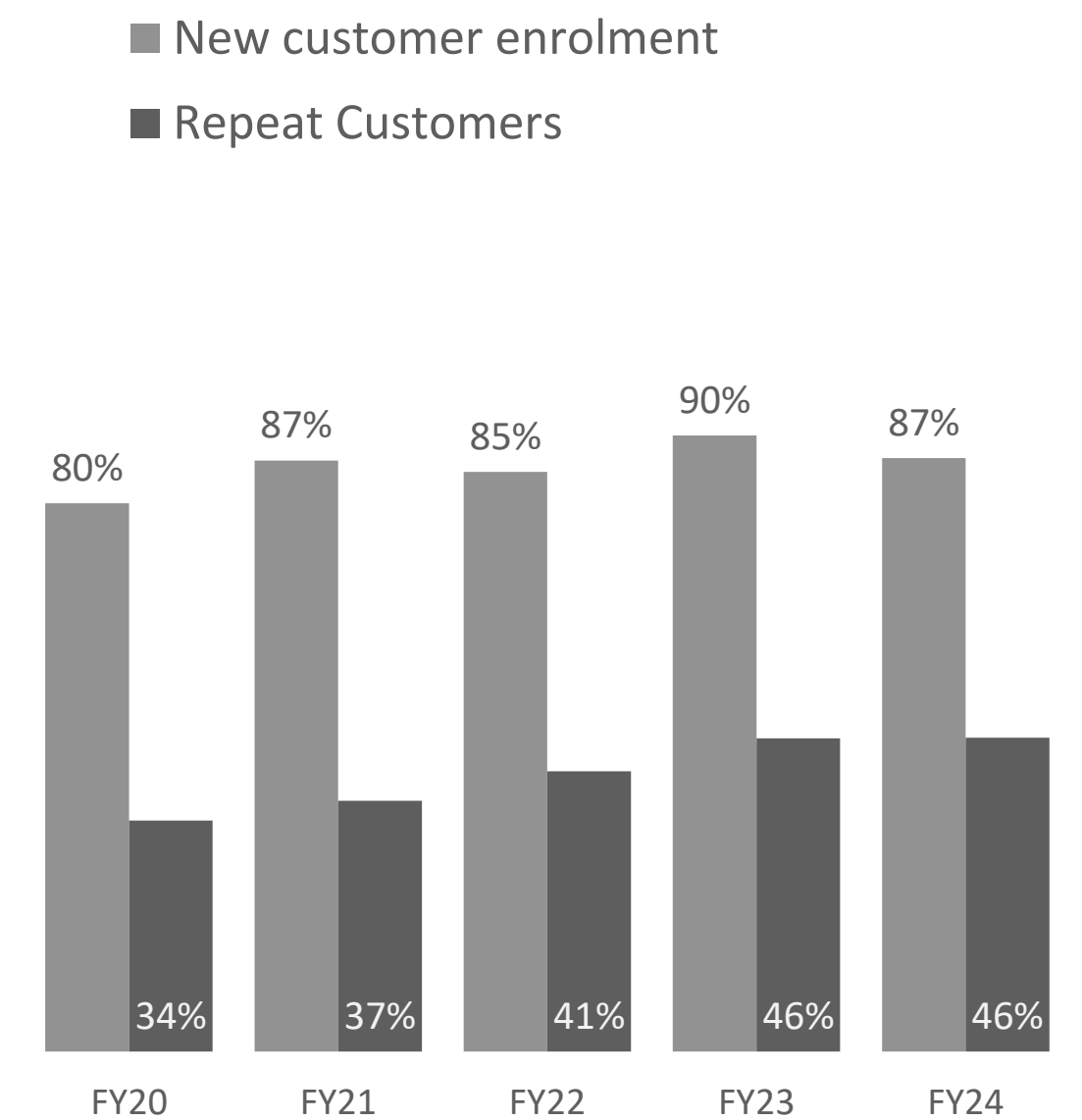
Average Selling Price per watch (INR)



“Club Echo” - Our Loyalty program – subscribed by over 3,34,000+ registered HNI Customers

