



Date: 27<sup>th</sup> January, 2025

To,

<b>BSE Limited</b> <b>Corporate Relationship Department</b> <b>1<sup>st</sup> Floor, P.J. Towers, Dalal Street</b> <b>Mumbai 400 001</b>	<b>National Stock Exchange of India Limited</b> <b>Listing Department-Corporate Services</b> <b>Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1</b> <b>Bandra Kurla Complex</b> <b>Bandra East, Mumbai 400051</b>
<b>Scrip Code: 503811</b>	<b>Scrip Symbol: SIYSIL</b>

Dear Sir/Madam,

**Subject: Investors / Earnings Presentation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

With reference to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Investors/ Earnings Presentation on the Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2024. The Company will use this presentation for any meeting scheduled with analysts or institutional investors. The above information will also be available on the website of the Company at [www.siyaram.com](http://www.siyaram.com)

Request to kindly take this intimation on record.

Thanking You,

Yours faithfully,  
For Siyaram Silk Mills Limited.

William Fernandes  
Company Secretary

Encl: a/a



**Siyaram's**

Investor Presentation | Q3 FY25

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All Maps used in the Presentation are not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

- 01 Q3 FY25 Performance
- 02 Strategic Retail Expansion
- 03 Our Legacy Business
- 04 Our Organization
- 05 Our Strategic Priorities
- 06 Our Financial Performance
- 07 Rewarding Shareholders



**Siyaram's**



**Q3 FY25 Performance**

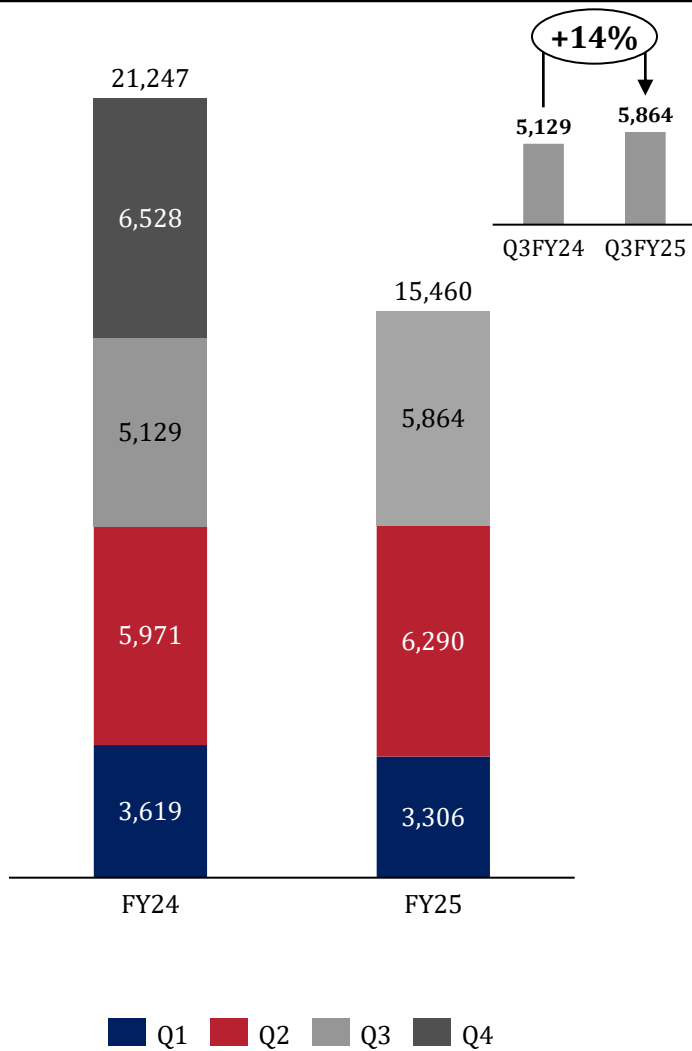


**Mr. Gaurav Poddar,**  
**President & Executive Director**

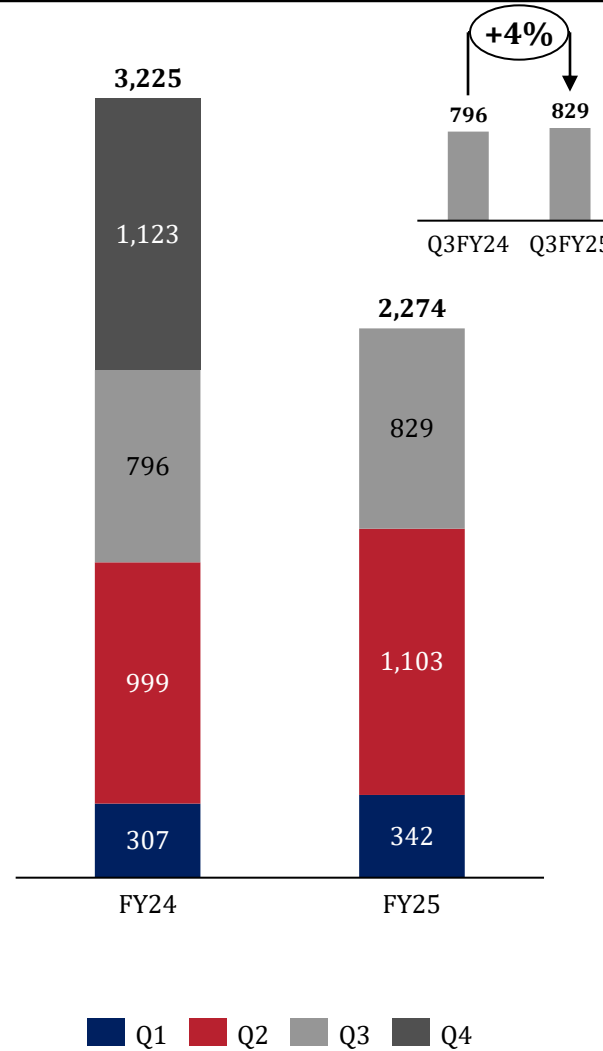
- Consumer sentiment in Q3 was initially lifted by festivities with spending picking up during the season. The inflationary pressure was persistent throughout the quarter thus moderating demand in the later half. However, it was encouraging to note that inflation showed signs of cooling down at the end of the quarter making outlook optimistic going forward.
- Our expansion plan remains on track, with a goal to open approximately 30 new fast fashion and ethnic retail outlets. The fast fashion outlets are branded as ZECODE, while the ethnic clothing outlets are branded as DEVO.
- Our financial performance for the quarter shows improvement, with total income at ₹586 crores, compared to ₹513 crores in Q3 FY24. Our revenue mix for Q3 FY25 comprised of Fabric at 83%, Garments at 12%, and Yarn & Others at 5%. We are pleased to report an EBITDA of ₹83 crores, with an EBITDA margin of 14.1%. Additionally, our Profit After Tax (PAT) for the quarter reached ₹46 crores, with a PAT margin of 7.8%.
- Looking ahead, we are hopeful that the remainder of the fiscal year will be driven by favorable market environment and prudent capital management, ensuring continued growth. We thank our stakeholders for their trust and support as we move into the next phase of growth.

