



August 14, 2024.

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

*Encl: As above*

## **LUX INDUSTRIES LIMITED**



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# MARKET OUTLOOK & COMPANY UPDATE

## Economy & Market Update

- Subdued consumption demands because of elections, inflation, etc
- Uneven weather patterns- prolonged heatwave
- Trends similar to preceding Quarters
- Brands continue to expand strategically in key markets
- Yarn prices remain stable
- 'Omni channel' being driven by players as their core strategy
- Higher discounts to channel partners for better working capital management

## Brand Performance

- Clear shift towards organized segment
- Strong brand recall felt – Power brands performing well despite inflationary pressures
- Menswear brand witnessed volume growth – Cozi ~6% & Venus ~5% (QE YoY)↑

## Operational Highlights

- Launched rainwear category under the brand 'Lux Venus'
- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal became fully operational
- Launched 1<sup>st</sup> EBO for the Brand "ONN" in Bangalore.
- Strategically broadening its reach within established markets
- Increased focus on modern trade and e-com

- 05 At a glance
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CORPORATE

# IDENTITY

# ENSURING EVERYDAY COMFORT FOR DECADES

## Lux group



### Leadership

**No.1**

Indian innerwear company (volume terms)

**₹ 535 Crores**

Consolidated revenue from operations\*



### Prominence

**~15%**

Share in organized men's innerwear market

**95%**

Fill rate against industry average of 80%

## Unique in its value proposition



### Scale

**34 crore**

Garment pieces\*\* manufacturing capacity across 9 state-of-the-art plants

**2 lakh+**

Retailer network across India

**46+**

Country export presence

**3,300+**

Employees

**5K+**

SKUs; among industry's largest innerwear ranges. It will be 13K+ if color and size counted separately

**100+**

Products spanning innerwear, outerwear and athleisure wear categories

\* Q1 FY'25

\*\* YE Mar'24

# BUILDING ON A RICH LEGACY

## 1957

- Shri Girdhari Lal Todi founded Biswanath Hosiery Mills

## 1993-1995

- Export commenced across the Middle East, Africa and Europe
- Lux Industries Ltd was incorporated as a Public Ltd Company

## 2003

- IPO launched- oversubscribed 4 times

## 2010-2012

- Shah Rukh Khan became brand ambassador for ONN
- Lux Industries launched womenswear brand 'Lyra'

## 2015-2016 (Contd.)

- Shares listed on the BSE and NSE

## 2019 (Contd.)

- Kartik Aaryan was onboarded as brand ambassador for Lux Inferno and Taapsee Pannu for Lyra.

## 2017-2018

- Varun Dhawan roped in as brand ambassador of Lux Cozi
- Amitabh Bachchan became face of the brands of Lux
- Launched 'Lyra' lingerie
- Lux Classic & Lux Venus Classic relaunched

## 2015-2016 (Contd.)

- Commissioned Eastern India's largest hosiery product manufacturing plant in Dankuni
- Became Kolkata Knight Riders' primary sponsor

## 2019 (Contd.)

- Launched India's first scented vest Lux Cozi
- Launched One8 brand

## 2021

- Merger of J.M. Hosiery and Ebell Fashions with Lux Industries

## 2022

- Setting up of new manufacturing facility at Hosiery Park, Kolkata
- Relaunched brand 'Lux Venus' and onboarded Salman Khan as brand ambassador
- Onboarded Sourav Ganguly for Lux Cozi
- Boman Irani and Satish Kaushik were signed as the face of the brand for Lux Inferno and Lux Cott'swool respectively.

## 2024

- Shri Ashok Kumar Todi, Chairman of the Company received "Bharat Samman Award, 2023" at The House of Lords (UK Parliament), London
- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal has become operational
- Launched Rainwear and Lingerie category under the brand 'Lux Venus'
- Brand 'Lux Cozi' got Brand of the Year 2023-24.

## 2023

- Roped in Janhvi Kapoor as brand ambassador for 'Lyra' and Urvashi Rautela for 'GenX'
- Onboarded Jacqueline Fernandez and Vijay Deverakonda as brand ambassador's for Lux Cozi

# LUX PRODUCT PORTFOLIO



### Men's Innerwear

- Vest
- Brief
- Trunk
- T-Shirt

### Kidswear

- Vest
- Mega Brief
- Trunk
- Half Pant
- Track Pants
- T-Shirt



### Men's Innerwear

- Briefs
- Vests
- Boxers
- T Shirts

### New Launches

- Rainwear category
- Lux Venus Her Lingerie



### Womenswear Innerwear

- Brassieres
- Panties
- Camisole
- Shapewear



### Womenswear Outerwear

- Leggings
- Jeggings
- Kurti Pant
- Palazzo
- T-shirts
- Night-suits
- Sweatshirts
- Tracks



### Mens Innerwear

- Vest
- Brief
- Trunk
- Thermals



### Mens Outerwear

- T- Shirt
- Track Pant
- Jackets
- Sweatshirt
- Half Pant
- Joggers
- Socks

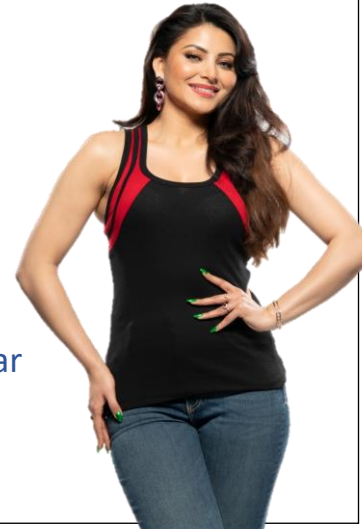
### Kidswear

- T- Shirt
- Track Pant
- Sweatshirt
- Jackets



### Men's Innerwear

- Vests
- T Shirts
- Track Pants
- Briefs & Trunks
- Boxers
- Shorts
- Winterwear





# WIDENING AND DEEPENING REACH

1,170+ dealers' network

Available in 2 lakh+ multi-brand stores and 11 EBOs

Stronger e-retail platform presence

13 Depots drive faster distribution in India

550+

Sales teams drive offtake

18

Warehouses (12 states)

Strategically located manufacturing units (West Bengal, Punjab, Tamil Nadu and Uttar Pradesh) to address growing markets



Lux Industries Dankuni Factory



Participated in India's Biggest Exhibition on Gifting & Promotional Solutions- "Gifts World Expo" in New Delhi

# TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House recognition by Government of India



25

New countries added in past 5 years

46+

Country-wide presence

60

Targeted country-presence by 2025

Market traction in tropical countries (including GCC region and Africa)

## Geography-wise sales

94%

Domestic

6%

Exports



# ADVANCING WITH GOOD GOVERNANCE

## Experienced Board

- Promoter-Directors with 25+ years of average industry experience; expertise- Sales & Marketing, Brand Promotion, Product Development, Board service & Governance.
- Independent Directors with expertise in Accounting & Finance, Legal, Product Development & Packaging and Strategy.

- E&Y continuing as Internal Auditor
- S.K. Agarwal and Co Chartered Accountants LLP is the Statutory Auditor

## Strong Management Team

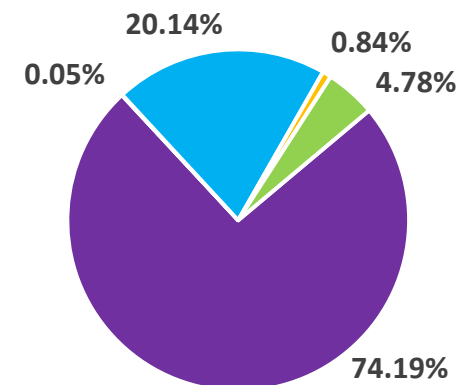
- Inducted new members in the recent year new member include:

**Pradip Kumar Kandar** – General Manager, Secretarial & Legal

## Growing Trust

- Marquee investors like Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital

## Shareholding Pattern as on 30.06.2024



■ Promoter ■ Mutual Fund ■ Non-Institutional ■ FII ■ Insurance Company

**25%**

Women Independent Directors

**50%**

Share of Independent Directors on Board



# OPPORTUNITIES

# NEW PRODUCTION FACILITY

## WEST BENGAL HOSIERY PARK, KOLKATA

Commissioned 4.50 lakh square feet, 'State-of-the-Art' facility which is spread over 5 acres of land, with 30% allocated for manufacturing and the remaining area dedicated to warehousing, storage, and finishing facilities.



