

October 27, 2021

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 Q2 of FY 2022**

Dear Sir,

Please find enclosed an Investor Presentation covering the performance highlights of the Company for Q2 of FY 2022.

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 Q2 FY2021-22

27 October 2021

TIMEX

Coca-Cola  
1971  
THE UNITY COLLECTION



## 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.

### **STRONG QUARTER IN TERMS OF TOP LINE AND PROFIT**

- E-Commerce channel continued to lead the growth on account of consumer events lined up for Diwali festival.
- Offline retail channel recorded good recovery in most markets across the country.
- New introductions including smart products were well received by the consumer.
- United Colors of Benetton Timewear collection was launched during the quarter.
- Supply chain continues to be challenging with upward trend in commodity prices, material non-availability due to partial lockdowns in few countries and global shipping constraints.

Highlights  
Q2 FY2021-22





# The Timex x Coca-Cola Campaign

Coca-Cola's Hilltop commercial is widely considered to be one of the most influential advertisements of all time

First aired in 1971, its themes of unity, inclusion, optimism, and hope perfectly captured the shifting cultural landscape of the 1970s. In the spirit of celebrating this iconic ad, Coca-Cola is re-imagining the Hilltop story for today.

Timex x Coca-Cola are heritage American brands that have come together to celebrate this moment.



## Timex Fria – Women's Statement Collection Launch

The new Fria Statement Collection embodies the feminine and glamorous woman of today, with a hint of color, unique silhouettes, and bracelets that adorn the wrist like jewelry.





# ASIM RIAZ x Helix

Helix celebrates its 10<sup>th</sup> anniversary by signing on youth icon Asim Riaz as its brand ambassador





# Helix MetalFIT Smartwatch

A smartwatch loaded with features, a powerful battery, and multiple built-in sports mode to keep you on top of your game



## Helix Brand Ambassador Asim Riaz Launches New Metalfit Smartwatch Range available on Amazon India

Packed with features like full metal case, SpO2 Monitor, 30+ watch faces, camera control & more, the all-new Helix Metalfit is available on Amazon.in at an inaugural offer price of INR 2799

NEW DELHI, Sept. 21, 2021 (PRNewswire) - Timex Group India Ltd, one of the world's largest watch manufacturers, has announced the launch of a smartwatch with full metal casing under the brand Helix. The new Helix Metalfit smartwatch line-up is offered in five color variants, and comes with multiple features like blood oxygen saturation level (SpO2) monitor, heart rate monitor, an option of 10 sports modes to choose from, and more. The brand's newly appointed brand ambassador - Asim Riaz is endorsing this latest range of stylish smartwatches. Designed especially to target the fitness and fashion conscious youth that Helix targets. The sturdy smartwatch, packed with best-in-class features, is a must-have to make a stylish statement in metal and is available on Amazon Fashion India starting today.

Advertisement for the Helix MetalFIT Smartwatch featuring Asim Riaz. It shows Asim Riaz wearing the smartwatch and a close-up of the watch face displaying the time 09:30, date 27/08 THU AM, and various health metrics like heart rate (132), steps (2587), and calories (5877).



## HEALTH COMES FIRST

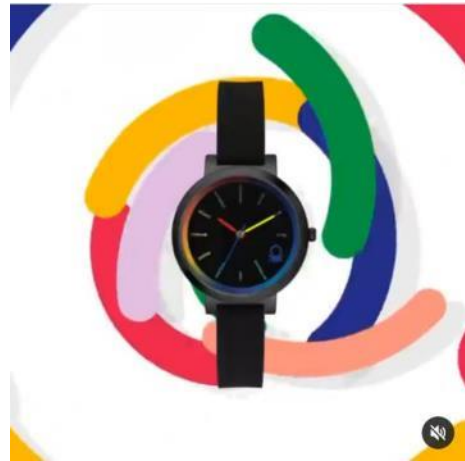
- SPO2 MONITOR
- FEMALE HEALTH TRACKING
- CALORIE COUNTER
- SLEEP TRACKING
- CONTINUOUS HEART RATE MONITOR

Advertisement for the Helix MetalFIT Smartwatch highlighting its health features. It shows a close-up of the watch screen displaying the SpO2 level (98%) and the text "HEALTH COMES FIRST". The screen also shows "Max. 100% Min. 95%".



# Introducing Benetton Timewear

United Colors of Benetton and Timex Group launch the much-awaited Benetton Timewear collection – a vibrant, colorful range of timepieces  
With sustainable materials, graphic artworks and the spirit of Benetton



UNITED COLORS  
OF BENETTON.