# Quarterly Business Performance

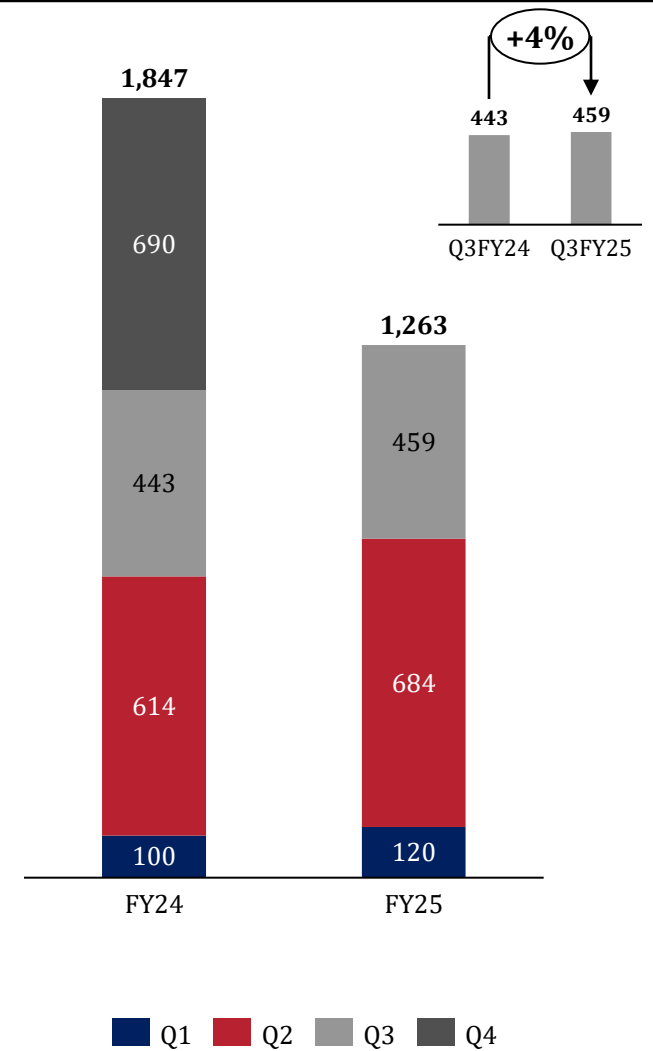
## Total Income



## EBITDA



## Net Profit After Tax



Note: Rounded off to the nearest whole number

# Q3 & 9M FY25 Profit & Loss Statement

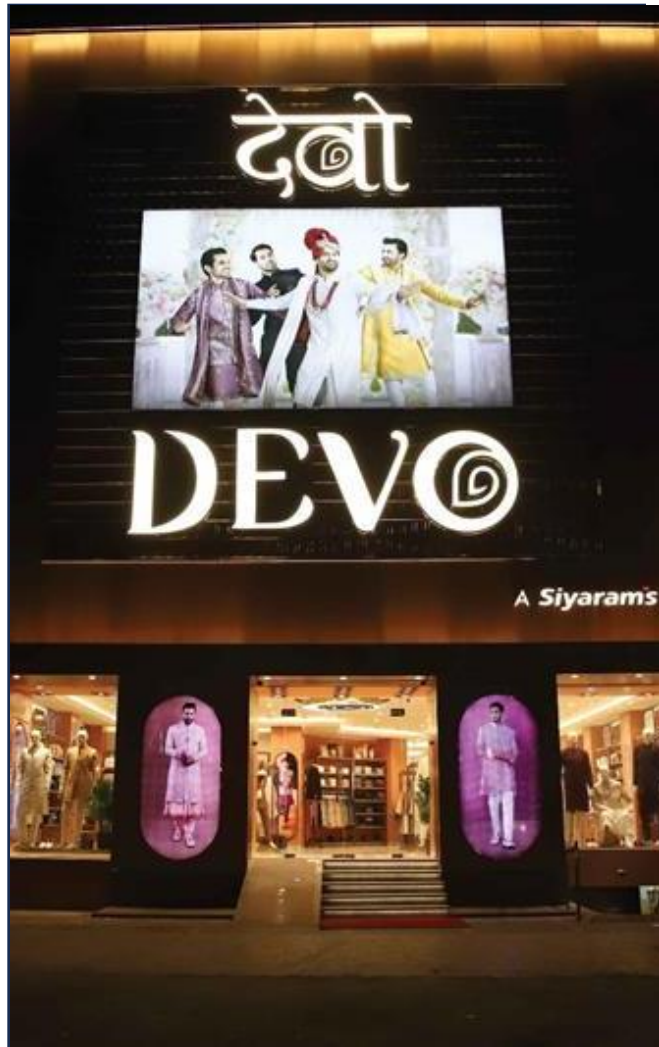
Particulars (₹ in Mn)	Q3 FY25	Q3 FY24	Y-o-Y	9M FY25	9M FY24	Y-o-Y
Revenue from Operations	5,702	5,018		14,842	14,408	
Other Income	162	111		617	311	
<b>Total Income</b>	<b>5,864</b>	<b>5,129</b>	<b>14.3%</b>	<b>15,459</b>	<b>14,719</b>	<b>5.0%</b>
Cost Of Goods Sold	3,316	2,879		8,528	8,244	
Employee Expenses	439	429		1,324	1,273	
Other Expenses	1,280	1,025		3,333	3,101	
<b>EBITDA</b>	<b>829</b>	<b>796</b>	<b>4.1%</b>	<b>2,274</b>	<b>2,101</b>	<b>8.3%</b>
<b>EBITDA Margin (%)</b>	<b>14.1%</b>	<b>15.5%</b>		<b>14.7%</b>	<b>14.3%</b>	
Depreciation	148	139		424	410	
<b>EBIT</b>	<b>681</b>	<b>657</b>	<b>3.7%</b>	<b>1,850</b>	<b>1,691</b>	<b>9.4%</b>
<b>EBIT Margin (%)</b>	<b>11.6%</b>	<b>12.8%</b>		<b>12.0%</b>	<b>11.5%</b>	
Finance Cost	60	56		162	152	
<b>Profit before Tax</b>	<b>621</b>	<b>601</b>	<b>3.4%</b>	<b>1,688</b>	<b>1,539</b>	<b>9.7%</b>
<b>Profit before Tax(%)</b>	<b>10.6%</b>	<b>11.7%</b>		<b>10.9%</b>	<b>10.5%</b>	
Tax	162	158		425	382	
<b>Profit After Tax</b>	<b>459</b>	<b>443</b>	<b>3.6%</b>	<b>1,263</b>	<b>1,157</b>	<b>9.2%</b>
<b>PAT Margin (%)</b>	<b>7.8%</b>	<b>8.6%</b>		<b>8.2%</b>	<b>7.9%</b>	
EPS (As per Profit after Tax)	10.1	9.6		27.8	25.0	



**Siyaram's**



**Strategic Retail Expansion**



## Store Format

Company Owned  
Company Operated



## Store size

2000-4000 sq.ft



## No. of stores

~10 by Q1FY26



## Price Positioning

Mid - Premium



## Targeted Geography

North India



## Investment per store

Rs. 1 Cr. to Rs. 1.5 Crs.



## Target Customer

Men's Wear

# A Glimpse of DEVO

**Siyaram's**







## Store Format

Company Owned  
Company Operated



## Store size

4000-6000 sq.ft &  
8000-10000 sq.ft



## No. of stores

~20 by Q1FY26



## Price Positioning

Upto price point of Rs. 999



## Targeted Geography

South India



## Investment per store

Rs. 1 Cr. to Rs. 1.5 Crs.



## Target Customer

Gen Z

# A Glimpse of ZECODE

**Siyaram's**



# ZECODE Stores

RT NAGAR



HESARGATTA



YELEHANKA



DAVANGERE



INDIRANAGAR



VIDYARANYAPURA

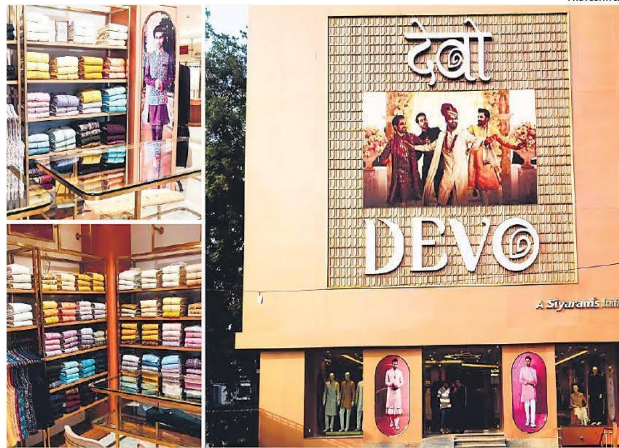


SAMBRAM



R R NAGAR





PHOTOS: HTCS

## प्रीमियम एथनिक वियर कैटेगरी में सियाराम्स का नया ब्रैंड देवो लॉन्च



हर उपभोक्ता के दिलों पर राज करने वाले टेक्सटाइल के प्रतिष्ठित ब्रैंड सियाराम्स ने 24 अक्टूबर, 2024 को दिल्ली के लाजपत नगर में अपने पहले रिटेल स्टोर को घोषणा के साथ ही प्रीमियम एथनिक वियर ब्रैंड देवो को लॉन्च किया। देवो भारतीय संस्कृति के तहत आधुनिक फैशन को संजोकर बनाया गया ब्रैंड है, जो हर आयु, वर्ग के उपभोक्ताओं के लिए एथनिक रेंज में बेचमार्क साबित होगा। सियाराम्स के कार्यकारी निदेशक श्री गौरव पौद्ध ने लोकप्रिय वॉलिवुड सिलेब्रिटी एवं अभिनेता श्री सनी सिंह, डायरेक्टर श्री अशोक जालान, बिजनेस हेड श्री विकास मल्होत्रा, ए. वी. पी. मार्केटिंग श्री प्रशांत अवस्थी और प्रोजेक्ट लीड श्री सान श्रीवास्तव को उपस्थिति में देवो स्टोर का उद्घाटन किया। इस ब्रैंड के अंतर्गत कंपनी द्वारा शेरवानी, ड्रॉ वेस्टर्न, जोधपुरी से लेकर कुर्ती-पायजामा, टकसीडो के साथ-साथ संगर्ण एक्सेसरीज के कलेक्शन तैयार किए गए हैं, जो भारतीय पहनावे को दर्शाता है। इसके सभी कलेक्शन काम्री सुंदरता लिए हुए हैं, जो हर विशेष अवसर के लिए तैयार किए गए हैं।

परिधान हमारी परंपराओं को जोड़े रखता है, जो सियाराम्स को उत्कृष्टता को फैशन को ओर ले जाता है। वॉलिवुड अभिनेता सनी सिंह ने कहा कि मैं देवो की लॉन्चिंग का हिस्सा बनने के लिए उत्साहित हूँ एवं एथनिक वियर को इस विशेष रेंज का इंतजार कर रहा था, जो किसी भी अवसर विशेष के लिए एकदम सही है।

दिल्ली के लाजपत नगर में पहले स्टोर के साथ देवो पूरे भारत में अपने रिटेल स्टोरों का विस्तार करेगा, जिससे पूरे देश में इसके बेहतरीन कलेक्शन को पहुंचे होगा। देवो का प्रत्येक कलेक्शन इस बात को साबित करेगा कि यह केवल भारत में निर्मित ही नहीं बल्कि हर भारतीय की आत्मा को भी संजोकर तैयार किया गया है।

सियाराम सिन्क मिस्ट्स के सीएमडी एवं मैनेजिंग डायरेक्टर श्री योगेश पौद्ध ने बताया कि देवो भारतीय परिधानों एवं संस्कृति का प्रतीक है, जिससे भारत का निर्माण हुआ है। प्रत्येक



## DEVO: The ultimate destination for men's ethnic wear

Siyaram's proudly announces the launch of DEVO, a premium men's ethnic occasion wear brand, with its first flagship store opening in Lajpat Nagar, Delhi recently. The brand blends India's rich cultural essence into modern fashion under the unique concept of Made in India, setting a new benchmark in men's ethnic fashion. Gaurav Poddar, Executive Director of Siyaram's, inaugurated the flagship store in the presence of actor Sunny Singh, Ashok Jalan, Director; Vikas Malhotra, Business Head; Prashant Awasthi, AVP Marketing at Siyaram's; and Gyan Srivastava, DEVO Project Lead. From regal sherwanis and versatile Indo-Western outfits to jodhpuris, contemporary kurta-pajamas, elegant tuxedos, and



### A Siyaram's Initiative

complementing accessories. DEVO's collection masterfully blends traditional craftsmanship with modern aesthetics. Each ensemble embodies the essence of India, offering a one-stop atelier for every special occasion, perfectly suited to the style of today's global Indian gentleman. Ramesh Poddar, Chairman and

Managing Director of Siyaram's, expressed, "DEVO proudly represents the sophistication, craftsmanship, and cultural richness that define India. Each outfit beautifully intertwines tradition with modernity, furthering Siyaram's legacy of excellence into an exciting new realm of fashion." Bollywood actor Sunny Singh added, "I'm thrilled to be part of DEVO's launch. As a connoisseur of ethnic wear, I eagerly anticipate its exclusive range, perfect for every occasion."

