

Date: 11th November, 2024

The Secretary,

National Stock Exchange of India Ltd.,

Exchange Plazza, C-1, Block 'G',

Bandra-Kurla Complex, Bandra (E),

Mumbai – 400 051

The Secretary, BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

Symbol - DOLLAR Scrip Code :541403

Dear Sir /Madam,

#### Reg: Investor Presentation to be made at Analyst(s) / Institutional Investor(s) meeting-'Earnings Call'

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and further to our intimation dated 2<sup>nd</sup> November, 2024 regarding Conference Call viz. 'Earnings Call' for the Analyst(s)/ Institutional Investor(s) scheduled to be held on Tuesday, 12<sup>th</sup> November, 2024 at 4.00 pm (IST) as organized by Emkay Global Financial Services Limited, we are hereby enclosing a copy of Investor Presentation to be made on the financials and other matters of the Company at the aforesaid Earnings Call.

Please note that the schedule of the aforesaid Earnings Call is subject to change. The changes might happen due to exigencies on the part of the Company/ Investor(s)/ Analyst(s).

This may please be informed to all the concerned.

Thanking you, Yours Sincerely,

For Dollar Industries Ltd.

ABHISHEK MISHRA Digitally signed by ABHISHEK MISHRA Date: 2024.11.11 19:06:34 +05'30'

**Abhishek Mishra** 

**Company Secretary & Compliance Officer** 

Encl: As above

#### **DOLLAR INDUSTRIES LTD.**

(AN ISO 9001:2015 CERTIFIED ORGANISATION)





## THREADMARK OF



DOLLAR INDUSTRIES LIMITED
Q2 & H1 FY25 Earnings Presentation



## SAFE-HARBOUR **STATEMENT**

This presentation may contain certain forward-looking statements relating to Dollar Industries Limited and its future business, development and economic performance. These statements include descriptions regarding the intent, belief or current expectations of the Company, its subsidiaries, joint venture, and associates and their respective directors and officers with respect to the results of operations and financial condition of the Company, subsidiary, joint venture or associate, as the case may be. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Company assumes no obligation to update or alter forward-looking statements whether as a result of new information, future events or otherwise. Any forward-looking statements and projections made by third parties included in this presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

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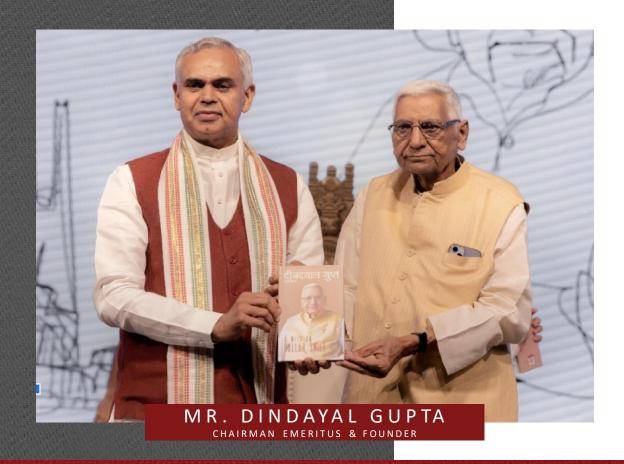
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# THE WARP AND WEFT OF MEMORIES AND LEARNINGS

Over a glittering function attended by the city glitterati, the Biography of Shri Din Dayal Gupta, Chairman Emeritus, Dollar Industries Limited, was launched amidst much fanfare. The book was launched by Shri Acharya Devrat, Hon'ble Governor of Gujarat.

**'A Million Dollar Smile'** chronicles the journey of a young man with dreams in his eyes and a strong conviction in his beliefs who came to the city of joy from a small town of Manheru in Haryana way back in 1962 and started his hosiery business. Over 50 years, Dollar Industries under his leadership has created innumerable benchmarks in its field and graduated from being a hosiery to an apparel brand of international repute with their fibre to fashion methodology.



From a dream to the reality of creating a market-responsive, multi-brand company that continues to retain its leading position in its category, my life has largely evolved around Dollar Industries. However, there are other facets to it - the struggle, the learning lessons, the presence of human pillars who ensured that I don't crumble and fall on the way. This book touches upon all of it. At my age, I hope it will not only make for an interesting read but also serve as a reminder about how flexibility and openness to change is important as we carry on in life





## **AGENDA**

1	About Dollar Industries	05-11
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## **ABOUT DOLLAR INDUSTRIES LIMITED**









# A LEADING PLAYER IN BRANDED OUTERWEAR AND INNERWEAR

Established in 1972, we have been able to solidify our presence as one of the leading players in the Indian hosiery space.