#WearYourTime





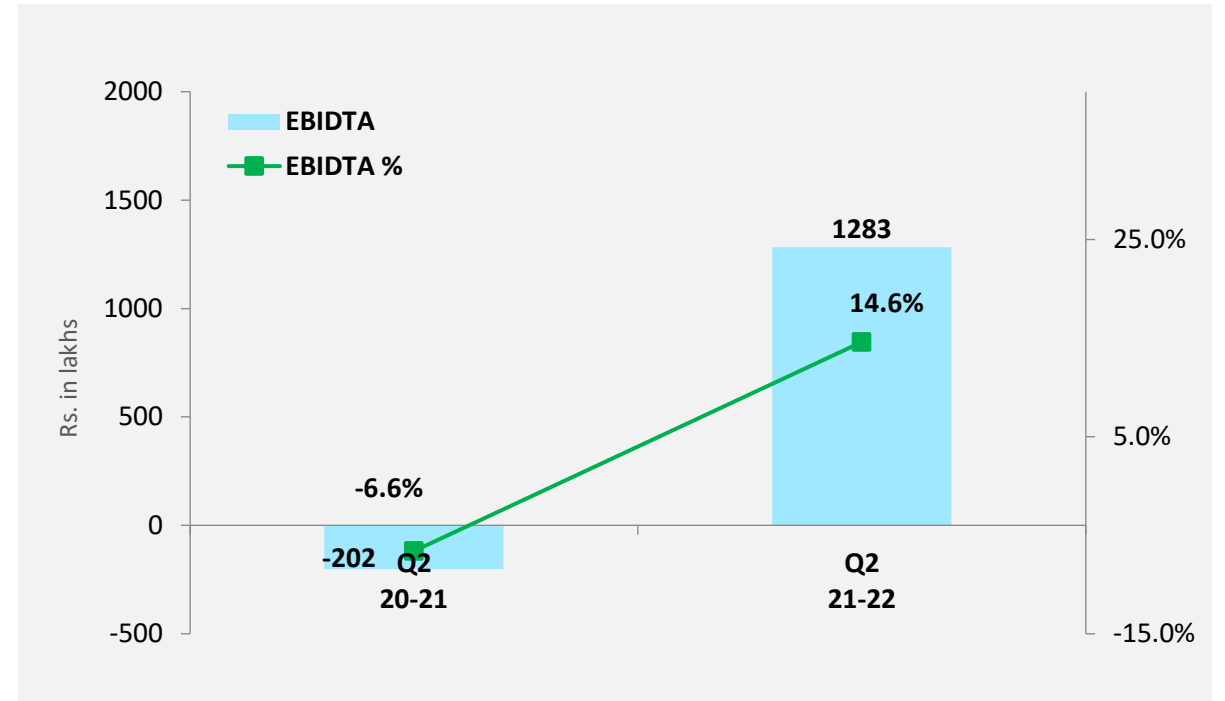
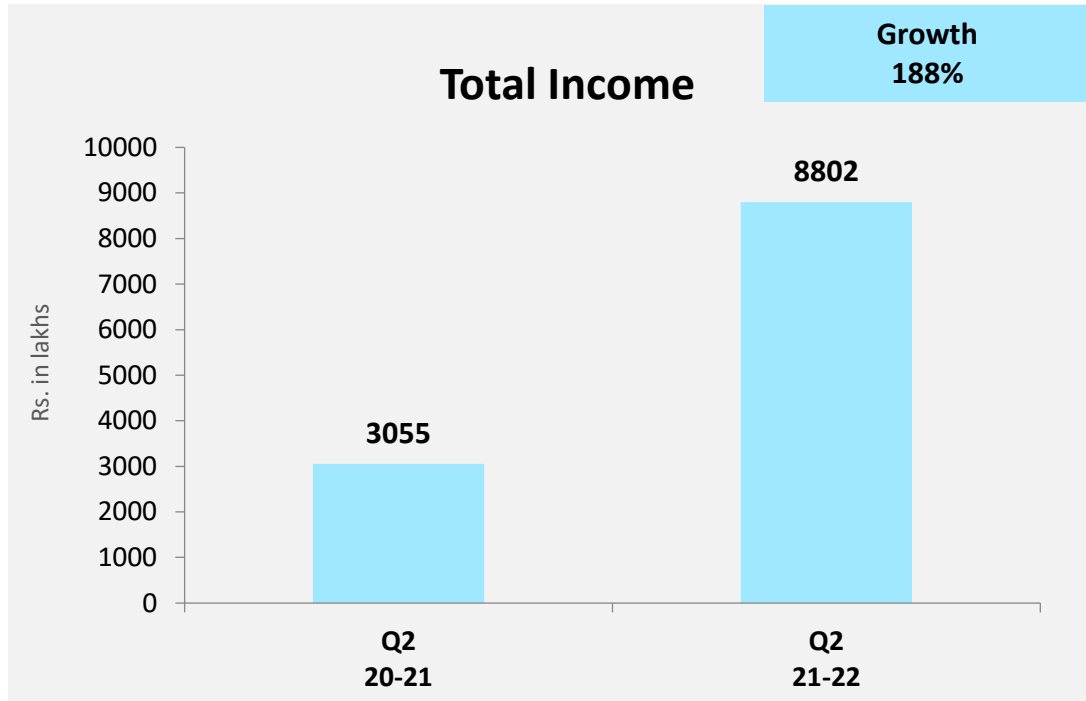
Financial Performance  
Q2 FY2021-22

