



LIFESTYLE LIMITED

(Formerly known as Raymond Consumer Care Limited)



RLL/SE/24-25/10

November 5, 2024

To

The Department of Corporate Services - CRD
BSE Limited
P.J. Towers, Dalal Street
Mumbai - 400 001
Scrip Code: 544240

The National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Bandra-Kurla Complex
Bandra (East), Mumbai - 400 051
Symbol: RAYMONDLSL

Dear Sir/Madam,

Sub: Raymond Lifestyle Limited: Investor Presentation on Unaudited Financial Results of the Second Quarter and half year ended September 30, 2024

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, we enclose herewith the Investor Presentation on the Unaudited Financial Results for the Second Quarter and Half Year ended September 30, 2024.

The meeting of the Board of Directors commenced at 3:00 p.m. and concluded at 10.30 p.m.

The Investor Presentation is also available on the website of the Company i.e. www.raymondlifestyle.com

We request you to take the above information on record.

Thanking you.

Yours faithfully,
For **Raymond Lifestyle Limited**

Priti Alkari
Company Secretary

Encl.: A/a



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Thane (West) - 400 606,
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Website: www.raymondlifestyle.com

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Maharashtra, India.
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Q2 FY25 RESULTS PRESENTATION

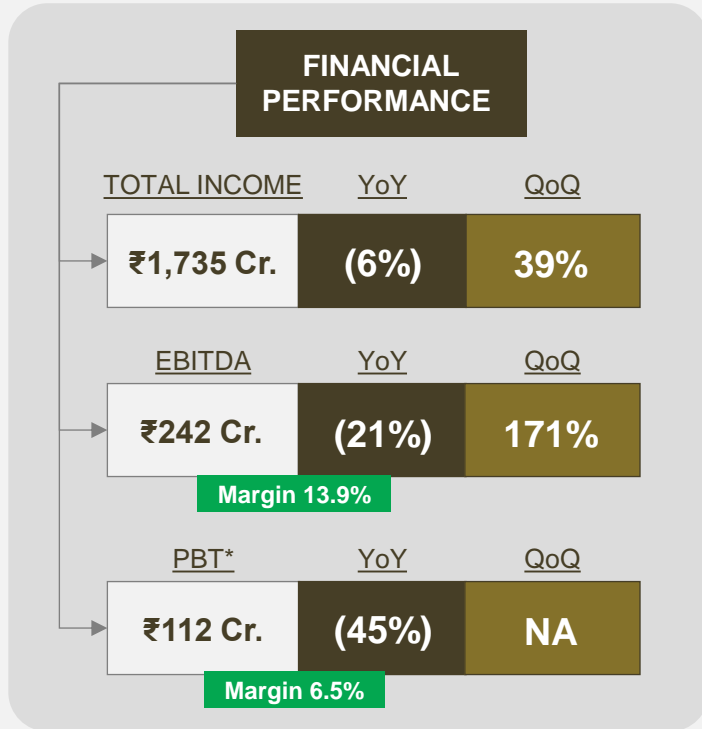
5th November 2024

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Delivered Stable Quarterly Performance

Amidst Subdued Consumer Demand



Value Unlocking through separately listing a Pure Play Lifestyle Business

* Before Exceptional items



Q2'FY25
HIGHLIGHTS

Q2 Reflection

Market and Economy Updates



ECONOMY UPDATES

Subdued
consumer demand.

Discretionary spending
impacted primarily due to
inflation.

Geopolitical tensions and persistently
high inflation continued to remain one of
the key risks in international market.



