



November 13, 2019

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

Sub: Investor Release in respect of Unaudited Financial Results for the Quarter & Half Year Ended 30th September, 2019.

Enclosed please find the Investor Release in relation to the Unaudited Financial Results of the Company for the quarter and half year ended 30th September, 2019.

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.: A26489**

LUX INDUSTRIES LTD



Lux Industries Limited

Lux reports Strong Performance in Q2 FY20

- 28% Revenue Growth
- 27% EBITDA Growth
- 95% PAT Growth

Investor Release

13th November 2019, Kolkata; Lux Industries Limited, one of India's largest hosiery producer and exporter announced its Unaudited Financial Results for the Quarter and Half Year ended 30th September 2019

Key Financial Highlights

Particulars (Rs. Crores)	Q2 FY20	Q2 FY19	Y-o-Y	H1 FY20	H1 FY19	Y-o-Y
Income from Operations*	354.9	278.2	+28%	618.0	542.1	+14%
EBITDA*	54.3	42.7	+27%	89.6	79.8	+12%
EBITDA Margin (%)	15.3%	15.3%		14.5%	14.7%	
Profit After Tax	40.6	20.8	+95%	59.4	38.4	+55%
PAT Margin (%)	11.4%	7.5%		9.6%	7.1%	

* Includes Other Income

Commenting on the Industry Trends, Mr. Ashok Kumar Todi, Chairman said,

"The Indian innerwear industry has been continuously evolving and there has been a structural shift towards use of branded products. We expect the Industry to grow at 10% CAGR for the next decade, most of which would come from the branded players.

Consumers are becoming more informed. They seek high fashion quotient along with comfort, hygiene, brand image and smart prices. Youth residing in metros and mini metros engage mostly with premium brands. The keenness to show off brands, coupled with a desire to look good, is a significantly strong attribute in the choice of innerwear products

Inspite of a slowdown in the Indian as well as global economy, Lux has been able to outperform and grow at a healthy rate. Over the years, we have strengthened our parent brand 'Lux' which now offers a range of more than 100 products under 15 brands for men, women and children, ensuring relevance across ages, genders, geographies and seasons.



Lux Industries Limited

Through our well established brands we have continuously engaged our consumers via various marketing and promotions campaigns which has enabled us to enjoy a prominent brand recall and offer superior quality products with price-value proposition. We believe that a complement of exports, celebrity endorsements and cutting-edge manufacturing technologies producing quality products should enhance revenues from the premium segment.

We have always tried our best to offer highest degree of customer satisfaction by offering them top notch products which has been the driving force for our economic engine.

Commenting on the Results, Mr. Pradip Kumar Todi, Managing Director said,

“Our results decisively demonstrate the growing profitability despite many headwinds faced due to challenging economic environment and weak consumer sentiments. Our Company has delivered a robust revenue growth of 28% which stood at Rs.355 Crores as compared to Rs. 278 Crores in Q2 FY19.

Our EBITDA for Q2 FY20 stood at Rs. 54 Crores as compared to Rs. 43 Crores in Q2 FY19, a growth of 27%. EBITDA Margins stood at 15.3%. PAT for the quarter grew substantially by 95% to Rs. 41 Crores as compared to Rs. 21 Crores in Q2 FY19.

The share of mid - premium portfolio in our overall portfolio increased, driven by the fact that the Company’s mid-premium portfolio is growing at twice the rate of the Company’s growth rate.

At Lux we have always believed in constantly evolving and adopting ourselves with the ever-changing environment by taking several strategic initiatives. Our initiatives involve brand building and strengthening of our product portfolio, implementation and adoption of latest technology in our manufacturing processes to improve quality which has helped us stay ahead of the curve in the industry.

At Lux we always leveraged the power of our brands, we have a range of well-diversified products under our well-established brands spanning from mass consumption products like Lux Cozi, Lux Venus, Lux Inferno to value-added products under the brand ONN which allows maximum inclusion of our customers across geographies. We also look to further penetrate deep into under penetrated markets and strengthen our footprints in existing geographies.



Lux Industries Limited

In our continuous effort to market and promote our brands, we have recently signed Bollywood star Mr. Kartik Aryaan to co-promote our winter wear brand Lux inferno along with the Megastar Mr. Amitabh Bachchan. Post that, we have seen good traction in our sales of winter wear brand Lux Inferno.



Link for TVC – [Click Here](#)

On the Working Capital front, we expect to grow revenues with the same amount of working capital, which we expect will translate into a superior Return on Capital Employed. Going ahead, we expect to moderate our working capital cycle across more than 5000 SKUs.

We are undertaking several measures to aggressively promote and position our brands. We have streamlined our supply and distribution network and are working closely with our channel partners and distributors to monitor our working capital cycle.”



Lux Industries Limited

About Lux Industries Limited

Lux Industries Limited, incorporated in 1995 is one of the largest players in the hosiery business having a market share of ~20% of the organised industry. Products include Men's, Women's & Kids Innerwear, Winterwear, Socks & Slacks for Women in varied colours and designs. The company has ~5,000 SKU's under various Brands and Sub Brands of LUX. With focus on growing exclusive retail outlets and in providing customers with a seamless buying experience, the company's products are available in ~4,50,000 retail points spread across India. LUX has a presence across the globe with exports to 47 countries.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact

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