Beyond its Lajpat Nagar store, DEVO will be expanding its retail stores across the country, offering pan-India access to its exquisite collection. Every DEVO creation exemplifies that true luxury isn't just Made in India—but it's Made of India's timeless soul. HTCS



Exclusives • Apparel & Fashion • 2 Min Read

## Siyaram's invests Rs 40 crore to introduce next-gen value retail brand Zecode to capture the rising demand

By this fiscal end, the brand plans to open 25 stores of Zecode in and around Karnataka. It will be opening its stores in two different formats - one ranging between 4,000 - 6,000 sq.ft and the other ranging from 7,000 - 9,000 sq.ft.

Charu Lamba • ETRetail  
Updated On Oct 25, 2024 at 09:34 AM IST  
Read by 776 Industry Professionals



Textile major Siyaram's has invested Rs 40 crore to foray into the value retail segment with its new brand Zecode. The new brand targetting Gen-Z consumers aims to take the share of the burgeoning value retail segment in India, Jayakar Shettigar, CEO of Zecode, and Gaurav Poddar, ED of Siyaram's told ETRetail.

## Siyaram's introduces value retail brand Zecode

by Apparel Resources News-Desk | 25-October-2024 | 1 min read



With its new brand Zecode, textile giant Siyaram's has invested Rs 40 crore to enter the value retail market. According to Gaurav Poddar, ED of Siyaram's, and Jayakar Shettigar, CEO of Zecode, the new brand, which targets Gen-Z customers, wants to capture market share in India's growing value retail sector.



# Launch of Cadini Italy Perfumes

**Siyaram's**



Siyaram Silk Mills Ltd, under the brand name Cadini Italy, launches Cadini Italy Perfumes in India

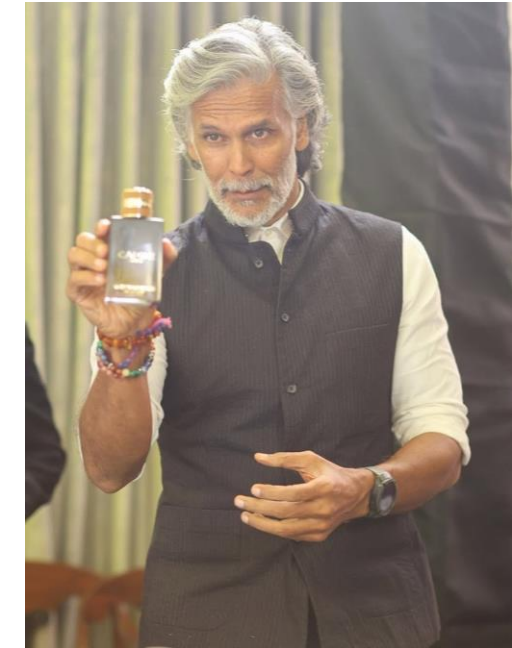


During the exclusive launch introduced four fragrances: **Leonardo's Secret, Italian Renaissance, Roman Affair, and Sicilian Romance**



The perfumes are Available in three variants—100 ML, 35 ML, and 2 ML

# Cadini Italy Perfume Media Coverage & Launch Day



**Siyaram's**

SHIRT & JACKET



**Our Legacy Business**



From 1978 till today, through our fabrics and brands, we have carved a niche in the hearts and minds of millions.

Amongst India's most renowned brands and marketers of fabrics, readymade garments, and other textiles products.

Strong brands & sub-brands like Siyaram, Mistair, J. Hampstead, CADINI, Oxemberg and many more

Operates franchises, retail stores and online platform presence, which offer menswear fashion fabrics, apparel, and accessories

An ISO 14001:2008, 45,001: certified company, with integrated state-of-the-art manufacturing plants across Tarapur, Daman, Amravati and Silvassa

A distribution ecosystem with brands focusing on all the segments of the market

Today, when we say, "**Come home to...**", the world says... **Siyaram's**



## Manufacturing

### 1978-1987

- Established in 1978
- Went Public in 1980
- Setup capacity for manufacturing & weaving and processing at Tarapur



## Business Expansion

### 1991-2009

- Started brand promotion exercise for brand Siyaram with the tagline **“Coming Home to Siyaram’s”**
- Introduced Oxemberg to venture into readymade garments
- Launched J. Hampstead to market with 100% pure worsted suiting fabrics
- Started & expanded the weaving capacity at Silvassa
- Launched Mistair, a fashion brand



## Brand Creation

### 2013-2020

- Siyaram's voted as the most trusted brand by Economic Times and Nielsen Media Research
- Acquired the Italian Brand Cadini
- Set up indigo rope dyeing unit at Amravati
- Launched Siyaram's Mozzo - A casual Apparel Brand
- Set Guinness World Record for online Textile Mahakumbh



## Innovation & Asset Light Model

### 2021-2024

- Launched DEN - KNIT Knitted Denim fabric brand
- Launched Siyaram's Exclusive Knit Wear Brand - Tessio
- Launched range of Bamboo blended shirting fabric brand under sub brands EVITA & BREEZY
- Launched Ethnic wear fabric brand Ethnair



# We serve multiple end markets..



**800+**

Distributors spread across pin codes

**~100** Mn Meters

Fabric Sold in FY24

**250+**

Stores Across Nation

**~1.90L** sqft

Retail Space

**~4.5** Mn pieces

Apparels Sold in FY24

**5** Mn and counting...

Customers Served

Distributors | MBO's | Institutions

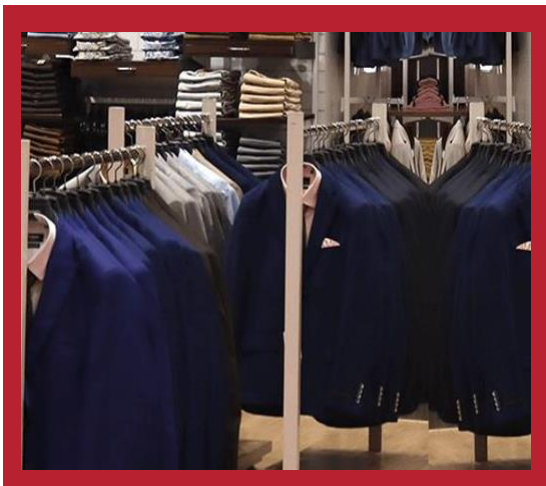
**8** ZECODE stores

**3** DEVO stores

Online Marketplace | Exclusive Shops



## FABRICS



## GARMENTS



# ...through serving Different Customer Needs

# Siyaram's



**Siyaram's**



**J. HAMPSTEAD**  
WORLD'S FINEST FABRIC & APPAREL  
A DIFFERENT LEAGUE



**OXEMBERG**



**CADINI**  
ITALY



**MiSTAR**  
THE FINEST IN FASHION  
A Siyaram's Initiative



**Siyaram's**  
**MOZZO**



**Siyaram's**  
**ROYALÉ LINEN**  
premium linen fabric



**Siyaram's**  
**BAMBOO FABRIC**



# ...through our Innovative Offerings



**BLENDED BAMBOO  
FABRIC**



**TERRY RAYON SUITING  
FABRIC**



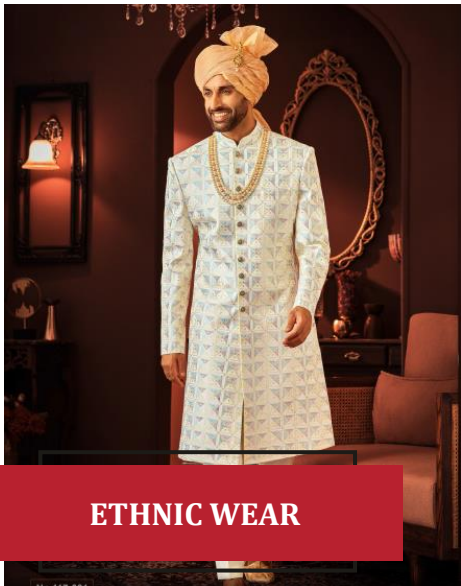
**KNIT INDIGO**



**JET BLACK COLLECTION**



**KNIT WEAR**



**ETHNIC WEAR**

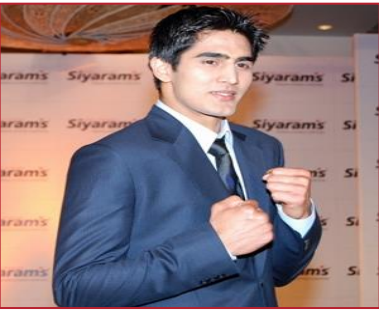


**STRETCH COLLECTION**

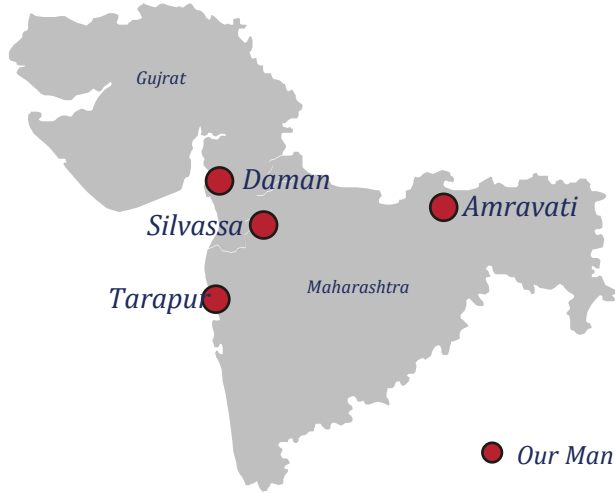
*The urge to innovate, the quest for artisanal fabrics, and the transmission of exceptional know-how have enabled the creation of world-class bamboo cotton fabric clothing in India to stand the test of time and forge the uniqueness of Siyaram's*

