



June 29, 2020.

To, <b>The Secretary,</b> <b>National Stock Exchange of India Ltd.,</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 <u>Symbol: LUXIND</u>	To, <b>The Secretary,</b> <b>BSE Limited,</b> P.J. Towers, Dalal Street, Mumbai- 400 001 <u>Scrip Code: 539542</u>
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Dear Sir,

***Sub: Investor Presentation.***

Please find enclosed herewith Investor Presentation of the Company. The Investor Presentation is also available on the website of the Company.

This is for your information and record.

Thanking You,

Yours faithfully,  
***For Lux Industries Limited***

*Smita Mishra*

***Smita Mishra***  
***(Company Secretary & Compliance Officer)***  
***M.No:26489***

***Encl: As above***

## **LUX INDUSTRIES LTD**



Lux Industries Limited

Investor Presentation – June 2020



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**1<sup>st</sup>** Ranked  
innerwear  
company in  
Volume Terms

**~8%** of Annual  
revenue invested  
in Brand  
Promotion

**1<sup>st</sup>** Ranked  
innerwear Brand  
in Bengal

**14-15%**  
Market share in  
Organized Men's  
Innerwear Market

**1<sup>st</sup>** Ranked  
Indian exporter of  
Innerwear

**47** Number of  
countries products  
are exported to



**2,000**  
pieces sold every  
minute

**5,000+**  
SKU's

More than **100**  
products across  
**15** Brands

Manufacturing  
Capacity of  
**2,000 lac**  
garments pieces a  
year

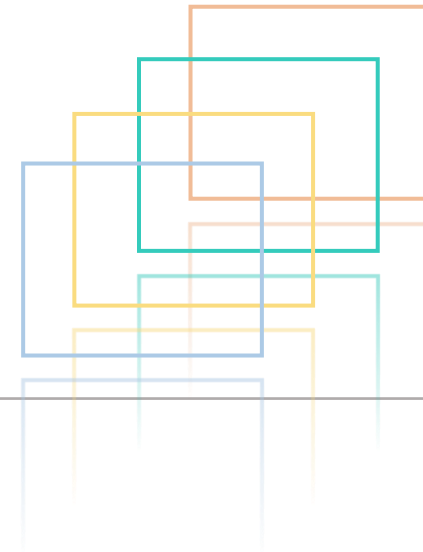
Enjoys a fill rate  
of **95%** against  
Industry Avg. of  
**80%**

**6** Manufacturing  
Facilities



The investor of today profits from the growth of tomorrow

# Financial Performance



**KARISHMA**  
**BIG SHOT**  
**CLASSIC**  
**INFERNO**  
**GENX**

**MOZZE**  
**COZZI**  
**TOUCH**  
**VENUS**

**COTT's**  
**WOOL**  
**ONNO**  
**GLO**

# Impact of CoVID 19



## Q4 FY20

Particulars (Rs. Crs.)	Q4 FY20 (Normalised for CoVID)	Q4FY20	Q4FY19	% Growth (Normalised for CoVID)	% Growth
Revenues	<b>423.2</b>	288.2	391.2	<b>8%</b>	-26%
EBITDA	<b>68.7</b>	47.7	64.6	<b>6%</b>	-26%
PAT	<b>45.1</b>	29.8	36.8	<b>22%</b>	-19%

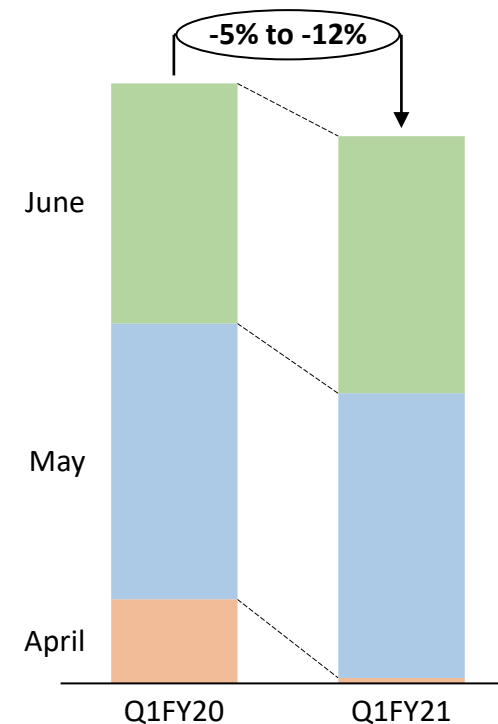
## FY20

Particulars (Rs. Crs.)	FY20 (Normalised for CoVID)	FY20	FY19	% Growth (Normalised for CoVID)	% Growth
Revenues	<b>1,344.9</b>	1,209.9	1,216.1	<b>11%</b>	-1%
EBITDA	<b>211.0</b>	190.0	187	<b>13%</b>	2%
PAT	<b>137.8</b>	122.5	98.8	<b>39%</b>	24%

Even after the Impact of CoVID, Lux has been able to **Reduce its Working Capital** in the last six months of FY20

## Impact on Q1 FY21

### Revenues

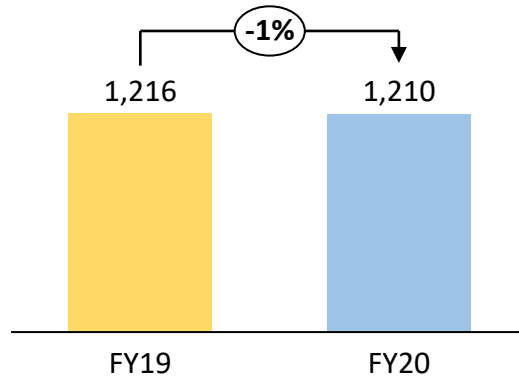


- After all regulatory permissions, the Company saw resumption in May 2020 albeit at lower capacities due to labour and logistic constraints
- Post resumption, we have seen good traction in sales and distribution of our products with revenue growth in the months of May and June 2020
- Domestic Market has seen good traction in the last two months. Export market has been hit due to global restriction
- Currently, we are working at full capacities
- **Our Working Capital Cycle has improved further post resumption which further re-iterates our Brand Recall Value**

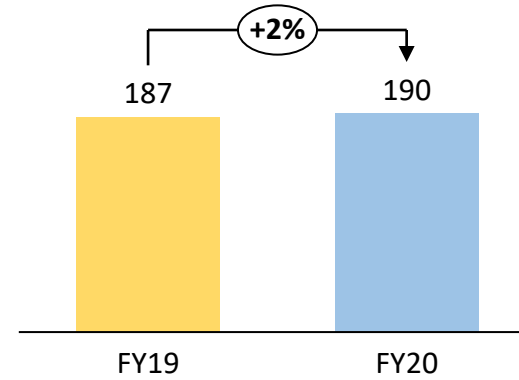
# FY20 Consolidated Financial Highlights\*



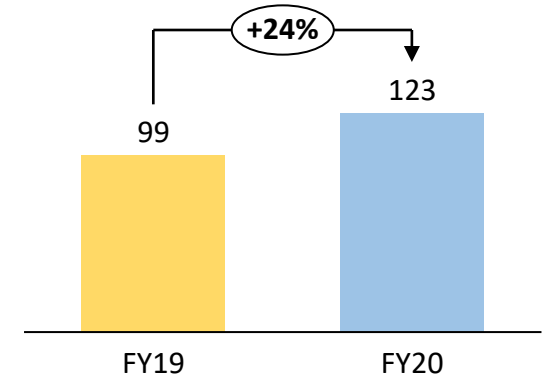
## Revenue (Rs. In Cr)



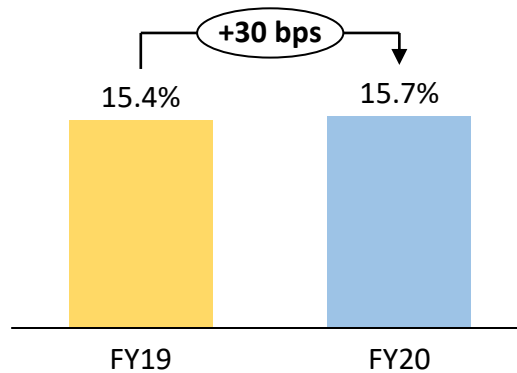
## EBITDA (Rs. In Cr)



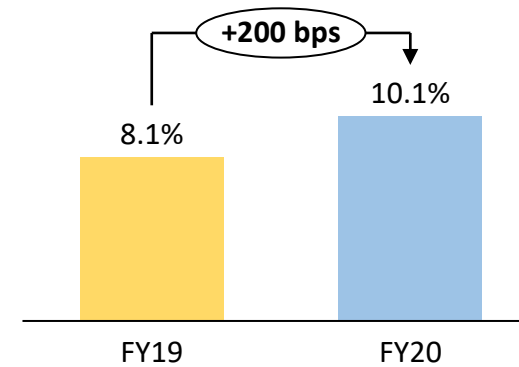
## Profit after Tax (Rs. In Cr)