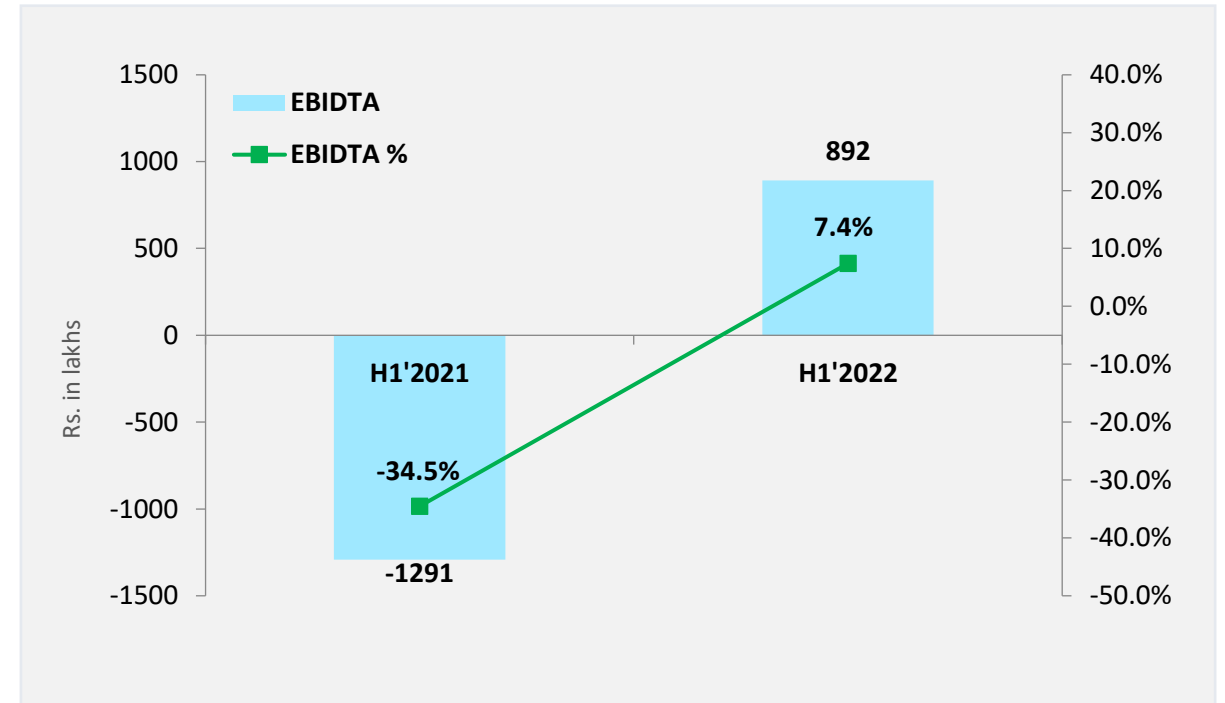
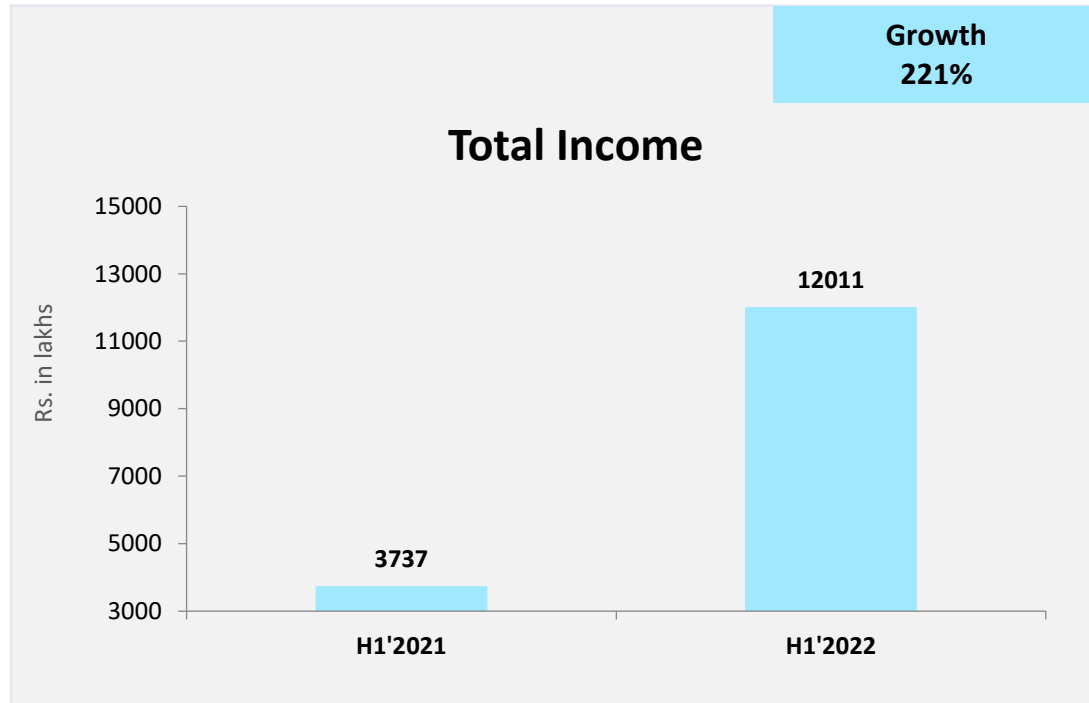




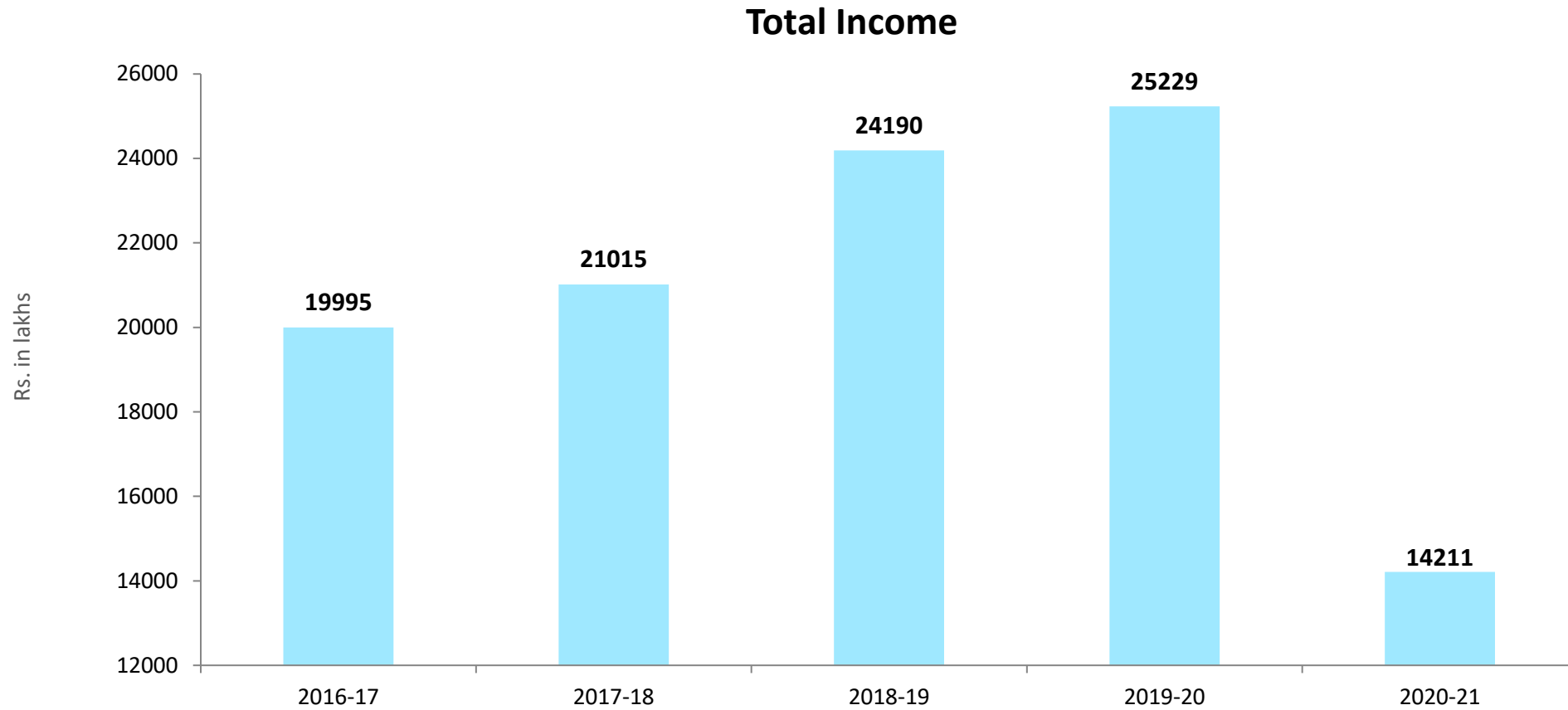
### **Significant improvement in financial performance**