~250 million

Garment manufacturing capacity (pieces)

15 countries

**Export presence** 

15%

Market share in the Indian hosiery space

04

Manufacturing units

2000+

Products across all segments of presence

1500+

Strong Pan-India dealer network

2100+

Total employees

900+

Presence across large format stores



## **MAPPING OUR PROGRESS OVER 50 YEARS**

Started our journey as Bhawani Textiles, a proprietary firm, under the leadership of **Shri Dindayal Gupta** 

1972-73

2005 - 06Roped in Bollywood actor Salman Khan as the brand ambassador of Dollar Club

2007-08

Limited

Rebranded

ourselves as

**Dollar Industries** 

2009-10 Roped in Bollywood actor **Akshay Kumar** 

as the brand

ambassador of

**Dollar Bigboss** 

We established 80,000+ MBOs across India and emerged as the highest-selling Indian innerwear brand in the Middle East

2015-16

#### 2017-18

- Shares were listed on NSE
- Entered into a joint venture with Pepe Jeans Europe BV to manufacture premium range of products

#### 2018-19 Shares were listed on BSE

 Secured 2% of overall revenues from Force NXT within a year of its launch

2016-17

 Widened the reach of Missy and Bigboss Dollar range of products

 Implemented Project Lakshya to increase reach and range in the market

#### 2024-25

- Roped in actor Mahesh Babu as the Brand Ambassador for Dollar Bigboss for South India
- identity by introducing a new brand logo and architecture

2021-22

Launched our new TVCs for men's and women's sections

Revamped our brand

#### 2022-23

- Opened a total of 14 EBO's
- Launched Rainwear series under Dollar Protect
- Roped in Bollywood actor Saif Ali Khan as the Brand ambassador for Dollar Lehar

#### 2019-20

- Shri Dindayal Gupta, Chairman Emeritus was conferred with WBHA "Hall of Fame" Award, 2020

2020-21

Jeans Innerfashion J.V Launched a complete bra range for women

G.O.A.T Brands Pte enters

as new partner in Pepe

• First EBO launched in

October 2021



## **DOLLAR PORTFOLIO (1/2)**



#### Big Boss | J-Class | Athleisure

Vests, Briefs, Trunks, Gym Vests, Socks, Tank Tops, Crew Necks, Polos, Henley, Bermudas, Capri, Track Pants, Joggers



## DOLLAR

#### Missy | Athleisure

Leg Wears, Casual Wear, Brassiere, Camisoles, Panties, Socks, Kurti



## DOLLAR

#### Champion

T-shirts, Bermudas, Trousers, Socks



#### Rainguard

Raincoats, Rainwear, Windcheaters, Winter Jackets



#### Lehar

Vests, Briefs, Trunks, Panties, Socks, Camisoles





Thermal V-necks, Thermal Trousers, Long Camisoles, Short Camisoles, Socks









## **DOLLAR PORTFOLIO (2/2)**

## FORCE NXT

#### **Innerwear & Athleisure**











































Long Sleeve Long Thermal

#### Activewear

















## BRAND ARCHITECTURE BREAKUP

















## MANAGEMENT COMMENTARY

"We are pleased to announce that our Revenue from Operations rose by 33.9% QoQ and 8.3% YoY, reaching ₹4,469 Mn for Q2 FY25, and increased by 5.4% YoY reaching ₹7,806 Mn in H1 FY25.

Gross Profit increased by 25.9% QoQ and 11.3% YoY, reaching ₹1,497 Mn in Q2 FY25. It rose by 11.6% YoY to ₹2,685 Mn in H1 FY25. Gross Profit Margin stood at 33.5% for Q2 FY25 and 34.4% for H1 FY25.

Operating EBITDA improved significantly with a 37.4% QoQ and 17.2% YoY growth to ₹489 Mn for Q2 FY25, and a 22.8% YoY increase to ₹845 Mn for H1 FY25. EBITDA Margin was at 10.9% in Q2 FY25 and 10.8% in H1 FY25.

Our PAT (Profit After Tax) rose by 73.2% QoQ and 6.6% YoY in Q2 FY25, reaching ₹265 Mn, and grew by 6.1% YoY in H1 FY25, reaching ₹418 Mn. PAT Margin was at 5.9% in Q2 FY25 and 5.3% in H1 FY25.

Notably, revenue from E-Commerce increased by an impressive 210.8% YoY in Q2 FY25 and 187.4% YoY in H1 FY25, accounting for 5.4% of revenue in H1 FY25. In Q2 FY25, Force NXT achieved a YoY value growth of 29.7% and volume growth of 37.9%.

The company remains firmly committed to advancing Project Lakshya. We onboarded 17 new distributors in H1 FY25, raising its revenue contribution to 30.6%, up from 26.3% in FY24. By FY26, 65-70% of revenue is expected to be contributed by distributors under Project Lakshya; a milestone that will drive market share expansion and margin improvement.

With strong and sustained demand and a rising share of higher-margin products in our portfolio, along with ongoing strategic initiatives, we are well-positioned to meet our revenue and profitability targets in the coming period."







Q2 & H1 FY25 HIGHLIGHTS





## **KEY HIGHLIGHTS**

Operating Income increased by 33.9% QoQ & 8.3% YoY to ₹ 4,469 Mn in Q2 FY25

Gross Profit increased by 11.3% QoQ &25.9% YoY; Margins stood at 33.5% in Q2 FY25 Increase in Operating EBITDA by 37.4% QoQ & 17.2% YoY; Margins stood at 10.9% in Q2 FY25

PAT margin stood at 5.9% in Q2 FY25

No. of EBOs 17 as on Sep'24

No. of Lakshya Distributors increased from 290 as on Mar'24 to 307 as on Sep'24

Increase in contribution of Lakshya Distributors from 26.3% in FY24 to 30.6% in H1 FY25

Mahesh Babu joins Dollar
Bigboss as brand ambassador
to boost the brand in the
South Indian market