...through Brand Ambassadors

**Siyaram's**



...endorsing our Brands over the years



"An optimum mix of In-house and Outsourcing makes it a scalable and Asset-light model"



Toyota Airjet looms at saily, Silvassa



# 50L

Units of Solar Power Generated every year

# 6

Across All Plants

Green Energy Initiatives at Manufacturing Locations



Weaving technology like Rapier: Picanol (Belgium), Airjet: Toyota (Japan)



As we offer stylish and comfortable products, we also prioritize the safety of our customers. We ensure safety and unparalleled quality by using eco-friendly chemicals in all our fabrics and subjecting them to rigorous quality checks at every stage

## In-house Design Studio

Every dream is distinct, and we ensure that our teams, the creative vision, materials, and craftsmen all work together to create a unique translation. We uphold the highest standards for materials, perfect lines, and meticulous attention to detail

Our in-house Design Studio comprises textile designers who have honed their skills through years of practice and work tirelessly to create designs that are both beautiful and comfortable

Moreover, our R&D department combines innovative textiles with the contemporary needs of today's man

WOOL BLENDS

100% COTTON

BLENDED BAMBOO  
FABRIC

TERRY RAYON

COTTON BLENDS

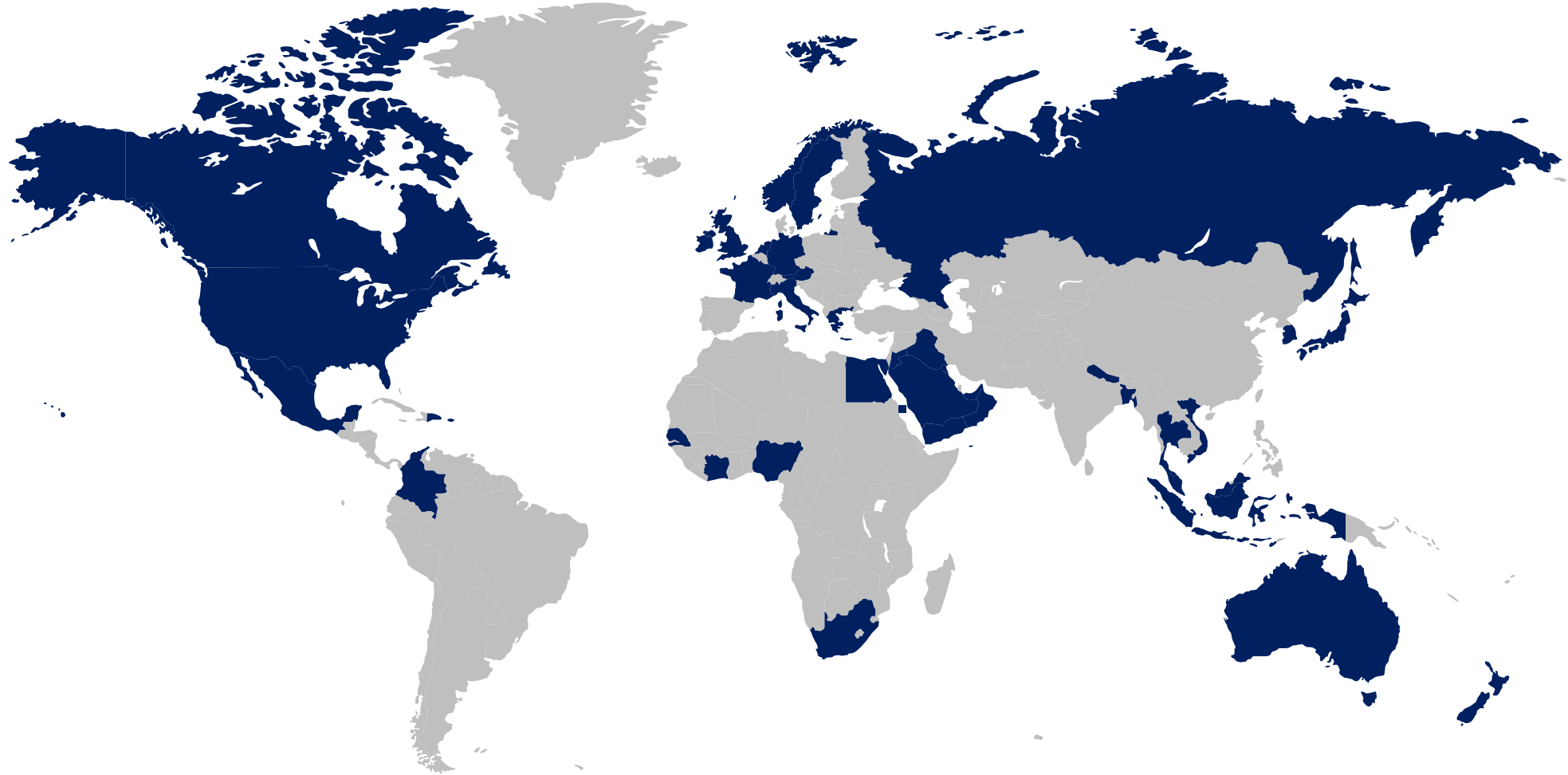
100% LINEN & LINEN  
BLENDS

## Export Regions

- ✓ Australia
- ✓ Bahrain
- ✓ Bangladesh
- ✓ Canada
- ✓ Colombia
- ✓ Dubai
- ✓ Egypt
- ✓ Germany
- ✓ Hong Kong
- ✓ Indonesia
- ✓ Japan
- ✓ Jordan
- ✓ Kuwait
- ✓ Malaysia
- ✓ Mexico
- ✓ Nepal
- ✓ New Zealand
- ✓ Oman
- ✓ Qatar
- ✓ Saudi Arabia
- ✓ South Korea
- ✓ Thailand
- ✓ UAE
- ✓ UK
- ✓ USA
- ✓ Vietnam
- ✓ West Indies
- ✓ Yemen

## Cadini Sales Regions

- ✓ Austria
- ✓ Belgium
- ✓ Canada
- ✓ Cote d'Ivoire
- ✓ Egypt
- ✓ France
- ✓ Great Britain
- ✓ Greece
- ✓ Iraq
- ✓ Ireland
- ✓ Italy
- ✓ Nigeria
- ✓ Norway
- ✓ Puerto Rico
- ✓ Russia
- ✓ Senegal
- ✓ Hong Kong
- ✓ South Africa
- ✓ Sweden
- ✓ USA



**Siyaram's**



**Our Organization**

## VISION

To be the preferred partner to every stakeholder in the textile and fashion industry by delivering high quality fabrics, implementing design-driven innovation, building trust, creating unsurpassed value and delighting customers time and again

## MISSION

To provide quality products and to be a name, synonymous with high fashion in India and across the globe

## VALUES



### Core Values

Passion

Integrity

Team Spirit

Humility

Excellence



**SHRI. RAMESH PODDAR**  
Chairman & Managing Director

Mr Ramesh Poddar is a stalwart of textile industry having rich experience of over 4 decades. He has been instrumental in creating brand Siyaram's. His futuristic vision made Siyaram's a brand that exudes dynamism, quality and innovation. He led the company to build comprehensive product portfolio of suitings, shirtings and garments. Mr Poddar is a member of various charitable trusts, offering services in many sectors. He was also a member of Textile committee to the Government of India and has represented the industry through key trade forums & associations. People in industry regard him as mentor because of his vast experience & knowledge and seek his help in solving complex business challenges. Under his leadership, today Siyaram's has become one of the most trustworthy and household names in India.



**SHRI. PAWAN PODDAR**  
Joint Managing Director

Mr Pawan Poddar's vision from the beginning was to make Siyaram's a truly state-of-the art manufacturing organisation. His efforts stood the test of time and today Siyaram's manufacturing plants are considered the best in the industry.

Mr Poddar is also a well-known social figure who participates in various causes and activities supported by trade associations and industrial bodies such as FAITMA, BTRA and TIMA to make a difference in the industry.



**SHRI. SHRIKISHAN PODDAR**  
Executive Director

Mr Shrikishan Poddar established the Exports Division in Siyaram's to tap into global markets. With his intuition and relentless innovation, Siyaram's expanded to the USA, Europe, Australia, Far East, Gulf and Sri Lanka.

He launched Siyaram's home furnishings, offering fashionable curtains and upholstery fabrics.