- Total Income has grown by 188% during the quarter as compared to the corresponding quarter last year. During the half-year, Total Income has grown by 221% over the corresponding period last year.
- EBIDTA is at Rs. 1283 lacs during the quarter as compared to negative Rs. 202 lacs during the corresponding quarter last year. EBIDTA for half-year is at Rs. 892 lacs as compared to negative Rs. 1291 lacs during the corresponding period last year.
- Profit before tax is at Rs. 1135 lacs during the quarter as compared to negative Rs. 357 lacs during corresponding quarter last year. Profit before tax during the half-year is at Rs. 607 lacs as compared to negative Rs. 1599 lacs during the corresponding period last year.





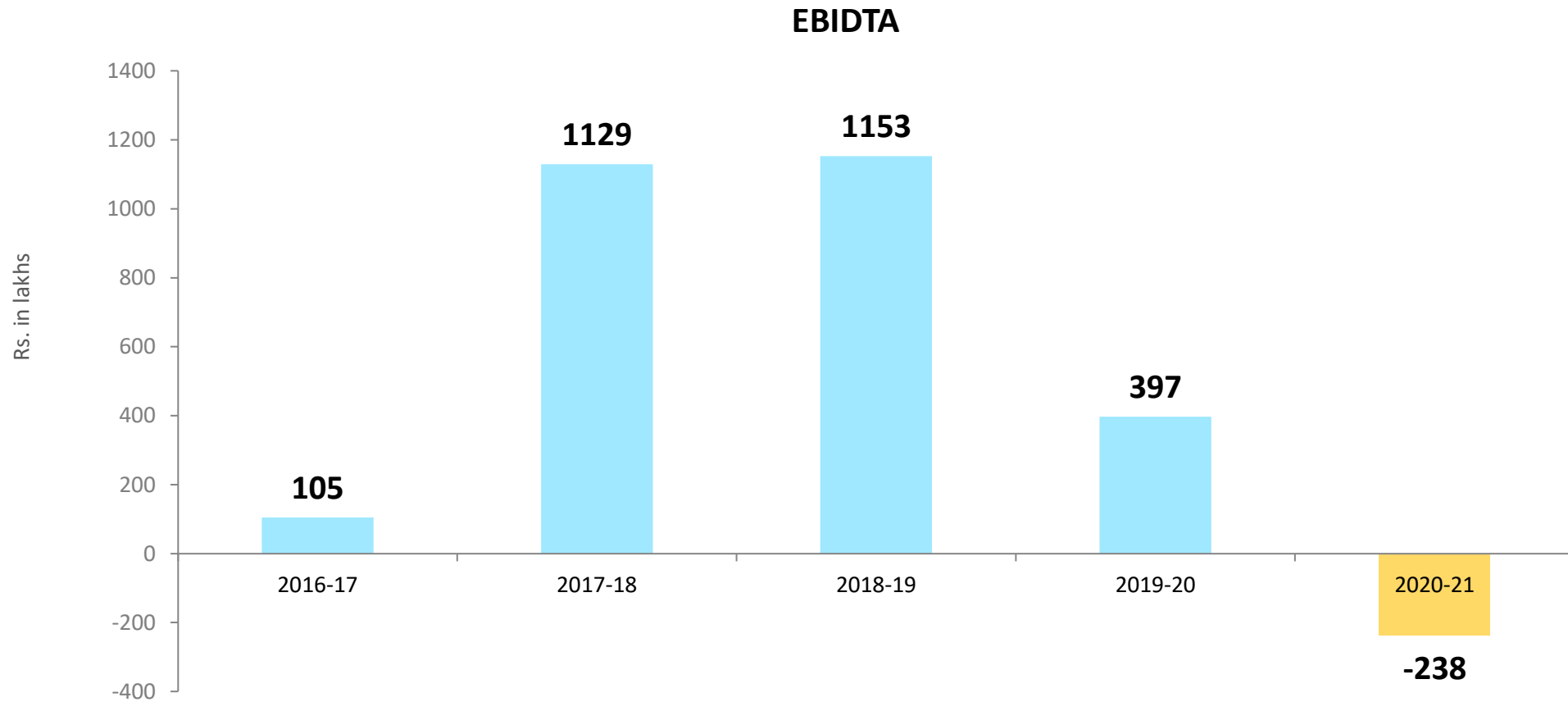
## TGIL Annual Financial Performance: Total Income



*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Annual Financial Performance: EBIDTA