Revenue from E-commerce saw a growth of 210.8% YoY; Contributing 5.3% in Q2 FY25

In Q2 FY25, ForceNXT grew by 29.7% YoY in value terms



## FINANCIAL HIGHLIGHTS (1/2)

₹ Million

ĺ.	Particulars	Operating Income	Gross Profit	Operating EBITDA	Profit Before Tax	Profit After Tax	Cash Profit <sup>1</sup>
	Q2 FY25	4,469	1,497	489	342	265	355
	Growth (YOY)	8.3%	11.3%	17.2%	2.4%	6.6%	21.9%
	Growth (QOQ)	33.9%	25.9%	37.4%	59.0%	73.2%	49.7%
	Margin <sup>2</sup> (%)		33.5%	10.9%	7.6%	5.9%	
	H1 FY25	7,806	2,685	845	557	418	592
	Growth (YOY)	5.4%	11.6%	22.8%	5.6%	6.1%	23.8%
	Margin²(%)		34.4%	10.8%	7.1%	5.3%	
	EPS/CEPS <sup>3</sup>					7.37	10.44

#### Note:

- 1. Cash Profit = PAT add Depreciation
- 2. Gross Profit & Op EBITDA Margins calculated on Operating Income
- 3. EPS and CEPS are for half year ending Sept'24; EPS figures are not annualized



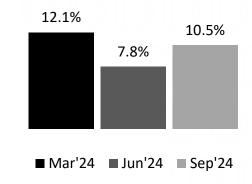


## FINANCIAL HIGHLIGHTS (2/2)

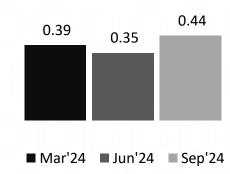
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Particulars	31-Mar-24	30-June-24	30-Sep-24
Net Worth	7,838	8,000	8,095
Long Term Borrowings	300	422	316
Short Term Borrowings	2,760	2,395	3,238
Net Debt	3,040	2,815	3,531
Net Fixed Assets	2,471	2,654	2,822
Sales/Capital Employed	1.58	1.21	1.37
Cash Conversion Cycle <sup>2</sup>	150	175	163

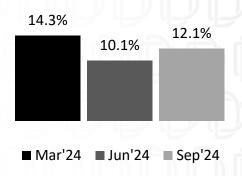
### **ROE(%)**<sup>1</sup>



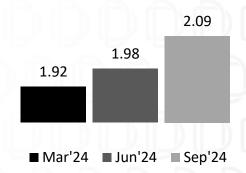
### **Net Debt/Equity**



### ROCE(%)1



### **Net Debt/Operating EBITDA<sup>1</sup>**





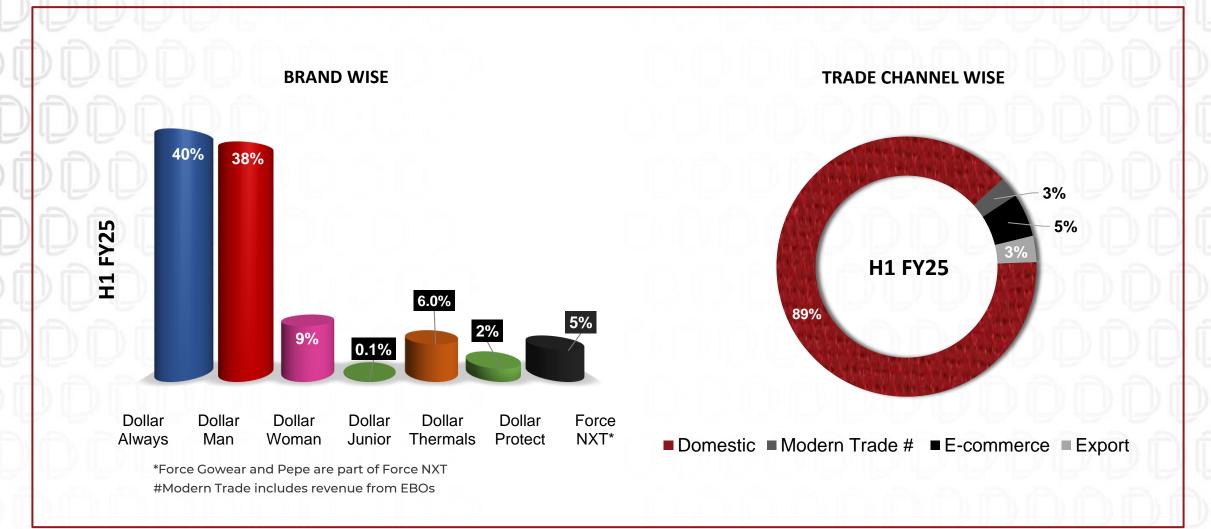
<sup>1.</sup> Profit figures are YTD annualized, ROE excludes Non-Controlling Interest

<sup>2.</sup> Receivable and Inventory days are based on operating income and Payables on cost of goods sold