Lux Industries Jagadishpur Hosiery Park Facility  
Lux Industries Limited

# RESPONDING TO MARKET OPPORTUNITIES

**1,170+**

Strong distribution channel

**3,300+**

Employee workforce

**30+ years**

Longstanding dealer relationship

**₹40+ crores**

Near-term investment to augment production through internal accrual

**₹24 to ₹1790**

Price range of products

**~15%**

Existing market share in men's innerwear

**₹330 crores\***

Gross cash balance

**674+**

Districts-presence in India



\*Q1 FY'25

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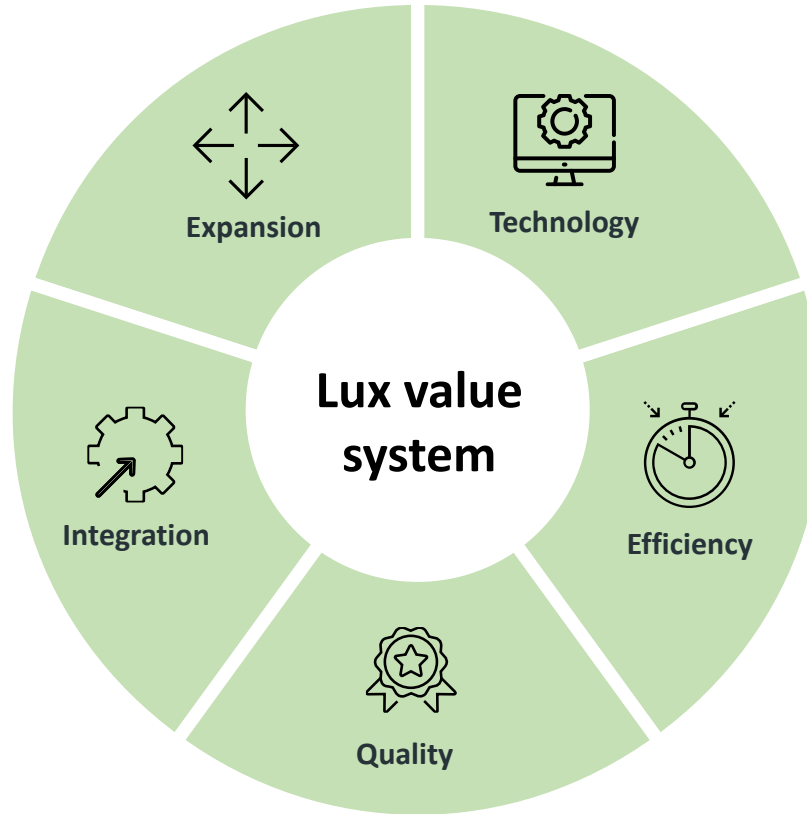
FAST-TRACK

# PROGRESS

# GROWTH INITIATIVES

**Expansion:** Foraying into new segments and geographies and expanding multi-channel footprint

**Quality:** Creating new benchmarks for quality and comfort



**Technology:** Augmenting digital capability with investments in automation (SAP HANA) for enhanced operational control

**Efficiency:** Presence across value-chain and scale driving organisation-wide efficiency



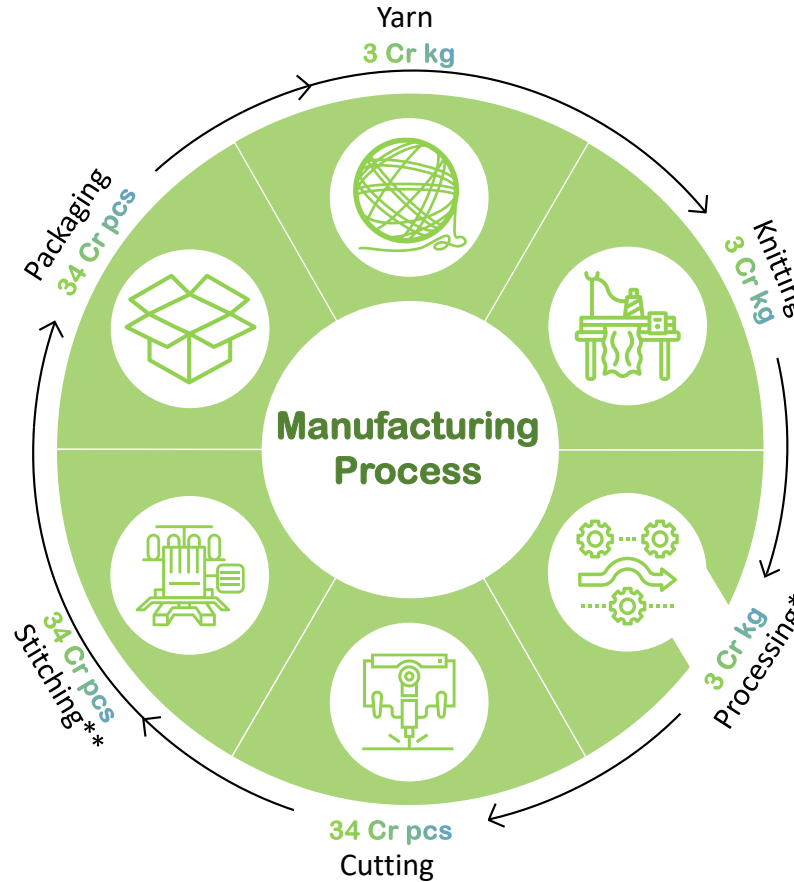


# ENHANCING MANUFACTURING CAPABILITIES

Consistent manufacturing excellence for over 3 decades

Ability to consistently deliver high quality products on timely basis

Investment on machines from Italy, Germany, and Singapore



Flexible core manufacturing process

Key focus areas: quality, cost effectiveness and innovation

Completed upgradation and replacement of old equipment



Note \*\*Outsourced to job workers with strong company control

Lux Industries Limited

# VENTURING INTO NEWER REGIONS AND SEGMENTS

From an innerwear pureplay to a mix of athleisure and outerwear player

Launched new campaign for “Lux Cozi Boyz” to promote kid’s wear.

Introduced new thermal product under the brand “Lux Cozi Garam”

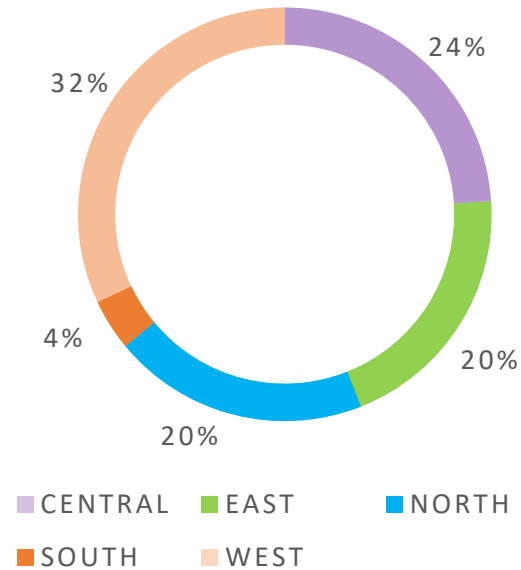
Becoming an all-season brand is about being a reliable choice, meeting consumer needs every day of the year.

Catering to apparel needs of members of a Family

Launched men’s outerwear segment under the brand “Lux Cozi” to diversify the product portfolio in men.

Diversify product portfolio in female (innerwear & outerwear) and kids segment

Domestic Sales (%)



Launched Rainwear category under the brand ‘Lux Venus’

Introduced 'Lux Venus Her' lingerie line, expanding our esteemed 'Lux Venus' brand to cater to women’s innerwear needs too.