MARKET UPDATES

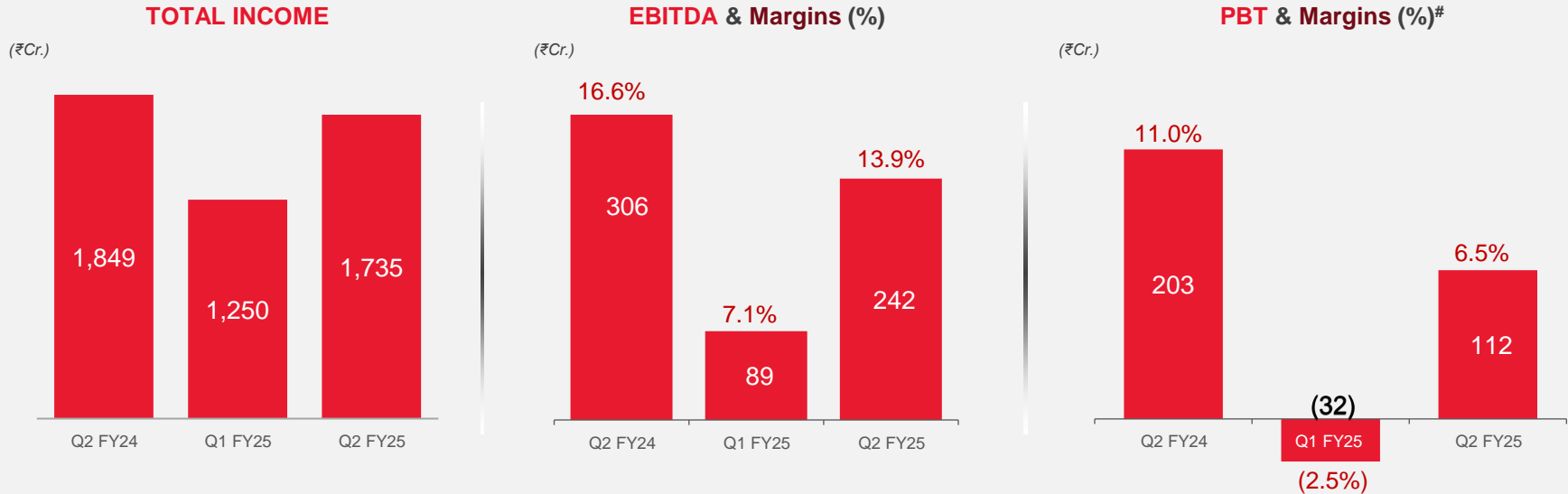
Lower offtake due to
'Shraadh' in September and
muted consumer demand

Bangladesh +1 Strategy:
Receiving Enquiries in Garmenting
Business



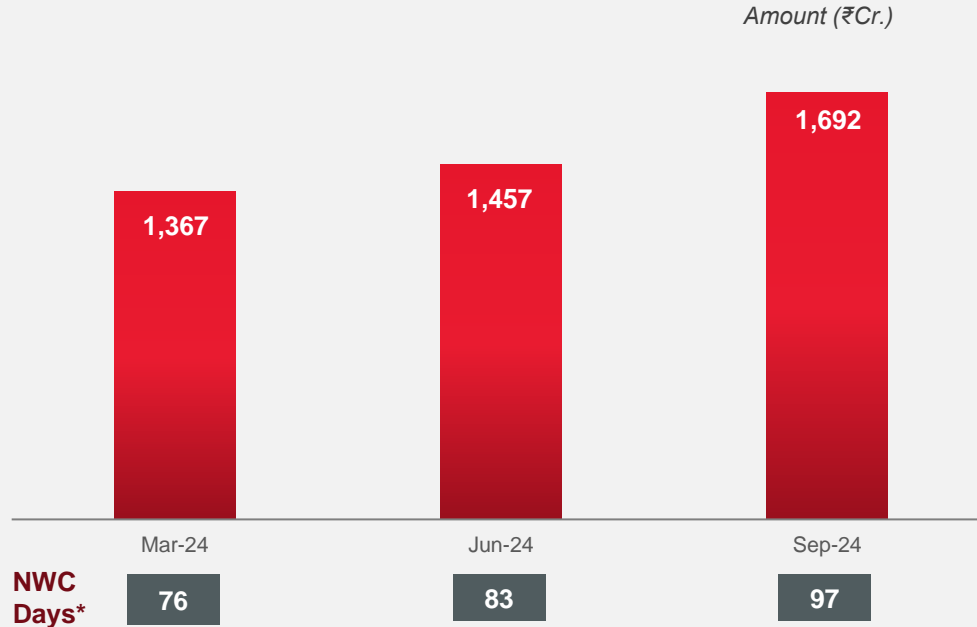
Q2'FY25 Performance Highlights

Gradually Improving Performance



- Total income lower due to subdued demand and logistics delays in Garmenting business
- Gross margin expansion offset due to lower demand in Q2 FY25, impacting margins
- Launch of new collections i.e. Ceremonial fabrics & Bello Italiano
- Launch of SleepZ by Raymond

Q2'FY25 Performance Highlights - NWC



- **NWC** stood at **97 days** in **Sep-24** v/s **76 days** in **Mar-24**. NWC increase was due to:
 - Inventories placed in the expanded retail and distribution network to cater to the demand of the upcoming festive & wedding season
- Continued focus on optimization of NWC with freshness being maintained across distribution channels
- Expected reduction in NWC in H2FY25 on the back of festive & wedding demand

* NWC Days calculated based on TTM Revenue.

