



October 26, 2017.

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

Dear Sir,

Sub: Press Release dated October 26, 2017.

Enclosed please find the Press Release in relation to the Press Conference to be held on October 26, 2017 at Dankuni Plant of our Company.

This is for your information and record.

Thanking You

Yours faithfully,
for LUX INDUSTRIES LIMITED

Smita Mishra

Smita Mishra
(Company Secretary & Compliance Officer)
M.No.: A26489

LUX INDUSTRIES LTD



Lux Industries expands capacities for aggressive growth phase

Kolkata, 26th October, 2017: Lux Industries Limited, (BSE: 539542 | NSE: LUXIND) known for its innovative and customer-demand driven product offerings, is creating new benchmarks for quality and comfort over the years. In a constant endeavour to understand consumer requirement, Lux has focussed on steady R&D resulting in improvisation of the products and better reach to the target markets. To further the growth trajectory, Lux has recently commissioned an integrated facility at Dankuni to ramp up its capacity in West Bengal.

With existing operational manufacturing facilities in Ludhiana, Tirupur, Delhi, Belgachia, Dhulagarh, Agarpara and Kashipur, the newest addition in Dankuni, spanned over 6 lakh sq. ft, has the potential to increase the production capacity to 20 lakh pieces a day in the next three years from 14 lakh pieces now. While over 90 percent of the innerwear industry is based in and around Kolkata with some manufacturing done in Tirupur and Tamil Nadu, Lux now has 11 units across India (in West Bengal, Uttarakhand and Tamil Nadu).

Speaking on the developments, **Mr. Saket Todi, Senior Vice President, Lux Industries**, commented, "There has been a significant margin growth owing to the enhanced operational efficiency and cost containment. Automation has benefited Lux with quality consistency. Postoptimal capacity utilisation of Dankuni plant, our production capacity has increased by 5 lakh pieces per day leading to EBITDA margin to the extent of 100 basis points."

Lux industries has deployed German knitting, Italian cutting and advanced computer aided machines under one roof thus substantially cutting down the number of outsourced functions and encouraging for more research and development within the company.

"Consolidation of major functions under one roof allows the company to benefit from scale of operations and its automated facilities lead the company to save fabric and ensure better precision. With automation like computer aided design (CAD) and auto cutters the garment rejection rate has come down by 30 basis points. Centralised warehousing has benefitted the fill rate by almost 10% and today Lux Industries claim to have fill rate of 94% which is one of the highest amongst the peers" said, **Mr. Udit Todi, Senior Vice President, Lux Industries Ltd.**

To a typically unorganized segment, the company has brought forth an institutional culture that is most visibly reflected in its technology orientation. Continued focus on premiumisation, portfolio expansion in existing product segments (men, women and kid's inner & outer wear), venture into new segments and penetration into upcoming growth centres are key factors considered to open the potential for consistent and sustainable revenue growth.

About LUX INDUSTRIES LTD:

LUX Industries Ltd. (BSE: 539542 | NSE: LUXIND) manufactures more than 100 products across 12 major brands comprising a complete range of innerwear for men, women, and children. LUX produces vests, T-shirts, briefs, boxers, spaghettis, thermals, panties, and leggings represented by some of the most prominent brands. These brands comprise category leaders such as LUX Cozi, LUX Cozi Glo, ONN Premium Wear, LUX Bigshot, LUX Venus, Genx, LUX Cott'swool, LUX Inferno, LUX Classic, LUX Mozze, LUX Karishma and LUX Touch. LUX is present in more than 45+ countries and has reiterated its leadership position in the domestic market with over 900 dealer and distributor network.

For further information please contact Perfect Relations:

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