

**MANOMAY**

A MOMENT OF STYLE

***A MOMENT OF STYLE***

**INVESTOR  
PRESENTATION  
2022**





**WE  
CHOOSE  
TREND  
& STYLE**



# BIRD'S-EYE VIEW: MANOMAY

ISO 9001:2015 and ISO 14001:2015 certified company

Sustainable Business Model and Experienced Team

Ventured into **14+** international markets

Denim Plant located in Rajasthan having production capacity of **48 million meters per annum**

ZLD (Zero Liquid Discharge) & ETP (Effluent Treatment Plant)

We have an integrated manufacturing facility

Incorporated in 2009 and converted to public company in 2017

**Revenue**  
FY 2022: ₹ 58,923.77 lakhs  
FY 2021: ₹ 32,126.02 lakhs  
**% Growth: 83.41%**





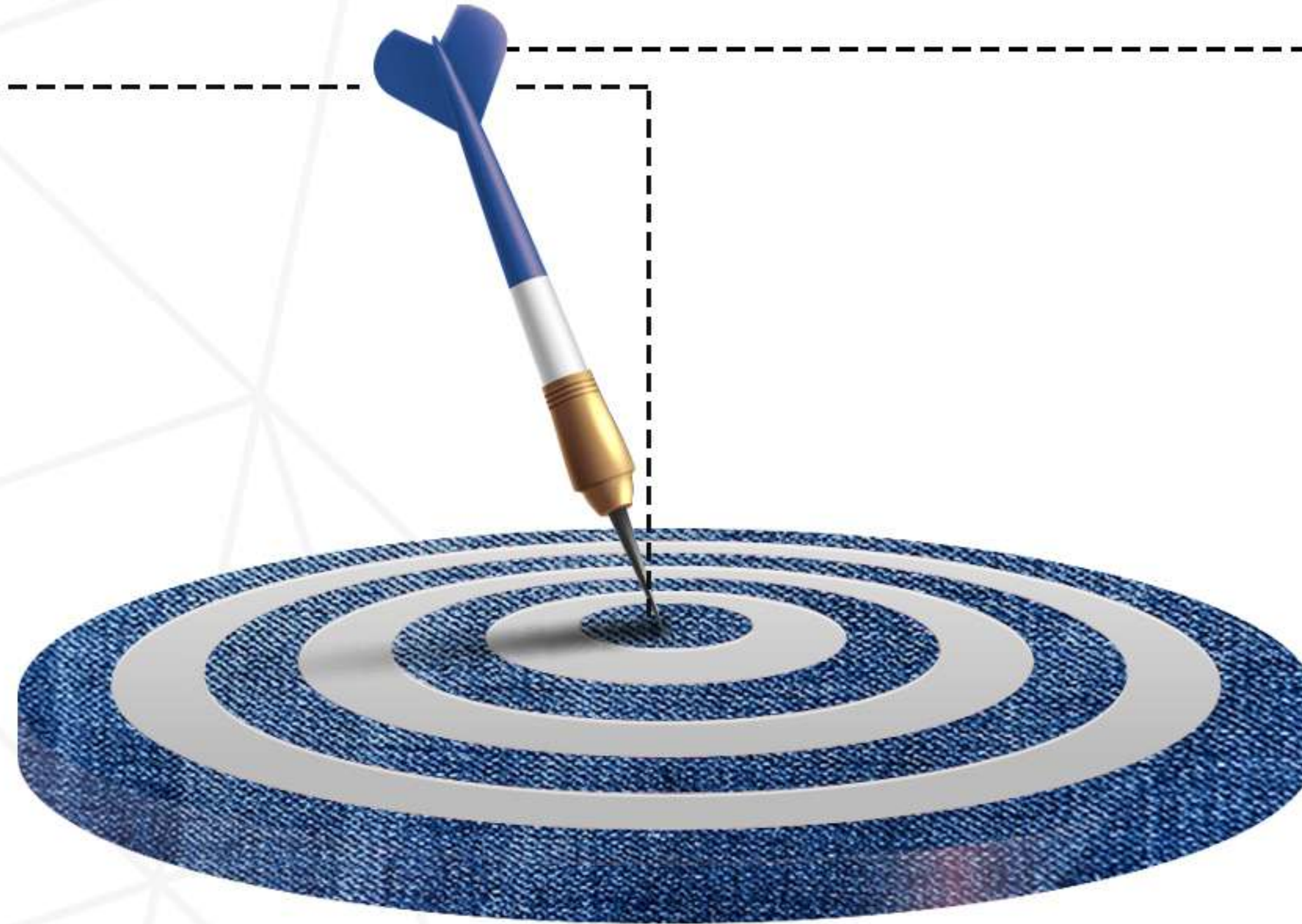
# VISION & MISSION

## MISSION

We are here not only for business but for making long term relations.

A satisfied buyer and his appreciation for goods is inspiration for better working in future.

In this competitive era we serve satisfaction.



## VISION

We Believe  
**'TOGETHER EVERYONE  
ACHIEVES MORE'**

We are here to invest in our relations with people & for people.

## VALUES

**'NO LEGACY IS SO RICH AS HONESTY'**

Upper quoted one line is enough to describe our values.  
On the road of respect, honesty & integrity are always awarded & we are committed with our customers for all these.



# OUR LANDMARK ACHIEVEMENTS

Established as Dhanlaxmi Group, specializing in a wide range of Tex fabrics

The foundation of Dhanlaxmi Weaving, specializing in wide range of Cotton Dhoties

Renamed Mahalaxmi Synthetics to Citifab Suitings

Laid the foundation of Manomay Tex India Pvt Ltd

Already began commercial production of Denim Fabrics

Got listed its equity shares on BSE SME Platform in March

During the year Company installed TSUDAKOMA BRAND NEW AUTOMATIC SHUTTLELESS ZAX001NEO AIR JET LOOMS-36 Sets, at Plant site situated at Aaraji No.5,6,7 Gram-Jojro Ka Khera Tehsil-Gangrar, Dist:-Chittorgarh (Rajasthan). Company has also removed 36 old looms

1978

1994

2003

2009

2013

2017

2021

1989

Graduated from Dhanlaxmi group to Dhanlaxmi Synthetics, by installing Auto Looms at Ichalkaranji MH

2000

Started the marketing of suiting fabrics in Bhilwara with the name of Mahalaxmi Synthetics

2006

Embarked on a new journey with a new plant of weaving established in Village Tradal Ichalkaranji. A Production Capacity of 45,00,000 m / annum

2012

Made a remarkable entry in the world of denims with a new and grand plant at Gangrar Dist-Chittorgarh with wide range of Denim Texts

2015

Expansion of our production capacity, established a New Line of Denim Machineries

2017

Expansion of Denim Plant: Installed new and advanced air jet looms and Indigo Dyeing Machineries



ACHIEVEMENTS  
ACHIEVEMENTS  
ACHIEVEMENTS



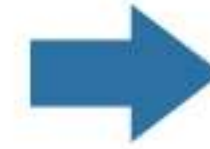
# OUR MODUS OPERANDI



Manomay Industry



Raw Material Yarn



Warping



Sizing



Loom



Finishing



Folding/Checking



Roll/Packageing



Dispatch





# JEANS

ENJOY THE DIFFERENCE!



JEANS  
JEANS  
JEANS

JEANS  
JEANS  
JEANS



# PRODUCTS





# CAPACITY

Denim Plant located at Gangrar Tehsil in Chittorgarh district, Rajasthan, India has production capacity of **48 million meters per annum spread across land area of 20,300 sq. meter and 11,800 sq. meter.**



## SIZING

Installed three indigo slasher dyeing machines with advance technology from JUPITER having capacity of 4 million meter per month.

## FINISHING RANGE

Finishing machine with inbuilt weft straightener with capacity of 4 million.



## LOOMS

- 1) Installed latest high speed air jet looms with wider width & doobby TSUDOKAMA - 115
- 2) We carry out job work on approx. 200 LOOMS

## HIGH SPEED GAS

Singeing machine  
Coating head- possible all types of coating  
Printing head-for all types of color printing.