NWC restated for Mar 24 from ₹ 1,362 Cr.



Q2 FY25 Financial
PERFORMANCE

Q2'FY25 Performance Highlights

Consolidated Performance

Particulars (₹ Cr.)	Q2'FY25	Q1'FY25	Q2'FY24	YoY	H1'25	H1'24	YoY
Total Income	1,735	1,250	1,849	(6%)	2,985	3,203	(7%)
Opex	1,494	1,160	1,543		2,654	2,718	
EBITDA	242	89	306	(21%)	331	486	(32%)
EBITDA Margin %	13.9%	7.1%	16.6%		11.1%	15.2%	
<i>Depreciation</i>	76	75	60		151	117	
<i>Interest Expense</i>	53	46	43		100	105	
PBT	112	(32)	203	(45%)	80	264	(70%)
<i>PBT margin %</i>	6.5%	(2.5%)	11.0%		2.7%	8.3%	
Taxes	(11)	9	(64)		(2)	(68)	
Net Profit	102	(23)	-		79	197	
Exceptional Items*	(59)	(0)	-		(60)	(9)	
Net Profit Post Exception	42	(23)	139		19	188	

* Includes ~ INR 57 Cr. of stamp duty on account of demerger and ₹ VRS expense of ~INR 2 Cr

Segment Performance

Quarterly Results Q2'FY25

Post IndAS 116	TOTAL INCOME			EBITDA			EBITDA %	
	Q2 FY25	Q2 FY24	YoY (%)	Q2 FY25	Q2 FY24	YoY (%)	Q2 FY25	Q2 FY24
Particulars (₹ Cr.)								
Branded Textile	854	933	(8%)	161	207	(22%)	18.9%	22.2%
Branded Apparel	441	437	1%	57	53	8%	13.0%	12.2%
Garmenting	260	286	(9%)	25	22	15%	9.6%	7.5%
High Value Cotton Shirting	228	211	8%	22	28	(20%)	9.7%	13.1%
Others#	(48)	(17)		(24)	(4)			
Raymond Lifestyle Consolidated	1,735	1,849	(6%)	242	306	(21%)	13.9%	16.6%



Segment
PERFORMANCE



**BRANDED
TEXTILE**



Particulars (₹ Cr.)	Q2 FY25	Q1 FY25	Q2 FY24	% Change YOY
Revenue	854	565	933	(8%)
EBITDA	161	54	207	(22%)
<i>EBITDA margin</i>	18.9%	9.6%	22.2%	



REVENUES

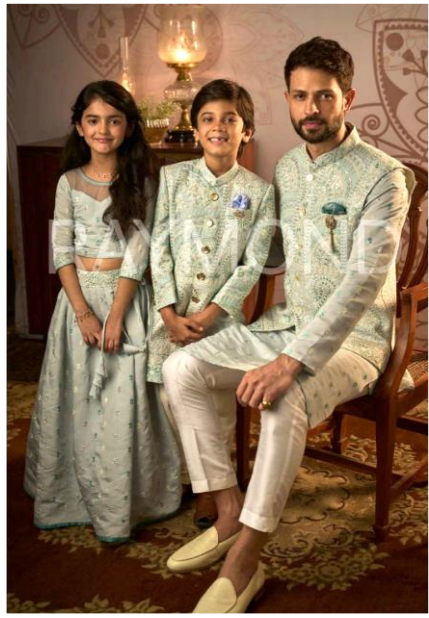
Remained soft due to subdued demand and “Shraadh” in month of September.