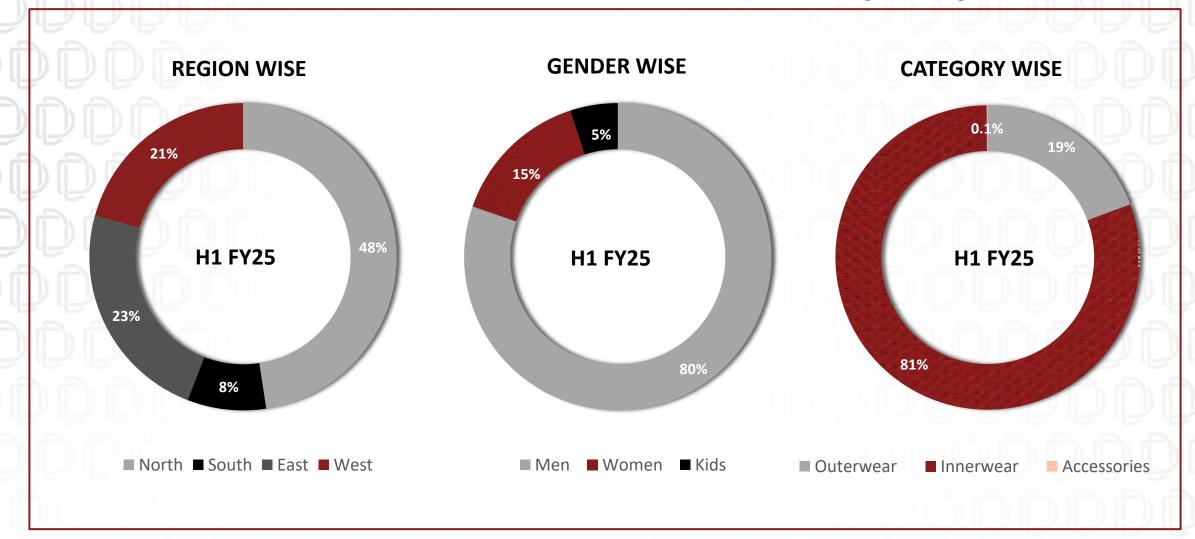
## REVENUE CONTRIBUTION (1/2)







## REVENUE CONTRIBUTION (2/2)



# Q2 & H1 FY25 OPERATIONAL HIGHLIGHTS

















# EDGING PAST COMPETITION WITH INTEGRATED VALUE CHAIN

#### 2.5 Million

Metres per month Captive elastic production capacity

#### 0.3 Million

pieces per day Captive cutting capacity

#### 400 tonnes

Average monthly output of Ne 20s to 40s single yarn

#### 300 tonnes

Monthly captive knitting capacity

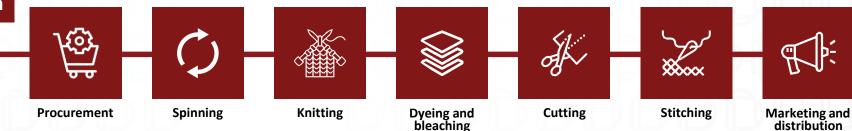
### 400 tonnes

Monthly installed capacity of bleaching and dyeing

## Manufacturing facilities:

- Kolkata
- Ludhiana
- Tirupur
- Delhi

### **Our Value Chain**







## WIDENING FOOTPRINT TO CATER TO LARGER **POPULATION**

Sales Team 500+

Dealer network 1500+

Retail reach 1,45,000+

**EBOs 17** 

**Branches** 14

**Depots** 15



## **Multi-platform**

**E-retail presence** 



Modern trade & E-commerce



















## PENETRATING COUNTRIES ACROSS THE WORLD

**Export revenue in H1 FY 25** 

15 Countries | 255 Million

**Export revenue in FY 26** 

**30 Countries | 11.0%** 

## Where we export

1.	Afghanistan	5.	Kuwait	9.	Nigeria	13. Somalia	
2.	Bahrain	6.	Mozambique	10.	Oman	14. Tanzania	
3.	Georgia	7.	Myanmar	11.	Qatar	15. UAE	
4.	Iraq	8.	Nepal	12.	Saudi Arabia		





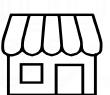


## **GROWTH DRIVERS**

#### **Strategic priorities**



Leveraging new brand overhaul



Growth through EBOs



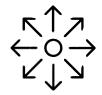
Investing in digitisation



Partnering for growth



Growth through Project Lakshya



Diversifying portfolio in adjacent segments





## CHANGING THE BRAND ARCHITECTURE

Why?

To change the perception that Dollar is just a men's innerwear brand

9.0%

Share of women's brand revenue in H1 FY25

11.0%

Share of women's brand revenue in FY26





## What are we doing?

- 6 categories created MAN, WOMAN, JUNIOR, ALWAYS, THERMALS, PROTECT
- · Akshay Kumar as our brand ambassador for Dollar man
- Signed Yami Gautam as our brand ambassador for Dollar Women
- · Redesigned our logo to enhance connect with the consumers
- Roped in Saif Ali Khan for Dollar Always

## DOLLAR



#### **Outcomes**

- We have been able to significantly enhance our brand recall through our dedicated branding initiatives.
- We now address the needs of a huge consumer spectrum through differentiated price categories: premium, mass premium and economy
- We seamlessly connect with the millennials and cater to their needs











# INTEGRATING DIGITALIZATION TO INCREASE EFFICIENCIES

## Why?

To integrate digitalization in our daily operations to increase efficiencies

## What are we doing?

- Integrating Auto Replenishment System (ARS) and Distributor Management Systems (DMS) for our Lakshya distributors
- Implemented ARS at the supply chain level
- Implementing an after-sales service app at the retail level and activity tracker for the sales team
- Successfully transitioned to SAP Hana S/4 ERP system
- Integrating automated tele calling for our tele-callers