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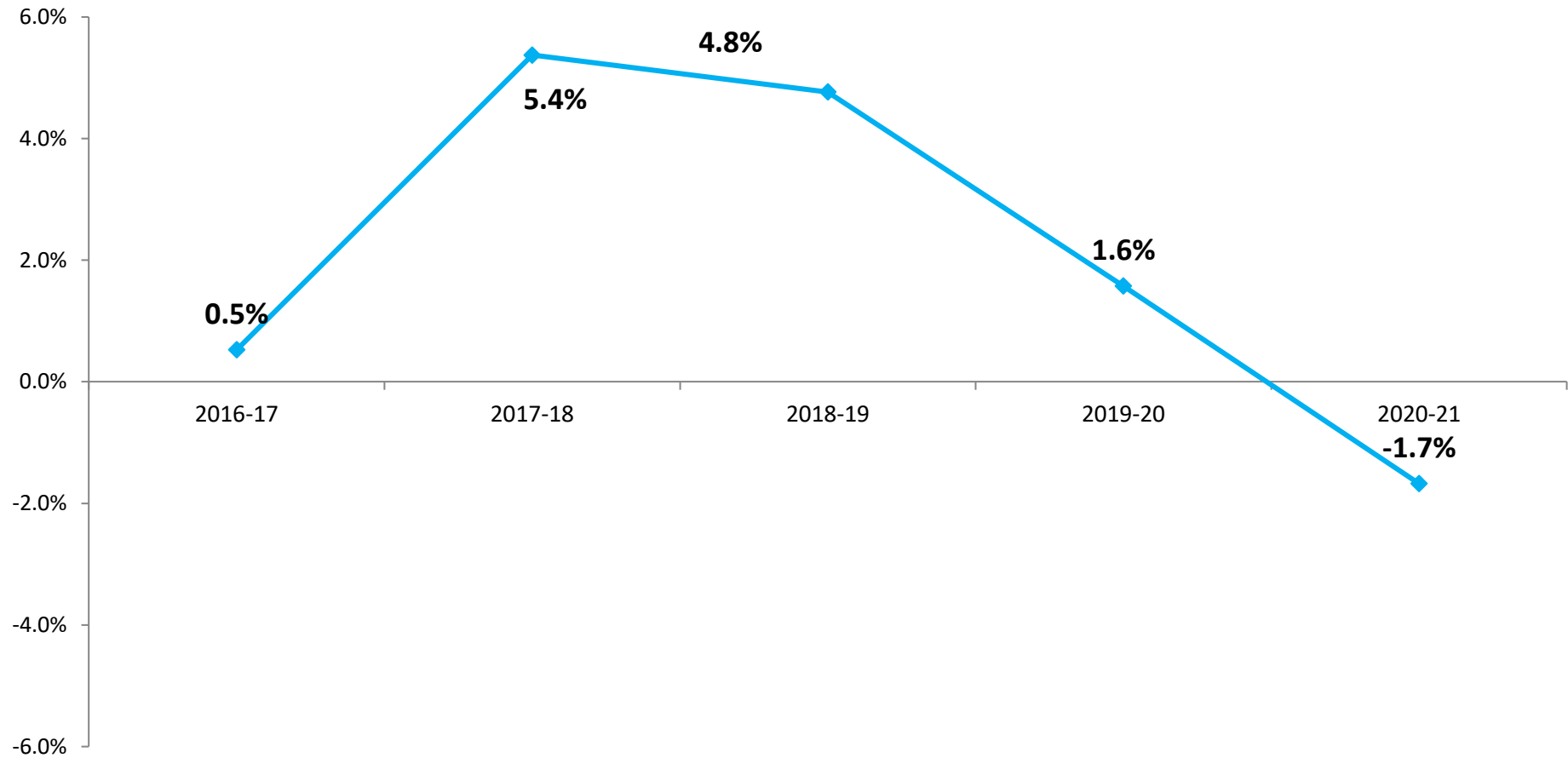


*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*



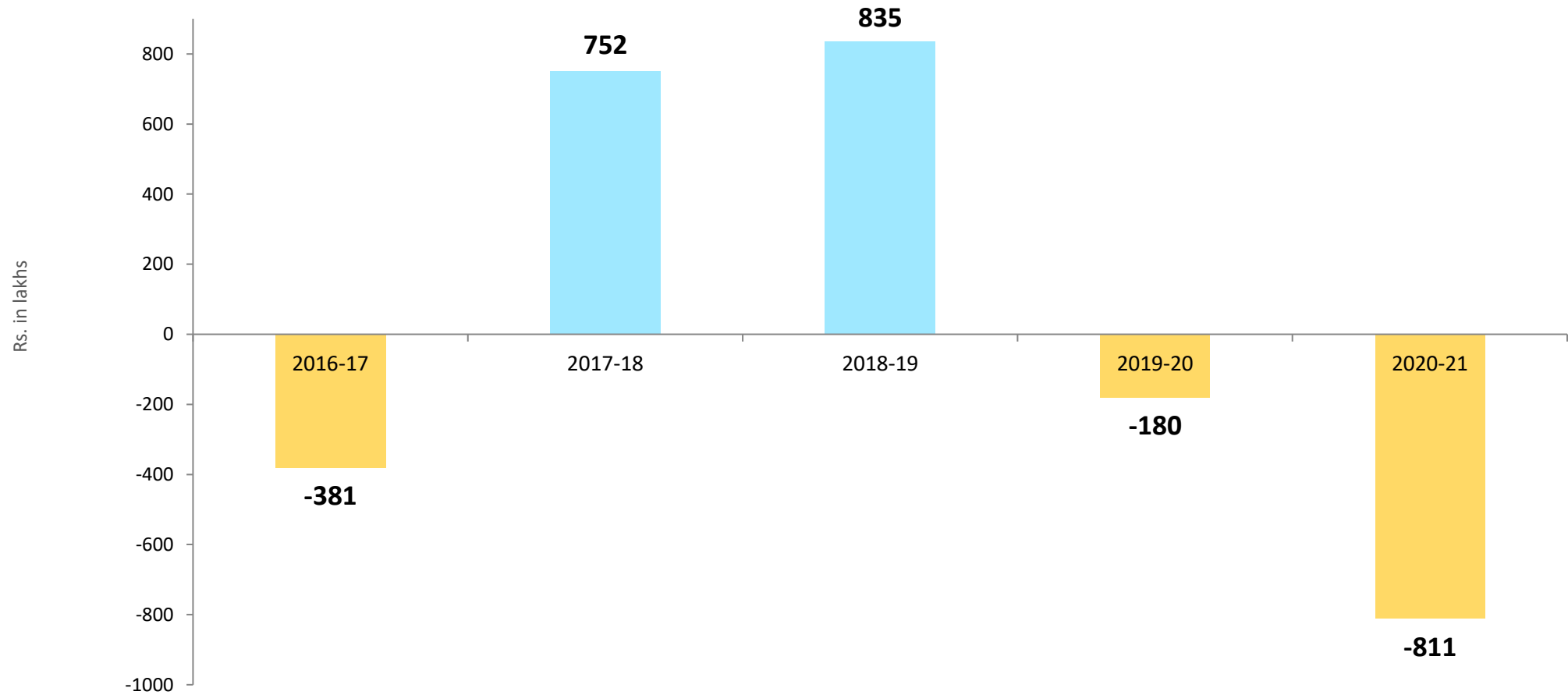
## TGIL Annual Financial Performance: EBIDTA %