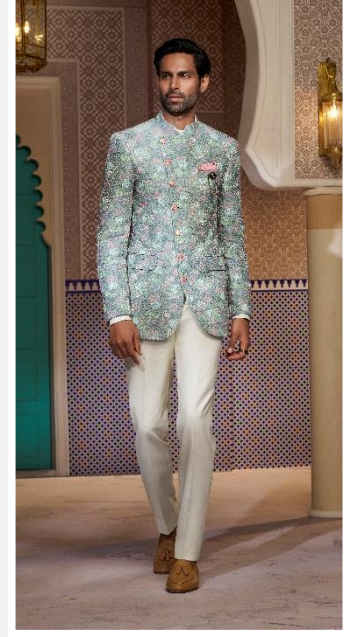
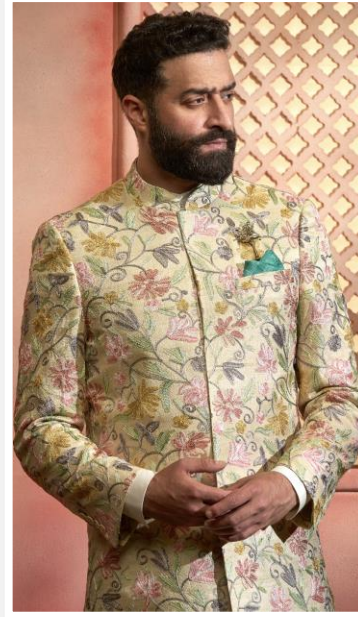
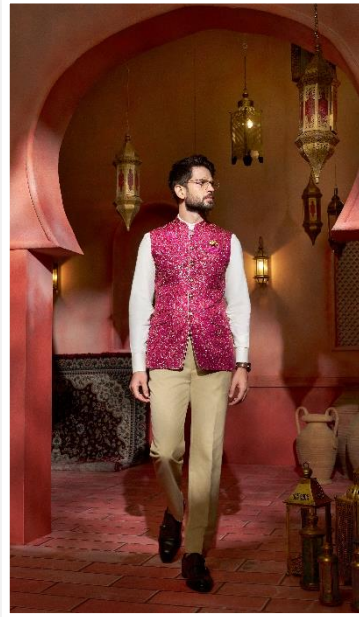
EBITDA

Primarily Impacted due to lower revenues

New Launches — Entry into Ceremonial Fabrics



New Launches include 'Ceremonial Collection', deriving Inspiration from Ancient Indian Monuments and Architectural Domes with intricate detailing as Motif direction.



New Launches- Bello Italiano

INTRODUCING



Bello Italiano
raymond

Luxury Inspired by Italian Heritage



Premiums:

Super 150s, 160s, & 180s
Italian fabrics



Suiting & Jacketing:

Super 110s to 130s wool



Flexo:

High elasticity and stretch
for superior comfort



Noble Fibers:

Cashmere, Wool Silk,
Wool

'**Bello Italiano**' a collection by Raymond aiming at bringing authentic Italian fashion and design sense sourced from best of Italian mills.



Marketing Campaigns

Brand presence through KBC association



KAUN BANEGA
CROREPATI
KAUN BANEGA

SONY
ENTERTAINMENT
TELEVISION

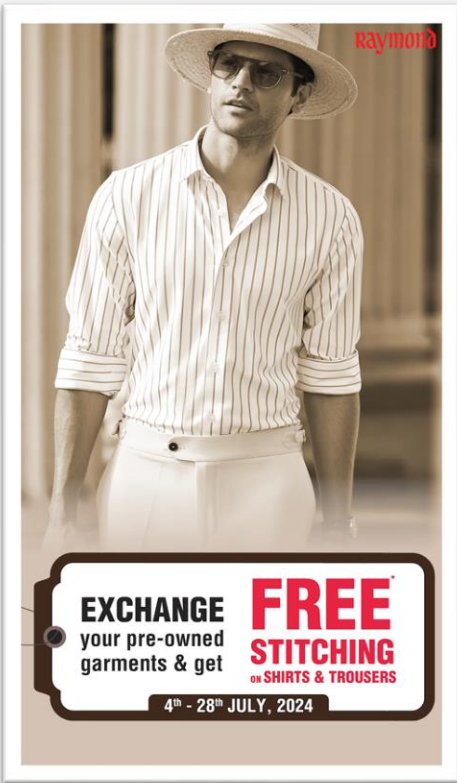
SONY
liv

OFFICIAL WARDROBE PARTNER

Raymond

RAYMOND & KBC
ASSOCIATION ACROSS
TV AND DIGITAL

Marketing Campaigns: Garment Exchange Program (GEP)