## **Outcomes**

- Transparent engagements with retailers
- Deeper insights about on-ground realities
- Increased productivity and efficiencies
- With SAP, gain end-to-end data access for effective strategy execution





## PROJECT LAKSHYA UPDATES (1/2)

307 Distributors as on Sep'24

17
Distributors added in H1
FY25

30.6%

Contribution % of Lakshya Distributors in H1 FY25

#### What are we doing?

- Mapping retail network in area allocated to distributor
- Enrolling retailers into Project Lakshya
- Execute Retailer Bonding Programs to ensure higher retention
- Implementation of ARS and DMS at distributor level
- SOPs laid out for distributors leading to improved performance

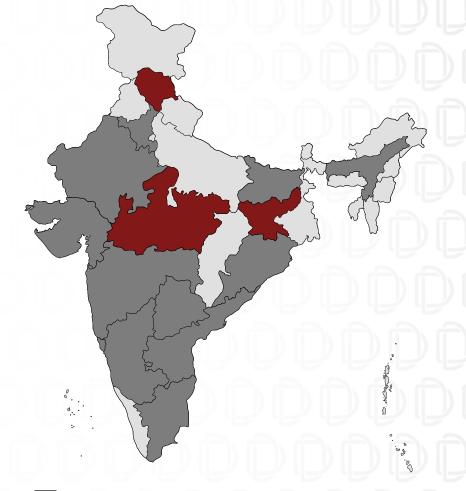
#### Why?

Reinvent the entire distribution model and transition from a push model to a replenishment-based model leading to a

**Demand-Pull Environment** 

#### **Outcomes**

- Increased market penetration
- Increased primary sales and secondary sales
- Availability of last mile data from retailer
- Distributor performance analysis
- Efficient Product Planning & Inventory Management
- Improved working capital for distributor



Project Lakshya Implementation: FY25 Targeted States

Project Lakshya Implementation: Current States



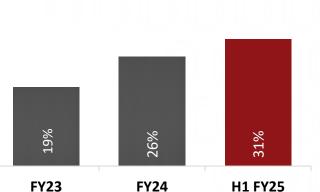
## PROJECT LAKSHYA UPDATES (2/2)



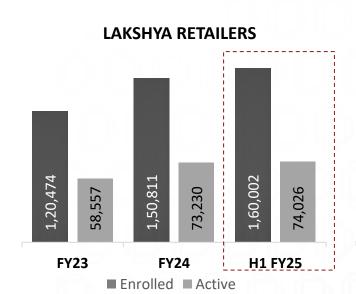




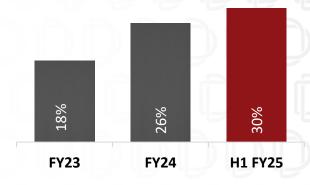


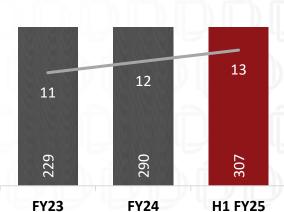


**VALUE CONTRIBUTION** 



#### **VOLUME CONTRIBUTION**





----States

Lakshya DB

**LAKSHYA DB** 





## PURSUING GROWTH THROUGH EBO



**Targeted EBOs by 2026** 



We successfully forayed into the exclusive brand outlet (EBO) segment



Launched 17 EBOs, four each in
Delhi & Punjab, two each in Madhya
Pradesh & Maharashtra, one each in
Rajasthan, Gujarat, Uttar Pradesh,
Haryana & Odisha



EBO set up under the FOFO model (Franchise-owned franchise-operated)











# STRATEGIC PARTNERSHIP FOR SUSTAINABLE

#### Joint Venture with G.O.A.T

GROWTH

- We entered a 51-49 JV with G.O.A.T Brands Lab Pte for Pepe Jeans Inner fashion Pvt. Ltd.
- G.O.A.T Brands Lab Pte acquired 50% stake of Pepe and additional 2% non-voting equity
- Multi-brand distributor for men, women and kids' undergarments under athleisure, sportwear, lingerie, leisure wear, sleepwear, lounge wear made of natural fibres and MMF
- Would undertake business operations in the regions of India, Sri Lanka, Bhutan, Nepal and Bangladesh

#### **Expected outcomes**

- Opportunity to widen our supply of finished goods directly to end consumers through D2C channels.
- Go for in-organic growth or brand acquisition.
- Set a foot mark in Super Premium brands











## **DIVERSIFYING PRODUCT PORTFOLIO IN ADJACENT SEGMENT**

'Dollar Protect'. the ultimate rainwear line that combines elegance with unbeatable protection!

A wide range of raincoats for men, women and kids, made from premium fabric with additional leak-proof stitching of comprehensive waterproofing.









'Dollar Woman' celebrates the freedom of spirit every woman deserves with its newly launched lingerie line with a varied range of products like Everyday Bra, T-shirt Bra, Sports Bra, Beginners Bra, Strapless Bra, Sleep Bra, Nursing Bra.