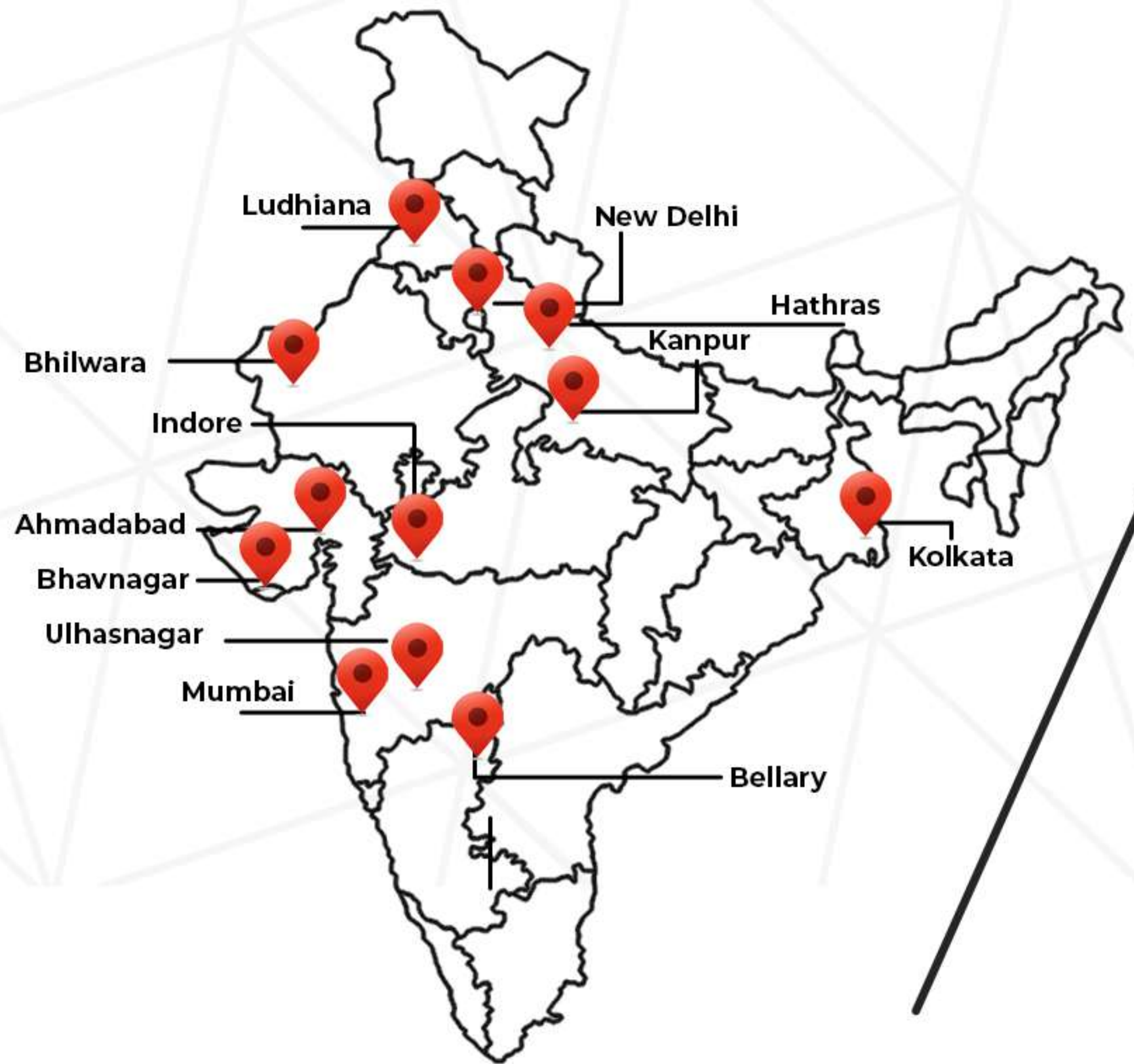




# OUR PRESENCE

## DOMESTIC MARKET

We trade our product all over India mainly in Metro Cities like



## INTERNATIONAL MARKET

We supply our Denim Product in 14+ Countries like





# MARKET SIZE & GROWTH FACTORS

## Indian Denim Market

The Indian Denim Domestic Market has been growing at an average CAGR of 8-9% for the past several years and is predicted to reach US \$ 12.27 billion by 2028.

**1,600 million meters per year**  
India's denim fabric installed capacity

**50**  
Denim fabric mills operating in India

**850-900 million metres**  
Domestic Consumption of Indian Denim Fabric

**US \$190.78 million**  
Denim fabric exports from January to October 2021, according to India's Ministry of Commerce and Industry, a Y-O-Y increase of 88.45%

## Growth Drivers

- 
- According to the projections, denim market, both internationally and nationally will touch 10-12% on CAGR basis in the coming years.
  - To grab more markets and to reduce their dependency on the market for yarns, mills are increasing their denim production capacities and some are investing in spindles also.
  - Backward integration to have better control over raw material availability, timely and cost-effective production and efficiently catering the clients.
  - The versatility of denim is also a reason that's creating demand.
  - The Textile Ministry of India earmarked Rs. 690 crore (US\$ 106.58 million) for setting up 21 readymade garment manufacturing units in seven states for development and modernization of Indian Textile Sector.



**OUR DENIM**  
**YOUR WISE CHOICE!**





# SWOT ANALYSIS

## Integrated Manufacturing Facility

Sustainable Business Model and Experienced Management

Locational Advantage enables us to procure the raw materials at easy availability with cost efficiency and add value to our revenues

Qualitative Products with least tolerance for any manufacturing defect which has helped us in retaining customers.

We are engaged in B2B business model, our existing client being traders provides us repeated orders.

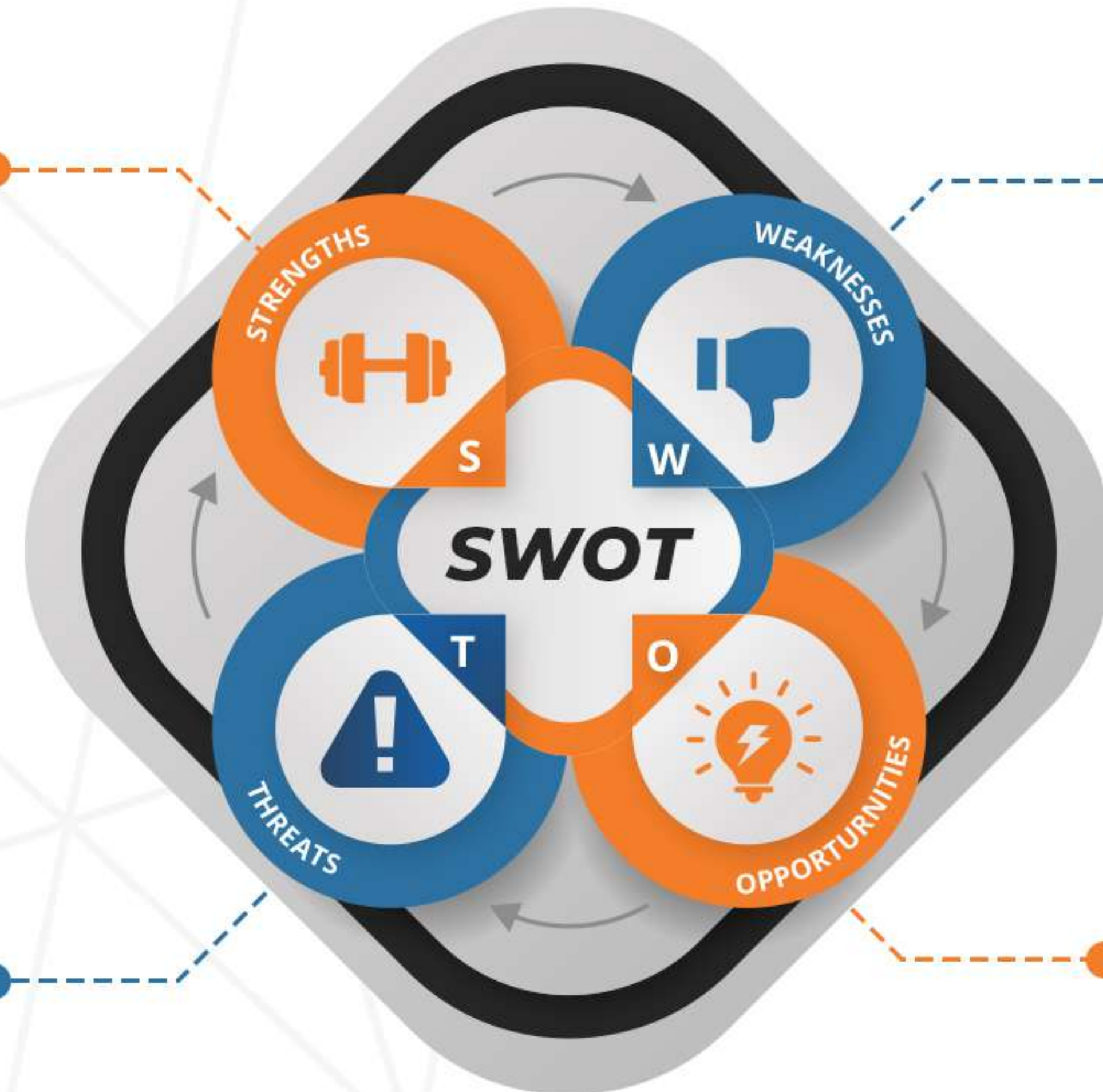
Competitive advantage: Our existing relationship and goodwill amongst our traders.

Saturated market with established brands.

Competitors offering products for cheaper prices.

Due to pollution concerns, certain factories in China and Europe have been shut down, resulting in a spike in the price of basic raw materials.

Increase in raw material costs due to shortage of supply, unpredictable market conditions, weather, policies



An increase in mid-market / value shops has a detrimental influence on higher-end retailers and increases the potential to offer lower-end brands.

Price fluctuations to keep up with changing demands and trends.

Scarcity of trained labour.

An increase in unit cost

High tariff barriers and export penalties.

The textile and apparel industry is expected to grow to US \$190 billion by FY26.

Urbanization leading to higher growth.

According to Union Budget 2022, ₹12,382 crore for the textile sector for next FY.

₹133.83 crore: for Textile Cluster Development Scheme

₹100 crore: for National Technical Textiles Mission

₹15 crore each for PM Mega Integrated Textile Region and Apparel parks scheme and PLI Scheme.





**Mr. Kailashchandra  
Hiralal Laddha**  
Chairman

He has 45 years of versatile experience in the textile industry and has thorough knowledge of products of our Company. He holds experience in operations, business process, risk management MIS, administration, vendor management, and team building. He looks after the strategic growth of the Company and is guiding force behind success of the Company.



**Mr. Maheshchandra  
Kailashchandra Ladha**  
Whole Time Director

He has 30 years of experience behind him and is a Commerce graduate and young entrepreneur, with specialization in finance & Marketing. He is specialized in marketing planning, portfolio management and looking after day to day activities of the company and is associated with the Textiles industry from last 30 years and having vast experience in handling and controlling of various activities like Administration, Marketing and production.



**Mr. Kamlesh  
Kailashchand Ladha**  
Whole Time Director

He is a young entrepreneur, with specialization in production and has 25 years of experience behind him. He is looking after day to day activities of production of the company and has vast experience in handling and controlling of various activities like Administration. He has a deep understanding of systems and processes, combining critical thinking with industry expertise to optimize production.





**Mr. Dilip  
Balkishan Porwal**

Independent Director

He has extensive experience and expertise in the financial services sector and has expertise in the fields of finance, law, management, sales, marketing, administration, research, corporate governance, technical operations or other disciplines related to the company's business. At Strides, He is the Chairperson of the Nomination and Remuneration Committee, Stakeholder Relationship Committee and is a Member of the Audit Committee and Corporate Social Responsibility Committee.



**Mr. Basant  
Kishangopal Porwal**

Independent Director

He is a Chartered Accountant and has extensive experience and expertise in the financial services sector. He has expertise in the fields of finance, law, management, sales, marketing, administration, research, corporate governance, technical operations or other disciplines related to the company's business. At Strides, He is the Chairperson of the Audit Committee and is a Member of the, Nomination and Remuneration Committee.



**Mr. Shrinivas  
Shivraj Bhattad**

Independent Director

He is a B. Tech Mechanical Engineer and has extensive experience and expertise in the financial services sector. He has expertise in the fields of finance, law, management, sales, marketing, administration, research, corporate governance, technical operations or other disciplines related to the company's business. At Strides, He is a Member of the Nomination and Remuneration Committee.



# MANAGEMENT



**Mr. YOGESH LADDHA**  
PROMOTER AND  
MANAGING DIRECTOR

Yogesh Laddha, is Chartered Accountant by qualification and member of the Institute of Chartered Accountants of India. His experience and dedication has contributed immensely in the development of the Company. He is the key person in formulating and implementation of business strategy for growth & expansion and he also looks after the overall business operations. He is further entrusted with the exports responsibilities and custom documentation relating to the Company.