Advertisement for Raymond's Garment Exchange Program (GEP). The image shows a man wearing a white shirt, brown trousers, and sunglasses. The Raymond logo is in the top left corner. The text reads: **LOOK GOOD FEEL GOOD**. IN ASSOCIATION WITH **गून्ज..** GOONJ.. a voice, an effort www.goonj.org. **GARMENT EXCHANGE PROGRAM**. **LIVE NOW** 4th July - 28th July, 2024. **MEDIA PLAN OVERVIEW**. **IMPACTFUL PRINT**: 6th & 13th July, 2024; 45 Editions; Page 3/ Back Page Supplement; Readership: 52.6 lakhs. **ENGAGING DIGITAL**: Reach 5M+; Live from 4th July onwards. **CRM CONNECT**: Twice in a week; Live from 4th July onwards. The bottom text says: Join us in spreading joy and a million smiles.

- Raymond believes a fashion statement can also make a huge soul statement.
- Encouraging the joy of giving by pledging the pre-owned garments / apparel (from customers) to people in need through active collaboration with 'Goonj', an NGO. In return, customers were offered **FREE STITCHING** on trouser and shirting fabrics.

GARMENT EXCHANGE PROGRAM



**BRANDED
APPAREL**

Branded Apparel

Steady Performance



Particulars (₹ Cr.)	Q2 FY25	Q1 FY25	Q2 FY24	% Change YOY
Revenue	441	303	437	1%
EBITDA	57	15	53	8%
<i>EBITDA margin</i>	13.0%	4.8%	12.2%	



REVENUE

Grew marginally driven by new stores additions in a subdued consumer demand and challenging market conditions.

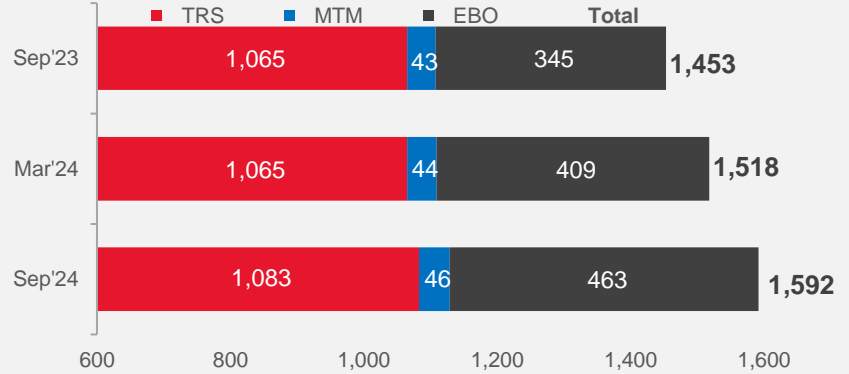


EBITDA

EBITDA margins at 13.0% driven by focus on intake margins.

Exclusive Retail Network

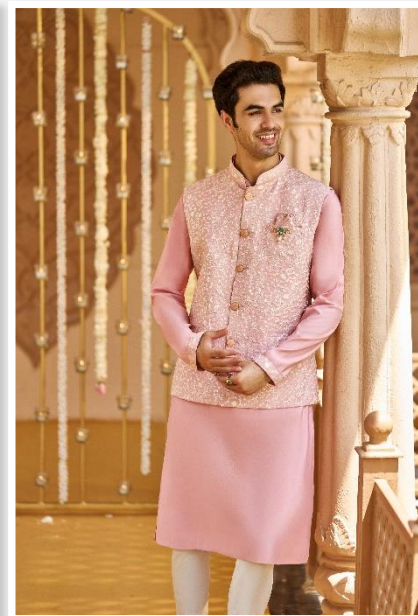
Continuing expansion of retail footprint



Opened **74 stores** during the first half of the year with **1,592 stores** as on **30th Sep 2024**.