Unveiling 'Lux Nitro': Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.

# EXPANDING THROUGH MULTI-CHANNEL FOOTPRINT

- Growing wholesale market presence
- Association with 1,170+ dealers with focused engagement initiatives

Strong presence in multi-brand outlets and large format stores

Enlarging e-commerce footprint with Amazon, Flipkart, Tata Cliq, Myntra and AJIO, among others



#FOFO: Franchise-owned-franchise operated

Adopting investment-light #FOFO model

Target revenue of ₹100 Cr from online sales in next 3 years



<1%

Dealer attrition

4,000+

Average daily online orders

11

Exclusive brand outlets (EBOs)

160+

Large store formats to showcase the entire product range



# CRAFTING 360° BRANDING INITIATIVES

Building brands judiciously

Salman Khan, Sourav Ganguly, Jacqueline Fernandez, Vijay Deverakonda, Varun Dhawan, Boman Irani, Janhvi Kapoor are brand endorsers

Sponsored KKR team in the IPL to enhance brand respect and visibility worldwide



**₹990 crores**

Branding investments in the last seven years including Q1 FY'25

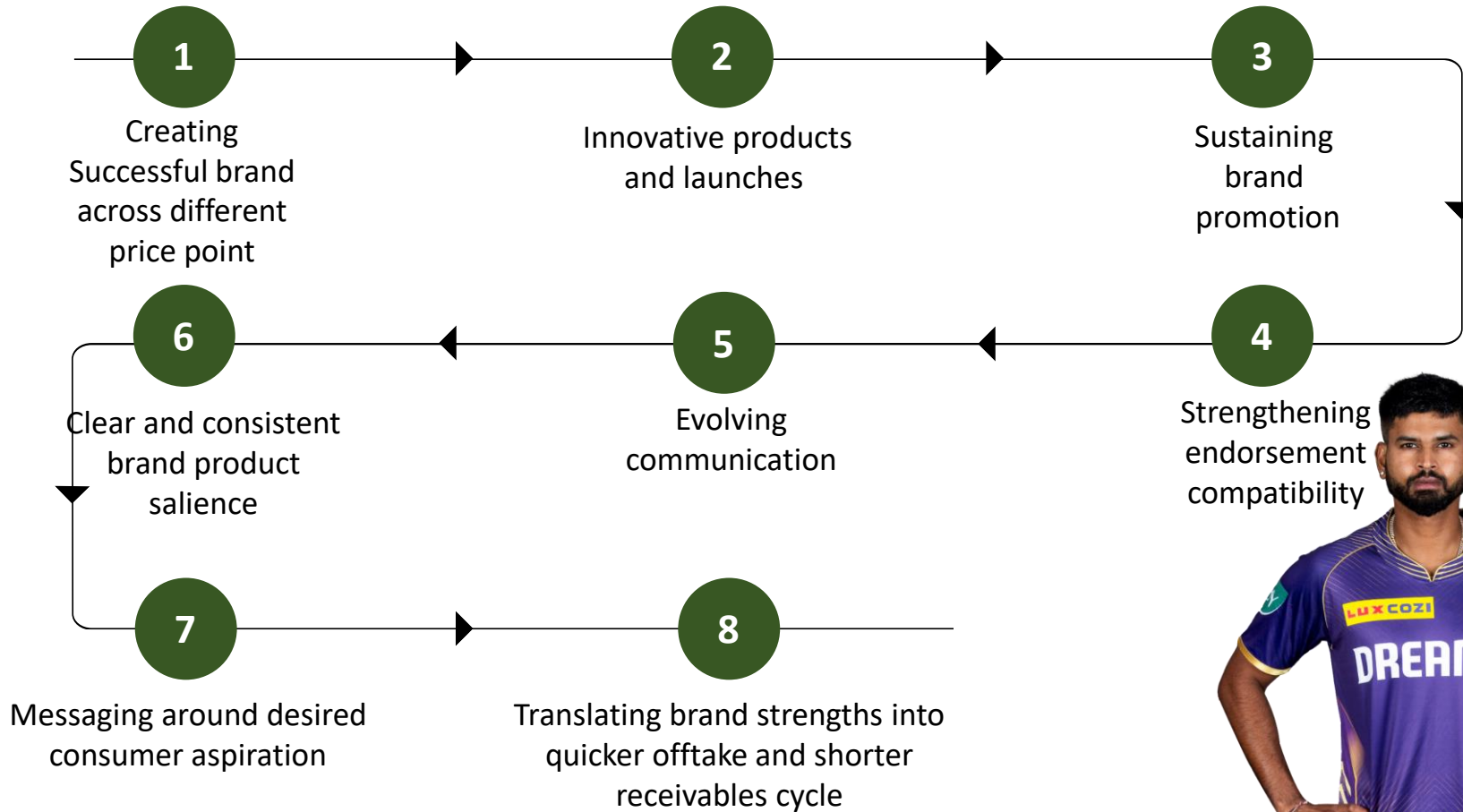
**8%**

Average share of revenues spent on branding (FY18- Q1 FY'25)

**₹11**

Return on every rupee spent on Brand promotion for Q1 FY'25

# CREATING SUCCESSFUL BRAND STRATEGY



# ACCELERATING DIGITAL ADOPTION

IT New Initiatives by developing new age solutions for better customer experiences – led by Prateek Agarwal and his team.

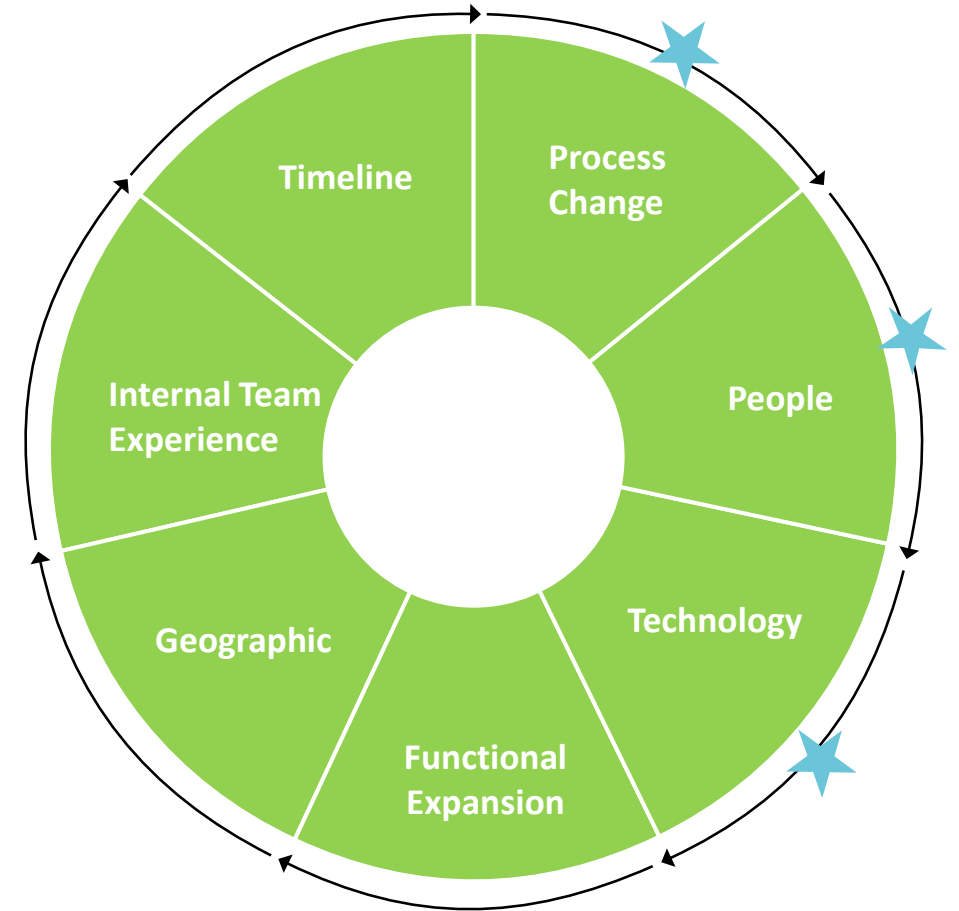
Led by Bibek Maity, CIO and his 25-member team

End-to-end IT solutions through dealer integration systems

Launched 'Lyra Connect' Retailer App- a first of its kind app to directly connect with its retailers

Rollout new website "onninternational.com" direct ONNline platform for customers

Enhanced MIS system for business visibility; data-based decision-making



# STRENGTHENING FINANCIALS

Leveraged credit policy to strengthen working capital

**12.14%**

ROCE, YE Mar'24

Deleveraged balance sheet and created strong liquidity buffer

**₹330 crores**

Gross cash and cash equivalents, Q1 FY'25

Aggressive investment in brand building with focus on premiumization and brand recognition

Working Capital days has improved significantly on account of better inventory & receivables management.