**Ms. Pallavi Laddha**  
Whole Time Director

She is the Promoter and Whole Time Director and Chairman of Internal Complaint Committee of the Company. She hold a Master degree in Business Administration (MBA). She is currently engaged in the Human Resource, Financial Management and Administrative activities of the Company. She is looking after day to day activities of Payment Planning to Suppliers and Active involvement in Corporate Social Responsibility Activities of Company. She has very good understanding of categories like Women's Denim Products Clothing.



**Mr. RAJ KUMAR  
CHECHANI**  
CHIEF FINANCIAL OFFICER

He is a Chartered Accountant and has 7 Years of Vast Experience in the field of Accounts. He is responsible for all the compliances relating to accounting and financial matters, income tax matters and other related matters under various applicable acts and laws. He is managing the treasury desk for forex and interest rate trading. He is usually responsible for the administrative, financial, and risk management operations of the company.



**Mr. KAMESH  
SHRI SHRI MAL**  
Company Secretary

He is Company Secretary and Compliance Officer of the company. He hold a Master degree in Commerce and Law Graduate, he is a member of the Institute of Company Secretaries of India. He has been with the organisation for more than 2 years. He possesses vast experience in the field of investor relations apart from secretarial matters.



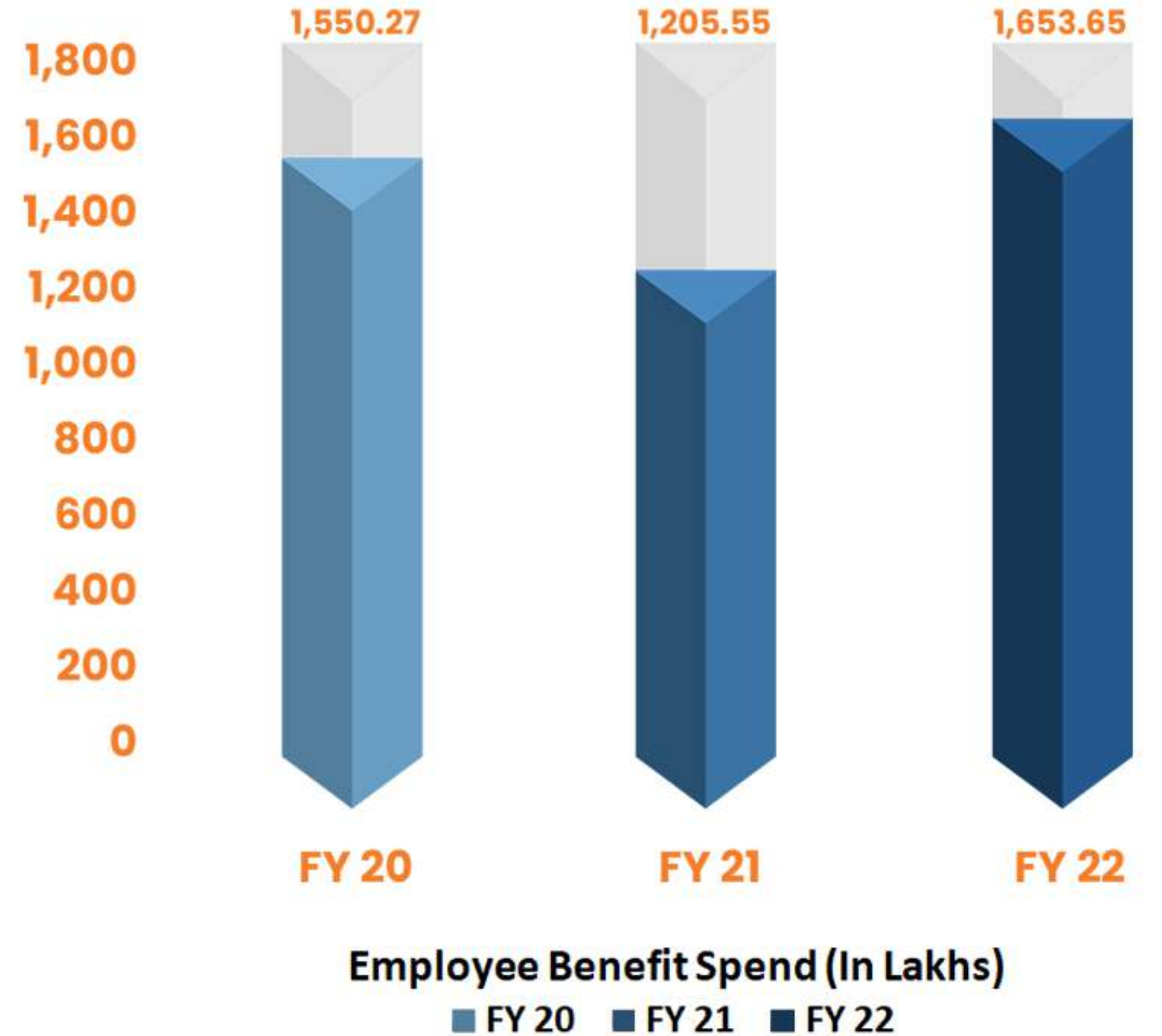
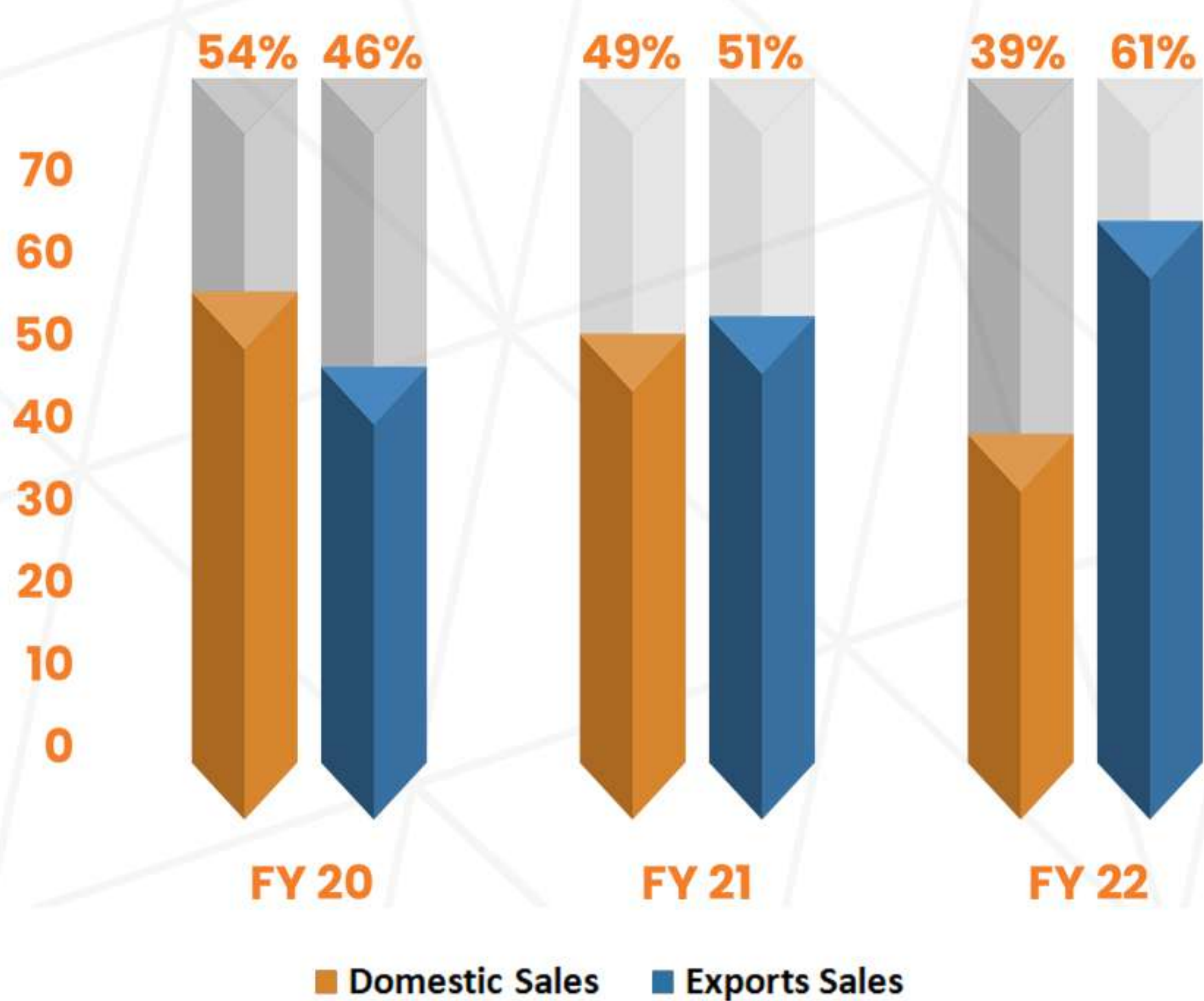