## EBITDA Margins (%)



## PAT Margins (%)



# Consolidated Profit & Loss Account



Particulars (Rs. In Cr)*	Consolidated					
	Q4 FY20	Q4 FY19	Y-o-Y	FY20	FY19	Y-o-Y
<b>Total Income from Operations</b>	<b>288.2</b>	<b>391.2</b>	<b>-26%</b>	<b>1209.9</b>	<b>1216.1</b>	<b>-1%</b>
Raw Material Cost	125.9	221.8		526.8	575.3	
Employee Expenses	12.4	11.2		49.3	43.9	
Subcontracting / Jobbing expenses	69.5	57.0		276.0	240.7	
Other Expenses	32.8	36.6		167.8	169.2	
<b>EBITDA</b>	<b>47.7</b>	<b>64.6</b>	<b>-26%</b>	<b>190.0</b>	<b>187.0</b>	<b>2%</b>
<b>EBITDA Margin %</b>	<b>16.5%</b>	<b>16.5%</b>		<b>15.7%</b>	<b>15.4%</b>	
Depreciation	3.5	2.9		12.7	11.2	
<b>EBIT</b>	<b>44.2</b>	<b>61.8</b>	<b>-29%</b>	<b>177.3</b>	<b>175.7</b>	<b>1%</b>
<b>EBIT Margin %</b>	<b>15.3%</b>	<b>15.8%</b>		<b>14.7%</b>	<b>14.4%</b>	
Finance Cost	3.3	5.1		13.8	23.6	
Exceptional Items	0.0	0.0		0.0	0.0	
<b>Profit before Tax</b>	<b>40.9</b>	<b>56.6</b>		<b>163.4</b>	<b>152.1</b>	
Tax	11.1	19.8		41.0	53.3	
<b>Profit After Tax</b>	<b>29.8</b>	<b>36.8</b>	<b>-19%</b>	<b>122.5</b>	<b>98.8</b>	<b>24%</b>
<b>PAT Margin %</b>	<b>10.3%</b>	<b>9.4%</b>		<b>10.1%</b>	<b>8.1%</b>	
<b>EPS</b>	<b>11.94</b>	<b>14.59</b>		<b>48.66</b>	<b>39.12</b>	

The Board has announced Final Dividend of Rs. 2.5 per equity share (150% of Face Value of Rs. 2 each) Total Dividend for FY20 is Rs. 12.5 per share



# Consolidated Balance Sheet



Particulars (Rs. Crores)*	Mar - 20	Mar-19
<b>Equity</b>		
Equity Share capital	5.3	5.3
Other Equity	490.2	406.1
Non Controlling Interest	-2.8	0.1
<b>Total Equity</b>	<b>492.7</b>	<b>411.5</b>
<b>Financial liabilities</b>		
(i) Borrowings	6.9	5.3
(ii) Other Financial liabilities	12.4	0.0
Other non current Liability	-	-
Deferred tax liabilities (Net)	5.4	7.6
Provisions	3.9	2.9
<b>Total Non Current Liabilities</b>	<b>28.6</b>	<b>15.7</b>
<b>Financial liabilities</b>		
(i) Borrowings	135.5	172.4
(ii) Trade Payables	148.1	163.3
(iii) Other financial liabilities	29.5	23.7
Provisions	0.7	0.6
Other current liabilities	10.1	8.9
Current tax liabilities (Net)	2.6	5.6
<b>Total Current Liabilities</b>	<b>326.5</b>	<b>374.4</b>
<b>Total Equity and Liabilities</b>	<b>847.9</b>	<b>801.6</b>

Particulars (Rs. Crores)*	Mar -20	Mar-19
<b>Non Current assets</b>		
Property, Plant and Equipment	127.0	131.9
Capital work-in-progress	0.8	0.4
Intangible assets	0.2	0.4
Right to use assets	13.8	0.0
<b>Financial Assets</b>		
(i) Investments	4.4	4.5
(iii) Loans	-	-
(ii) Other financial assets	3.1	3.3
Deferred Tax Assets (net)	-	-
Other non-current assets	3.6	0.1
<b>Total Non Current Assets</b>	<b>152.9</b>	<b>140.6</b>
<b>Current Assets</b>		
Inventories	331.7	253.4
<b>Financial Assets</b>		
Investments	-	-
(i) Trade receivables	310.3	366.6
(ii) Cash and cash equivalents	1.3	1.9
(iii) Other bank balances	0.1	0.1
(iv) Loans	0.6	0.7
(v) Other financial assets	2.2	2.7
Current Tax Assets(Net)	-	-
Other current assets	48.8	35.6
<b>Total Current Assets</b>	<b>695.0</b>	<b>661.0</b>
<b>Total Assets</b>	<b>847.9</b>	<b>801.6</b>

Even after the Impact of CoVID, Lux has been able to **Reduce its Working Capital** in the last six months of FY20

# Consolidated Cash Flow Statement



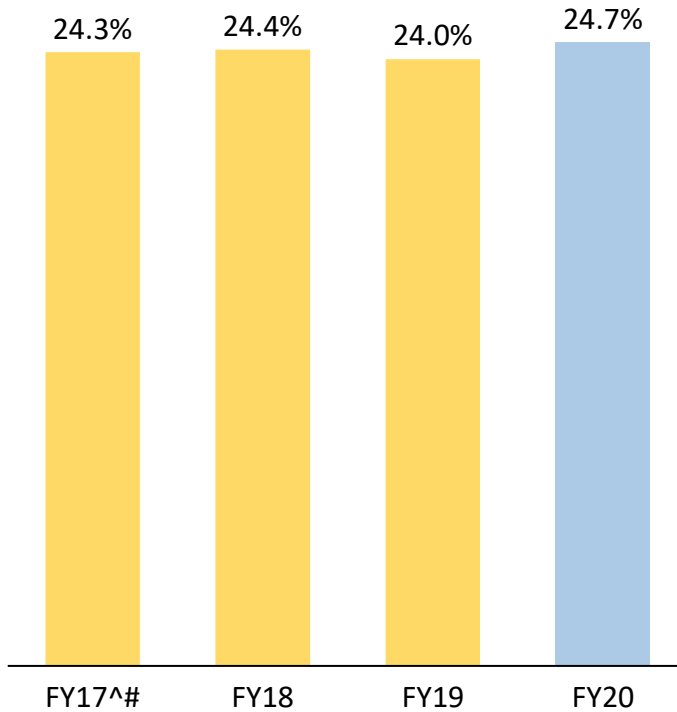
Particulars (Rs. Crores)*	Year ended 31 <sup>st</sup> Mar, 2020 (Apr'2019 – Mar'2020)	Year ended 31 <sup>st</sup> Mar, 2019 (Apr'2018 – Mar'2019)
<b>Net Profit Before Tax</b>	<b>163.4</b>	<b>152.1</b>
Adjustments for: Non-Cash Items / Other Investment or Financial Items	27.9	31.3
<b>Operating profit before working capital changes</b>	<b>191.4</b>	<b>183.4</b>
Changes in working capital	-49.2	53.3
<b>Cash generated from Operations</b>	<b>142.2</b>	<b>236.8</b>
Direct taxes paid (net of refund)	-46.1	-46.9
<b>Net Cash from Operating Activities</b>	<b>96.1</b>	<b>189.9</b>
<b>Net Cash from Investing Activities</b>	<b>-5.4</b>	<b>-12.2</b>
<b>Net Cash from Financing Activities</b>	<b>-91.3</b>	<b>-177.9</b>
<b>Net Decrease in Cash and Cash equivalents</b>	<b>-0.6</b>	<b>-0.2</b>
Add: Cash & Cash equivalents at the beginning of the period	1.9	2.1
<b>Cash &amp; Cash equivalents at the end of the period</b>	<b>1.3</b>	<b>1.9</b>



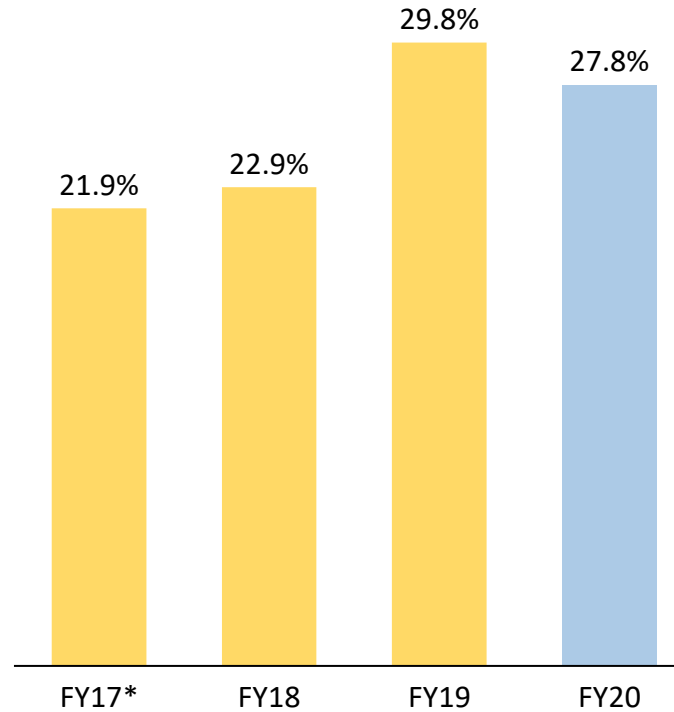
# Lean Balance Sheet & Sustained Returns



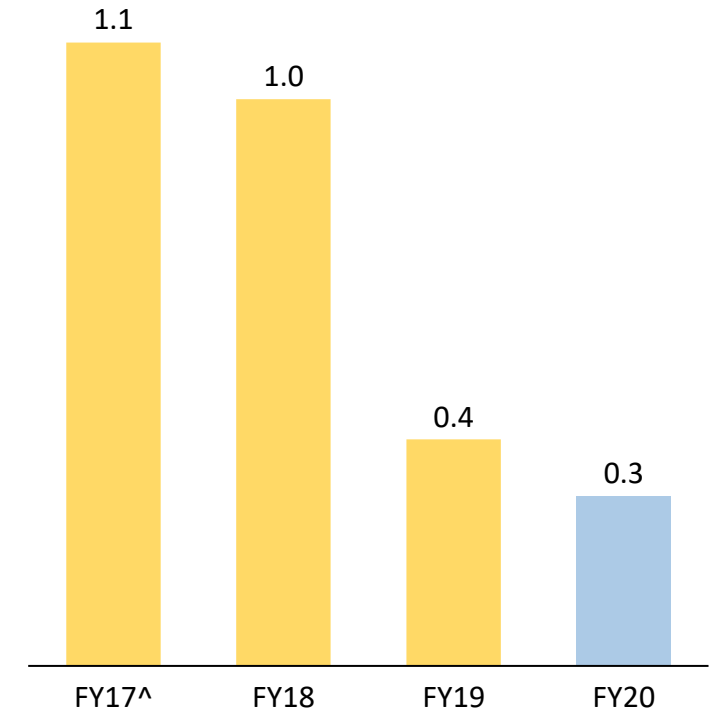
## Return on Equity (RoE)