**193 days**

Working Capital Days in Q1 FY'24

**159 days**

Working Capital Days in Q1 FY'25

**133 days**

Inventory cycle in Q1 FY'24

**116 days**

Inventory cycle in Q1 FY'25

**58 days**

Creditor days in Q1 FY'24

**58 days**

Creditor days in Q1 FY'25

**5x**

Interest cover in Q1 FY'24

**11.3x**

Interest cover in Q1 FY'25

**0.17**

Debt-equity in YE Mar'23

**0.12**

Debt-equity in YE Mar'24

# OUR LEADERSHIP PROFILE



**Ashok Kumar Todi**  
Chairman

- Visionary, Founder and Promoter
- Commerce Graduate; engaged in the hosiery business for over five decades
- Forte lies in capturing market share, marketing, formulating various policies for growth and expansion
- Introduced attractive schemes for dealers, retailers and consumers
- Associated with various philanthropic organisations in India



**Pradip Kumar Todi**  
Managing Director

- Visionary, Founder and Promoter
- Commerce Graduate
- Primarily focuses on product development and production functions
- Deep technical knowledge of the hosiery industry
- Forte lies in developing new patterns, yarn combinations, and knitting technologies & strong business acumen
- Introduced new styles and optimised production costs



# NEXT GENERATION TAKING VISION FORWARD



**Navin Kumar Todi**  
Executive Director

- Commerce Graduate
- Engaged with the Company for 22 years
- Looking after the brands like GenX and Lux Cozi Her
- Responsible for operations of the Tirupur unit
- Focusing on product premiumisation, new brands and product categories



**Rahul Kumar Todi**  
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 18 years
- Looking after the Production function of the Tirupur Unit
- Handled wide range of responsibilities across businesses
- Overseeing several functions like finance, personnel, operations, among others



**Saket Todi**  
Executive Director

- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 10 years
- Responsible for premium brands in the retail channel - ONN brand and exports market
- Introduced in-house capacity for stitching for better quality and cost control
- Expanded presence by 24+ countries
- Focus on quality; created a loyal customer base



**Udit Todi**  
Executive Director

- MSC in Finance from LSE, Economics (Hons.) from St. Stephens College, Delhi.
- Engaged with the Company for 10 years
- Launched brand Lyra - +300 crore within 5 years making it the market leader.
- Instrumental in setting up the Dankuni facility with cost optimization.
- Setting up new facilities for further growth plans.
- Expanding women's wear segment into a complete range including inner wear and athleisure.

# STRENGTHENING THE MANAGEMENT TEAM

## Professionals in key positions



**Udai Kumar Agarwal**  
Chief Operating Officer (COO)

- Qualified Chartered Accountant and Cost Management Accountant
- 14+ years of experience in Manufacturing Industry, Strategic Planning, Setting up of projects, Business Development and Business Improvement.
- Represented many global companies having recognition worldwide such as Creora, PT. Primayudha Madirijaya, etc.



**Ajay Nagar**  
Chief Financial Officer (CFO)

- Qualified Chartered Accountant
- 20+ years of experience in Corporate Finance, Accounting, Budgeting, Treasury, Due Diligence, Business Partnering, Investor Relations, Financial Planning & Analysis, Fundraising and Audit.
- Prior to this role, he was associated with VIP Industries (Bangladesh) as Finance Controller, instrumental in the growth path through strong business and financial model



**Smita Mishra**  
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 15 years
- Heads the complete compliance functions and ensures efficient administration; compliance with statutory and regulatory requirements
- Played a critical role during listing on NSE and BSE

# STRENGTHENING THE MANAGEMENT TEAM

## Well-defined roles and responsibilities



**Bibek Maity**  
Chief Information Officer

- Postgraduate (MBA & MCA)
- 22+ years of experience in IT
- Associated with the Company for 5+ years
- Responsible for SAP implementation in the Company
- Enabling smoother business decisions by implementing IT-enabled tools



**Sanjay Mittal**  
Vice President (Sales)

- Has led and supported various leadership roles for 25+ years at the company
- Heads the sales function and plays a significant role in formulating the Sales Strategy
- Strong understanding of hosiery market and achieving targets, critical role in gaining market share via new launch with incremental topline



**Surendra Kumar Bajaj**  
Vice President (Marketing)

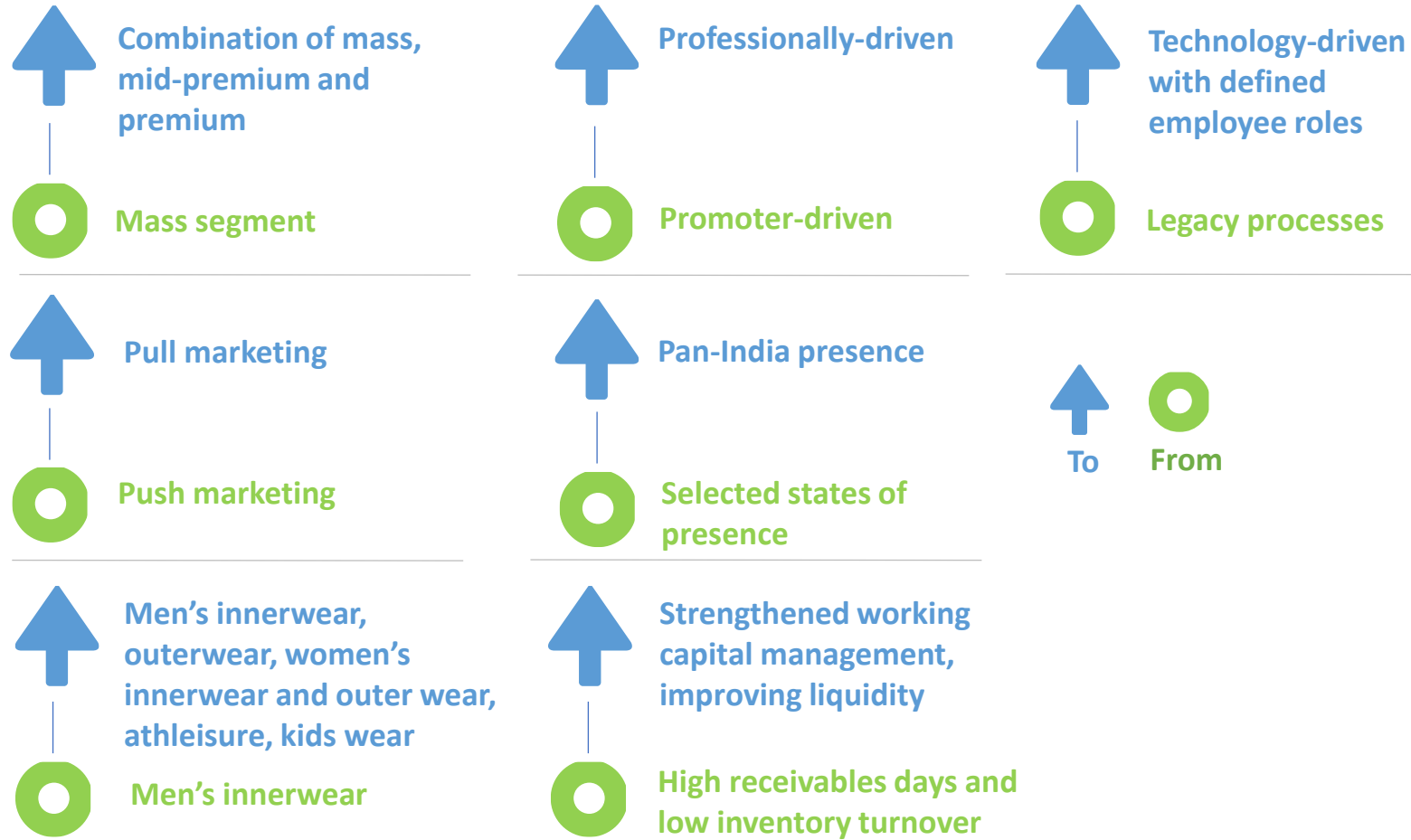
- 35+ years of experience in marketing industry
- Associated with the Company for 6+ years
- Worked with Khaitan Group of Companies before joining Lux
- Instrumental in formulating marketing strategy and plans



