



January 20, 2018.

To, <b>The Secretary, 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, 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.

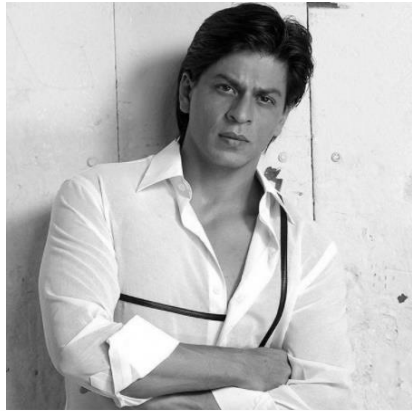
Thanking You,

Yours faithfully,  
***For Lux Industries Limited***

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

***Encl : As above***

## **LUX INDUSTRIES LTD**



**FASHION** **PASSION** **DEPENDABLE** **PROFITABLE**  
**CONTEMPORARY** **DYNAMIC** **ENERGETIC** **TRUSTED**  
**BRAND** **VALUE** **FOR** **DURABLE** **YOUTHFUL**  
**MONEY** **QUALITY** **COMFORTABLE**  
**ASPIRATIONAL** **EFFICIENCY**  
**FAMILIAR** **SUSTAINABILITY**



January 2018

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# Pioneering Commitment



**1<sup>st</sup>** Ranked  
innerwear  
company in  
Volume Terms

**~8%** of  
Annual revenue  
invested in  
Brand  
Promotion

**2,000**  
pieces sold  
every minute

**5,000+**  
SKU's

**1<sup>st</sup>** Ranked  
innerwear  
Brand in Bengal

**14-15%**  
Market share in  
Organized  
Men's  
Innerwear  
Market

More than  
**100** products  
across **12**  
Brands

Manufacturing  
Capacity of  
**1825 lac**  
garments pieces  
a year

**1<sup>st</sup>** Ranked  
Indian exporter  
of Innerwear

**47** Number of  
countries  
products are  
exported to

Enjoys a fill rate  
of **95%**  
against Industry  
Avg. of **80%**

**6**  
Manufacturing  
Facilities

Opportunities are  
never coincidental.

# Market Opportunity

KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX  
COTT's  
WOOL GLO  
MOZZE  
COZI  
TOUCH  
VENUS  
ONN