**OUR COMMITMENT**  
CAN BE SEEN IN OUR  
**PERFORMANCE!**



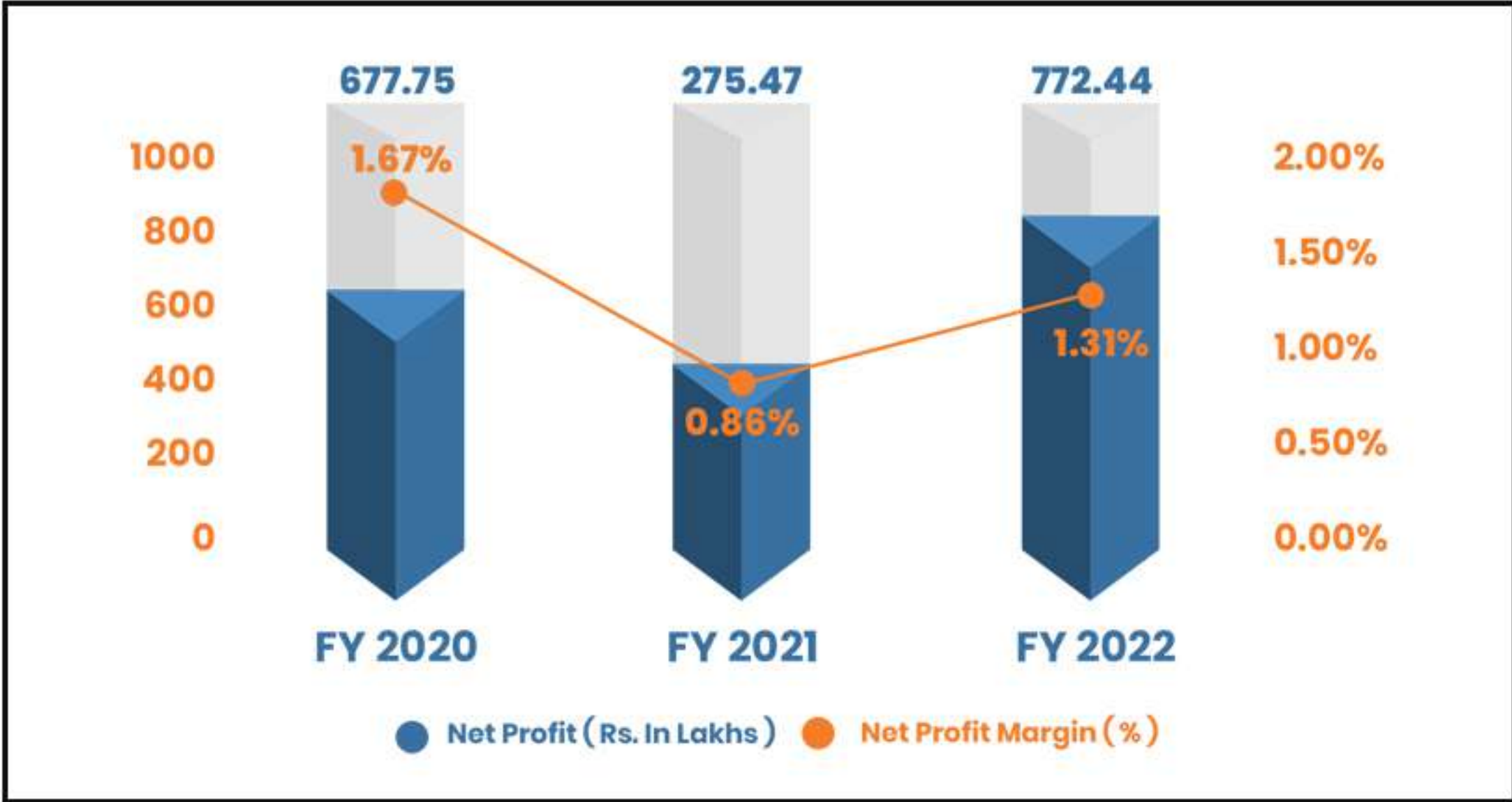
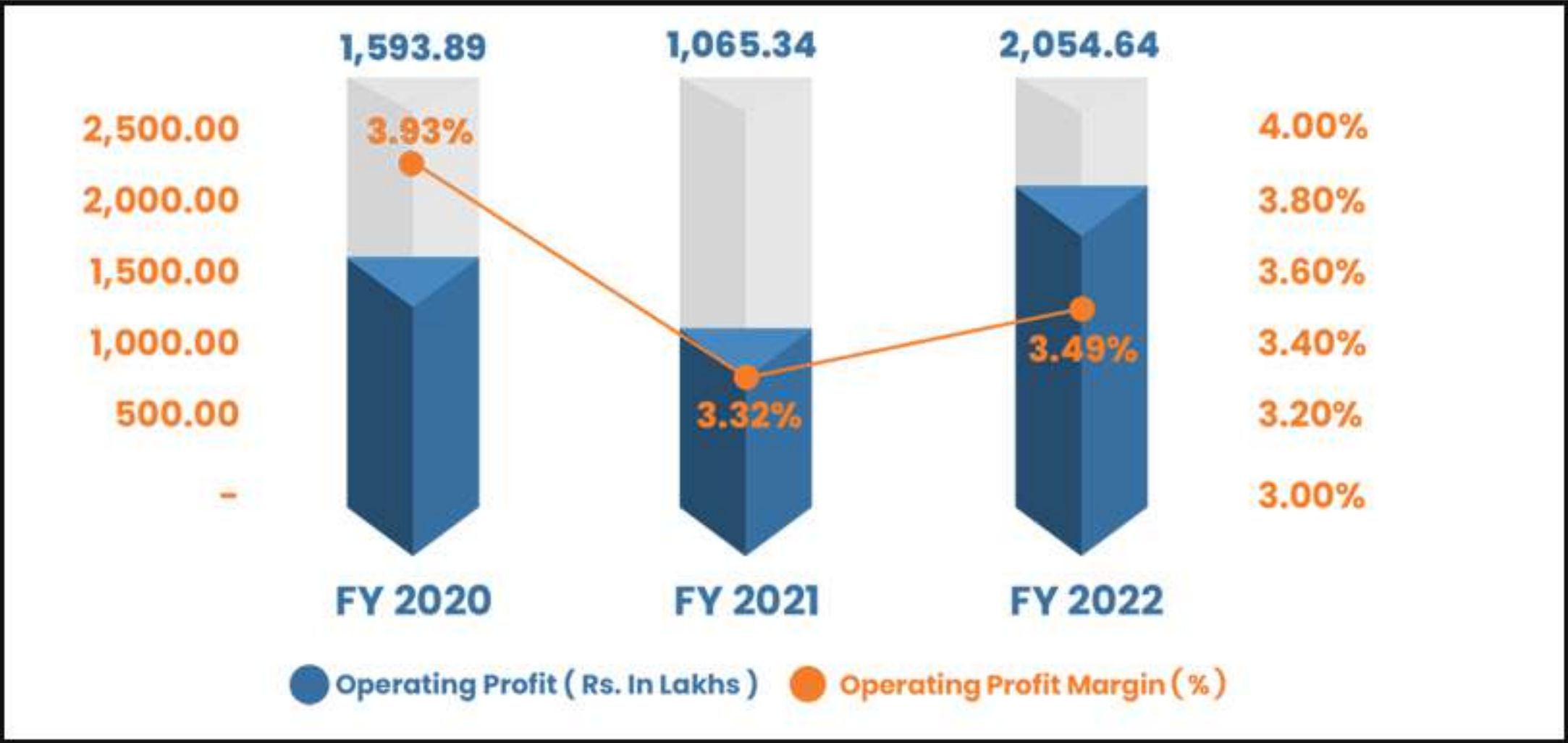
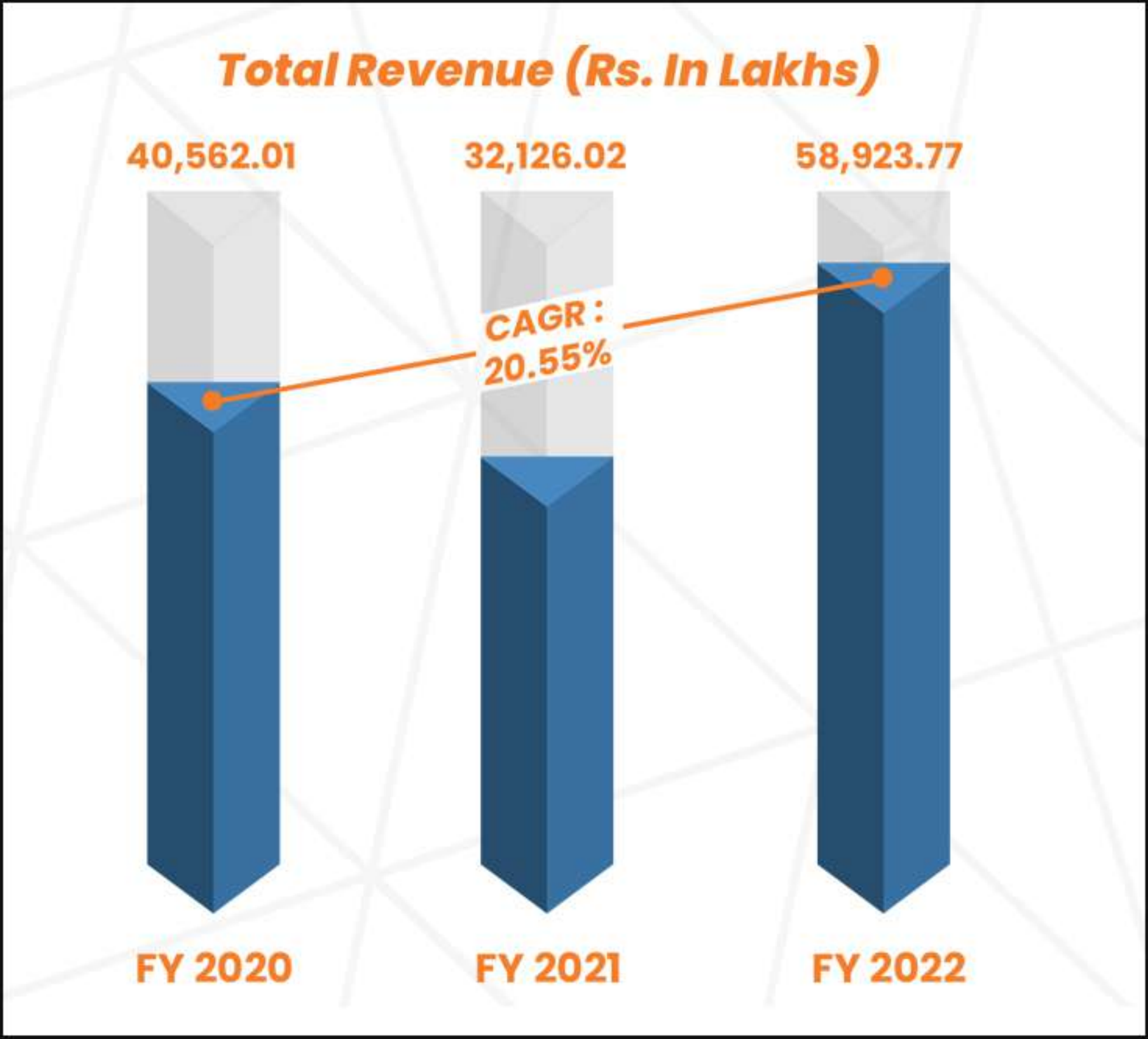
# KEY HIGHLIGHTS