**Prateek Agarwal**  
GM – IT & New Initiatives

- Qualified Chartered Accountant and Company Secretary
- 10+ years experience in IT & IT-enabled Business Development
- Worked with companies like Vikram Solar, Century Plyboards.
- Demonstrated history of working towards IT-enabled Business Development, ML, IoT, Salesforce CRM

# PREPARED FOR TOMORROW



29 Business Highlights  
30-45 Financial performance



# PERFORMANCE

# Q1 FY'25 BUSINESS HIGHLIGHTS



## FINANCIAL PERFORMANCE

PBT margins doubled to 8.24 % QE YoY.

EBITDA margins increased by 376 bps QE YoY to 10.06%

Net Working Capital improved by 34 days consequent to enhanced debtor collections.



## POWER BRANDS

Power brand Lux Venus registering volume growth of ~5% (QE YoY)

Men's innerwear brand, Lux Cozi registered volume growth of ~6% (QE YoY).

Lyra continued to dominate market in womenswear segment



## DIGITAL PLAY

Pivoting from primarily offline to Omni-channel enabled innerwear & Outerwear brand.

Investing in IT infra to build digital platforms and create a connect with the channel partners

Having presence in major ecommerce platforms.



## BRAND INVESTMENT

Substantial investment in brand building

Enhancement of brand appeal through targeted marketing initiatives



## GROWTH DRIVERS

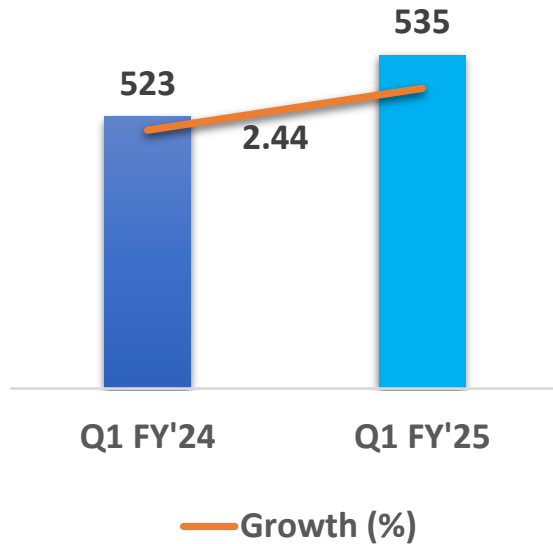
Long Standing Relationships with Distributors.

Experienced Board of Directors aided by professional partners

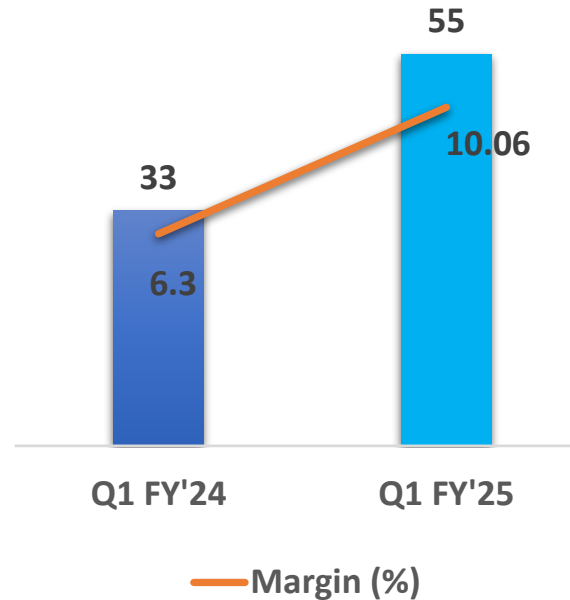
Significant potential and space for growth of our emerging brands

# FINANCIAL SNAPSHOTS- Q1 FY'25 & Q1 FY'24

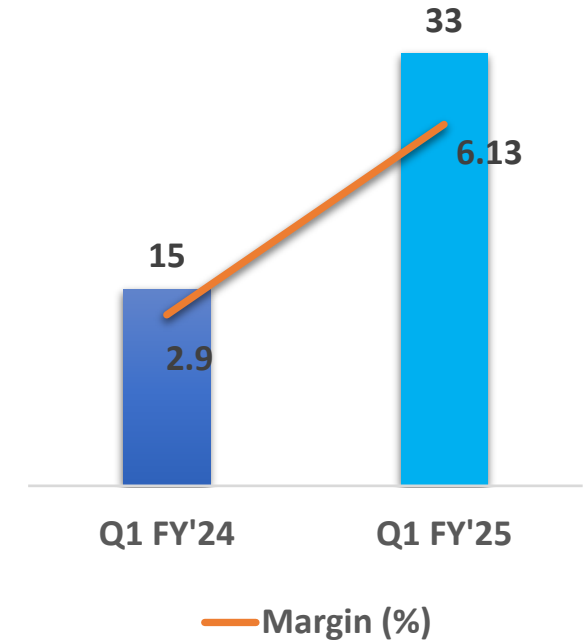
Revenue (₹ in Crores)



EBITDA (₹ in Crores)

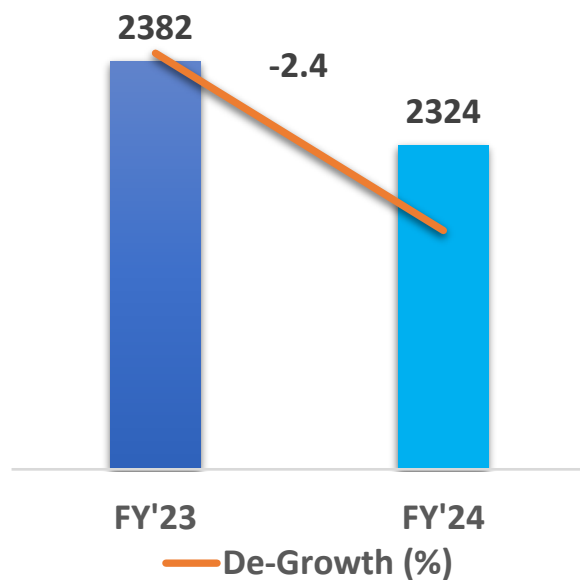


PAT (₹ in Crores)