With his unending quest he made Siyaram's a prominent force in International markets



**SHRI. GAURAV PODDAR**  
President & Executive Director

Mr Gaurav Poddar is a new age leader whose dynamic and high energy persona always guides teams to excel in business.

He is involved in strategic planning for the group and new business initiatives especially in garments and retail businesses.

He has also contributed significantly across functions such as manufacturing, product development and technology upgradation.

Mr Poddar inherited his family's business acumen and combined it with a modern outlook making him a role model for young and budding entrepreneurs



**SHRI. ASHOK M. JALAN**  
Senior President cum Director

Shri Ashok Jalan is an experienced executive director with expertise in business operations and administration. He brings valuable insights and strategic leadership to the organisation, which he joined in 1981 and has, since, steered its growth by managing cross-functional teams, developing effective strategies, and implementing efficient processes to achieve organisational goals. He effectively manages financial and human resources, and makes data-driven decisions to drive the Company's profitability. He holds a Bachelor of Commerce degree.





**SHRI. SACHINDRA N.  
CHATURVEDI**

He is a Fellow member of the ICAI, a bachelors' degree with honors in Technology and holds a master's degree in business administration. He has over 32 years of experience as a Practicing Chartered Accountant, and he is a member of Bombay Chartered Accountants' society and Tax Consultants Association. He has expertise in the areas of Audit, Taxation, Project / Corporate Finance, Investment Banking, M&As, Corporate Laws, DD exercises, Valuation, Restructuring & Rehabilitation and Strategic Business Planning. He has varied experience of auditing BFSI, PSU and many large companies. He also has valuable experience in monitoring / inspection / investigating / companies at the behest of banks / FIs / IT authorities / High Courts/ NCLT/ as well as inspection of books and records of MFs/ SE brokers/ plantation companies on behalf of SEBI.



**SHRI. CHETAN S.  
THAKKAR**

He is a Graduate and has done his LLB from Shivaji University Kolhapur and LLM from Bombay University. He thereafter qualified as a Solicitor from Bombay and has since been associated with Kanga & Co., as an Associate and then as a partner from 2006 onwards. He is in practice for over 19 years and has vast experience in matters relating to capital markets including IPO, Rights Issues, QIPs, FCCB offerings foreign collaborations, Mergers & Acquisitions, private equity investments, corporate laws, banking, loan syndication, ECBS FDI, franchising, insurance matters and intellectual property matters.



**SHRI. DEEPAK R.  
SHAH**

He is a Graduate and a Fellow member of the ICAI with 30 years of experience in the field of Direct and Indirect Tax. He was the Chairman of All India Federation of Tax Practitioners Western Zone for 2018 and 2019 and also the Chairman of Indirect Taxation Committee of Bombay Chartered Accountants' Society. He has served as President of Bombay Chartered Accountants' Society in the year 2012-13. He also served as an Editor of BCA Referencer for 12 years till 2012. He has expertise in the field of Audit, Company Law and Taxation (Direct and Indirect)



**SMT. MANGALA R.  
PRABHU**

She is a Postgraduate in Commerce, a Law Graduate as well as CAIIB. She has 41 years of experience in the Banking Sector with cross multiple roles spanning across corporate credit, foreign exchange, HR and branch banking. Presently working as a Financial Consultant imparting Corporate Financial Advisory Services in Mid/ Large Corporate Clients.



**DR. ASHOK N.  
DESAI**

He holds a Ph. D (Tech) in Textile Technology and is a Fellow of Institute of Engineers, India. He joined Bombay Textile Research Association (BTRA) in 1980. In July 2000 he took over as Director of BTRA and he initiated many activities towards self-sufficiency and finance discipline as well as gave a new direction to BTRA. He is a Scientist member of the Governing Council of SITRA. He is also the Chairman of TX30 and TX33 of the Bureau of Indian Standards and is Chairman of Textile Division Council of Bureau of Indian Standards. He has gained expertise in the fields of Spinning Technology, Microbiology, E-beam Radiation of Textiles, Plasma Processing applications to Textiles and other related fields.

# Testimony to our Success



Guinness World Records for creating World's most viewed live stream



Awarded as India's Most Attractive Brands by Trust Research Advisory



Awarded as The Next 500 by Fortune India



Ranked amongst Top 100 Franchise Opportunities



Awarded as Most Trusted Brand by ET & Nielsen Media Research



Felicitated as Iconic Brands of India by ET

# Our Advertising & Marketing Initiatives

**Siyaram's**





Blind Cricket Tournament 2024, Mumbai



Conducted Tailoring Workshops across 8 states



Yoga Day Campaign, Mumbai




Contributed for construction of 2 out of 4 floors for Apna Ghar Ashram



World Environment Day, Tarapur

**MIYAWAKI FOREST**  
At J-177 Plant

Developed & Maintained by  
**Siyaram's**




More than 1,700 indigenous trees are expected to absorb around 41,500 Kgs. of Co<sub>2</sub> Per annum\*

**Nurturing Nature, Building Future**


Developed & Maintained by  
**Siyaram's**

Leading the charge towards a greener future, Siyaram's is embarking on the development of an urban forest surrounding our plant. Employing the innovative Miyawaki method, we endeavor to achieve rapid green growth, leading to enriched soil and forest biodiversity. Prioritizing carbon sequestration, lowering air pollution, reducing artificially elevated temperatures within cities, and preserving the water table, our goal is an eco-conscious, healthier future for all.


This initiative promises societal and environmental benefits, including revitalizing landscapes, fortifying ecosystems, and ensuring a sustainable habitat for future generations. Siyaram's upholds its commitment to harmonizing industry with nature and nurturing a thriving ecosystem for all.



Seedlings are densely planted, 2.5 trees per square meter, randomly mixed with diverse native trees and indigenous vegetation.



Approximately after 3 years, the best-adapted seedlings thrive through natural selection.



An early stage of a dense natural forest will grow within 10-12 years.

- 18 Times Faster Plant Growth
- 30 Times Better Soil Health
- 30 Times Better Water Retention
- 30 Times More Biodiversity
- Indigenous Varieties
- More CO<sub>2</sub> Absorption

More than 1,700 indigenous trees are expected to absorb around 41,500 Kgs. of Co<sub>2</sub> Per annum\*

**Siyaram's**



**Our Strategic Priorities**

**01** | Strengthen Distribution Network

**02** | Manufacturing through Outsourcing Partners

**03** | Leverage Brand Siyaram's

**04** | Expand Retail Network through Exclusive Stores

**05** | Focus on Innovation & Quality Experience

**06** | Promote Tailoring in the Community



# Franchise Model : Win-win Proposition

Partnering with Siyaram's shop will provide a lucrative & sustainable business model and unmatched growth opportunities