## RESULTING IN TRANSFORMATIONAL CHANGES

PERCEIVED AS A BRAND FOR ALL



- Revenue contribution from Project Lakshya distributors~70% by FY26
- Distributors under channel financing ~60% by FY26





 Replenishment-based sales model (ARS) leading to a Demand-Pull environment





- Active retailers per distributors 150-200 by FY26
- Share of revenue from modern retail 8% by FY26



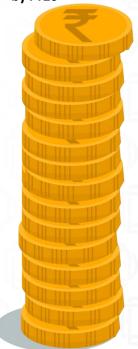


 Rs. 20,000 Mn revenue by FY26





 High Margin Product contribution to increase from 27% in FY24 to 33% by FY26











## CONTRIBUTING TOWARDS A GREENER FUTURE

## **ENVIRONMENT**

**SOLAR POWER** 

## 100 LAKH UNITS/YEAR

Power generation capacity of the solar power plant in Tirupur

## **8 MW**

Total power generation capacity as on Sep'24

**WIND POWER** 

## 70 LAKH

Total power generated annually

## 4.95 MW

Total power generation capacity of our four windmills

ZERO LIQUID DISCHARGE

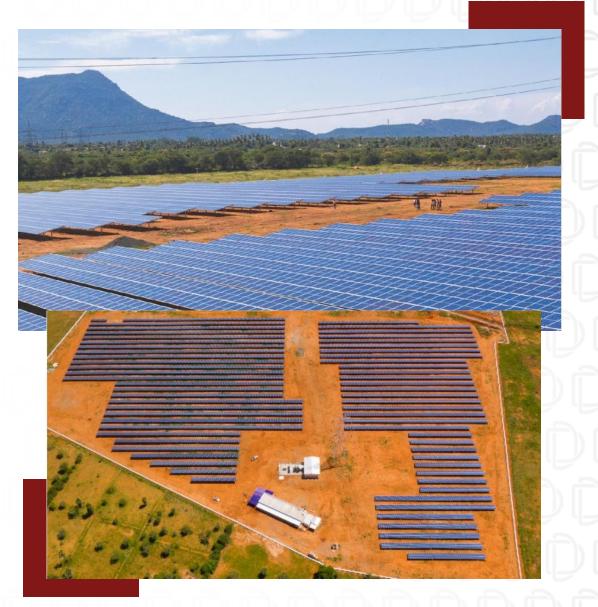
**13.5** 

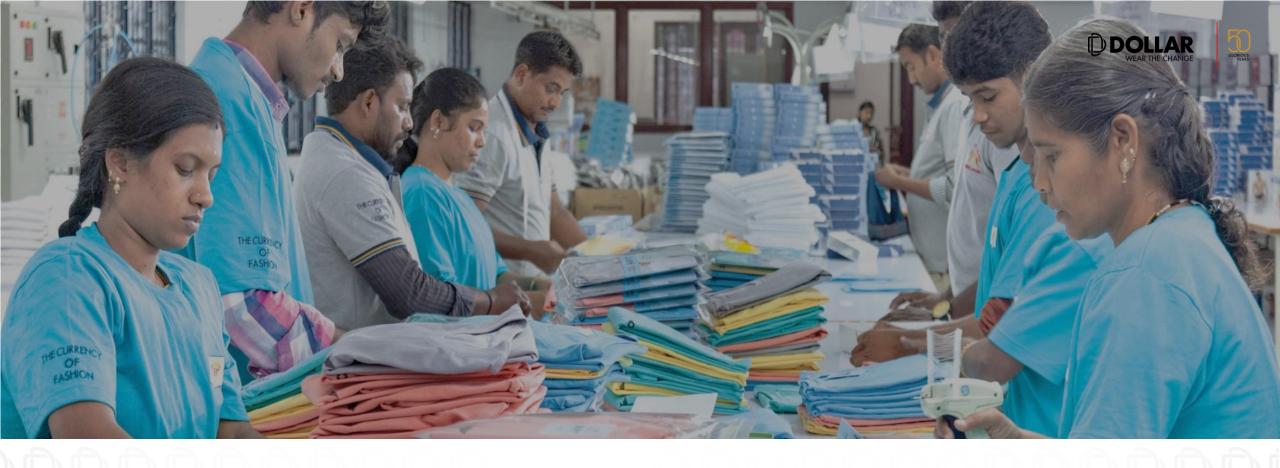
#### **TONNES**

Daily production capacity of our effluent treatment plant

## 1000 KL

Zero liquid discharge capacity with multiple evaporators





## EMPOWERING OUR BIGGEST ASSET

SOCIAL



## EMPLOYEE ENGAGEMENT

Engaging with our employees on a daily basis to address their grievances



## SKILL DEVELOPMENT

Conducting regular on-the-job and off-the-job training sessions to upskill our employees



## WOMEN EMPOWERMENT

Working towards reducing the gender gap and creating a safe working environment



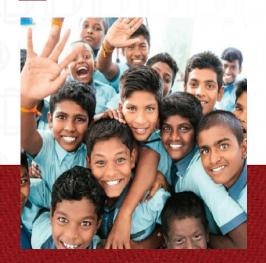
## DIVERSITY AND INCLUSION

Implementing anti-harassment and anti-discrimination policies across all verticals of our Company