## Revenue Bifurcation





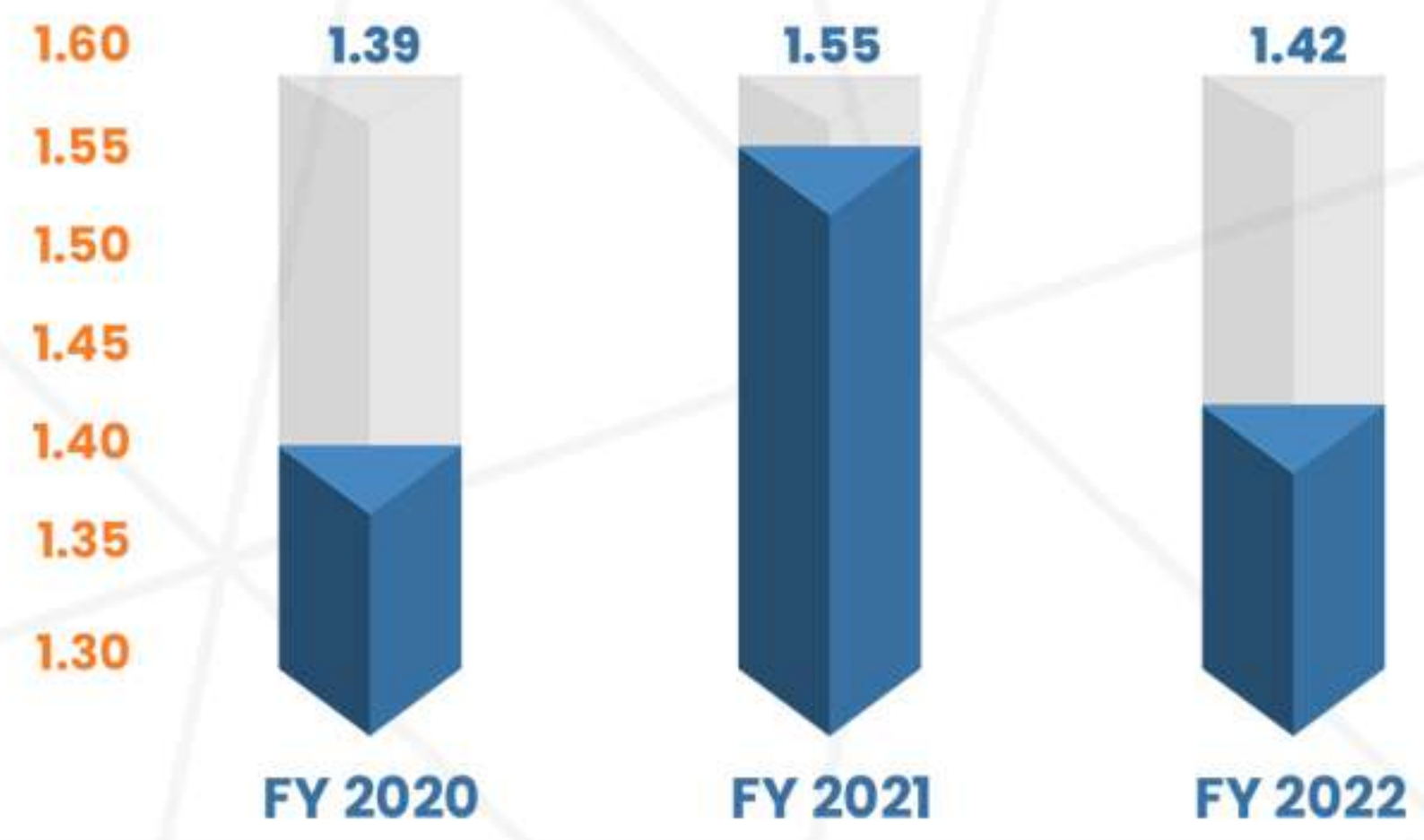
# HEALTHY MARGIN RATIOS



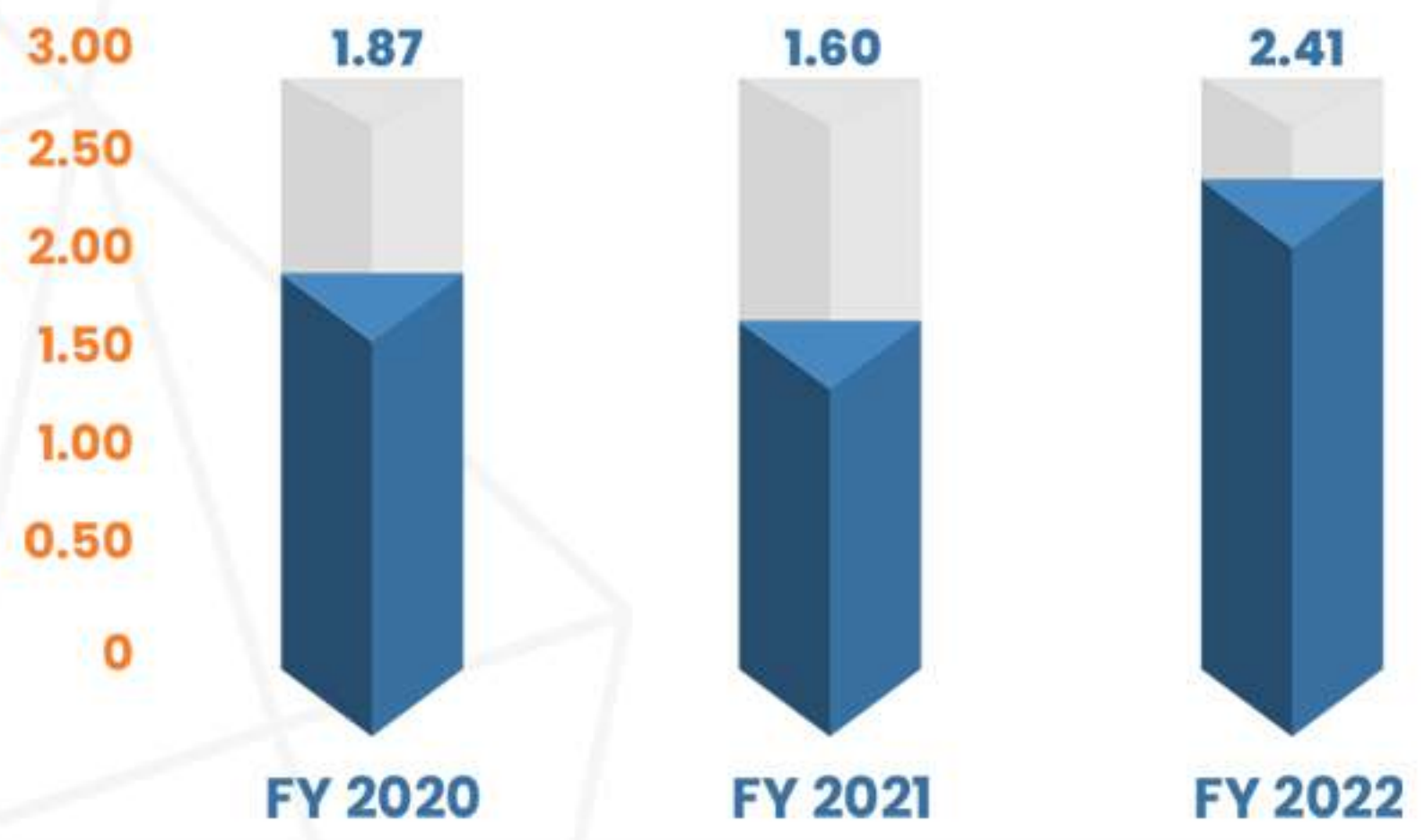


# STRONG FINANCIAL: KEY RATIOS

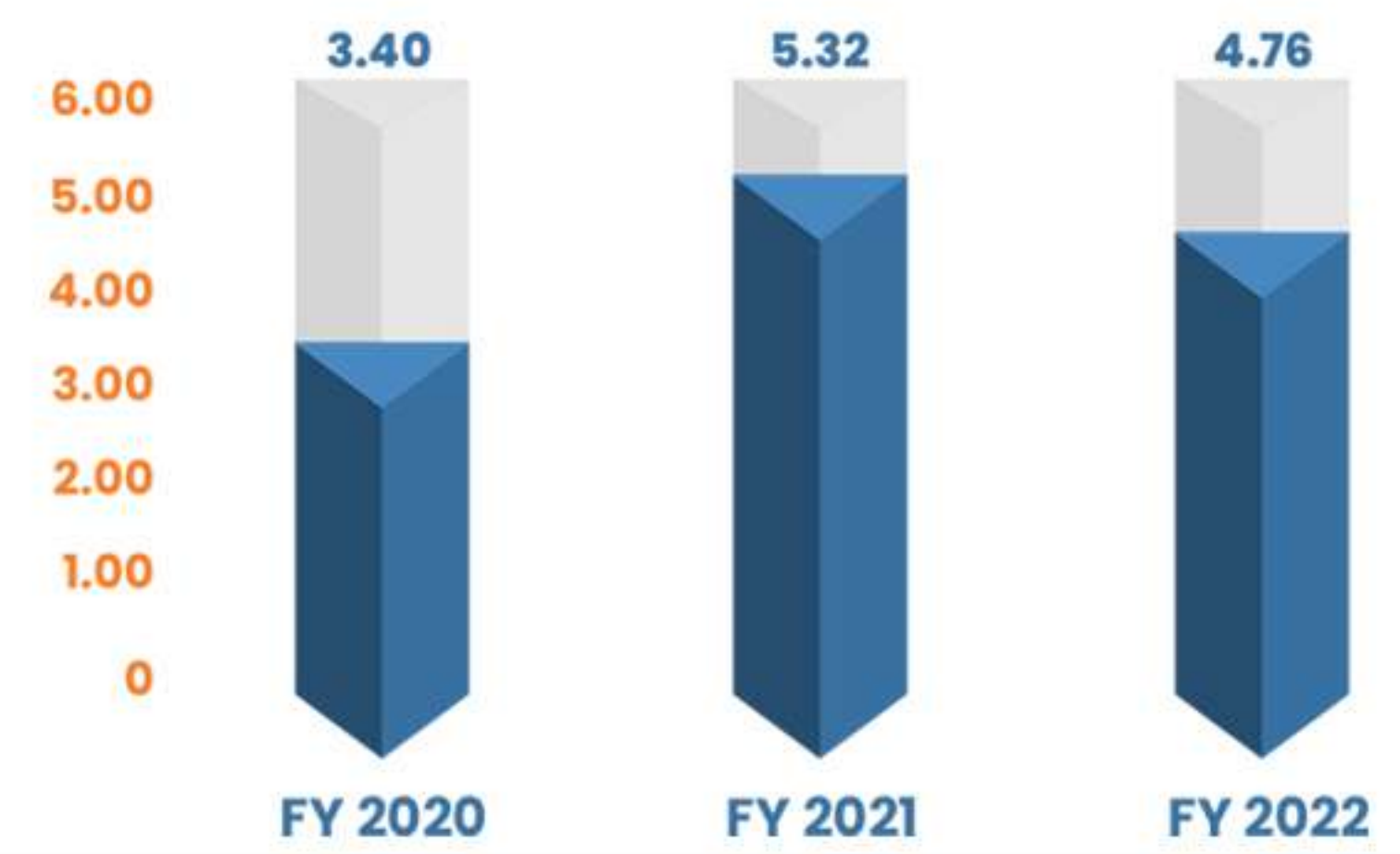