FRANCHISE

## BRAND'S LEGACY



Of over 4 decades

## WARDROBE SOLUTION



Fashioning Modern Man

## MULTIPLE BRANDS



Under One Roof

## WIDE TARGET AUDIENCE



Right from 18 years to 60+ men

## TAILOR FIT



Customized Services

## LOYALTY PROGRAM



Base of 2.17 lac members

## PAYBACK PERIOD



~3 years

## READY CUSTOMER BASE



Higher Footfall

COMPANY

**HIGHER MARKET SHARE**

**INCREASED REACH**

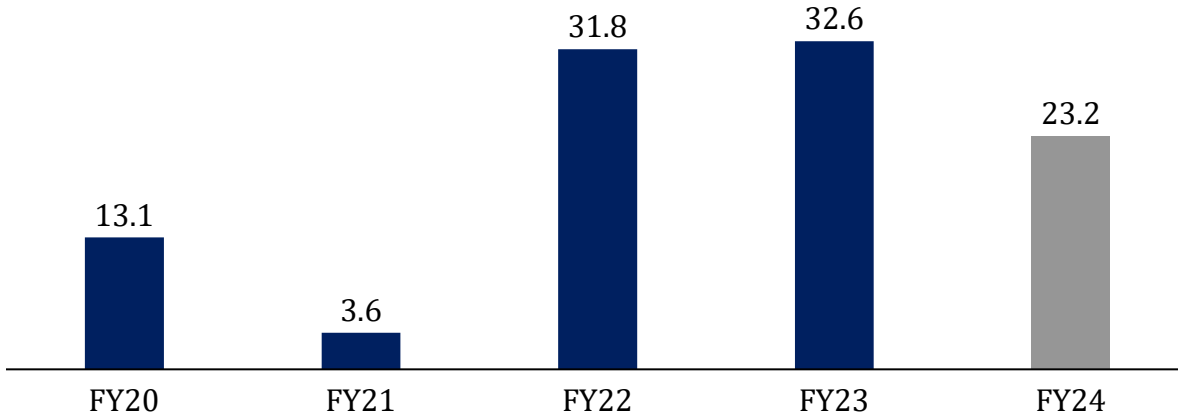
**HIGHER ROCE**

**LOWER DEBT**

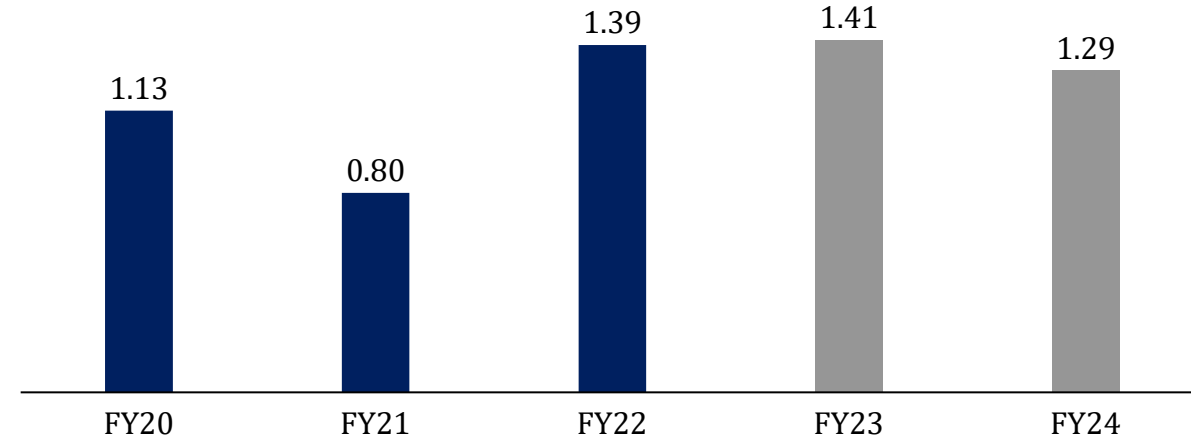
**FASTER GROWTH**

## Return on Capital Employed %

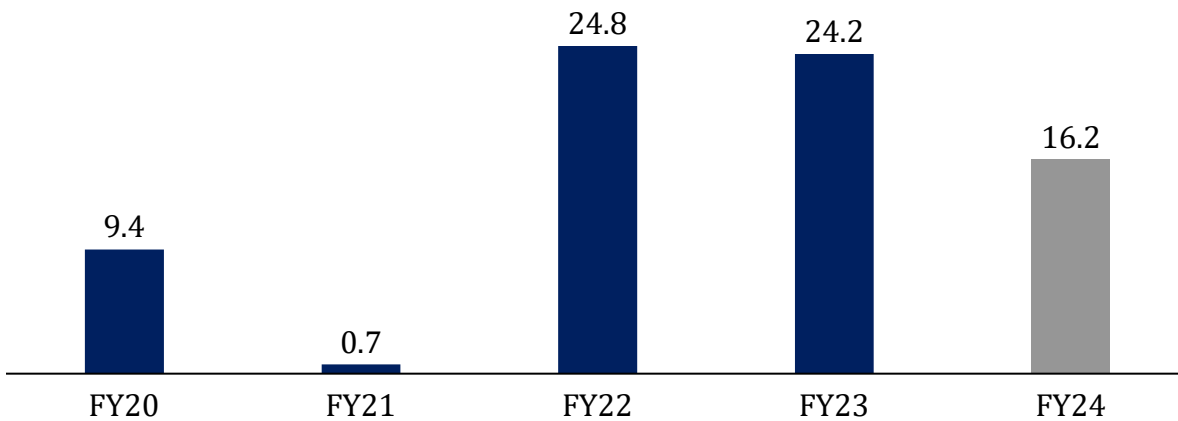
\* Adjusted for cash & Investments



## Asset Turnover ratio (x)

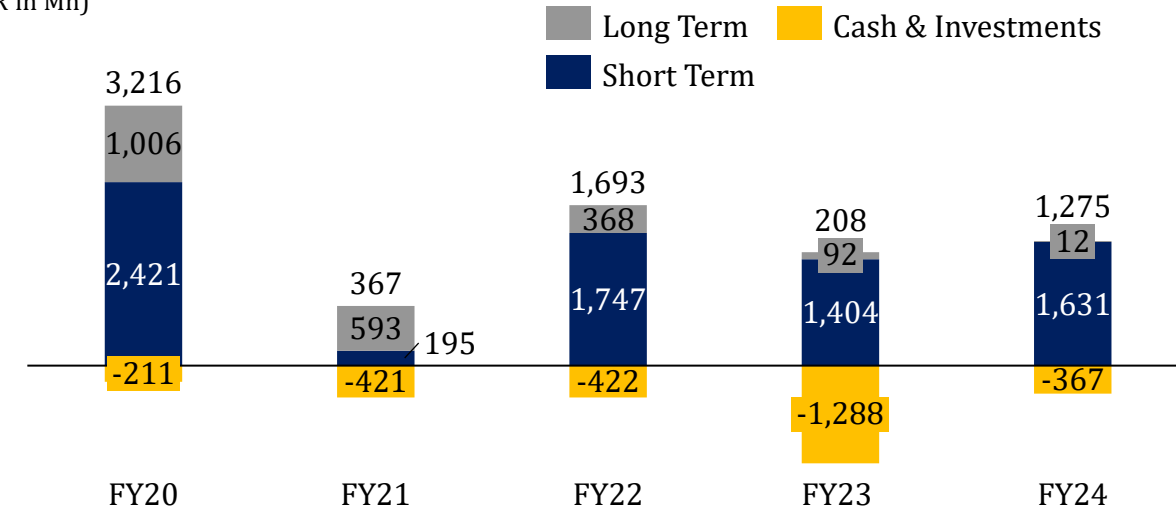


## Return on Equity %



## Net Debt Calculation

(₹ in Mn)



\*FY21 was impacted by Covid related disruptions



## Enhance the consumer experience

We survey customers regularly to adjust our products based on behavior and innovate with new designs, striving to be at the top of customer preferences in a competitive fashion industry

## Rationalising the Product Mix

We have reduced SKUs and focused on fast-moving products and preferred designs to avoid inventory blockage, leading to enhanced profitability and receivables



## New Marketing Approach

Our traditional marketing strategy garnered positive results in the domestic market, developing a vast network and penetrating tier-I, tier-II and tier-III cities. Now, it aims to attract online shoppers by targeting the digital space.

## Redefining the sales strategy

We shifted from consignment sales to net sales to de-risk sales and collection cycle, eliminating provisions for returns and replacements and avoiding blocked working capital. This strategy also saves management bandwidth and provides a clear picture of demand

## Accelerating Digital Adoption

We embrace digitalization in our day-to-day operations to improve efficiency, offering frequent training programs to help employees adapt to digital transformation initiatives

**Siyaram's**

**Siyaram's**



**Our Financial Performance**

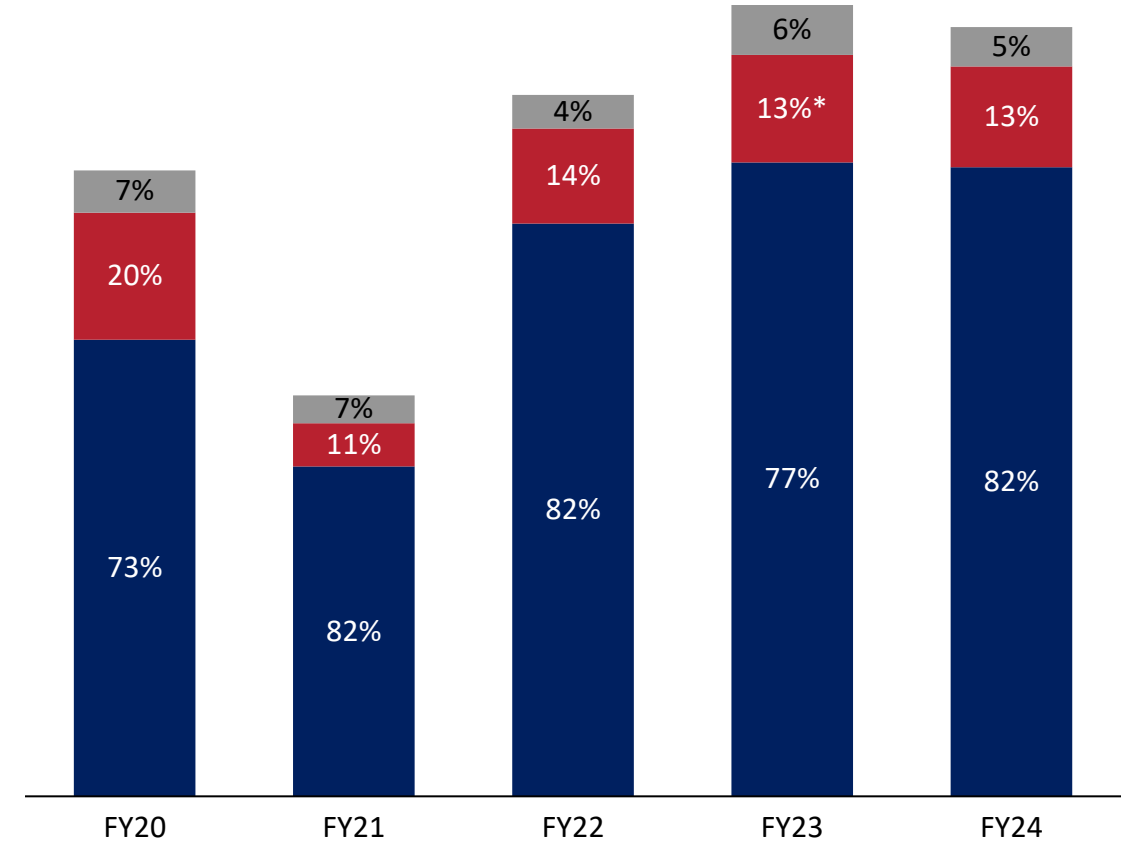
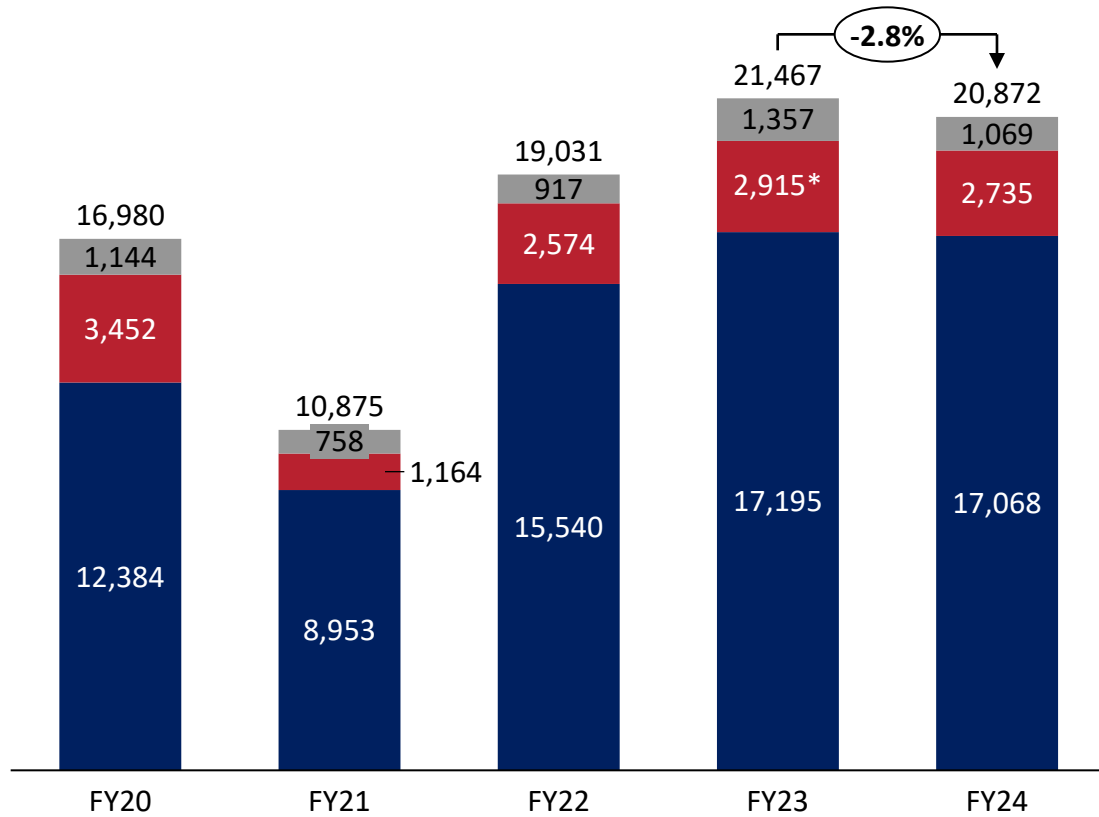
# Revenue Break-up