## BEING A RESPONSIBLE CORPORATE

## SOCIAL



Donated ~Rs 147 lakhs to schools in UP, Rajasthan, Chhattisgarh and Odisha, to ensure underprivileged children have access to quality education



Donated ~Rs 25 lakhs to cutting edge Cancer Care Centre in Tirupur for upgradation of medical facilities and equipment



Installed water huts and kiosks across the states of Delhi NCR, Odisha, Rajasthan, Uttar Pradesh and Tamil Nadu, among others



Donated sanitary napkins to the underprivileged women residing in the slums of Kolkata and girl schools



# **STRENGTHS** THAT DRIVE

## **GOVERNANCE**



### DOLLAR WEAR THE CHANGE

### GLORIOUS

# **GUIDED BY EXPERIENCED DIRECTORS**



**Mr. Vinod Kumar Gupta**Managing Director



**Mr. Binay Kumar Gupta**Managing Director



**Mr. Krishan Kumar Gupta**Whole-time Director



**Mr. Bajrang Kumar Gupta**Whole-time Director



**Mr. Gopal Krishnan Sarankapani**Whole-time Director



**Mr. Rajesh Kumar Bubna**Independent Director



**Ms. Vibha Agarwal** Independent Director



**Mr. Sandip Kumar Kejriwal**Independent Director



**Mr. Srikumar Bandyopadhyay**Independent Director



**Mrs. Divya Newatia**Independent Director

### DOLLAR WEAR THE CHANGE

### GLORIOUS

# **SUPPORTED BY AN EXPERIENCED TEAM**



**Mr. Ankit Gupta**President, Marketing



**Mr. Gaurav Gupta**Vice-president, Strategy



**Mr. Aayush Gupta**Vice-president, Sales



**Mr. Ajay Kumar Patodia**Chief Financial Officer



**Mr. Sanjay Srivastava** General Manager – Sales



**Mr. Abhishek Mishra**Company Secretary



**Mr. Shantanu Banerjee**General Manager – Marcom
and Branding



**Mr. Vedpal Verma**General Manager – Fabric
Division



**Ms. Aditi Ghosh**Deputy General Manager –
HR and Admin



**Mr. Ratnesh Trivedi**National Sales Head –
Lakshya





Q2 & H1 FY25

# FINANCIAL SUMMARY



# **SUMMARY PROFIT & LOSS**

**₹ Million** 

<u> </u>									17 11 17 1
Particulars	Q2 FY 25	Q2 FY 24	YoY Change	Q1 FY 25	QoQ Change	H1 FY25	H1 FY24	YoY Change	FY24
Operating Income	4,469	4,125	8.3%	3,337	33.9%	7,806	7,408	5.4%	15,723
Gross Profit	1,497	1,345	11.3%	1,189	25.9%	2,685	2,406	11.6%	5,059
Gross Profit (%)	33.5%	32.6%	90 bps	35.6%	(212 bps)	34.4%	32.5%	192 bps	32.2%
Operating EBITDA	489	417	17.2%	356	37.4%	845	688	22.8%	1,586
Operating EBITDA  Margin (%)	10.9%	10.1%	83 bps	10.7%	28 bps	10.8%	9.3%	153 bps	10.1%
Other Income	11	5	116.2%	7	65.0%	18	12	53.8%	45
Finance Cost	71	39	83.6%	67	6.3%	139	74	88.2%	185
Depreciation	90	43	110.8%	84	6.8%	174	84	106.2%	213
PBT	342	334	2.4%	215	59.0%	557	528	5.6%	1,217
PAT	265	249	6.6%	153	73.2%	418	394	6.1%	902
PAT Margin (%)	5.9%	6.0%	(10 bps)	4.6%	134 bps	5.3%	5.3%	3 bps	5.7%
EPS <sup>2</sup> (₹)	4.67	4.38	6.6%	2.70	73.2%	7.37	6.95	6.1%	15.90

<sup>1.</sup> Previous Years' numbers are strictly not comparable due to inclusion of a subsidiary in this Financial Year

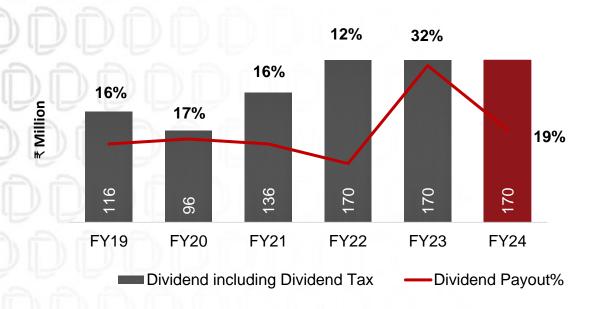
<sup>2.</sup> EPS figures are not YTD annualized