**Current Ratio (Times)**



**Interest Coverage (Times)**

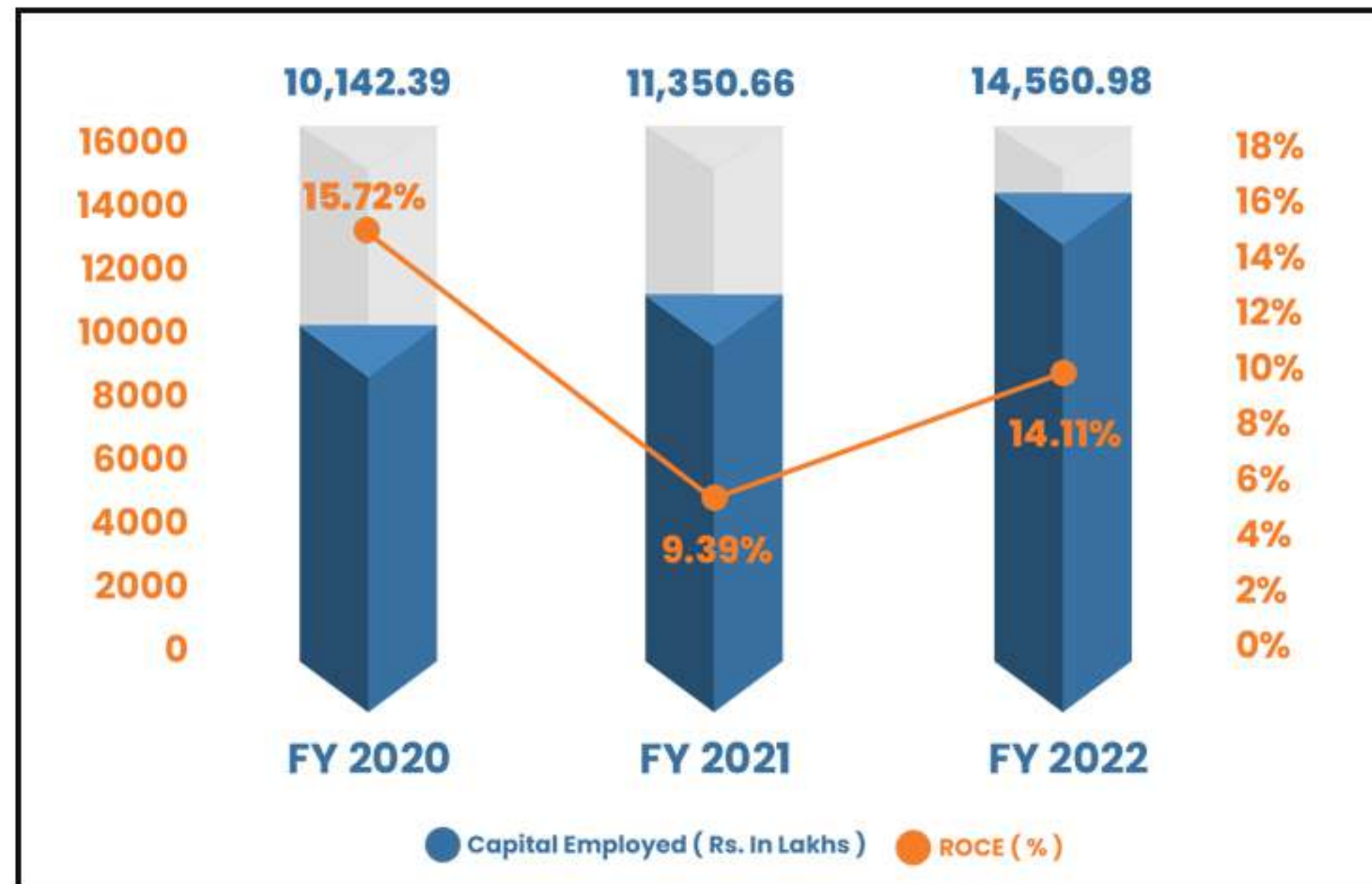
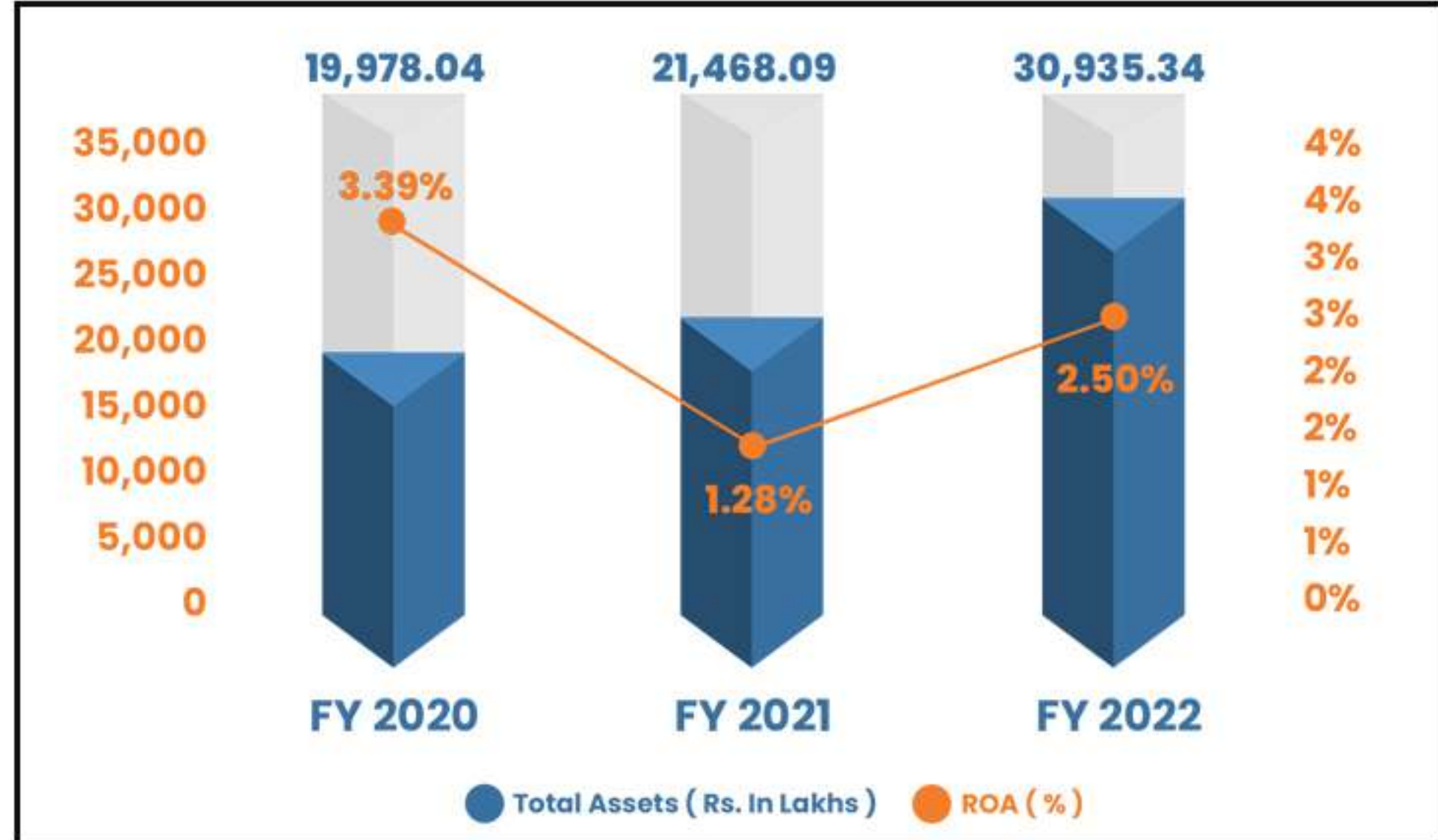
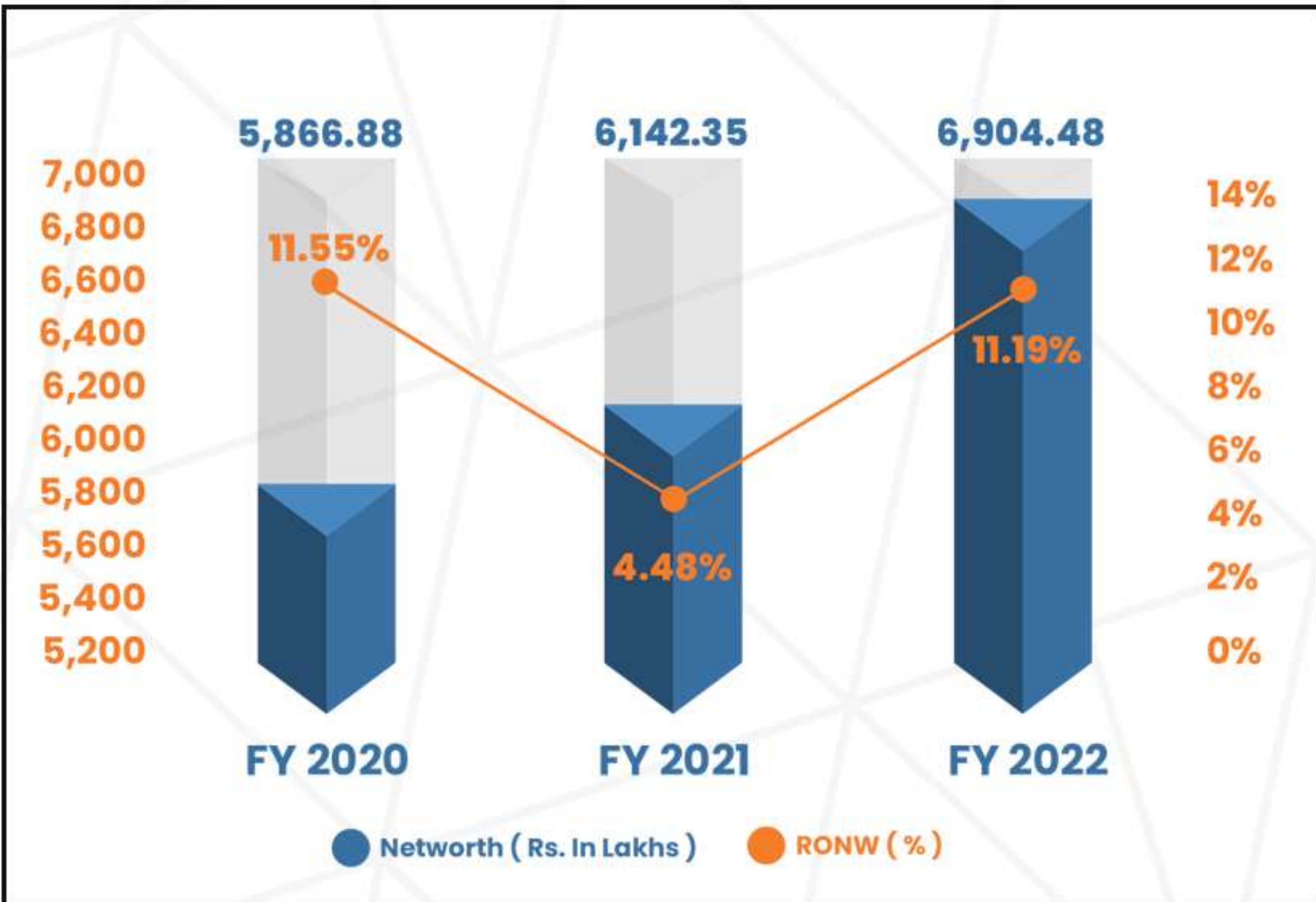