(in ₹ Million)

(in %)

\* excl INR 826 mn of one time export order

\* excl INR 826 mn of one time export order

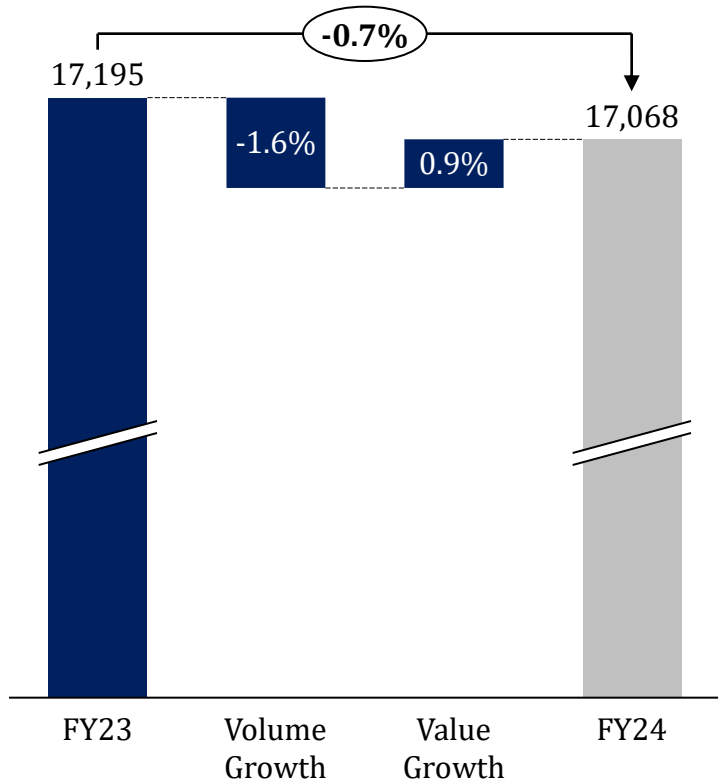


Yarn/knitting & Others Garment Fabric

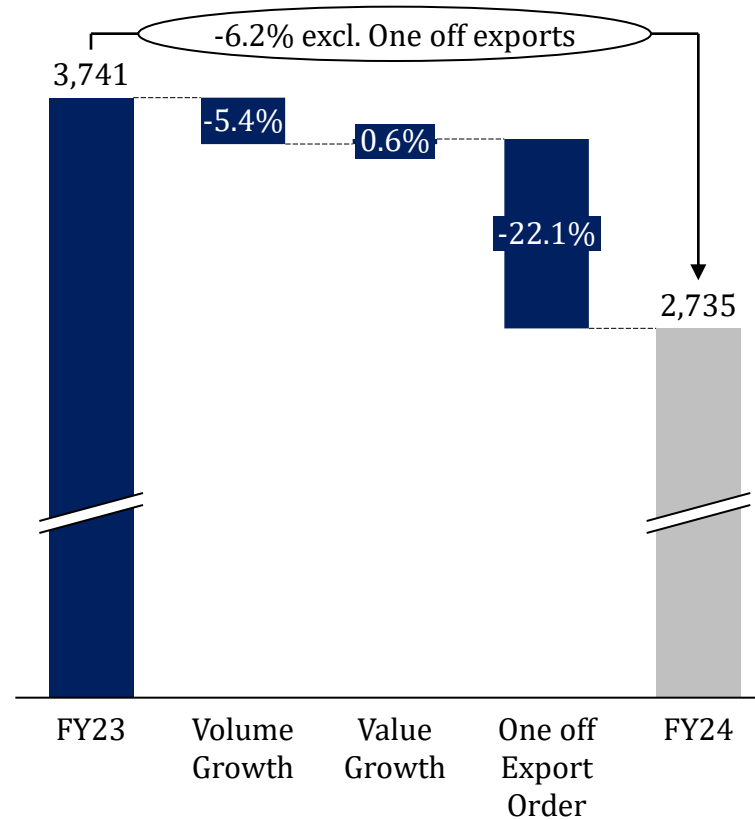
Yarn/knitting & Others Garment Fabric

\*FY21 was impacted by Covid related disruptions ; Excludes Other Income

## Fabric



## Garments



- ✓ Value growth led by better Product Mix
  - Sale of Premium Fabrics was higher in the last fiscal year
- ✓ Exports contributed 9% of the Revenues in FY24
- ✓ Raw Material prices remained volatile in the last year, the price increase is passed on to the end customers with a lag effect
- ✓ In spite of the increase in Raw Material pressure, EBITDA Margins are maintained consistently ~14%

\*Excluding Other Income ; Note: Rounded off to the nearest whole number

# Profit & Loss Statement

Particulars (₹ in Mn)	FY22	FY23	FY24
Revenue from Operations	19,030	22,293	20,872
Other Income	345	402	375
<b>Total Income</b>	<b>19,375</b>	<b>22,695</b>	<b>21,247</b>
Cost Of Goods Sold	10,739	12,971	12,106
Employee Expenses	1,595	1,791	1,723
Other Expenses	3,354	3,842	4,194
<b>EBITDA</b>	<b>3,687</b>	<b>4,091</b>	<b>3,224</b>
<b>EBITDA Margin (%)</b>	<b>19.0%</b>	<b>18.0%</b>	<b>15.2%</b>
Depreciation	585	578	550
<b>EBIT</b>	<b>3,102</b>	<b>3,513</b>	<b>2,674</b>
<b>EBIT Margin (%)</b>	<b>16.0%</b>	<b>15.5%</b>	<b>12.6%</b>
Finance Cost	181	197	203
<b>Profit before Tax</b>	<b>2,921</b>	<b>3,316</b>	<b>2,471</b>
<b>Profit before Tax(%)</b>	<b>15.1%</b>	<b>14.6%</b>	<b>11.6%</b>
Exceptional Item	53		
Tax	743	798	624
<b>Profit After Tax</b>	<b>2,125</b>	<b>2,518</b>	<b>1,847</b>
<b>PAT Margin (%)</b>	<b>11.0%</b>	<b>11.1%</b>	<b>8.7%</b>
EPS (As per Profit after Tax)	45.3	53.7	39.9

# Balance Sheet

Equity & Liabilities (₹ in Mn)	FY22	FY23	FY24
<b>Equity</b>			
Equity Share Capital	94	94	91
Other Equity	9279	11315	11319
<b>Total Equity</b>	<b>9,373</b>	<b>11,409</b>	<b>11410</b>
<b>Non-Current Liabilities</b>			
Financial Liabilities:			
i. Borrowing	368	92	12
ii. Lease Liabilities	73	96	77
iii. Other Financial Liabilities	417	414	402
Provisions	100	94	99
Other Non-Current Liabilities	79	56	36
Deferred Tax Liabilities	107	106	100
<b>Total Non-Current Liabilities</b>	<b>1,144</b>	<b>858</b>	<b>726</b>
<b>Current Liabilities</b>			
Financial Liabilities:			
i. Borrowings	1,747	1,404	1,631
ii. Lease Liabilities	39	35	30
iii. Trade Payables	2,133	1,921	1,642
iv. Other Financial Liabilities	65	49	52
Other Current Liabilities	620	682	528
Provisions	34	40	36
<b>Total Current Liabilities</b>	<b>4,638</b>	<b>4,131</b>	<b>3920</b>
<b>Total Equity &amp; Liabilities</b>	<b>15,155</b>	<b>16,398</b>	<b>16,056</b>