## Return on Capital Employed (RoCE)



## Net Debt to Equity (x)

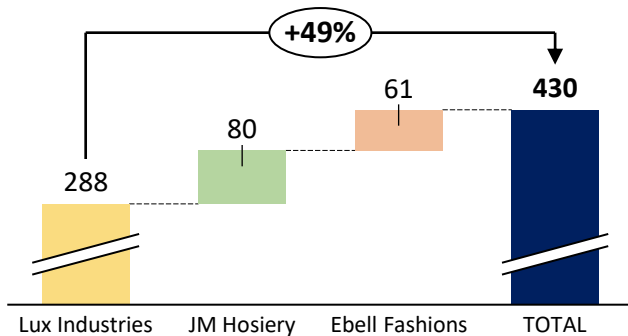


# Excl. Preference Share Capital of Rs. 56 crores

^ Preference Share Capital of Rs. 56 crores considered as Debt and is excl. from Shareholders' Fund

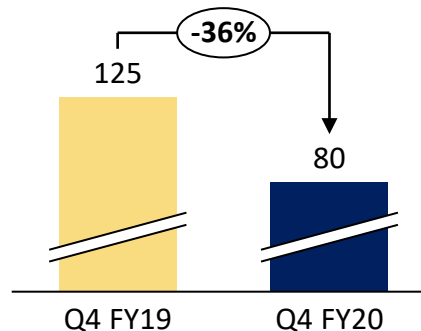
## Revenue (Rs. In Cr)

### Q4 FY20



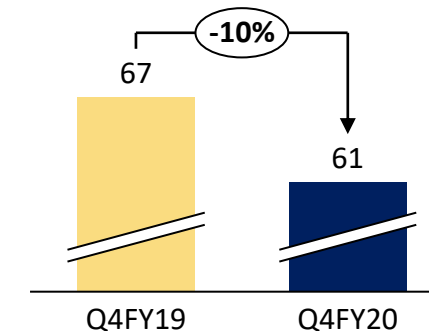
## J. M. Hosiery\*

### Revenues (Rs. Crs.)



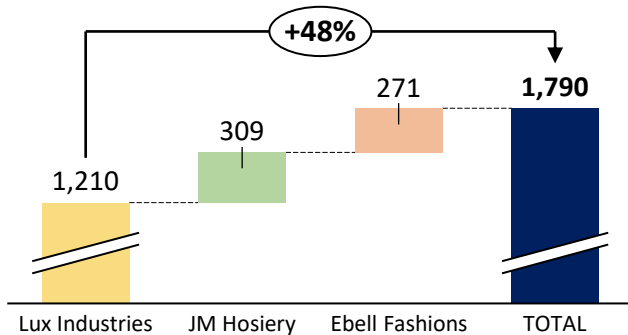
## Ebell Fashions\*

### Revenues (Rs. Crs.)



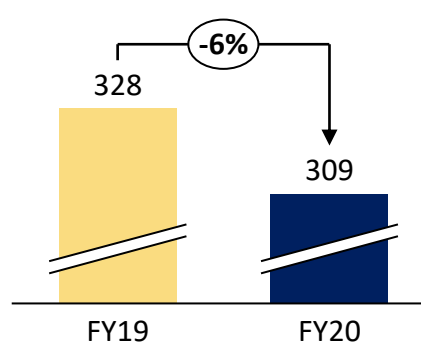
## Revenue (Rs. In Cr)

### FY20



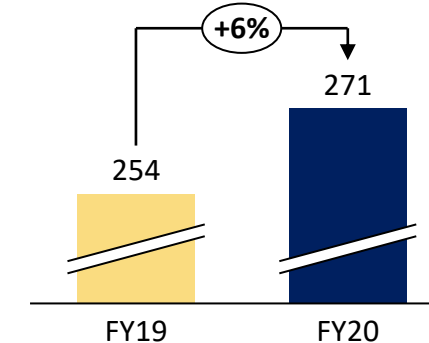
## J. M. Hosiery\*

### Revenues (Rs. Crs.)



## Ebell Fashions\*

### Revenues (Rs. Crs.)



- The Board of Directors of Lux Industries Limited have approved the scheme of merger of J. M. Hosiery & Co. Limited and Ebell Fashions Private Limited with Lux Industries Limited
- The scheme is subject to requisite approvals of the regulatory authorities

\* The Q3 & 9M FY20 Revenues for JM Hosiery and Ebell Fashions are subject to audit and may change

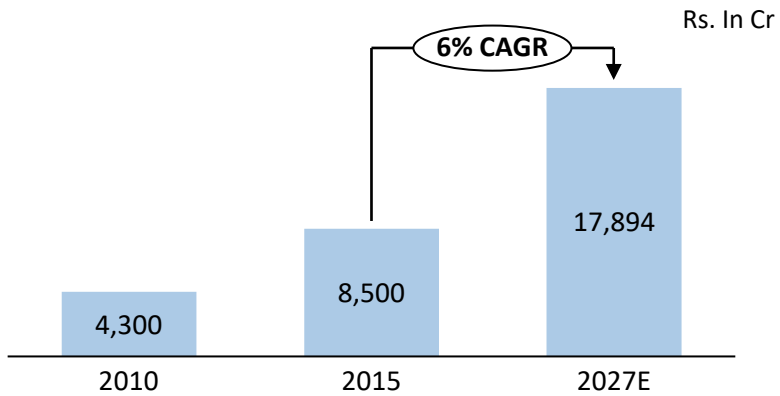
Opportunities are  
never coincidental.

# Market Opportunity

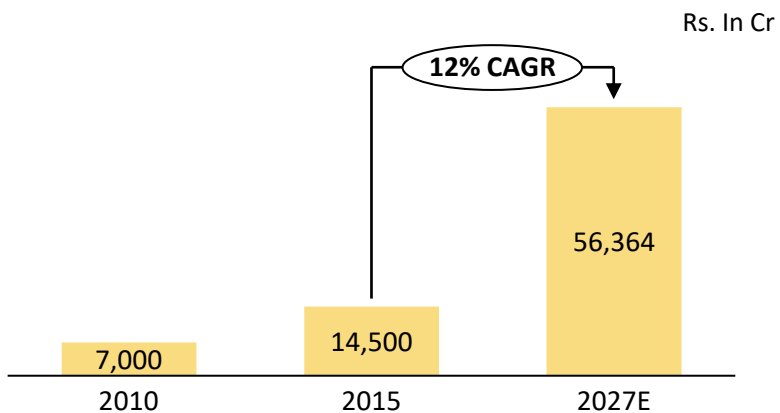


KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX  
COTT's  
WOOL  
GLO  
MOZZE  
COZI  
TOUCH  
VENUS  
ONN

## Men Category



## Women Category



At the cusp of rapid growth; per capita inner wear expenditure expected to double to Rs. 300

Innerwear market of Rs. 27,931 Cr projected to grow at 10% CAGR to Rs. 74,258 Cr by 2027

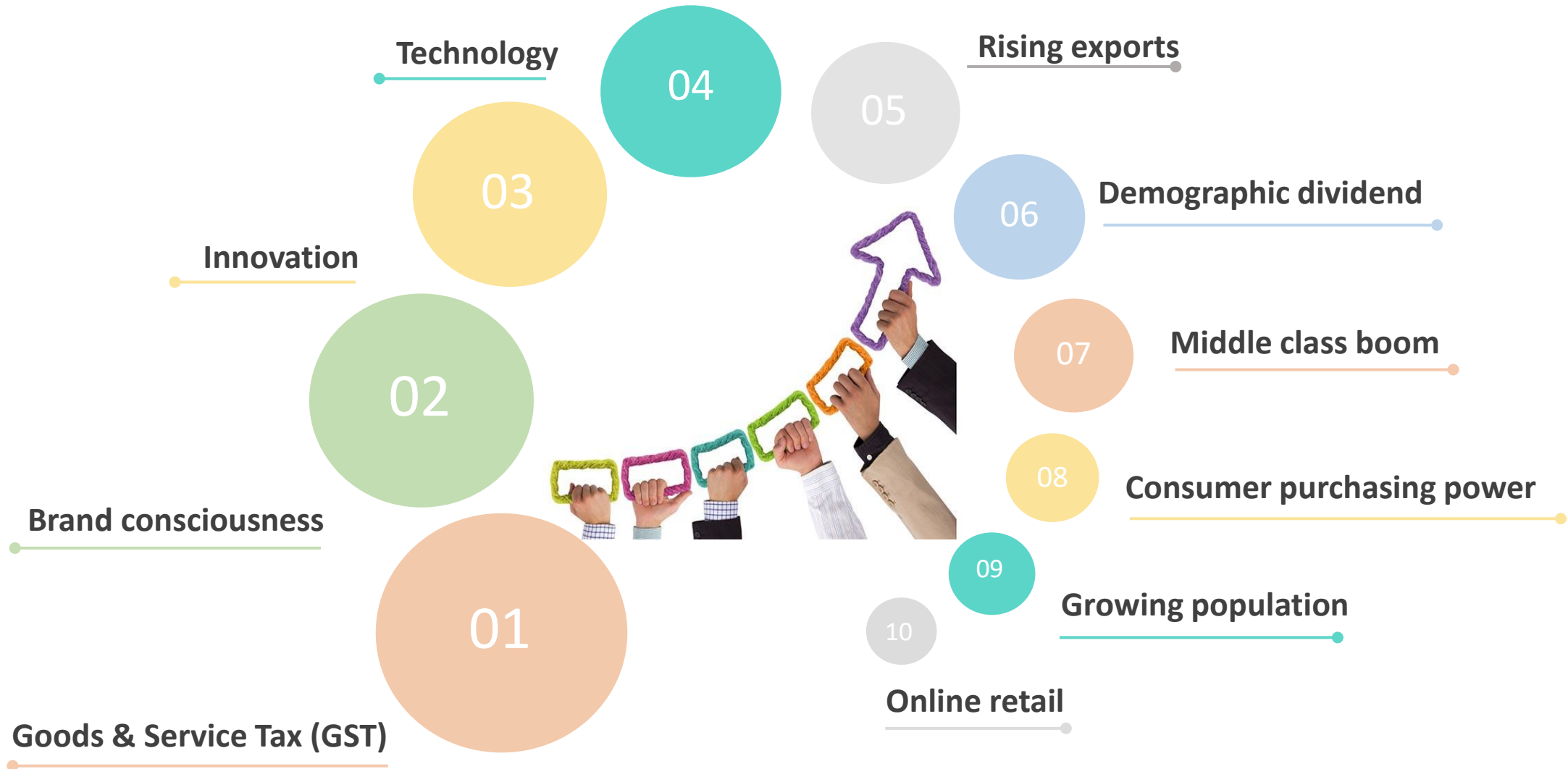
Enhanced Manufacturing Automation (ultrasonic cutting systems) increasing efficiency and global competitiveness