**Total Debt / EBITDA**



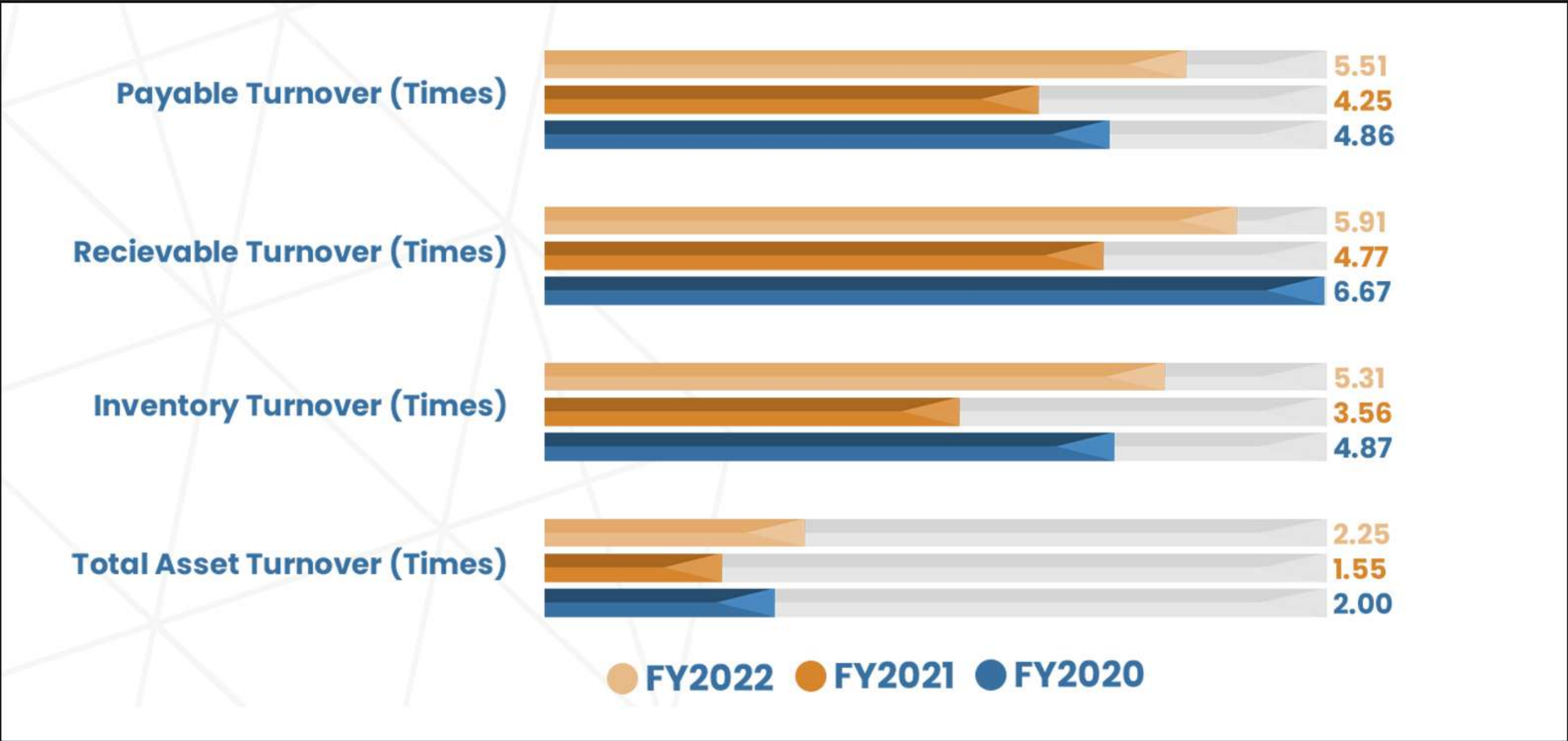


# NOTABLE RETURN RATIOS





# FAVOURABLE EFFICIENCY RATIOS





# PROFIT & LOSS STATEMENT

Particulars	RS. IN LACS		
	2020	2021	2022
1) Revenue from Operations	40,544.57	32,125.30	58,920.29
2) Other Income	17.44	0.72	3.48
<b>3) TOTAL REVENUE (1+2)</b>	<b>40,562.01</b>	<b>32,126.02</b>	<b>58,923.77</b>
4) Direct Expenditure			
(a) Cost of Materials Consumed	25,471.90	20,376.13	37,665.20
(b) Purchase of Trade Goods Changes in Inventories of Finished Goods, Work-in-progress and stock-in-trade	-578.49	-413.45	-728.08
<b>5) GROSS MARGIN (3-4)</b>	<b>15,668.60</b>	<b>12,163.34</b>	<b>21,986.65</b>
<b>6) GROSS PROFIT MARGIN (5/3)</b>	<b>39%</b>	<b>38%</b>	<b>37%</b>
(7) Employee Benefits Expenses	1,550.27	1,205.56	1,653.65
(8) Other Expenses	11,547.46	9,194.47	17,362.04
<b>9) EBITDA (5-7-8)</b>	<b>2,570.87</b>	<b>1,763.31</b>	<b>2,970.96</b>
<b>10) EBITDA MARGIN (9/3)</b>	<b>6.34%</b>	<b>5.49%</b>	<b>5.04%</b>
11) Depreciation & Amortization Expenses	976.98	697.97	916.32
<b>12) EBIT (9-11)</b>	<b>1,593.89</b>	<b>1,065.34</b>	<b>2,054.64</b>
<b>13) EBIT MARGIN (12/3)</b>	<b>3.93%</b>	<b>3.32%</b>	<b>3.49%</b>
14) Finance Cost	851.73	664.58	850.91
<b>15) Profit/(Loss) Before extraordinary items &amp; Tax (12-14)</b>	<b>742.16</b>	<b>400.76</b>	<b>1,203.73</b>
16) Extraordinary Items( Income)	0	0	2.48
<b>17) Profit/(Loss) Before Tax (15+16)</b>	<b>742.16</b>	<b>400.76</b>	<b>1,206.21</b>
18) Tax Expenses			
(a) CURRENT TAX (MAT Tax)	123.88	124.47	478.66
(b) Deferred Tax Liability	-59.47	0.82	-44.89
<b>19) Net Profit/(Loss) for the period (17-18)</b>	<b>677.75</b>	<b>275.47</b>	<b>772.44</b>
<b>20) PAT MARGIN (19/3)</b>	<b>1.67%</b>	<b>0.86%</b>	<b>1.31%</b>



# BALANCE SHEET

Particulars	RS. IN LACS		
	2020	2021	2022
<b>I. EQUITY AND LIABILITIES</b>			
<b>1.SHAREHOLDER'S FUNDS</b>			
(a) Share Capital	1,468.34	1,468.34	1,468.34
(b) Reserve & Surplus	4,398.54	4,674.01	5,436.14
(c) Money Received against share warrant	0	0	0
	<b>5,866.88</b>	<b>6,142.35</b>	<b>6,904.48</b>
<b>2.Share Application Money Pending Allotment</b>	0	0	0
<b>3.Non-Current Liabilities</b>			
(a) Long-Term Borrowings	3,767.24	4,672.75	7,147.86
(b) Deferred Tax Liability (Net)	422.20	423.02	378.13
(c) Other Long Term Liabilities	0	0	0
(d) Long-Term Provisions	86.07	112.55	130.51
	<b>4,275.51</b>	<b>5,208.32</b>	<b>7,656.50</b>
<b>4.Current Liabilities</b>			
(a) Short-Term Borrowings	4,963.69	4,708.16	7,007.22
(b) Trade Payable -			
(A) Total outstanding dues of micro enterprises and small enterprises; and	350.66	953.81	1,566.92
(B) Total outstanding dues of creditors other than micro enterprises and small enterprises.	4,188.15	4,095.26	7,053.34
(c) Other Current Liabilities	207.65	230.08	265.40
(d) Short-Term Provisions	125.50	130.12	481.48
	<b>9,835.65</b>	<b>10,117.43</b>	<b>16,374.36</b>
<b>TOTAL</b>	<b>19,978.04</b>	<b>21,468.09</b>	<b>30,935.34</b>