- ✓ Dynamic Incentive Scheme to our repeat customers
- ✓ Delightful & Rewarding shopping experience
- ✓ Captures Key Customer Information and Buying trends
- ✓ Outbound Customer Services unit at Mohali, Punjab

- ✓ Designing appropriate reward and communication strategies
- ✓ Drive highly accurate social media and digital campaigns by targeting known watch customers
- ✓ Greater customer satisfaction & Commitment
- ✓ Helps us to generate profitability by:
 - Reducing Servicing costs & Price sensitivity
 - Increased Spending & Favourable recommendations passed on to potential customers



Insights from our HNI customer database enables us to deliver value by Extending into other Premium & Luxury Product categories

Only Indian player to offer Loyalty program + Social media presence led to over 46% of business coming from repeat customers

1

63* retail stores offering over 7,000 varied premium and luxury watches and about 30,000 watches in stock at any given time

2

16 Ethos Summit Stores and 1 Airport store (that houses bridge to luxury, luxury and high luxury brands),

3

22 MBOs and 12 Ethos Boutiques both housing bridge to luxury and premium brands

4

10 Luxury segment mono-brand boutiques offering a single luxury watch brand

5

1 CPO luxury watch lounge for Pre-Owned watches

6

1 Rimowa India's First Store (LVMH Brand Portfolio)



Our Omnichannel Approach

- ✓ Our in-store channel allows customers to order products online and fulfilled by our store.
- 1. Purchase Ethos online platform (Website/App) with home delivery
- 2. Book a viewing in-store or at Home/Office and
- 3. Services to collect the product in-store



ETHOS WATCH BOUTIQUES

Our Store Locations

- have 63* stores across 24 cities in India, including one duty free store at the Delhi international airport
- Spread across the major metros, our boutiques house the finest selection from over 65 of the world's top luxury watch brands
- We have ventured our business to
- New City **Mohali**

Strategy Overview



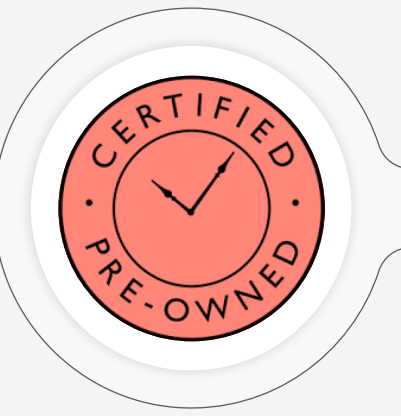
1

Expanding our physical store network and increasing market share



2

Increasing our watch brands portfolio
Exclusive Relationship



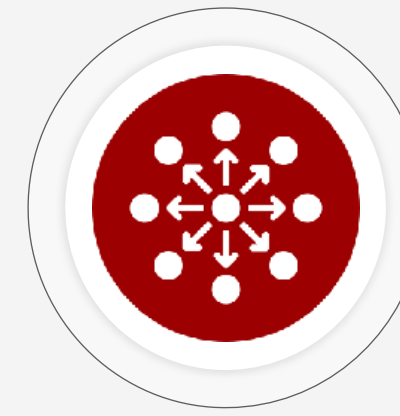
3

Growing our certified pre-owned luxury watch retail business



4

Drive Sales and gather data through Technological Innovations



5

Leveraging our luxury watch retail business and access to luxury customers to expand into other luxury verticals