Emergence of purpose-specific innerwear (sporty, casual, fashionable) Widening the Market

Widening Customer Needs; increasing product extensions

Growing scope of E-commerce

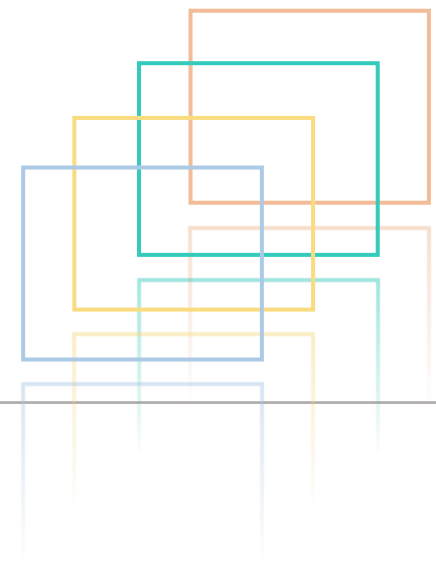
Growing traction from Africa, Arab countries and Middle East





A house is only as strong  
as its foundation

# Strong Foundation



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX

MOZZE  
COZZI  
TOUCH  
VENUS

COTT's  
WOOL GLO  
ONNO





# We have created Brand Equity



Range of more than 100 products under 15 well-established brands for men, women and children, ensuring relevance across ages, genders, geographies and seasons.



## Diverse Product Portfolio

01

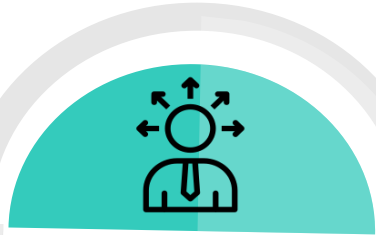
- ✓ Mass, Semi Premium & Premium
- ✓ Men's innerwear to Men's & Women's outerwear
- ✓ Complementary Products like socks & children's wear



02

### Fresh Initiatives

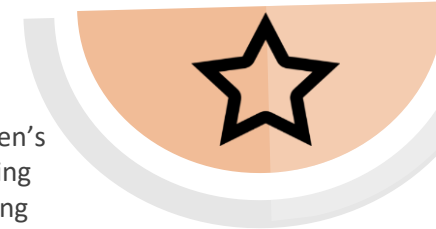
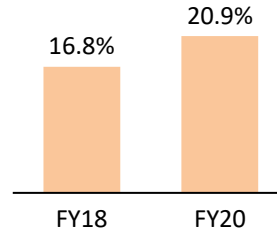
- ✓ India's First Scented Vest; Landmark Product in the Men's Innerwear Category - Creating value-based products keeping in mind the essential necessity and aspirational style quotient of India
- ✓ Invested in quality material and contemporary designs (European and American influences)



## Premiumization

03

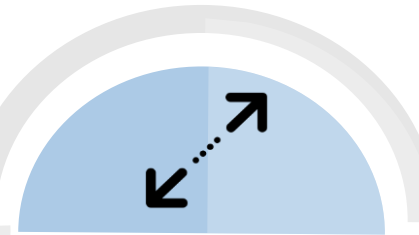
- ✓ ONN Brand growing revenues at 20%
- ✓ Increase in Premium Brand contribution to revenue & Expanding Margins



04

### Widest Consumer Range

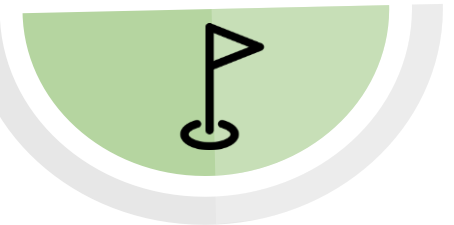
- ✓ The Products range from Rs. 38 – Rs. 1,350
- ✓ Over 5,000 SKU's, among the largest innerwear ranges in the Industry, thus graduating into a one-stop destination



05

## Milestone Achieved

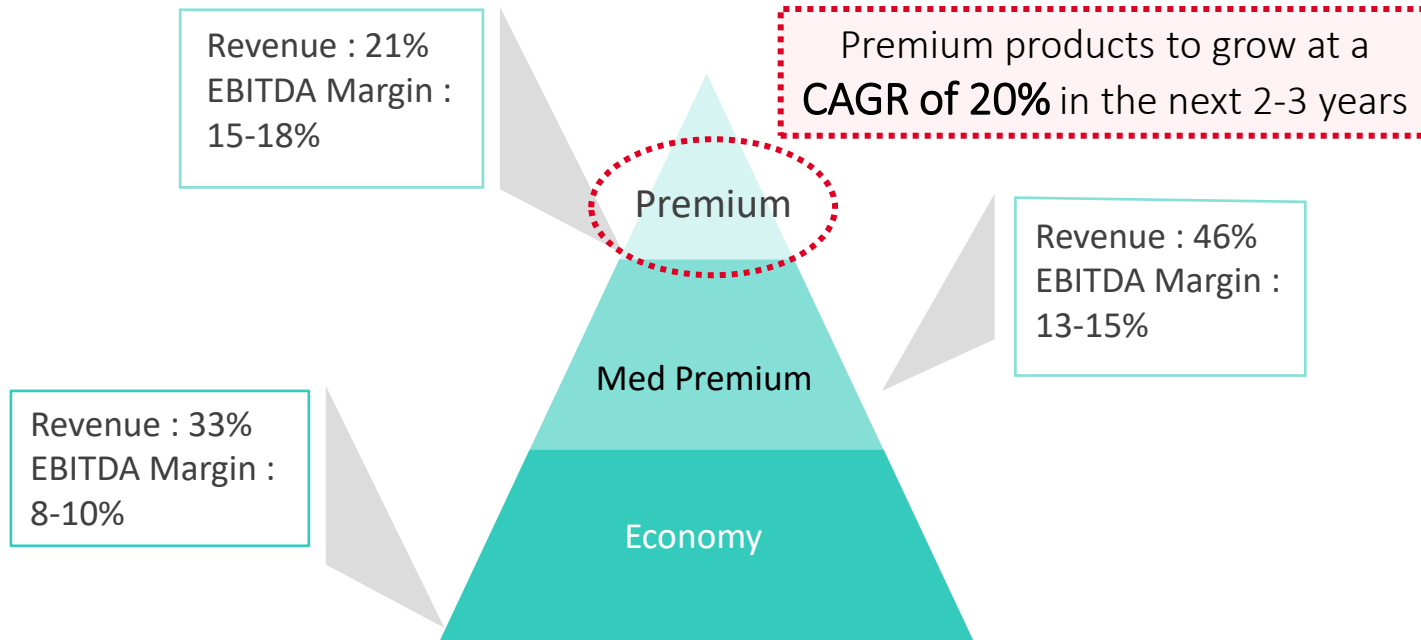
- ✓ Lux Cozi helped sectorial transformation from un-organized to brand driven
- ✓ Enjoys the recall of being a Pioneer in the launch & styling of premium products
- ✓ Largest in the space of Semi-premium Indian Brands which contributes 10% to revenue for FY17