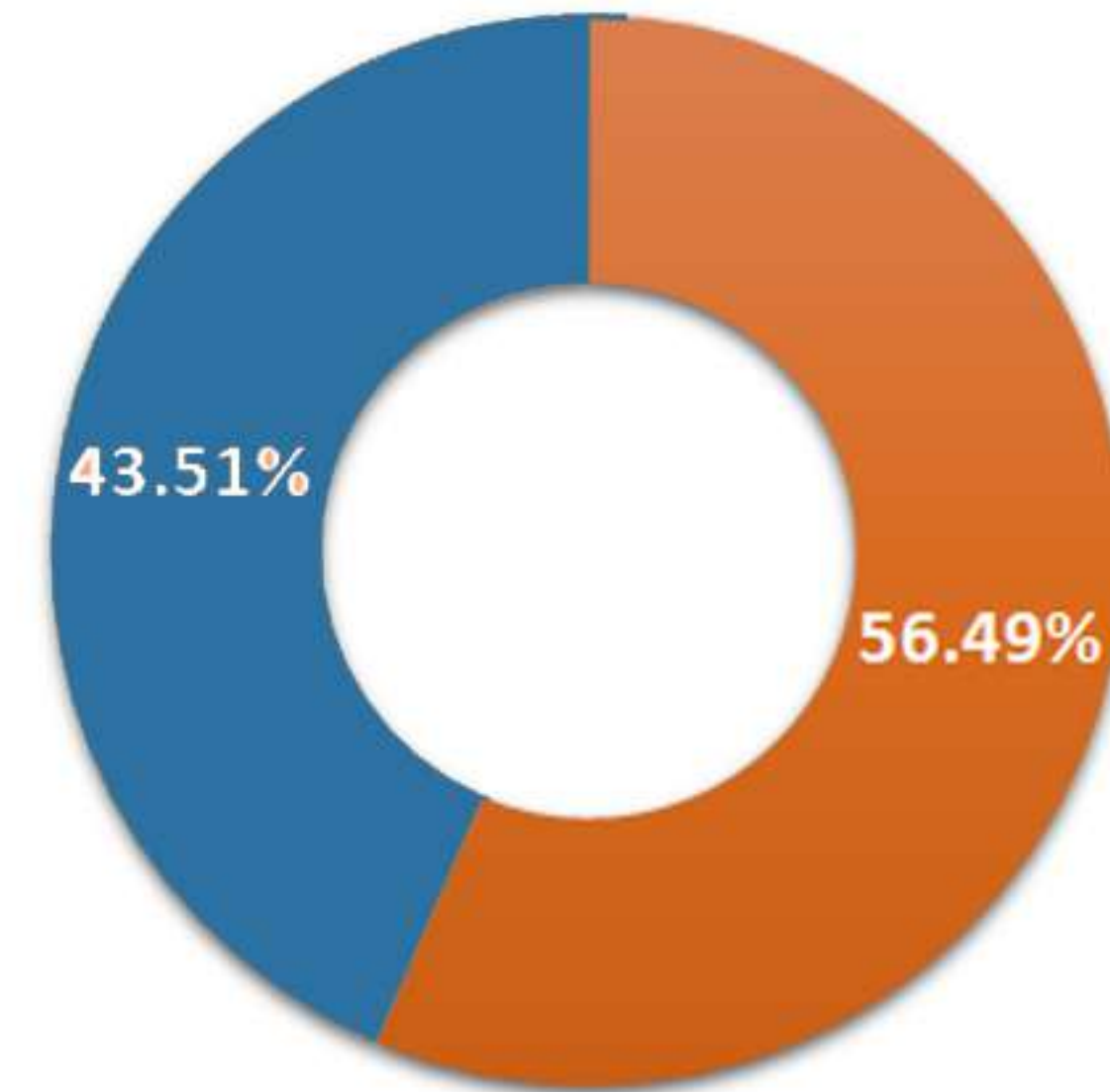
Particulars	RS. IN LACS		
	2020	2021	2022
<b>II. ASSETS</b>			
<b>1. Non-Current Assets</b>			
(a) Plant, Property & Equipment			
(i)Tangible Assets			
Gross Fixed Assets	9,837.73	9,961.40	10,551.85
Less: Depreciation	3,635.17	4,333.14	4,822.25
Net Fixed Assets	6,202.56	5,628.26	5,729.60
(ii)Intangible Assets	0	0	0
(iii) Capital work in Progress	0	0	1,851.70
(iv) Intangible Assets Under development	0	0	0
	<b>6,202.56</b>	<b>5,628.26</b>	<b>7,581.30</b>
(b) Non-Current Investments	0	0.00	0.00
(c) Deferred Tax Assets (Net)	0	0	0
(d) Long-Term Loans and Advances	98.65	53.27	74.27
(e) Other Non - Current Assets	0.11	73.15	72.29
	<b>98.76</b>	<b>126.42</b>	<b>146.56</b>
<b>2.Current Assets</b>			
(a) Current Investments	0	0.00	0.00
(b) Inventories	5,617.12	5,601.51	8,307.21
(c) Trade Receivables	5,594.16	7,880.35	12,044.48
(d) Cash and Cash Equivalents	477.50	487.08	570.76
(e) Short Term Loans and Advances	1,653.37	1,541.54	2,176.34
(f) Other Current Assets	334.57	202.93	108.69
	<b>13,676.72</b>	<b>15,713.41</b>	<b>23,207.48</b>
<b>TOTAL</b>	<b>19,978.04</b>	<b>21,468.09</b>	<b>30,935.34</b>



# CAPITAL STRUCTURE

Authorized Share Capital	Number in Lakhs As at 31st March 2022		Rs. in lakhs As at 31st March 2021	
	Number	Amount	Number	Amount
Authorized Share Capital	150.00	1,500.00	150.00	1,500.00
Equity Shares of Rs. 10 each Issued, Subscribed and Paid- up	146.83	1,468.34	146.83	1,468.34

## Share Holding Pattern as on 31<sup>st</sup> March, 2022



■ Promoter and Promoter Group    ■ Public



# OUR CREDENTIALS





# ACCOLADES



- The company has won TEXPROCIL Export Award 2019-2020 in the Gold Trophy for the Highest Exports of (Cotton) 'Denim Fabrics'. under Category II (Export performance above Rs.75 Cr. And upto Rs. 250 Cr.) for exports of Rs. 180.89 Cr. during the year 2019-20 from The Cotton Textiles Export Promotion Council (TEXPROCIL).
- The company has taken this export award from the Honorable Union Cabinet Minister of Textiles and Women & Child Development, Government of India, Smt. Smriti Zubin Irani, in the virtual function organizes by TEXPROCIL on Friday 18.06.2021. This Export Award has taken by Smt. Pallavi Laddha, Executive Director of the Company.







Mr. Yogesh Laddha Got a Indian Achiever Award for Young Entrepreneur from Indian Organization for Commerce and Industry on April 12, 2019 at New Delhi.

- The company has won TEXPROCIL Export Award 2018-2019 in the Gold Trophy for the Highest Exports of 'Denim Fabrics' under Category II (Export performance above Rs.75 Cr. And upto Rs. 250 Cr.) from The Cotton Textiles Export Promotion Council (TEXPROCIL).
- The company has taken this export award from the Honorable Union Minister of Textiles and Women & Child Development, Government of India, Smt. Smriti Zubin Irani, in the function organize by TEXPROCIL at the 'Ballroom ITC Grand Central, 287 Dr. Bhbasahed Ambedkar Road, Parel, Mumbai-400012 on Thursday 16.01.2020.
- This Export Award has taken By Managing Director Yogesh Laddha and Executive Director Maheshchandra Kailashchandra Ladha of the Company.





चित्तौड़गढ़ भास्कर 24-06-2021

## मनोमय टेक्स इंडिया ने उपकरण भेंट किए

भास्कर संवाददाता | चित्तौड़गढ़

मनोमय टेक्स इंडिया लि. ने सामाजिक सरोकार निभाते हुए बुधवार को कोविड-19 की रोकथाम एवं मरीजों को राहत पहुंचाने के लिए श्रीसांवलियाजी चिकित्सालय के 150 स्टीम वेपोराइजर, 20 ऑक्सीजन फ्लोमीटर, 127 ऑक्सीमीटर और पांच हजार 103 एन 95 मास्क कलेक्टर ताराचंद मीणा को कलेक्ट्रेट परिसर में उपस्थित होकर भेंट किए गए। मनोमय टेक्स इंडिया लि. के योगेश लड्डा एवं जिला चिकित्सालय पीएमओ दिनेश वैष्णव



उपस्थित थे। कलेक्टर ताराचंद मीणा ने इसके लिए मनोमय टेक्स इंडिया लि. का आभार जताया।

Manomay Tex India Ltd. had contributed 150 steam vaporizers, 20 oxygen flow metres, 127 oximeters and 5,103 N95 masks to Collector of Shree Sanwariyaji Hospital in Chittorgarh for promoting health care leading to prevention of Covid-19 and providing relief to the patients.



# INVESTMENT RATIONALE

- The Indian textiles industry appears to have a bright future, driven by robust domestic and foreign demand and is predicted to grow at a CAGR of 20.56% to INR 13.50 trillion by 2025.
- The Indian Denim Domestic Market has been growing at an average CAGR of 8-9% for the past several years and is predicted to reach INR 91,894 crores by 2028.
- We are an ISO 9001:2015 and ISO 14001:2015 certified company and recognised as a two star export house by the Government of India.
- Our sustainable business model and Experienced team facilitates timely delivery of superior service and standard.
- We have maintained a successful track record under passionate and influential leadership.
- Our integrated manufacturing facility and relationship with our traders are key factors of our success in the industry
- Our business ethics to have least tolerance for any manufacturing defect has helped us in retaining our existing customers and building new customer base.
- Our company has shown increase in the return ratios suggesting effective utilization of shareholders funds & efficient use of capital assets in order to generate profit.
- Our company has shown strong liquidity ratio which reflects our company's ability to pay its short term obligations and a strong financial health of our company.
- Our Company has shown incline in the margin ratios indicating that the company is able to generate revenues, effectively manage its overhead and operational expenses, create value for its shareholders in the form of profits.





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# THANK YOU



**MR. YOGESH LADDHA**

Promoter And Managing Director

**REGISTERED OFFICE:**

32 Heera Panna Market  
Pur Road, Bhilwara 311001  
Rajasthan, INDIA

[yogesh@manomaytexindia.com](mailto:yogesh@manomaytexindia.com)

[ca@manomaytexindia.com](mailto:ca@manomaytexindia.com)

+91 1482 - 246983

**Investor Relations**

**NNM Nextgen Advisory Pvt. Ltd.**

Mr. Nikunj Mittal/ Disha Rijhwani

[nikunj@nnmsecurities.com](mailto:nikunj@nnmsecurities.com)

[disha.rijhwani@cokaco.com](mailto:disha.rijhwani@cokaco.com)