Exclusive Brands





ETHNIX BY RAYMOND

Our Ethnix Portfolio

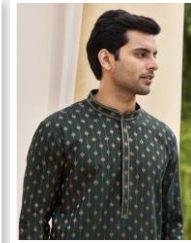
WEDDING COLLECTION



FESTIVE COLLECTION



SMART ETHNIX



ethnix
by **Raymond**

- Opened 15 stores in first half of the year taking the tally to 129 stores.
- Newly launched Smart Ethnix collection – an eclectic design code, defining an array of fusion silhouettes of Short Kurtas, Bundi & Trousers

'Build' The New Category: Sleepwear

SleepZ
— by —
Raymond

- Product categories consist of Indian Wear (kurta – pajama set, dhoti) and Western Wear
- Building a distribution strategy with strong focus on distributors with regional and PAN India level presence.





GARMENDING

Garmenting

Continued Momentum



Particulars (₹ Cr.)	Q2 FY25	Q1 FY25	Q2 FY24	% Change YOY
Revenue	260	252	286	(9%)
EBITDA	25	9	22	15%
<i>EBITDA margin</i>	9.6%	3.5%	7.5%	



REVENUE

Impacted by certain delay in shipment dispatches.



EBITDA

EBITDA margins in Q2'FY25 stood at 9.6%.



**HIGH VALUE
COTTON SHIRTING**

High Value Cotton Shirting

Stable Demand



Particulars (₹ Cr.)	Q2 FY25	Q1 FY25	Q2 FY24	% Change YOY
Revenue	228	186	211	8%
EBITDA	22	10	28	(20%)
<i>EBITDA margin</i>	9.7%	5.6%	13.1%	



REVENUE

Revenue improved as our B2B customers prepare for ensuing festive and wedding season.



EBITDA

Impacted due to input costs.

Q2'FY25 **PERFORMANCE**

“Raymond Lifestyle Limited had a stable quarterly performance amidst subdued demand, weaker consumer sentiment and higher inflationary pressures. Our continued focus on retail expansion led to reaching 1,592 stores including 129 stores in Ethnix by Raymond. We have launched Sleepz and getting good responses from trade channel. Recent buoyancy has been witnessed at the start of a festive & wedding season. Going forward, we are strategically positioned to capture demand through our retail expansion plans, new product launches and marketing campaigns.”



SUNIL KATARIA
(Managing Director)



Raymond
LIFESTYLE — 2.0



To be the leading **FASHION & LIFESTYLE** company with loved brands, fashion first approach and a delightful consumer experience to deliver superior stakeholder value.

INNOVATION

- We have been crafting world-class product offerings over the years.
- We will invest behind product and process innovation to drive disruptive growth.

QUALITY

We are recognized for our high-quality product offerings and there will be no compromise on delivering consistent highest quality standards.

TRUST

- We are one of India's most trusted brands with near 100% awareness.
- We will continue to strengthen our stakeholder relationships built over 100 years.

CONSUMER DELIGHT

Consumers delight is the heart of everything that we do and we strive to continuously excel in it through our products and service.

CARE

- Our People are our biggest strength and we nurture and invest in our talent.
- We care for our planet and we will work towards this with responsibility and purpose.



Raymond
Lifestyle

Strong Resilient Brand since 1925

Ranked in the Top 10 list for 2024



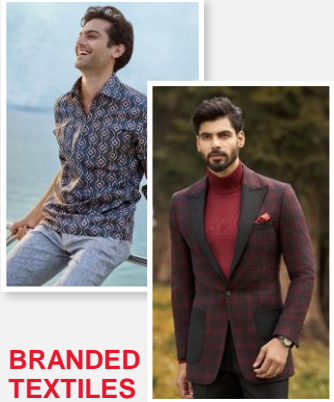
WE ARE AMONGST INDIA'S STRONGEST BRANDS

Strategic Approach



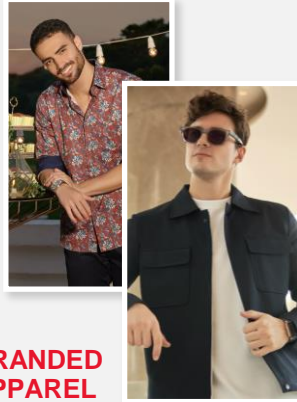
Key Portfolio

Lifestyle Segments / Brands



BRANDED TEXTILES

Leading B2C brand for Suiting and Shirting fabric. Commands largest market share in the worsted suiting fabric industry.