# FOCUS ON SHAREHOLDER VALUE CREATION

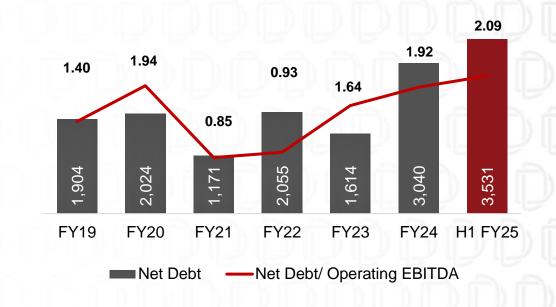
₹ Million

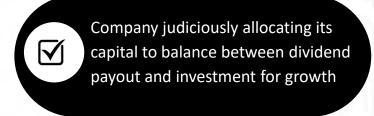
#### **DIVIDEND PAYOUT**



Consistent dividend payout

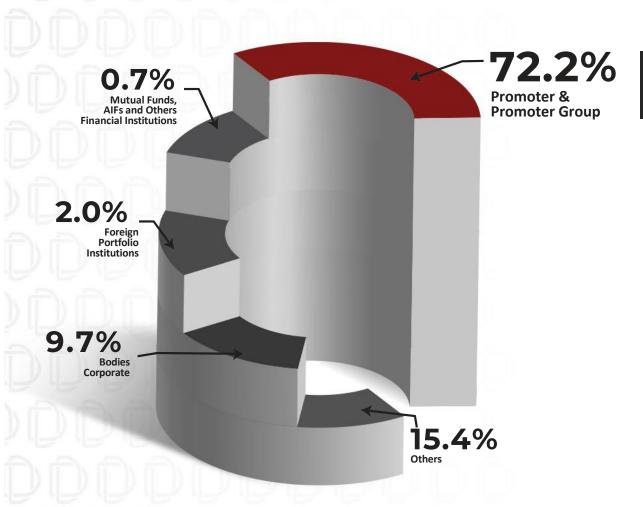
#### **NET DEBT AND NET DEBT/OPERATING EBITDA**







# **SHAREHOLDING SUMMARY**



Share Information As on Sep 2024							
NSE Ticker	DOLLAR						
BSE Ticker	DOLLAR						
Market Cap (INR Cr)	2,862.18						
% Free-float	27.79%						
Free-float market cap (INR Cr)	795.41						
Shares outstanding	5,67,16,120						



### WHY DOLLAR?

#### Wide reach

Channel expansion & Omni Channel strategy



### **Integrated operations**

Integrated value chain



Multi-brand portfolio covering wider user base Increasing share of non-male users



### Favourable financial positioning

Continuously strengthening financials





# THANK YOU





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# **ANNEXURE**

# VISION, MISSION AND VALUES

#### **Our Vision**

Dollar in everyone's lives.

**Medium-term vision:** We aspire to metamorphise the Company into an aspirational brand by offering premium and super premium products

Long-term vision: To emerge as a complete brand and distribution company present across multiple categories of fashion wear – from garments to innerwear

#### **Our Mission**

- To emerge as India's leading and most-loved innerwear brand
- To make fashionable yet affordable outerwear and innerwear
- To provide our customers with a higher standard of apparel
- To reach out to customers conveniently (modern trade and e-commerce)
- To outperform industry standards in terms of quality of earnings
- To enhance the lives of people centred around Dollar
- To achieve high governance standards

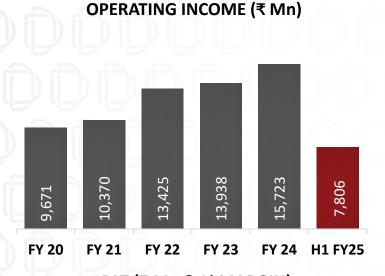
#### **Core Values**

- Insights and constant innovation are a way for Dollar.
   We also add value to the Dollar experience so as to keep it more vibrant and relevant
- The benchmark for Dollar's success is customer satisfaction
- Dollar delights its customers through a range of products that not only deliver comfort, but are constantly upgraded to keep the styling in line with the latest trends
- Business integrity is the way of life at Dollar. The Company is proud to stand by integrity and transparency in all its dealings and ensures adherence to highest standards of business ethics
- At Dollar, we value time and its optimum utilisation for timely decision making

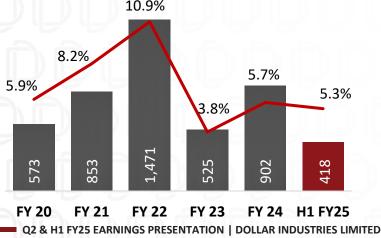




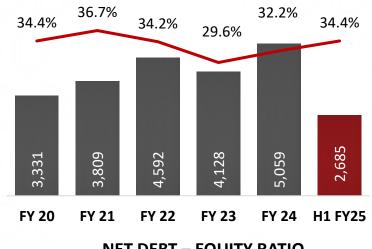
# **PERFORMANCE TRACK RECORD**



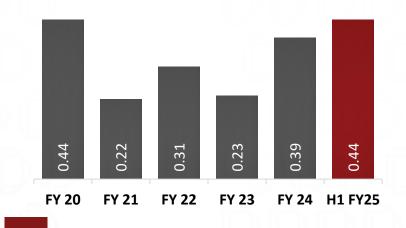
PAT (₹ Mn & % MARGIN) 10.9%



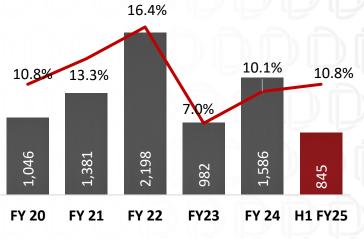
**GROSS MARGIN (₹ Mn & % MARGIN)** 



**NET DEBT – EQUITY RATIO** 



**OPERATING EBITDA (₹ Mn & % MARGIN)** 



**ROCE\* & ROE\*** 