# Exponential Opportunities....

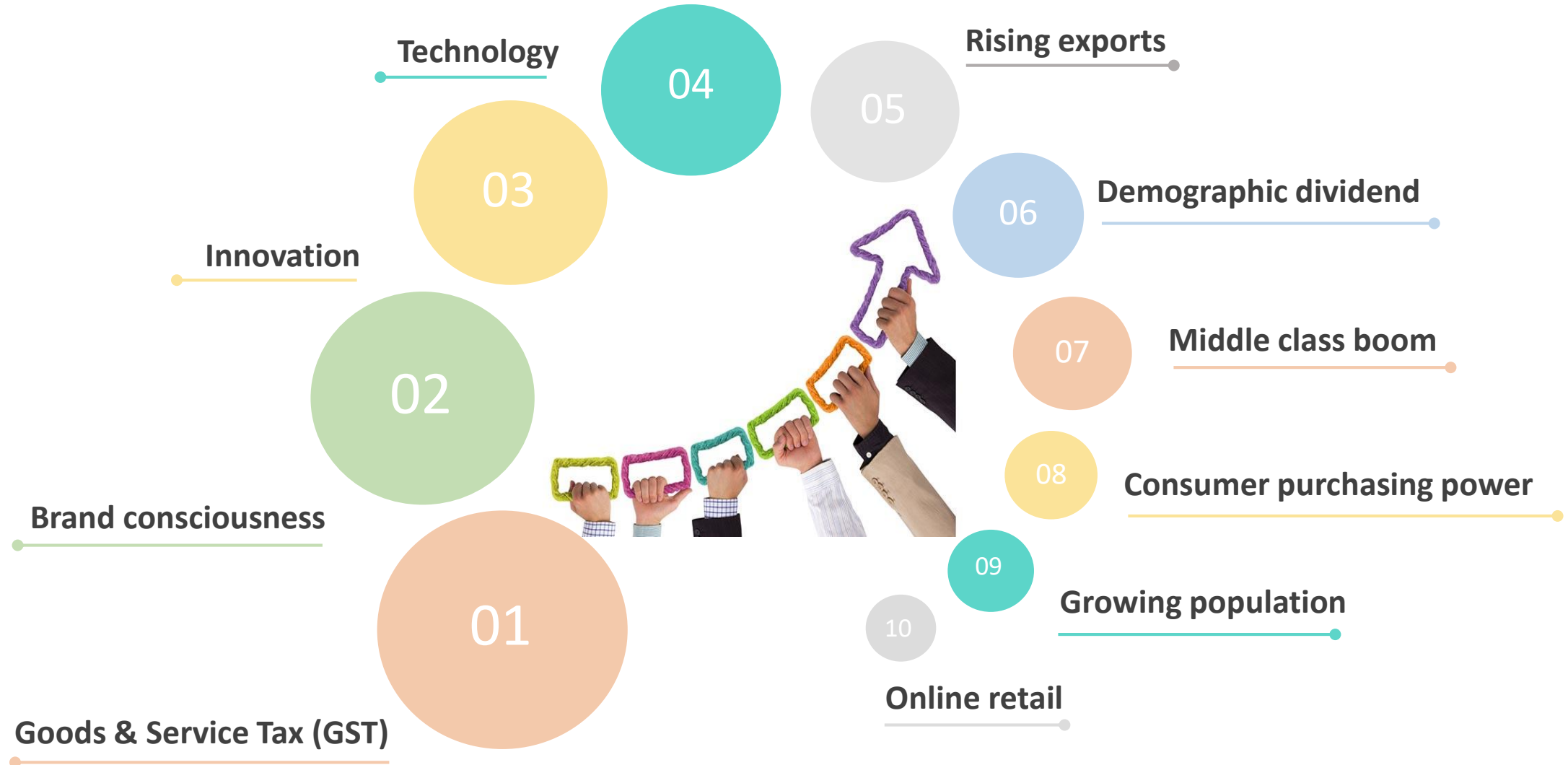


## Presence across Categories



- ✓ Addressed **Men and Women** wear categories
- ✓ At the cusp of rapid growth; per capita inner wear expenditure **expected to double to Rs. 300**
- ✓ Innerwear market of Rs. 24,000 Cr (2015) projected to grow to **Rs. 47,000 Cr by 2020**
- ✓ Enhanced **Manufacturing Automation** (ultrasonic cutting systems) increasing efficiency and global competitiveness
- ✓ Emergence of purpose-specific innerwear (sporty, casual, fashionable) **Widening the Market**
- ✓ Widening **Customer Needs**; increasing product extensions
- ✓ Growing scope of **E-commerce**
- ✓ Growing traction from **Africa, Arab countries and Middle East**

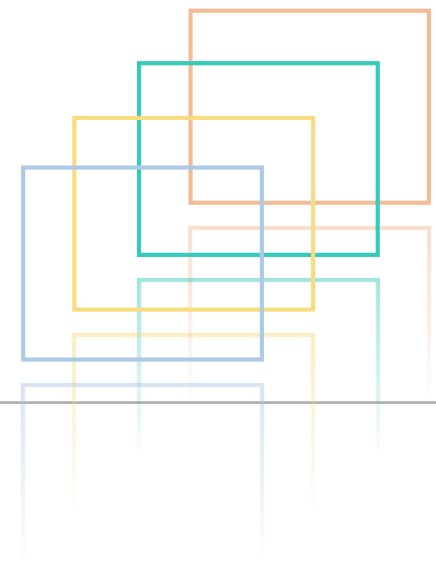
# ....poised to Grow





A house is only as strong  
as its foundation

# Strong Foundation



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX

MOZZE  
COZZI  
TOUCH  
VENUS

COTT's  
WOOL GLO  
ONN



**SUNO  
TOH  
APNE  
DIL KI**

*Vaani  
Dhan*



“We are gaining  
Market Share”