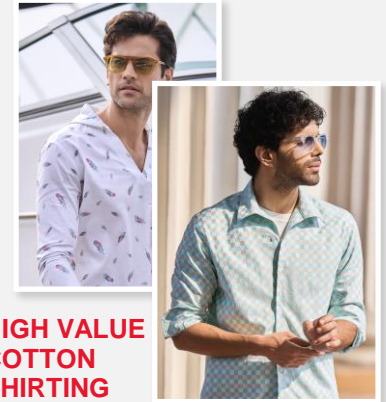
BRANDED APPAREL

Ready to wear brands like Park Avenue, ColorPlus, Parx, Raymond Ready to Wear (RTW), Ethnix distributed through all retail formats including Multi-brand outlets (MBOs), Large format stores (LFS) and The Raymond store (TRS).



GARMENDING

A white-labelled integrated manufacturer and exporter of high-value clothing products like suits, jackets, trousers, etc.



HIGH VALUE COTTON SHIRTING

B2B business – manufacturer of high value / finest shirting cotton fabrics. The product range includes premium cotton and linen shirting and bottom-weight fabrics.



High Teen Margin Business

FY'2024

Particulars (₹ Cr.)	FY24
Total Income#	6,691
Opex	5,599
EBITDA	1,093
<i>EBITDA Margin %</i>	16%
<i>Depreciation</i>	248
<i>Interest Expense</i>	196
PBT before exceptions	649
<i>PBT Margin %</i>	10%
Exceptional items	9
Taxes	170
Net Profit	470

Gross Margin
46%

EBITDA %
16.3%

EBIT%
12.6%

PAT %
7.0%



Leadership &
MANAGEMENT TEAM

Strong Governance

With High Pedigree Board Members



**GAUTAM
SINGHANIA**
Executive Chairman



K NARASIMHA MURTHY
Independent Director
*Ex Director NSE,
ONGC, LIC & UTI*



VINEET NAYAR
Independent Director
Ex CEO- HCL



ANISHA MOTWANI
Independent Director
*Strategic Advisor
World Bank*



MAHENDRA V DOSHI
Independent Director
*Chief Promoter &
CMD LKP Finance*



RAVINDRA DHARIWAL
Non-Executive Director*
*Cofounder Sagacito Technologies
& Ex. Group CEO Bennett Coleman*



DINESH LAL
Independent Director
*Over 50 years of diverse
industry experience*



GIRISH C CHATURVEDI
Independent Director
*Ex Chairman ICICI,
NSE & PFRDA*



RAJIV SHARMA
Independent Director*
Ex CEO Coats



SUNIL KATARIA
Managing Director

Led by Experienced Management Team



SUNIL KATARIA
Managing Director



SAMEER SHAH
Chief Financial Officer



RAVI HUDDA
CDO, Lifestyle & Group CIO



HIMANSHU KHANNA
Chief Marketing Officer



MLN PATNAIK
Chief HR Officer



Dr. SUBHASH NAIK
Chief Manufacturing Officer



ABHIJIT BHALERAO
Chief Information Officer



DEBDEEP SINHA
Chief Business Officer
(Apparel)



VIKRAM MAHALDAR
Chief Business Officer
(Suiting)



MANISH BHARATI
Chief Business Officer
(Garmenting)



ANUPAM DIKSHIT
Chief Business Officer
(Shirting)



VIPUL MATHUR
Chief Business Officer
(New Businesses)



BIDYUT BHANJDEO
Chief Business Officer
(Ethnix)



Raymond ESG GOALS

ESG
Commitment
Creating a Spell to

2x

Double the number of U.S. Black employees in Level 8 (Director) and Level 9 (Vice President) positions in 2023 over 2022

100K+

40%

Retain Employees

Well Defined ESG Goals

ENVIRONMENT (E)



20%

Reduction in
scope 1 & 2
by 2030



20%

Renewable Energy
Target by 2030



30%

Decrease
in Waste to
landfill by 2030



ZERO

Liquid Discharge
(ZLD) by 2030

SOCIAL (S)



100%

Return to
Work Rate



Single Digit

Employee
Turnover Rate



ZERO

Fatalities since
last 5 years



20%

Gender diversity
target by 2030

GOVERNANCE (G)



100%

Independent Directors
on all Committee

Raymond Lifestyle 2.0

Growth Drivers



RAYMOND- THE COMPLETE MAN

Disclaimer

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THANK YOU

REACH US @Raymond.IR@Raymond.in