# Our Products satisfy Customer needs



## Presence across Categories



## Presence across various Price Points



... From Semi Premium to Premium

... From Men's innerwear to Men's and Women's outerwear

**Lux Cozi** is one of the strongest and fastest growing men's innerwear brands (economy and mid-segment)

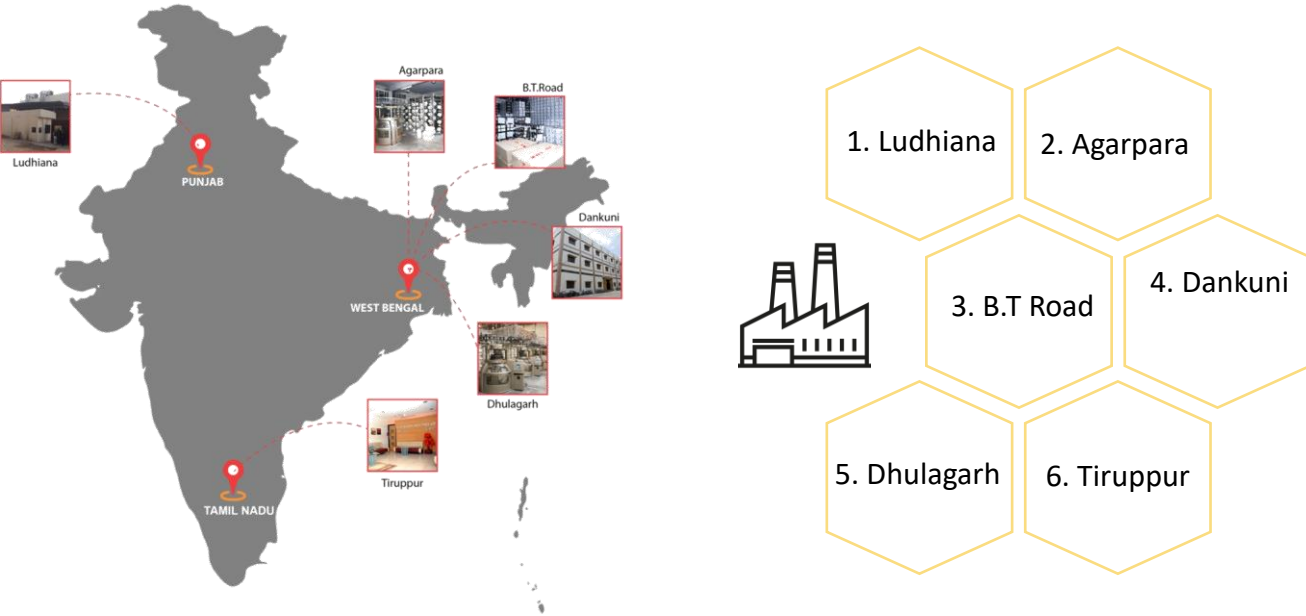
**Lux Cozi GLO** is a durable player in the economy to mid-brand segment

**Lux Venus** is one of the largest vest brands in the economy category

**Lux Cozi Bigshot** is a preferred consumer brand in the boxer/ briefs segment

**ONN** is emerging as one of the most promising mid-to-premium men's innerwear brands

*“Manufactured 20 crore garment pieces a year which is one of the largest in the Indian innerwear sector”*



### One of Lowest Manufacturing Cost

- ❑ 100% of our products in-house with zero Outsourcing
- ❑ Invested extensively in manufacturing integration and scale with the objective to reduce costs

### Largest Employer in Sector

- ❑ Our pool of 1,496 employees (as on 31 March 2019) makes us one of the largest employers in the sector

### Critical Processes done in-house

- ❑ Lux has concentrated on large, technology driven manufacturing
- ❑ Outsourcing processes such as stitching, we are able to keep our asset profile and employee base light

### Manufacturing Process



100% Knitting, Cutting done in-house

### State-of-the-art Equipment in creating Topnotch Products for consumers

<p><b>350</b> circular Knitting machines</p>	<p>Fully Automated in-house Stitching units</p>	<p>Ahead of the trends due to the expertise of its in-house design team</p>
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# We deliver Quality to generate Loyalty



Manufacture **100%** of our products **in-house** with **zero outsourcing**

Company invested in cutting machine from **Morgan Technica SPA**, Italy, and knitting machine from **Mayer & Cie**, Germany, and **United Texmac Pte Ltd** Singapore

**Up-gradation and replacement of old machines** is done as and when required in order to **maintain high quality of output**

To keep creating **new benchmarks for quality and comfort**, the two fundamentals that lay the foundation of our company and take it to the epitome of success.

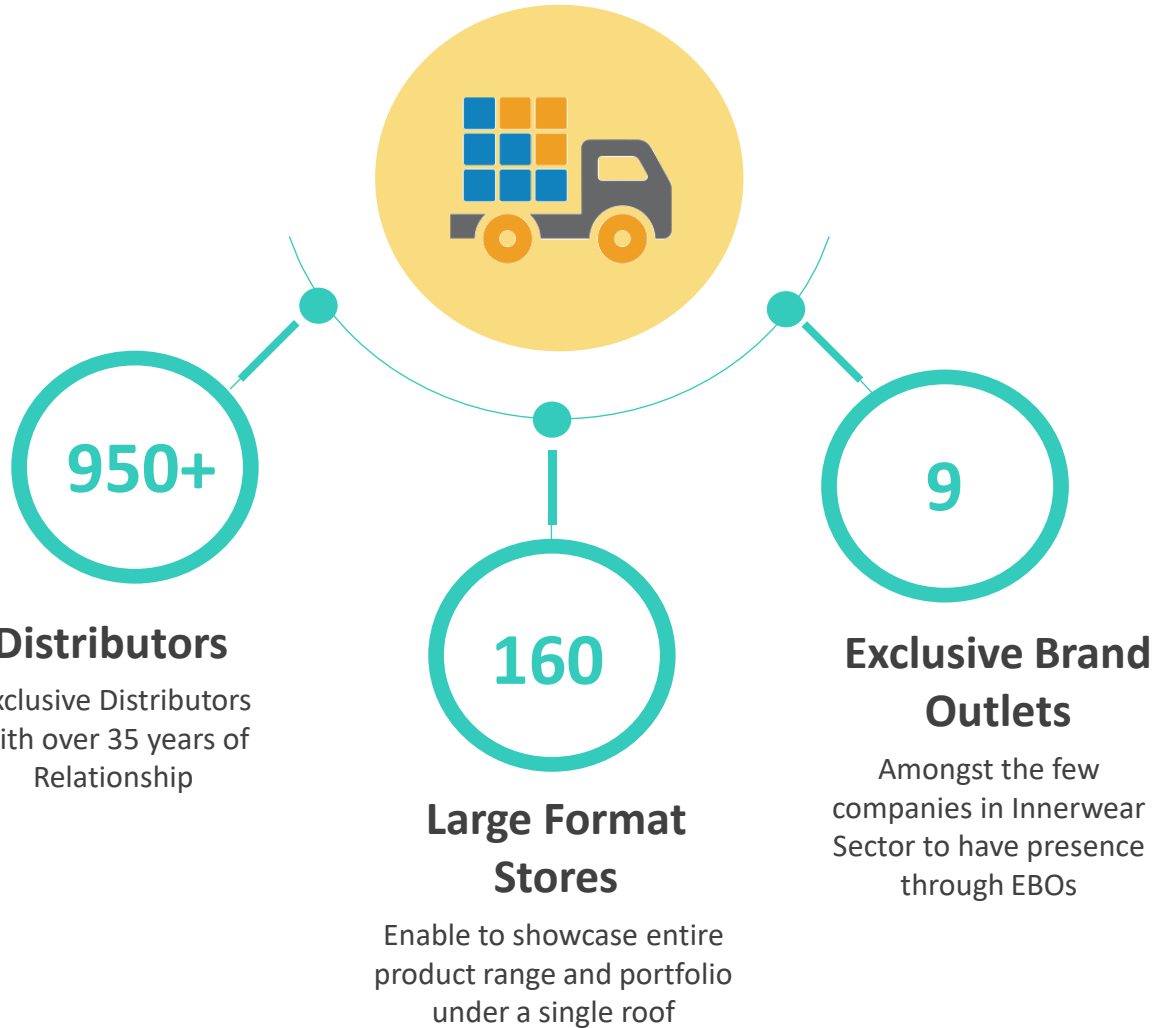
State-of-the-art Machines from



**MORE THAN PRODUCTS; A QUALITY ASSURANCE OF THE BEST MANUFACTURING AND QUALITY STANDARDS**



# We have right distribution setup to Support Growth



## Merchandise Strength

- ❑ Core strength lies in the goodwill that we enjoy among distributors, dealers and retailers rather than machines and products

## Capitalizing Opportunity

- ❑ First Indian innerwear company to organize distributor and owner conferences within and outside India



*“ There is less than 1% attrition among distributors ”*  
*“ Available from Distributors ,Retailers to small clusters in India ”*

**LUX is available where customers are...**

## Mr. Ashok Kumar Todi

Chairman



- ❑ His forte lies in Marketing of the products and formulating various policies for Growth & Expansion of the business on pan India basis
- ❑ He has rejuvenated with exploring schemes for distributors, retailers and even for consumers
- ❑ Has also been associated with various philanthropic organizations of the country

## Mr. Pradip Kumar Todi

Managing Director



- ❑ Presently looking after the Product Development and Production
- ❑ Forte is in developing new patterns, yarn combinations, knitting technologies
- ❑ Helped the Company to introduce new products with new styles from time to time
- ❑ Immense acquaintance in technical know-how in hosiery industry
- ❑ Contribution in decreasing production costs helped the Company to enhance profits

## Mr. Saket Todi

President - Marketing



- ❑ Aged 30 years, has done his post graduation in Brand Management and has eminent knowledge in marketing
- ❑ His contribution towards strengthening the premiumisation of brand "Lux" is significant
- ❑ Has been associated with the Company since 2014 with his in-depth knowledge in marketing which has helped the Company to achieve greater success and increase profitability

## Mr. Udit Todi

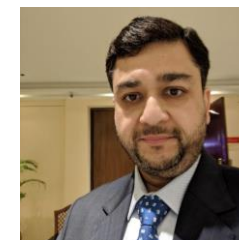
President - Strategy



- ❑ Aged 30 years, he is Master of Science in Finance from The London School of Economics and Political Science (LSE)
- ❑ Has been associated with the Company since 2014 and has expertise in the field of finance and his proficiency in the management marketing area of the Company is remarkable

## Mr. Navin Todi

Director – J.M.Hosiery



- ❑ Aged 40 years, he is over 20 years of experience in the hosiery industry
- ❑ Under his leadership, Company successfully rose to the challenges by enhancing product offerings.
- ❑ He has worked across various areas, building a multi dimensional experience especially in marketing and operations.