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*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

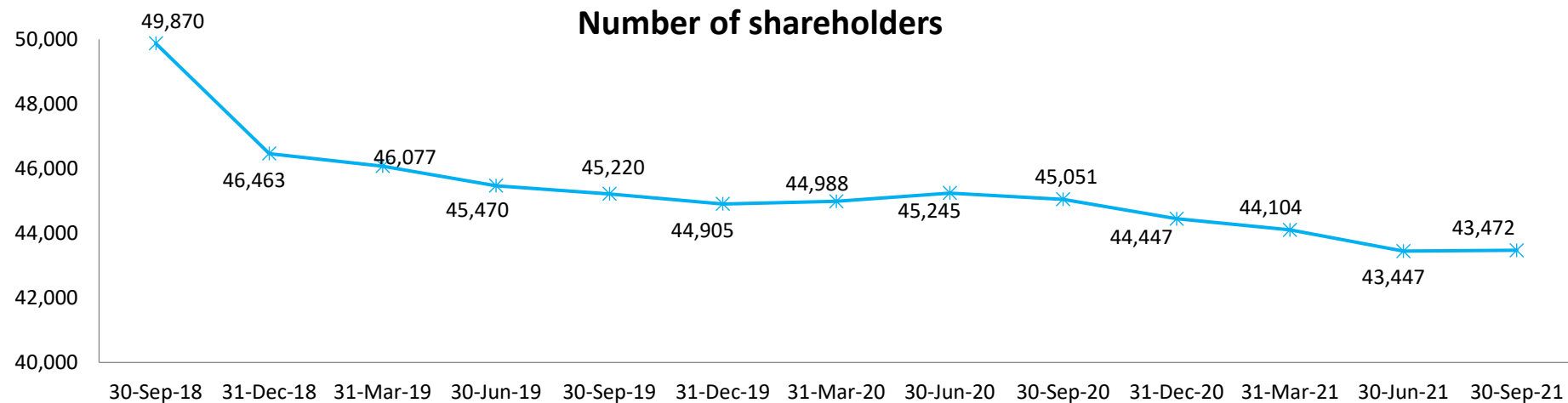
## TGIL Annual Financial Performance: PBT