6

Investing in our Brand

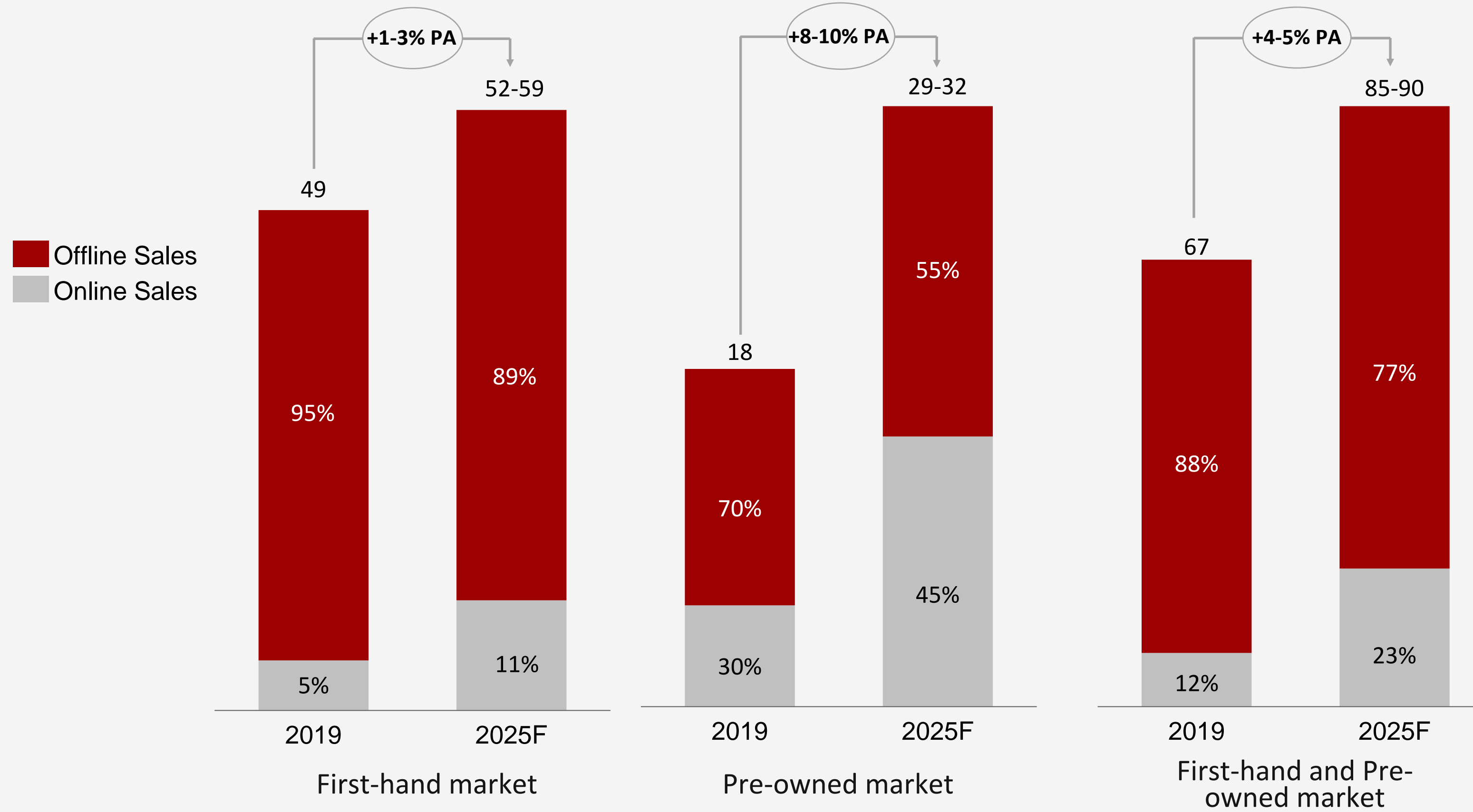
Second Movement



** Market Size of Pre-owned watches (Source Technopak Report FY20 & FY25, estimate for other years by prorating)

Growth of the pre-owned watch market is expected to far outpace that of the first-hand market, with online sales leading the way

USD Billion; Share of sales by channel (%)