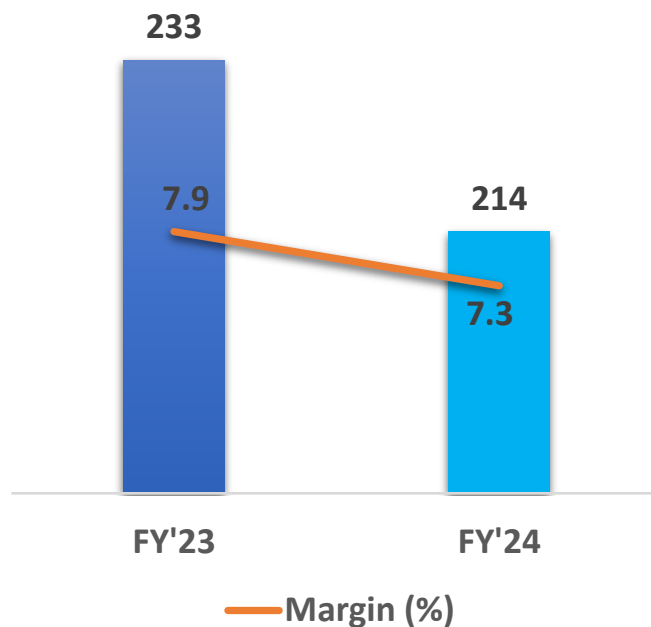


# FINANCIAL SNAPSHOTS- FY'24 & FY'23

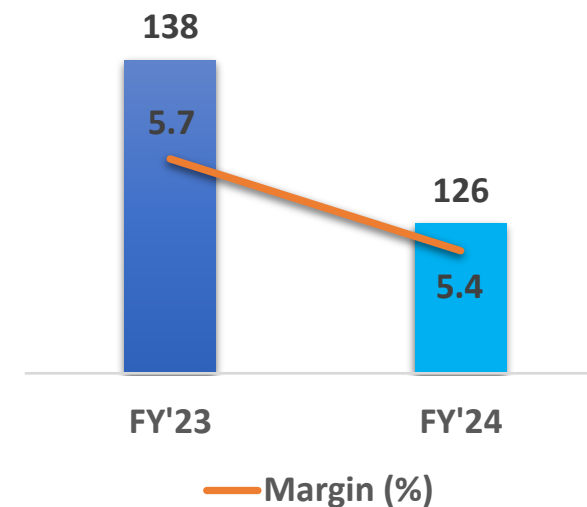
## Revenue (₹ in Crores)



## EBITDA (₹ in Crores)



## PAT (₹ in Crores)





# SEGMENT REVENUE & RESULTS- Q1 FY'25 & YE FY'24

Particulars	Q1 (Rs. cr.)			YE (Rs. cr.)		
	FY'25	FY'24	YoY growth	FY'24	FY'23	YoY growth
<b>Segment Revenue</b>						
a) Vertical A	219.23	200.75	9.21%	927.91	1009.24	-8.1%
b) Vertical B	240.06	231.14	3.86%	1050.24	1022.49	2.7%
c) Vertical C	76.00	90.67	-16.19%	346.15	350.07	-1.1%
<b>Revenue from operations</b>	<b>535.29</b>	<b>522.56</b>	<b>2.44%</b>	<b>2324.29</b>	<b>2381.80</b>	<b>-2.4%</b>
<b>Segment Result {Profit(+)/Loss(-) before Tax}</b>						
a) Vertical A	19.80	5.85	238.25%	60.15	74.21	-18.9%
b) Vertical B	23.72	17.10	38.67%	114.22	98.98	15.4%
c) Vertical C	4.98	4.84	2.72%	18.87	27.52	-31.4%
d) Other un-allocable (expenditure) net of un-allocable income #	-3.58	-6.43	-	-21.00	-11.83	-
<b>Profit before Tax</b>	<b>44.92</b>	<b>21.37</b>	<b>110.18%</b>	<b>172.23</b>	<b>188.88</b>	<b>-8.8%</b>

# The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

# SEGMENT ASSETS & LIABILITIES- Q1 FY'25 & Q1 FY'24

Particulars	QE (Rs. cr.)		
	Q1 FY25	Q1 FY24	YoY growth
<b>Segment Assets</b>			
a) Vertical A	840.72	840.83	-0.01%
b) Vertical B	955.40	843.09	13.32%
c) Vertical C	297.20	308.55	-3.68%
d) Un-allocable #	130.96	163.08	-19.70%
<b>Total Assets</b>	<b>2224.28</b>	<b>2155.55</b>	<b>3.19%</b>
<b>Segment Liabilities</b>			
a) Vertical A	275.66	320.72	-15.61%
b) Vertical B	249.66	216.43	15.35%
c) Vertical C	78.14	106.02	-26.29%
d) Un-allocable #	40.50	56.36	-28.14%
<b>Total Liabilities</b>	<b>638.97</b>	<b>699.54</b>	<b>-8.66%</b>

# The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

# Mr. Saket Todi

OUR  
FACILITIES

Dankuni (W.B.), Sankrail Industrial Park (W.B.), Tajpur Road (Punjab), Tiruppur (Tamil Nadu)



BRANDS



OUR  
OFFICE

Head Office, 17th floor Adventz Infinity,  
Salt Lake, Kolkata - 700091



# KEY BUSINESS HIGHLIGHTS - VERTICAL A

Particulars	Amount (Rs. in cr)		Amount (Rs. in cr)	
	Q1 FY 25	Q1 FY 24	FY 24	FY 23
Revenue From Operation	219.2	200.7	927.9	1,009.2
Other Income	1.5	3.4	7.4	4.7
<b>Total Income</b>	<b>220.8</b>	<b>204.2</b>	<b>935.4</b>	<b>1,013.9</b>
<b>COGS</b>	<b>138.0</b>	<b>132.6</b>	<b>613.0</b>	<b>691.9</b>
<b>Gross Margin</b>	<b>82.8</b>	<b>71.5</b>	<b>322.3</b>	<b>322.0</b>
<b>Gross Margin %</b>	<b>37.5%</b>	<b>35.0%</b>	<b>34.5%</b>	<b>31.8%</b>
Employee Cost	18.5	14.9	62.7	57.8
Advertisement Expenses	23.6	29.1	95.7	98.5
Other Expenses	16.9	17.5	88.1	80.9
<b>EBITDA</b>	<b>23.8</b>	<b>10.1</b>	<b>75.8</b>	<b>84.8</b>
<b>EBITDA Margin %</b>	<b>10.8%</b>	<b>5.0%</b>	<b>8.1%</b>	<b>8.4%</b>
Finance Cost	1.8	2.1	7.1	5.0
Depreciation	2.2	2.1	8.5	5.6
<b>Profit Before Tax</b>	<b>19.8</b>	<b>5.8</b>	<b>60.2</b>	<b>74.2</b>
<b>PBT Margin %</b>	<b>9.0%</b>	<b>2.9%</b>	<b>6.4%</b>	<b>7.3%</b>

Note - Revenue from Operation includes Rs.1.46 cr of Export Incentive

## Quarter Ended Q1 FY25 Performance Indicator

Volume (in pcs)