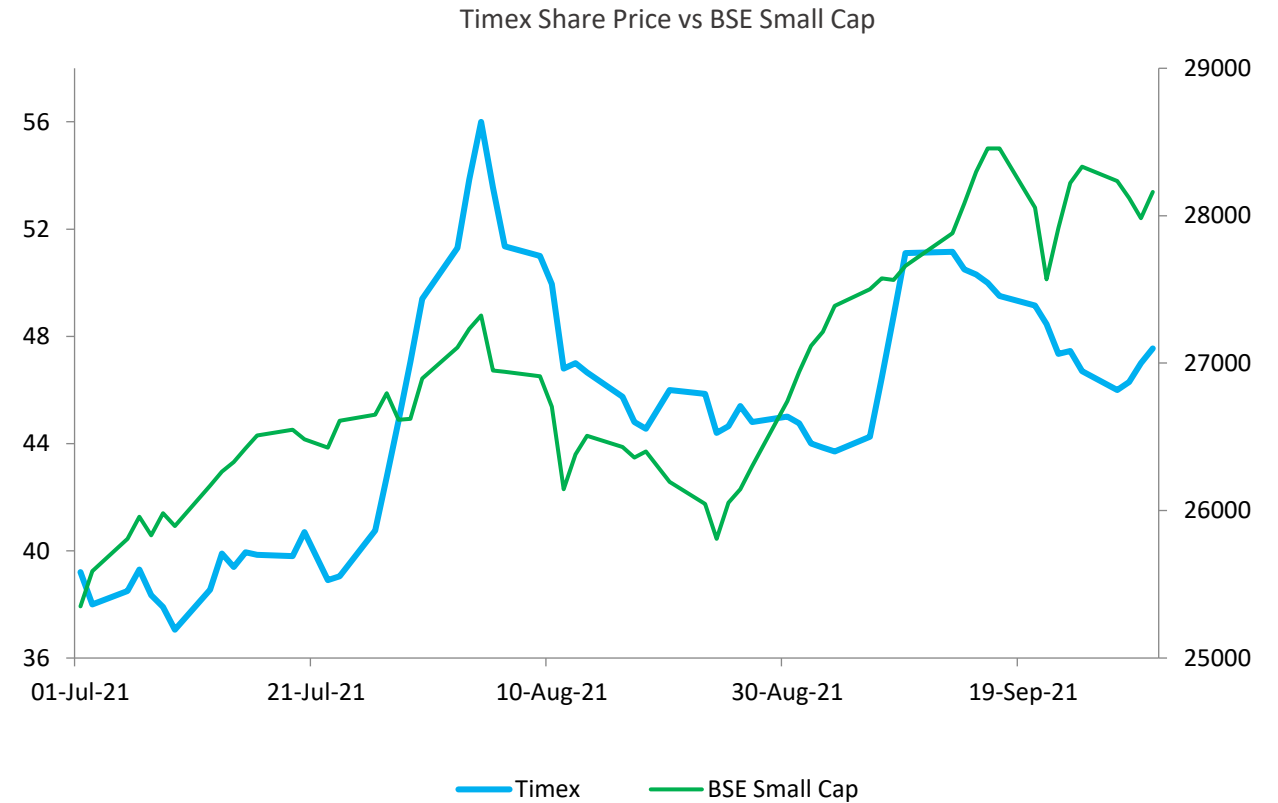
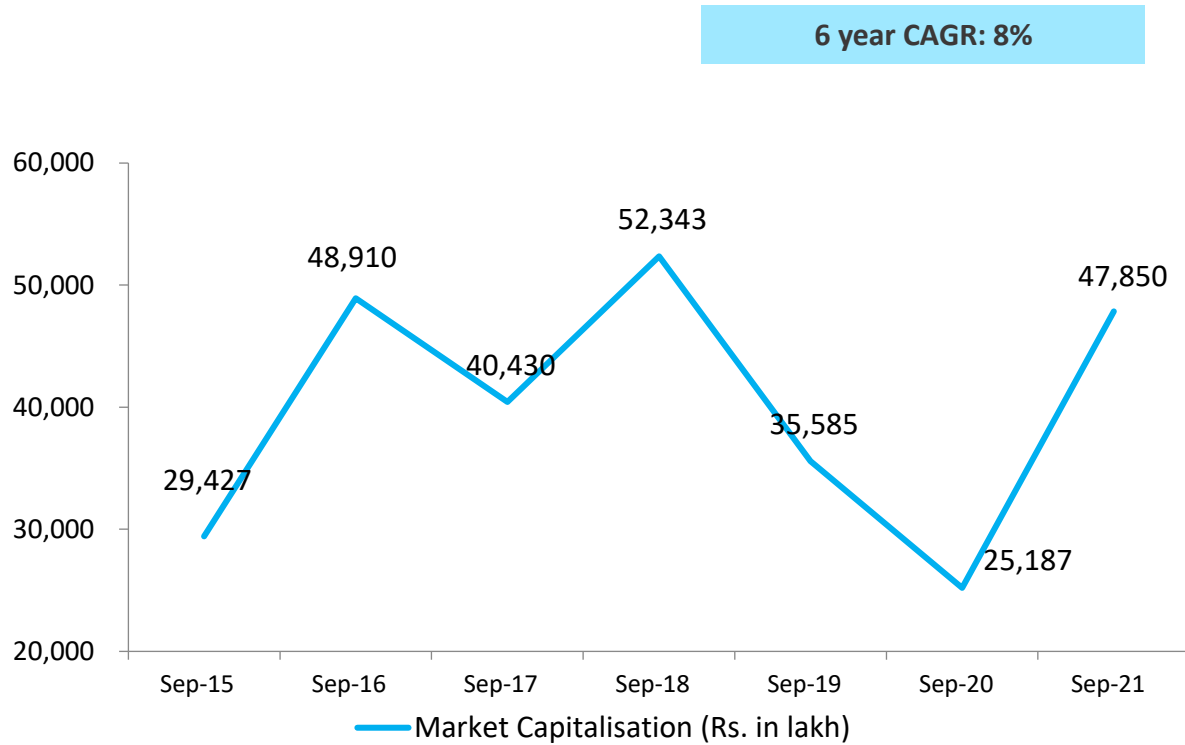
*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Shareholding Pattern

	30-Sep-18	31-Dec-18	31-Mar-19	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
<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>	0.04%	0.03%	0.03%	0.03%	0.03%	0.04%	0.03%	0.03%	0.03%	0.03%	0.06%	0.03%	0.03%
<b>Public &amp; other shareholding</b>	25.03%	25.04%	25.04%	25.04%	25.04%	25.03%	25.04%	25.04%	25.04%	25.04%	25.01%	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>	49,870	46,463	46,077	45,470	45,220	44,905	44,988	45,245	45,051	44,447	44,104	43,447	43,472



# TGIL Market Capitalization



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

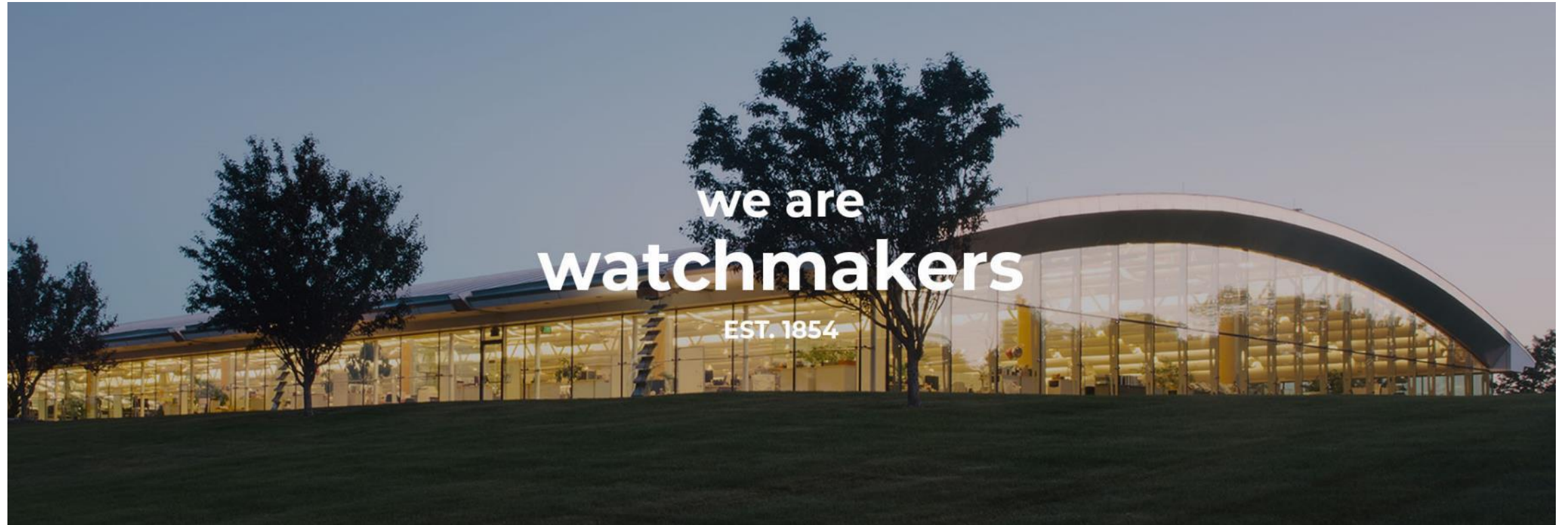


## **ABOUT US**



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



*Dear Sirs:  
Please send me  
a watch  
of medium  
size.  
L. H. Young  
Mark Twain*