Assets (₹ in Mn)	FY22	FY23	FY24
<b>Non-Current Assets</b>			
Property, plant and equipment	4,728	4,512	4,522
Capital Work-in-Progress	24	54	187
Other Intangible Assets	5	4	4
Investment Property	150	136	127
Right Of Use Assets	96	119	92
Investment in Subsidiaries	109	109	109
Financial Assets:			
i. Investments	170	180	181
ii. Loans	18	22	45
iii. Other	123	110	105
Other non-current assets	31	175	19
<b>Total Non-Current Assets</b>	<b>5,454</b>	<b>5,421</b>	<b>5,391</b>
<b>Current Assets</b>			
Inventories	4,030	4,223	4,657
Financial Assets:			
i. Current Investments	207	1,061	117
ii. Trade Receivable	3,864	4,272	4,677
iii. Cash and Cash Equivalentents	35	35	57
iv. Bank balances other than above	10	12	13
v. Loans	11	21	23
vi. Other Financial Assets	59	2	2
Other Current assets	1,179	1,131	944
Current Tax Assets (Net)	306	220	175
<b>Total Current Assets</b>	<b>9,701</b>	<b>10,977</b>	<b>10,665</b>
<b>Total Assets</b>	<b>15,155</b>	<b>16,398</b>	<b>16,056</b>

# Cash Flow Statement

Particulars (₹ in Mn)	FY22	FY23	FY24
<b>Cash Flow from Operating Activities</b>			
Profit before Tax	2,868	3,316	2,471
Adjustment for Non-Operating Items	630	472	488
<b>Operating Profit before Working Capital Changes</b>	<b>3,498</b>	<b>3,788</b>	<b>2,959</b>
Changes in Working Capital	-2,373	-720	-1096
<b>Cash Generated from Operations</b>	<b>1,125</b>	<b>3,068</b>	<b>1,863</b>
Less: Direct Taxes paid	-770	-714	-584
<b>Net Cash from Operating Activities</b>	<b>356</b>	<b>2,354</b>	<b>1,279</b>
<b>Cash Flow from Investing Activities</b>	<b>-549</b>	<b>-1,129</b>	<b>682</b>
<b>Cash Flow from Financing Activities</b>	<b>188</b>	<b>-1,225</b>	<b>-1,939</b>
<b>Net increase/ (decrease) in Cash &amp; Cash equivalent</b>	<b>-6</b>	<b>0</b>	<b>22</b>
Add: Cash and cash equivalents as at 1st April	41	35	35
<b>Cash and cash equivalents as at 31st March</b>	<b>35</b>	<b>35</b>	<b>57</b>

**Siyaram's**



**Rewarding Shareholders**



As Siyaram's embarks on the pathway to its golden anniversary three years hence, the Board has proposed a special reward for its esteemed shareholders who have been steadfast in their support during the Company's journey. As part of this process, the Company has announced the issuance of cumulative non-convertible redeemable preference shares ("CNCRPS") by way of a bonus to all shareholders through a Scheme of Arrangement



- As part of the Scheme, the Company will issue and allot 9% of CNCRPS by bonus in 2 series.
- The issue size will be ₹ 318 Cr and will be issued from the general reserves/retained earnings of the Company



- Series I: 4(four) 9% CNCRPS of Rs. 10 each for every 1 equity share of Rs. 2 each fully paid-up
- Series II: 3(three) 9% CNCRPS of Rs. 10 each for every 1 equity share of Rs. 2 each fully paid-up



Series I CNCRPS & Series II CNCRPS will be redeemed at the end of 3rd & 5th year respectively



The CNCRPS will be listed on the NSE/BSE (the stock exchange on which the Company's equity shares are listed)



The Scheme is subject to statutory, regulatory and other requisite approvals, including from the stock exchanges, National Company Law Tribunal ("NCLT"), shareholders and creditors of the Company

# Consistent Returns to Stakeholders since Listing

<b>FY20</b> ₹ 48.6 Cr Dividend Outlay	<b>FY21</b> ₹ 21.5 Cr Dividend Outlay	<b>FY22</b> ₹ 43.1 Cr Dividend Outlay	<b>FY23</b> ₹ 51.6 Cr Dividend Outlay	<b>FY24</b> ₹ 108 Cr Buyback (Post Tax) ₹ 49.9 Cr Dividend Outlay
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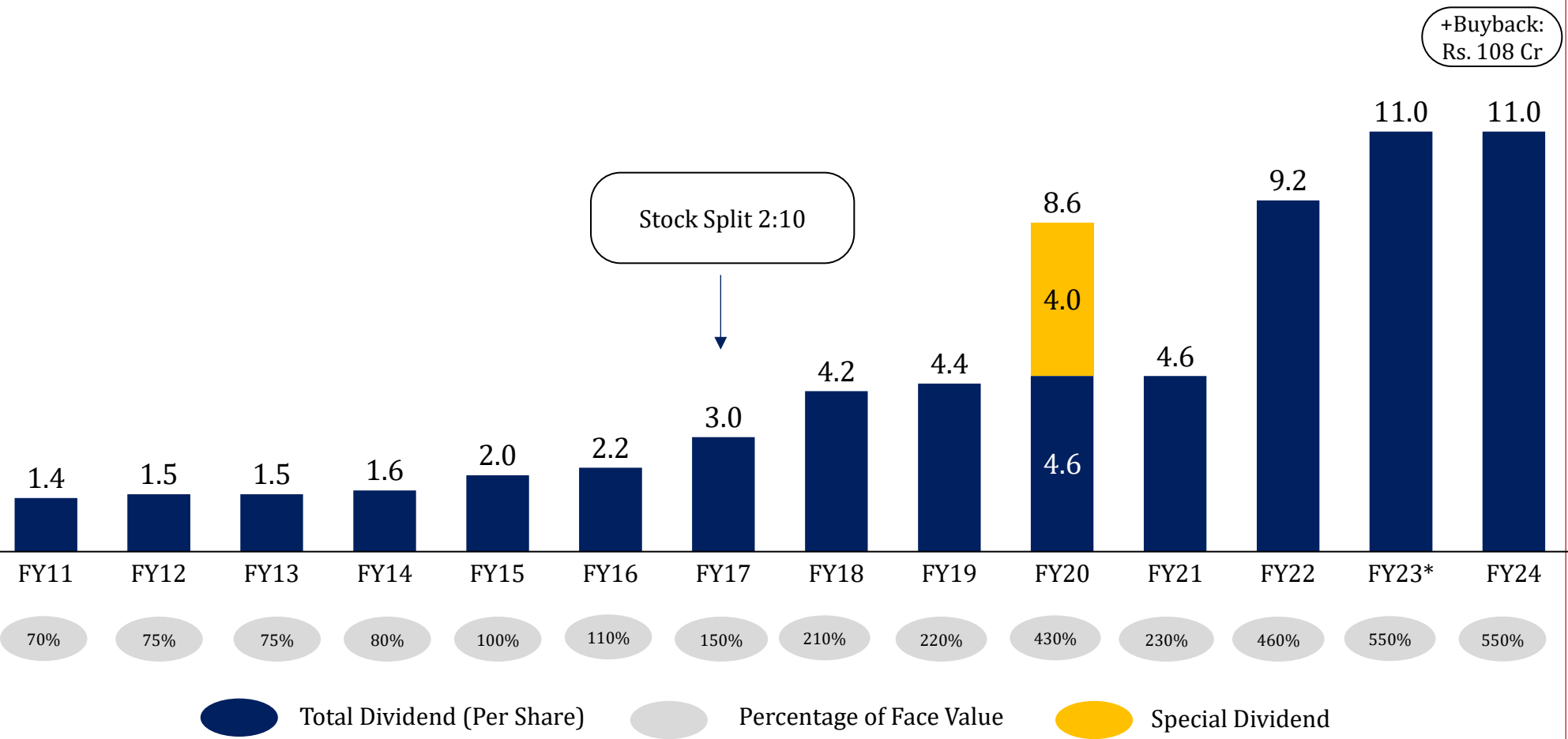
## VALUE CREATION FOR SHAREHOLDERS

Robust shareholder returns over the last 15 years

Value creation through stock split in FY17 during which dividend of ₹ 15 (150%) was paid

Dividend paid consistently since listing

Interim dividend of Rs. 3 per equity share of Rs. 2 each in Q3FY25



+Buyback:  
Rs. 108 Cr

Stock Split 2:10

## Well Recognized Brand

Well recognised brand- **“Coming home to Siyaram”** is a well-known tagline in all Indian households

1

## Debt to Equity

Net Debt to Equity of 0.10x with asset light strategy for future expansion

2

## Asset Light Model

Asset-light approach for manufacturing & distribution to enhance ROCE

3

## Right Portfolio Mix

Well balance range of products, catering to both affordable and luxury segments of consumers

4

## Distribution Network

Targeting the sizeable unorganized, fragmented and under-penetrated market through powerful distribution & franchisee network

5

## Branded Blended Fabric

Top player in Branded Polyviscose market in India

6

## Stakeholder Returns

Consistently delivered balanced growth & sustainable value to its various stakeholders despite strong competition

7



**THANK YOU**

**Company :**

***Siyaram's***

**Siyaram Silk Mills Limited**

[www.siyaram.com](http://www.siyaram.com)

**Mr. Surendra Shetty**

Chief Financial Officer

[Surendra.shetty@siyaram.com](mailto:Surendra.shetty@siyaram.com)

**Investor Relations Advisors :**



**Orient Capital (a division of Link Group)**

**Mr. Nikunj Jain**

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**Ms. Mamta Nehra**

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