# We are supported by Strong Management Team



## **Mr. Ajay Patodia - Chief Financial Officer**

He is qualified as FCA, FICWA, DISA (ICAI), SAP (FI), and IFRS(C). He has expertise in the field of finance along with high command in the area of taxation. He is associated with the Company since 2005



## **Mr. Sanjay Mittal - Vice President (Sales)**

He heads the Sales function and plays an important role in formulating the Sales Strategy. He is associated with the Company since 1996



## **Mr. Narendra Panjwani - Head Of Quality Control**

He has many years of experience in hosiery industry, as he had worked with Maxwell Industries Limited for 21 years. He has done Bachelor of Science. He is associated with the Company since 2013



## **Mr. Bibekananda Maity - IT Head**

He has done post graduation in MBA & MCA and has more than 22 years of experience in IT function of manufacturing sector. He is associated with the Company since 2015



## **Mrs. Smita Mishra - Company Secretary & Compliance Officer**

She is an Associate Member of The Institute of Company Secretaries of India (ICSI). She ensures efficient administration of the company with regard to compliance of statutory and regulatory requirements. She is associated with the Lux group since 2009



## **Mr. Manoj Ghiya - Production Manager**

He formulates the Strategy to run the manufacturing processes reliably and efficiently. He is associated with the Company since 1989



## **Mr. Surendra Kumar Bajaj - Vice President (Marketing)**

He has worked with Khaitan Group of Companies before joining Lux and has an extensive experience in marketing. He is associated with the Company since 2014



## **Mr. R.K. Bhutoria - HR Manager**

He plays a major role formulating Strategy for Employee Engagement and Empowerment. He is associated with the Company since 2004



# We are honoured by Awards & Recognitions

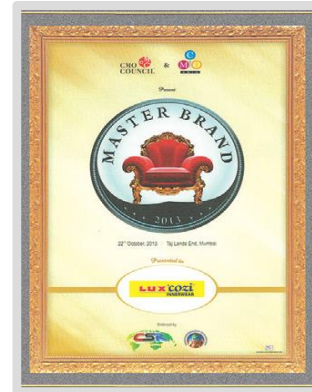


**2012-13**



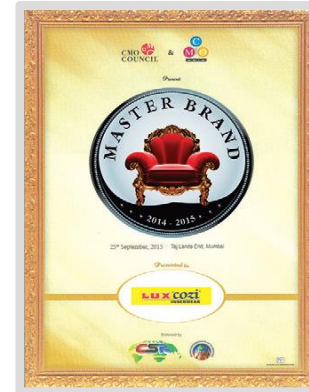
*Asia's Most Promising Brands*

**2013**



*The Master Brand*

**2014**



*The Master Brand*

**2014-15**



*The Admired Brand of India*

**2015**



*The World's Greatest Brands*

**2016**



*Asia's Greatest Brands*

**2018**



*Lux Cozi - Best Brand of the Year*



Great leaders inspire  
greatness in others

# Market Penetration Strategy



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX  
MOZZE  
COTT's  
WOOL GLO  
COZI  
TOUCH  
VENUS  
ONN

# Multi-Product & Multi-Brand Approach



	Quality at Low Costs	Premiumization
Product & Quality	<ul style="list-style-type: none"> <li>❑ 100 products under 12 brands for a growing family's needs</li> <li>❑ 5000 SKUs across all major brands</li> <li>❑ Product offerings across ages, genders, geographies and seasons</li> <li>❑ Extensive Vertical Integration with 100% manufacturing in-house</li> <li>❑ Cost leadership through ability to manufacture the largest innerwear volumes at one of the lowest costs</li> </ul>	<ul style="list-style-type: none"> <li>❑ Only 20% of the innerwear market accounted for by the premium and Semi-premium Segments, offering significant headroom for Premiumisation</li> <li>❑ Lux's ONN is a premium brand growing at ~ 20% every year</li> <li>❑ Lux GLO in the mid-premium segment introduced in January 2017</li> <li>❑ Revenues from premium brands increased from 16.8% in FY13 to 20.9% in FY19</li> </ul>
Market Penetration	<ul style="list-style-type: none"> <li>❑ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products</li> <li>❑ Product offerings across ages, genders, geographies and seasons</li> <li>❑ Present in high-growth segments of active wear and sportswear</li> <li>❑ Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks</li> </ul>	<ul style="list-style-type: none"> <li>❑ Pan India Footprint – Strong Presence in Western &amp; Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand</li> <li>❑ Exports to 47 countries largely comprising the Middle East, Africa, Australia and Europe</li> <li>❑ Sales focussed in tropical countries with demographics similar to India thereby offering a huge potential</li> </ul>
	Share of Wallet	Geographical Leadership



# Technologically Advanced Expansion



Integrated Unit across knitting, processing and cutting functions which will strengthening efficiency, productivity & profitability

New state-of-the-art 12 lakh sq. ft (approx) manufacturing facility in Dankuni, West Bengal

Rs.83 Cr investment across 11+ acres on the outskirts of Kolkata

400+ stitching / sewing machines from Singapore; 50+ high-speed knitting machines from Germany; 11 cutting machines from Italy

Has the capacity to produce 5 lakh units of finished products a day

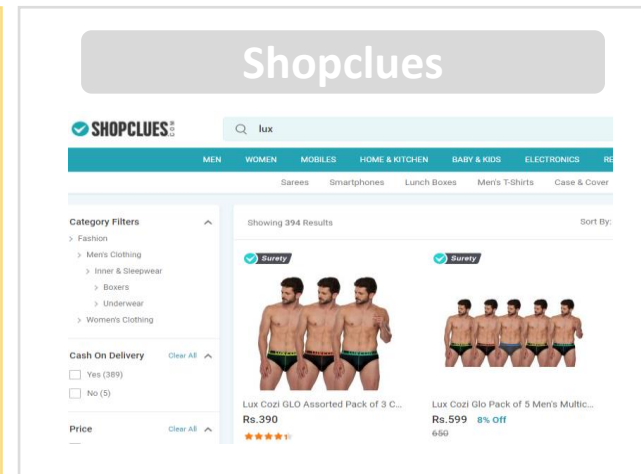
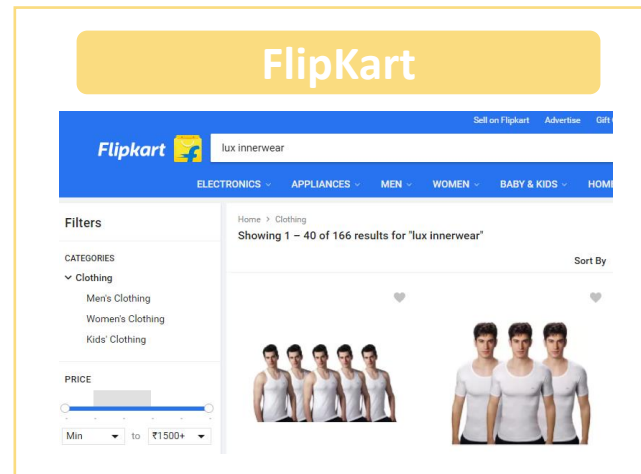
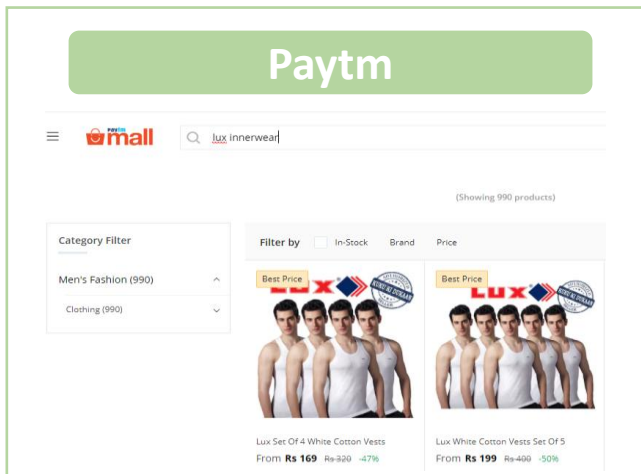
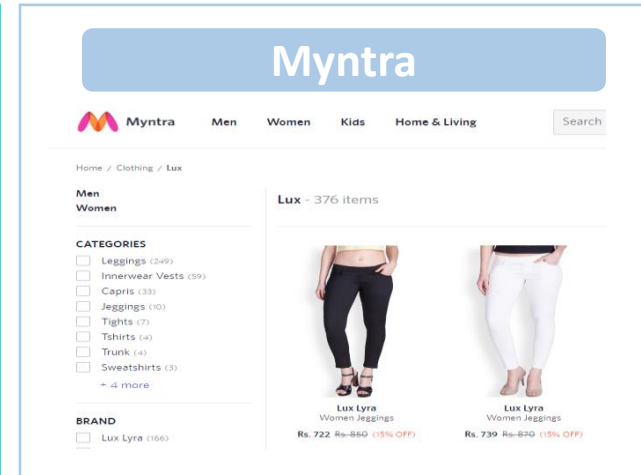
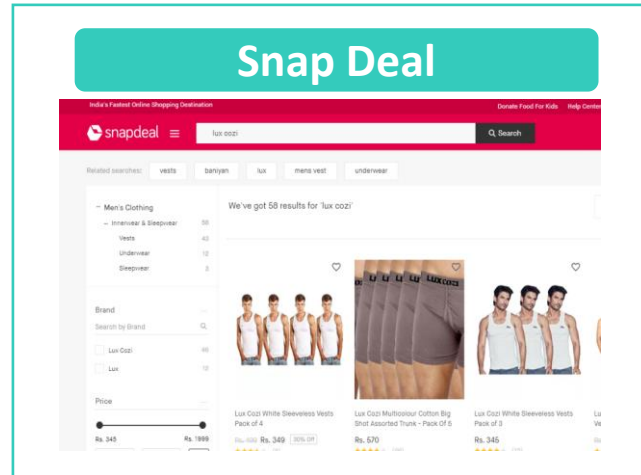
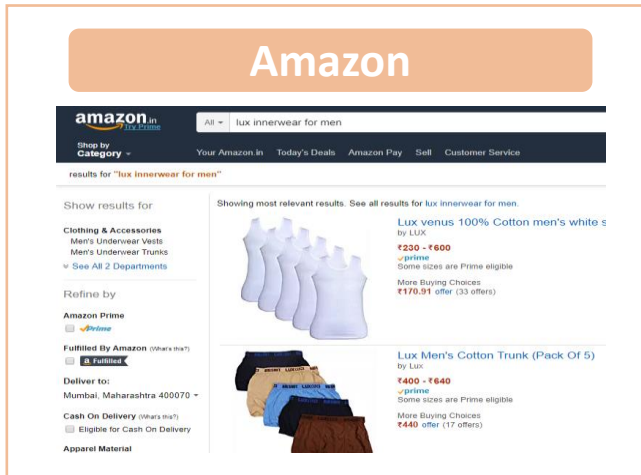
Phase-II expansion to increase the production capacity over the next 3-4 years