3.01 crores

▲ 9%

Revenue from Operation

Rs.219 crores

▲ 9%

EBITDA

Rs.23 crores

▲ 136%

PBT

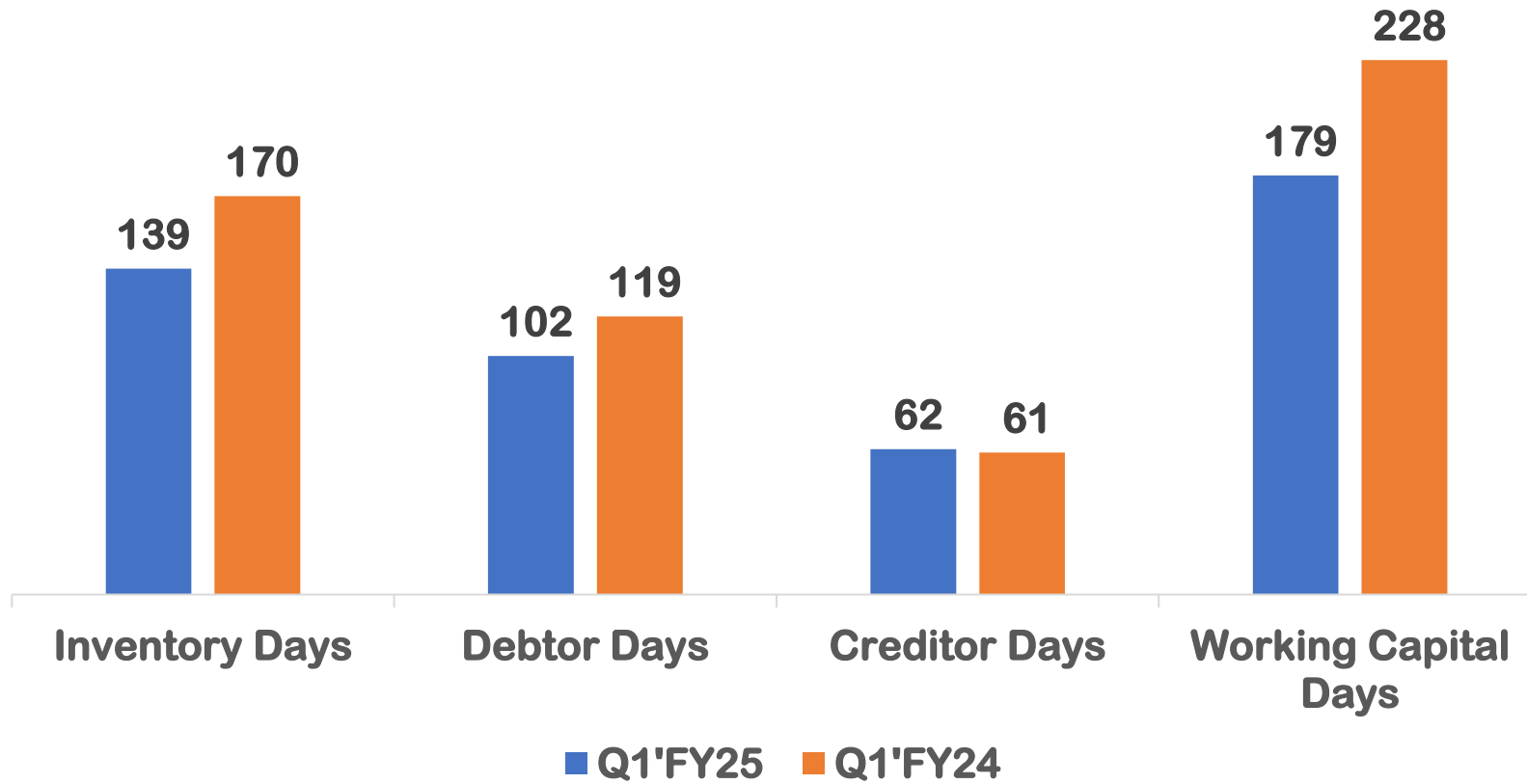
Rs.19.8 crores

▲ 241%

## BIRD'S-EYE VIEW - VERTICAL A

	Quarter Ended				
	NSV (Rs Crs.) Q1'FY25	NSV (Rs Crs.) Q1'FY24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Cozi	158	145	9%	6%	3%
Lux Premium	21	21	-1.2%	2%	-3%
Onn Premium	20	23	-14%	-21%	9%
Lux Winter	3	1	161%	773%	-70%
One8	2	3	-22%	-9%	-14%
Others	14	6	137%	85%	28%
<b>Total</b>	<b>218</b>	<b>199</b>	<b>9%</b>	<b>9%</b>	<b>0.3%</b>

## KEY PERFORMANCE INDICATORS - VERTICAL A



# Mr. Udit Todi

OUR FACILITIES

Hosiery Park,  
B.T. ROAD  
(W.B.)

Rahon Road  
(Punjab)

Tronica City  
(Ghaziabad)

Avinashi  
(Tiruppur)



BRANDS



OUR OFFICE

Corporate Office, 10th Floor, PS Srijan Tech Park,  
Salt Lake, Kolkata - 700091



# KEY BUSINESS HIGHLIGHTS- VERTICAL B



Launch of Rainwear category

Period	Revenue from Operations	PBT	EBITDA
Q1 '25	Rs. 240 crores ▲ 4%	Rs. 25 crores ▲ 46%	Rs. 27 crores ▲ 44%
FY '24	Rs. 1050 crores ▲ 3%	Rs. 114 crores ▲ 15%	Rs. 120 crores ▲ 18%

- Launch of Rainwear category to explore new territories.
- Expanded into women’s wear economy segment through launch of ‘Lux Venus Her’
- Unveiling 'Lux Nitro': Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.
- Investments (net of borrowings) increased from Rs. 135 Crores as on March'24 to Rs. 200 Crores as on June'24

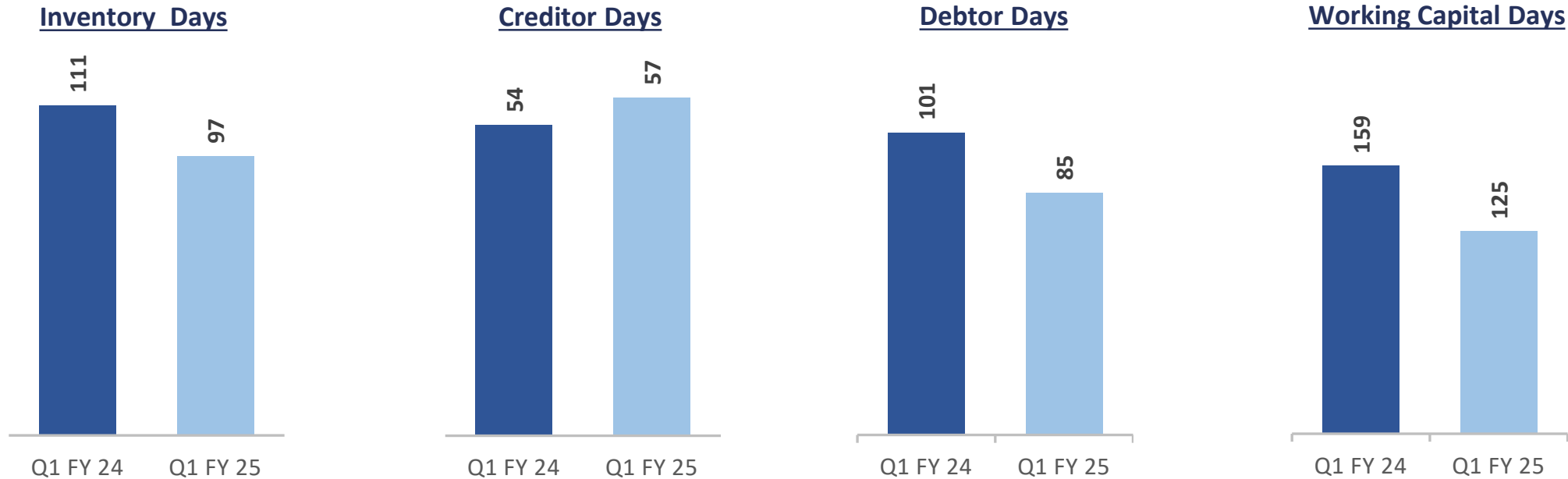


# BIRD'S-EYE VIEW- VERTICAL B

Category	Quarter ended				
	NSV (Rs Crs.) Q1 FY'25	NSV (Rs Crs.) Q1 FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Venus	125	122	2.1%	5.0%	-2.8%
Lux Venus Rainwear*	9	-	NA	NA	NA
Lyra	91	95	-4.2%	-4.4%	-0.2%
Lux Inferno	1	1	-41.5%	-50.6%	18.3%
Lux Premium	9	9	-0.1%	6.5%	-6.1%
Others	6	3	83.5%	-49.1%	260.1%
<b>Total</b>	<b>239</b>	<b>230</b>	<b>4.1%</b>	<b>2.6%</b>	<b>1.4%</b>

\*Forayed into rainwear category in the Q4 FY 23-24

# VERTICAL B- KEY PERFORMANCE INDICATORS



*Improved Inventory days due to better inventory management and production planning*



*Improved Debtor turnover days due to enhanced collection management*



*Significant improvement of 34 days in Working Capital Days*

# VERTICAL C

Mr. Rahul Kr. Todi

RELATED  
FACILITIES

Vengamedu  
(Tiruppur)