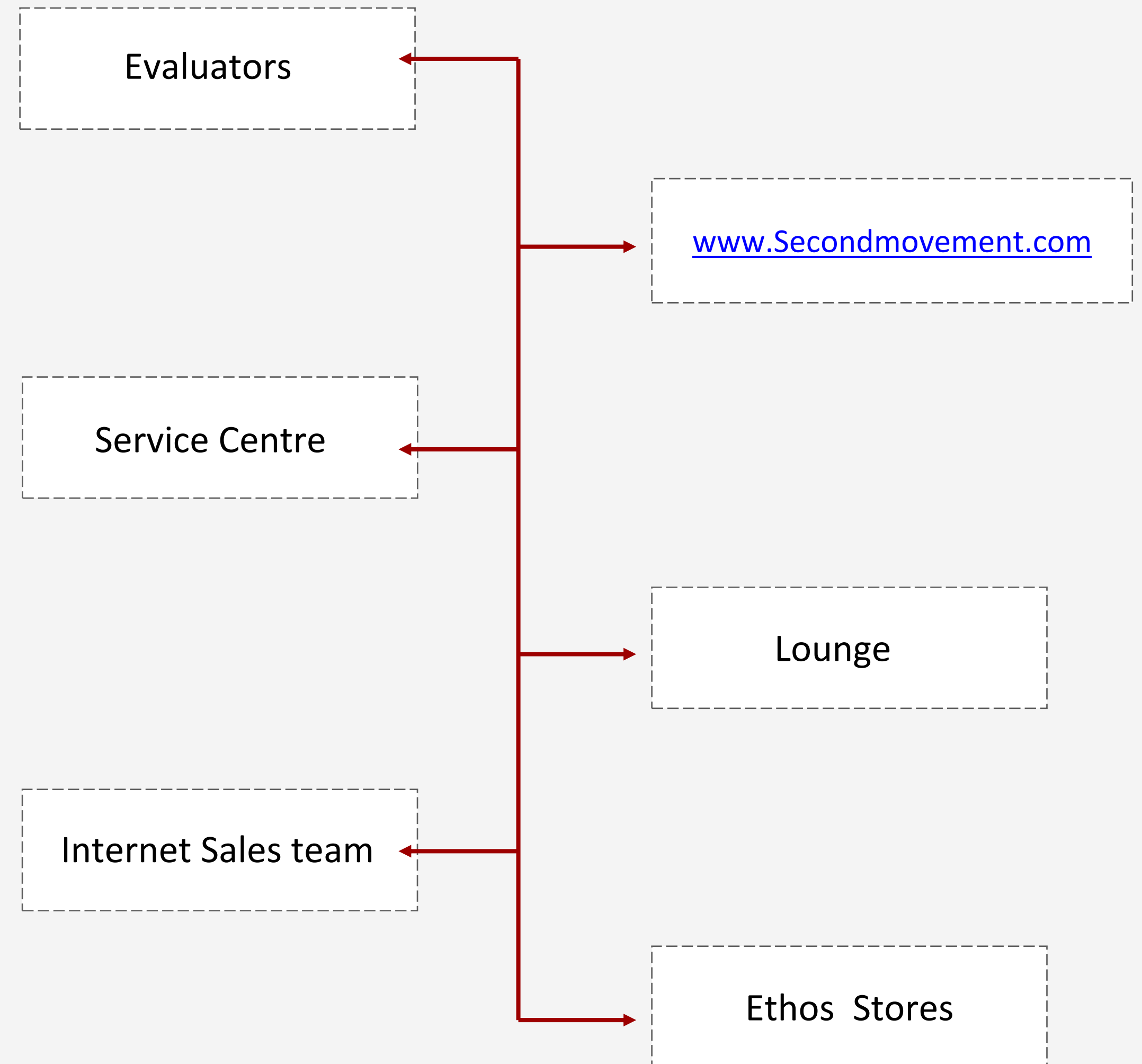


Note: All market valuation figures are approximates
Source: McKinsey analysis, expert interviews



First Mover Advantage	Ethos is the only organised player in India with the capability of certifying, buying and restoring pre-owned watches
Scale is critical	The large digital reach and transaction points across 63* boutiques in India allows us to transact with more customers and buy/sell the largest selection of pre-owned watches.
Existing Ethos infrastructure	Finance, Marketing, Sales, Digital, Loyalty base etc. to be extended to Second Time Zone
State-of-the-art service center	Allows us to service all watches and offer 2 years warranty.
Lounges	Special lounges dedicated for pre-owned products to add credibility and experience.

Source



*As on 13th May 2024

For further information, please contact:

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