# The New Age Distribution: E - Commerce



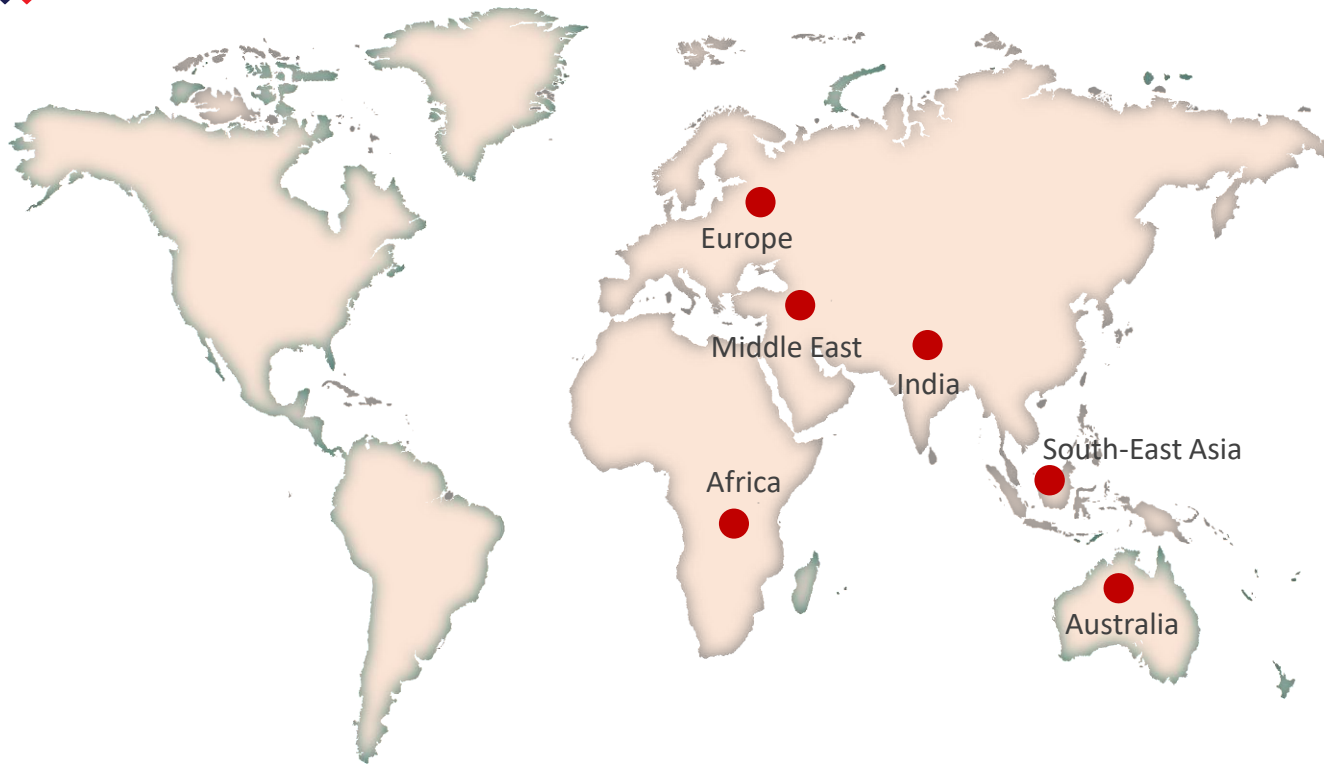
Company is creating an online presence through e-commerce websites, enhancing access and image



- Other Presence:**
- Keep It On
  - Jabong
  - Lime Road
  - Tata Cliq



# Focus on Demographics with Huge Potential

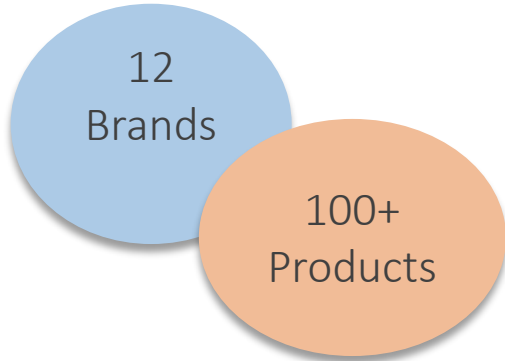


- ✓ **For FY 2019-20, Export Contribution to Revenue was 10.4%**
- ✓ Increase in the number of countries exported to from 22 to 47 over the past 5 years

**Exports of Rs. 133 crores in FY20**

- ✓ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products
- ✓ Product offerings include Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks across ages, genders and seasons
- ✓ Present in high-growth segments of active wear and sportswear
- ✓ Pan India Footprint – Strong Presence in Western & Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand
- ✓ Sales focussed in tropical countries with demographics similar to India thereby offering a huge potential

# Sustained Brand Investments



Lux sponsored the KKR team in the IPL, now an international cricket event, enhancing visibility and respect



Lux also sponsored the Bollywood Awards Ceremony TOIFA in Vancouver in 2016, strengthening its pan-India visibility



1992 Ye Andar Ki Baat Hai the first television advertisement featuring Sunny Deol was launched.



2001 Face of Lux Sunny Deol was signed as Lux Cozi's brand ambassador

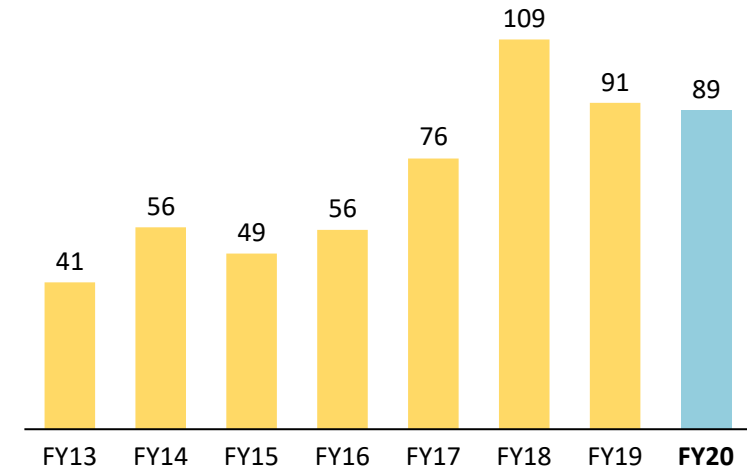


2010 New look - Indian film icon Shah Rukh Khan was engaged as brand ambassador for ONN



2017 Varun Dhawan was signed as Lux Cozi brand ambassador; Lux Glo, a sub brand of Lux Cozi was launched the capability to conceive, invest and mature brands  
Amitabh Bachchan was signed August 2017

## Marketing Spend (Rs. In Cr)



- ✓ Invested Rs. 566 Cr in our brands across the 8 years ending FY20
- ✓ Sustained brand investments at 8% of turnover
- ✓ Lux's profit from every rupee invested in brand spending increased from 5.74% in FY13 to 7.39% in FY20

## GST to aid faster customer transition from the Unorganised Space to the Organised one...



- ✓ Have signed Mr. Amitabh Bachchan as the Brand Ambassador for our brand 'Venus'. It is one of the largest innerwear brands in India. We have also signed him for our winter wear brand 'Inferno'
- ✓ Launched Mr. Bachchan as its ambassador through an extensive campaign from January 2018 across a mix of media like Television, Online, Print and Out-of-Home media
- ✓ *Mr. Bachchan's iconic legacy as an actor, the brand appeal synergizes with his personality which is liked by people of all demographics*

“

*Endorsement of LUX products will further strengthen the bond with the masses, give our users a greater sense of purpose and help the brands scale newer heights over the course of next few years*

- Amitabh Bachchan

”