# We have created Brand Equity



**LUX**  
**VENUS**<sup>TM</sup>  
VESTS • BRIEFS

1993

Vests & Briefs

**LUX**  
**Classic**  
VESTS • BRIEFS

1995

Vests & Briefs

**LUX**  
**Karishma**  
Pantie, Camisole & Leggies

1997

Panties,  
camisoles &  
leggings

**LUX**  
*Touch*  
INNERWEAR FOR WOMEN  
Pantie, Camisole & Leggies

1998

Panties,  
camisoles &  
leggings

**GenX**  
DESIGNER VEST CASUAL INNERS

2000

Designer vests  
and casual  
inners

**LUX** **cozi**<sup>TM</sup>  
INNERWEAR

2001

Innerwear

**LUX** **cozi**  
**BIG SHOT**  
PREMIUM TRUNKS

2003

Premium Trunks

**LUX**  
**COTT'S WOOL**  
THE BEST WARMER TO YOUR SKIN

2005

Thermals and  
Outwear

**LUX**  
**Inferno**  
— QUILTED THERMALS —

2007

Quilted  
Thermals

**LUX**  
**MAZZE**  
The premium socks range

2009

Premium Socks

**ONN**<sup>®</sup>

2010

Premium Wear

**LUX** **cozi**  
**GLO**  
COLLECTION

2016

Vests, Briefs &  
Drawers

# Our Products are Bare Necessities



## Diverse Product Portfolio

01

- ✓ Mass, Semi Premium & Premium
- ✓ Men's innerwear to Men's & Women's outerwear
- ✓ Complementary Products like socks & children's wear



02

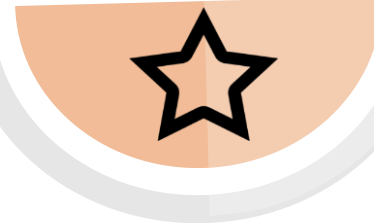
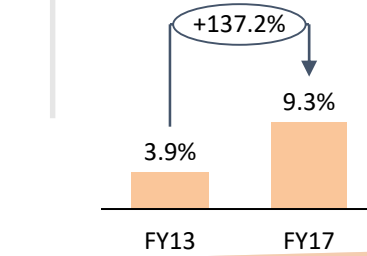
- ### Fresh Initiatives
- ✓ GLO Range underwear : Neon & Bright for increasing youth appeal
  - ✓ Manufacture leggings for women
  - ✓ Invested in quality material and contemporary designs (European and American influences)



## Premiumization

03

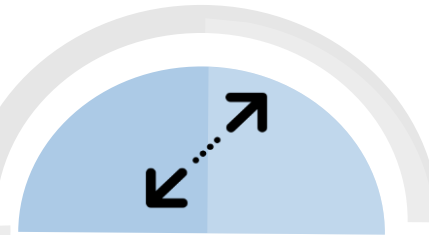
- ✓ ONN Brand growing revenues at 30%
- ✓ Increase in Premium Brand contribution to revenue & Expanding Margins



04

## Widest Consumer Range

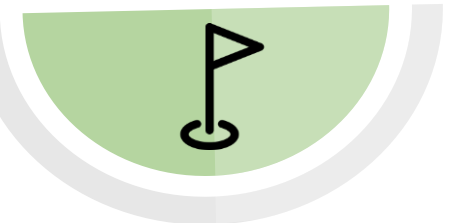
- ✓ The Products range from Rs. 38 – Rs. 1,350
- ✓ Over 5,000 SKU's , among the largest innerwear ranges in the Industry, thus graduating into a one-stop destination