BRANDS



OUR  
OFFICE

Related Management Office  
Angeripalayam Main Road, Shastri Nagar, Tiruppur



# KEY BUSINESS HIGHLIGHTS- VERTICAL C



Q1 '25

Revenue from Operations

Rs. 76 crores



16%

PBT

Rs. 05 crores



3%

EBITDA

Rs. 06 crores



5%

FY '24

Revenue from Operations

Rs. 346 crores



1%

PBT

Rs. 19 crores



31%

EBITDA

Rs. 24 crores



30%

- Migrating into SAP Hanna RISE.
- Surya Kumar Yadav & Urvashi Rautela was onboarded as the brand ambassador for brand 'GenX'

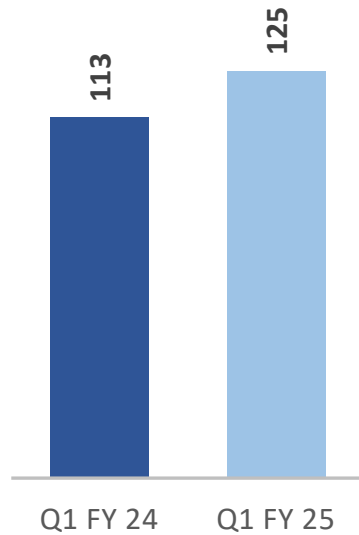
# BIRD'S-EYE VIEW- VERTICAL C

Category	Quarter ended				
	NSV (Rs Crs.) Q1 FY'25	NSV (Rs Crs.) Q1 FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
GenX	25	34	-26.4%	-32.8%	9.5%
Lux Classic	35	38	-8.6%	-7.1%	-1.7%
Lux Amore*	3	-	NA	NA	NA
Lux Karishma	8	12	-36.8%	-38.0%	2.0%
Others	5	6	-16.5%	-13.4%	-3.6%
<b>Total</b>	<b>76</b>	<b>91</b>	<b>-16.3%</b>	<b>-18.4%</b>	<b>2.6%</b>

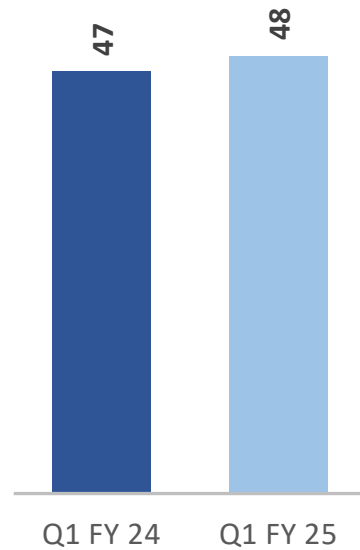
\*Launched brand "Lux Amore" in the Q4 FY 23- 24

# VERTICAL C - KEY PERFORMANCE INDICATORS

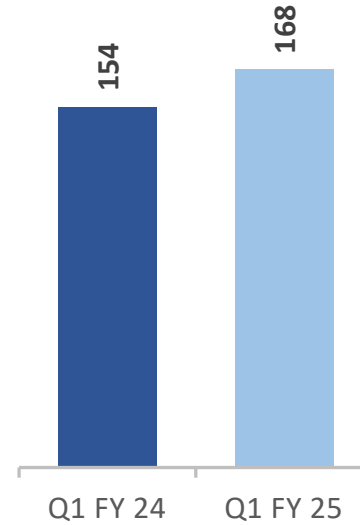
Inventory Days



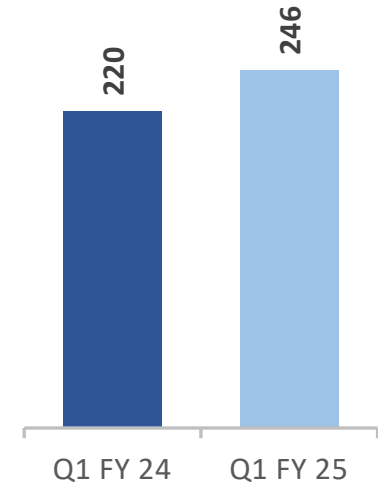
Creditor Days



Debtor Days



Working Capital Days



47 ESG

48 Sustainability

49-53 CSR

54 Environment



# SUSTAINABILITY

# REINFORCING OUR ESG COMMITMENT



- Collaborated with Churchgate Partners to implement ESG
- Provide more transparency in disclosures regarding Environment, Social and Governance related issues
- Guided by the principles to make a difference in society by giving back in equal measures
- Recognizing the need for sustained progress of society to pursue long-term goals that are beneficial for the community

## ESG Public Profile

View ESG details of Lux Industries





# CONTINUING SUSTAINABILITY COMMITMENT



## Action

Our products are made of 100% natural fibre and we use recyclable packaging

Many suppliers manufacture exclusively for us

Manufacturing locally and maximising local sourcing

Embedding sustainability and circularity across the value chain

Social commitment includes sustainability and inclusive growth



## Impact

Hygienic products and reduced environmental impact

Consistent product quality and employment generation

Boosting local economy and well-being in the society

Including sourcing sustainable raw materials, manufacturing processes, supply chain and waste management

Including sustainable raw materials; enhanced workforce management and greater community reach



# WIDENING COMMUNITY IMPACT

Supporting economically backward people through various measures such as by building rest rooms

Addressing environment sustainability

Promotion of Sports by supporting Athlete, Mr. Anush Agarwalla for Equestrian Sport representing India in Paris Olympics 2024

Focusing on animal welfare benefiting 500+ cows

Making available safe drinking water benefiting 1 lakh+ people

Providing medical support by distributing free medicines

Providing Education to underprivileged Children

**₹0.27 crores**

Actual CSR expenditure for Q1 FY'25

**₹5.58 crores**

Budgeted annual CSR expenditure (approx.) for FY 24-25

**2,000+**

Trees planted in 35-40 acres of land



# SPREADING THE SEEDS OF KNOWLEDGE

Commitment for support of ₹ 2 crores towards the building of a free residential school project for over 1000+ unprivileged girls in Joka, WB has been fulfilled.

Built the Saraswati Sishu Mandir School at Bali (Murshidabad)

Contributed ₹ 1.5 crores to Dhanuka Dhunseri Foundation for promotion of Chess activities

Partnership and consultation with NGOs, registered trusts and Section 8 companies

**100 +**

Students enrolled



*Saraswati Sishu Mandir School at Bali (Murshidabad)*

# ENSURING WELL-BEING FOR ALL

Supporting Pushpawati Singhania Hospital & Research Institute

Reaching healthcare through focused intervention areas (kidney ailments, cardiovascular diseases, cancer among others)

Engaging in providing treatment to ailing population

Providing OPD and IPD services to the economically underprivileged

200+

Bed facility

1,500+

Liver transplants



Tata Medical Center Operation Theatre

Developed one Operation Theatre at Tata Medical Center by contributing ₹ 2.50 crore including infrastructure and medical equipment's

# ELEVATION OF ATHLETIC PURSUITS

The Company is proud to extend its support to Mr. Anush Agarwalla, a talented young athlete representing India in Equestrian Dressage at the Paris 2024 Olympics. Mr. Agarwalla won a gold medal in the team event and a bronze medal in the individual event in Equestrian Dressage at the 2022 Asian Games. He is also an Arjuna Awardee.



*Left: Mr. Agarwalla honored with Arjuna Award from the President of India*



*Right: Mr. Agarwalla received a bronze medal at the Asian Games 2022*

# Help Us Help Them Foundation – School Project at Joka, Kolkata



# REDUCING ENVIRONMENTAL FOOTPRINT

1 MW rooftop solar power plant at Dankuni (West Bengal) unit

Energy-saving LED lighting systems in our plants save energy

Process technology help save water

30-40% of our total power requirements met through renewable sources

Substantial electricity cost reduction

Installations of Capacitors to reduce plant load

Reducing carbon footprint

**2 lakh litre**

Water saved every day through state-of-the-art processing technology



Rooftop solar power plant at Dankuni unit



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