- ✓ Have signed Mr. Varun Dhawan as the new brand ambassador for LUX Cozi. By signing Dhawan, LUX Cozi is repositioning itself within the young audience
- ✓ LUX Cozi is one of the most popular and the largest market share holder in the economy to the mid-segment of men's innerwear.
- ✓ The style and fashion sense makes him endearing to all sections of the audience cutting across age groups, especially the youth

“

*I am delighted to be the brand ambassador for LUX Cozi; their innerwear products stand for comfort and quality and I really liked the vibe of the ad campaign when I met with the creative team.*

- Varun Dhawan

”



## INDIA looks good, feels good and smells good!!

Landmark Product in the Men's Innerwear Category

Creating value based products keeping in mind the essential necessity and aspirational style quotient of India

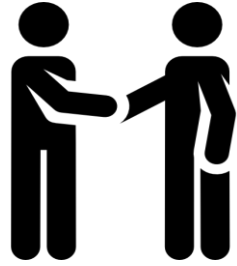
Unique feature of these vests is the fact that they retain their fragrance even after continued washes

“ Lux Cozi has been synonymous with quality, comfort and durability. I am very excited to be a part of the launch of their next big product - India's first scented vests. With the onset of summer, this innovative product will revolutionise the vest game

- Varun Dhawan ”



Artimas Fashions  
Private Limited  
(Wholly Owned  
Subsidiary of Lux  
Industries)



CSE Consulting  
LLP  
(License Owner of  
One8) – Brand of Virat  
Kohli

**LUX Industries will be manufacturing and marketing a unique collection of socks, innerwear and sleepwear for One8, globally**



## Synergies

- ✓ Aim at providing superior product quality coupled with comfortable feel that will grab instant attention of the youth
- ✓ Fill the need-based vacuum that is created in the premium innerwear
- ✓ Provide knowledge and expertise in manufacturing, designing, marketing and retail for the brand



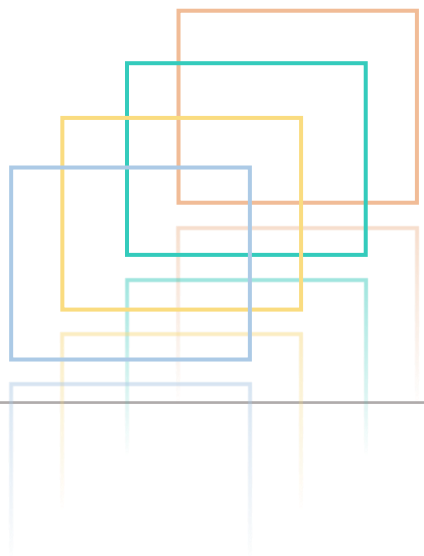
*With One8, we aim to disrupt the premium innerwear segment through innovative product offerings. We feel extremely confident that the about our distribution and resource strength, coupled with the youth appeal of Virat Kohli will make One8 the most preferred brand in the premium category*





The investor of today profits from the growth of tomorrow

# Historical Performance



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX

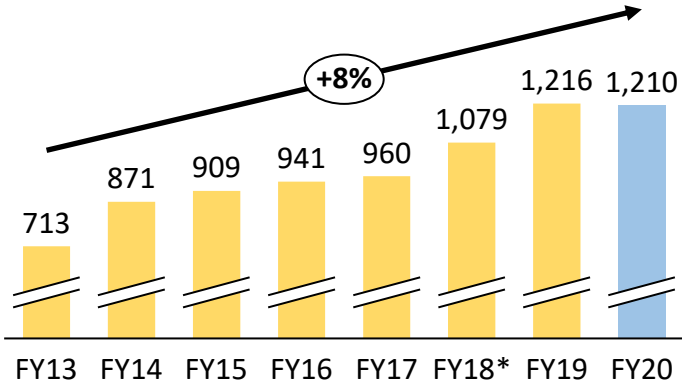
MOZZE  
COZZI  
TOUCH  
VENUS

COTT's  
WOOL  
GLO  
ONN

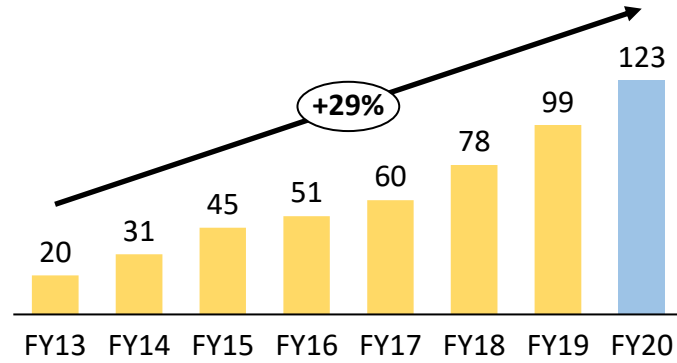
# Operating Performance



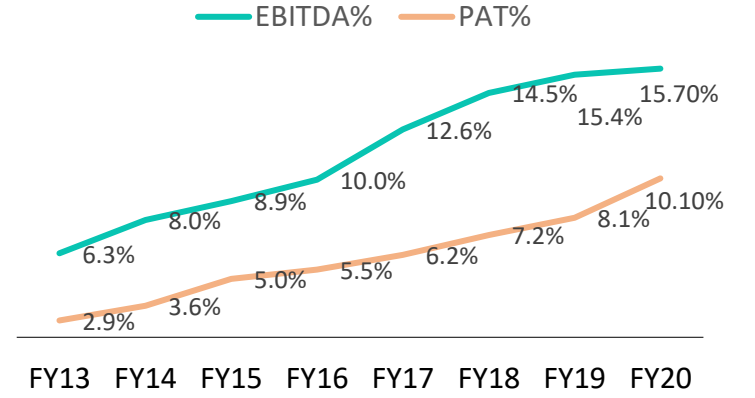
### Revenue (Rs. In Cr)



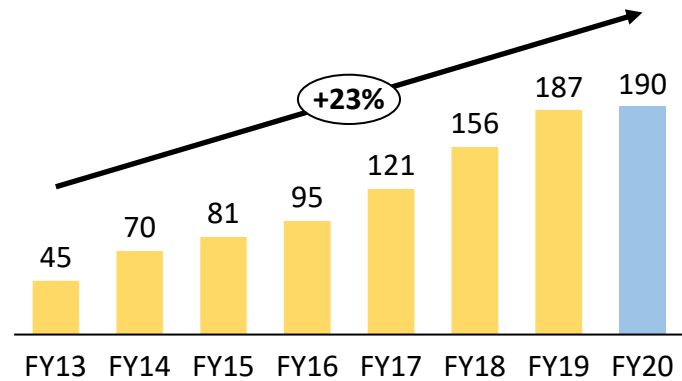
### PAT (Rs. In Cr)



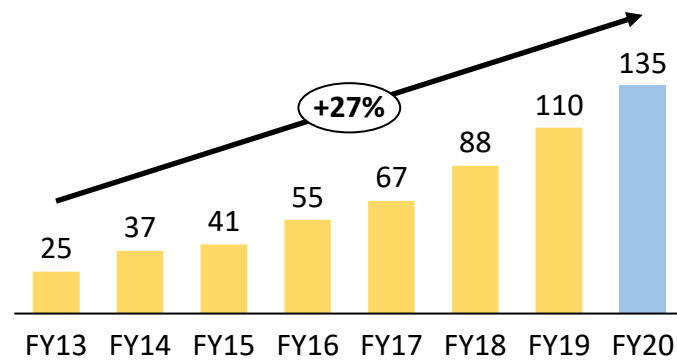
### EBITDA & PAT Margins (%)



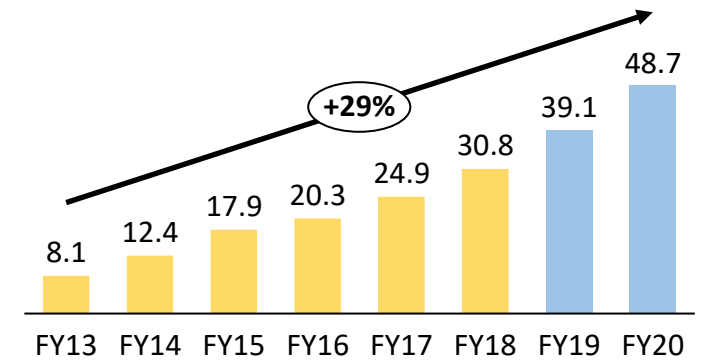
### EBITDA (Rs. In Cr)



### Cash PAT (Rs. In Cr)



### EPS



FY17, FY18 and FY19 numbers are as per Ind-AS Financials

FY19 and FY20 numbers are on consolidated basis

\* The Revenues stated for FY18 have been restated as per IND AS 115

Being accessible  
is being humble.



Company :



CIN: L17309WB1995PLC073053

Mr. Ajay Patodia  
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[www.luxinnerwear.com](http://www.luxinnerwear.com)

Investor Relations Advisors :

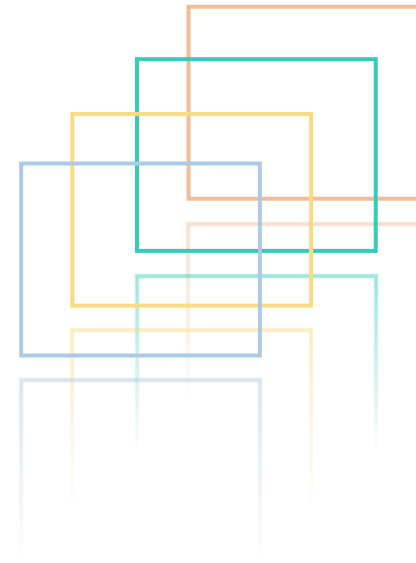
**SGA** Strategic Growth Advisors

CIN: U74140MH2010PTC204285

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