## 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



TIMEX

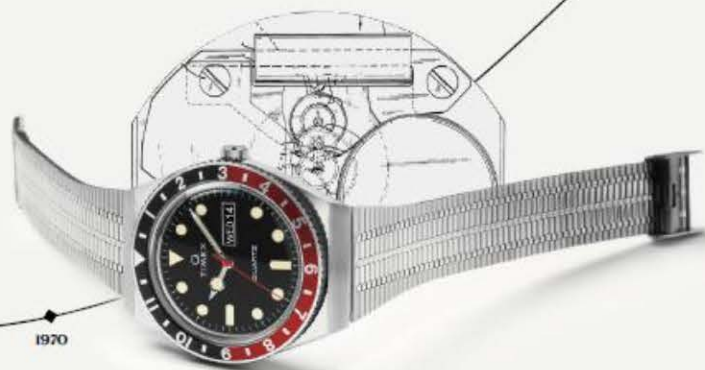


## The World's Most Popular Watch

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.



## 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.



TIMEX

## 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.



5,305 likes
   
 Timex You Asked, We Listened. #Automatics



## 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.



## 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]

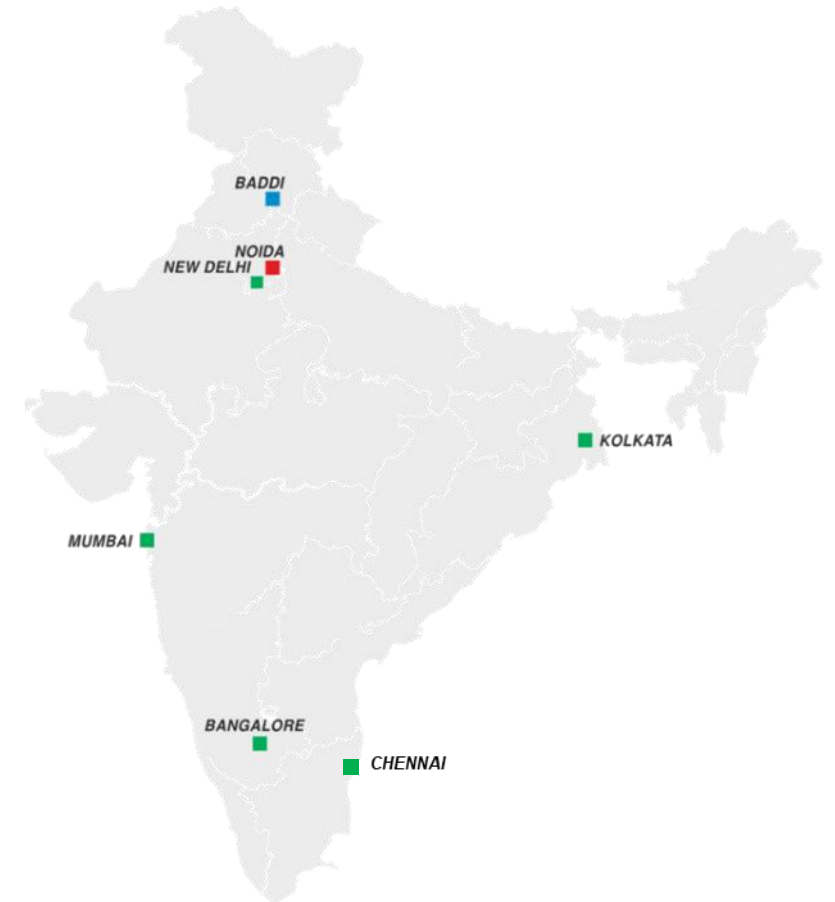
Regional Sales Offices – Noida, Mumbai, Kolkata, Bangalore, Chennai

**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

### **Sharmila Sahai | Managing Director**

Experience: 30+ years

Qualification: B.A., Post Graduate Diploma in Marketing Management from the Centre of Management & Development

### **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

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

# TIMEXGROUP



TGIL Brand Portfolio

TIMEX

Salvatore Ferragamo  
TIMEX GROUP

NAUTICA

FURLA  
SINCE 1927 ITALY

VERSACE  
WATCHES

TED BAKER  
LONDON

UNITED COLORS  
OF BENETTON.

HELIX

TMX

Additional Global Brands

GUESS

Gc



MISSONI



## Powerful Distribution Network

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Nearly 8000 sales touchpoints that enable TGIL to reach consumers across the country

Multi-Brand  
Doors



Large Format  
Stores



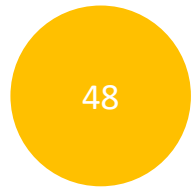
Defence  
Canteens



Timex World  
Showrooms



Luxury Retail  
Doors



E-Commerce  
Partners



amazon

Flipkart



Myntra

Paytm  
mall

TATA  
CLiQ

Supply Chain: We are a True Global Watchmaker, with the Owned Capabilities to Create and Assemble Every Component of a Watch



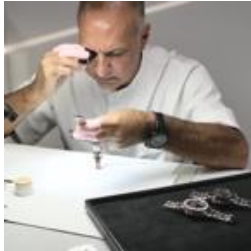
**Middlebury, USA**  
HQ & Watchmaking



**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: 18001:2018 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.



### CERTIFICATIONS



SA8000:2014



ISO45001:2018

## TGIL After Sales Service

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Over 200 locations supported by a Customer Care Call Centre service