05

## Milestone Achieved

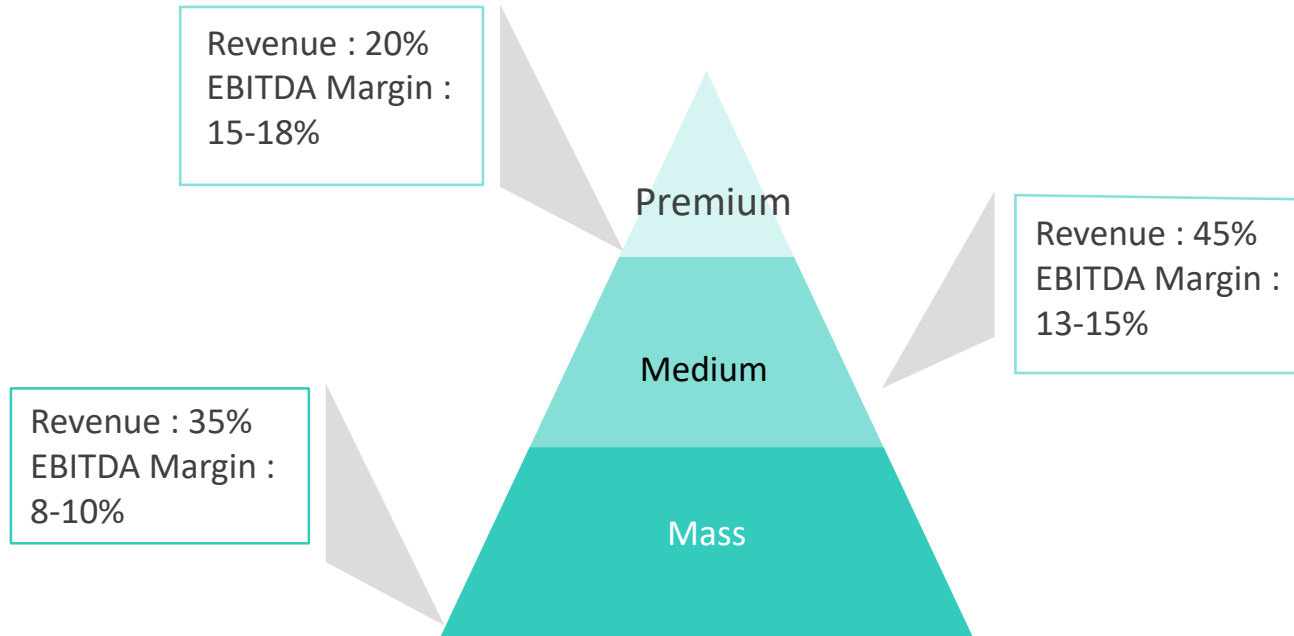
- ✓ Lux Cozi helped sectorial transformation from un-organized to brand driven
- ✓ Enjoys the recall of being a Pioneer in the launch & styling of premium products
- ✓ Largest in the space of Semi-premium Indian Brands which contributes 10% to revenue for FY17



# Our Products satisfy Customer needs



## Presence across Categories



## Presence across various Price Points



... From Semi Premium to Premium

... From Men's innerwear to Men's and Women's outerwear

**Lux Cozi** is one of the strongest and fastest growing men's innerwear brands (economy and mid-segment)

**Lux Cozi GLO** is a durable player in the economy to mid-brand segment

**Lux Venus** is one of the largest vest brands in the economy category

**Lux Cozi Bigshot** is a preferred consumer brand in the boxer/ briefs segment

**ONN** is emerging as one of the most promising mid-to-premium men's innerwear brands

# We manufacture to maintain High Quality Standards



## One of Lowest Manufacturing Cost

- ❑ 100% of our products in-house with zero Outsourcing
- ❑ Invested extensively in manufacturing integration and scale with the objective to reduce costs

## Largest Employer in Sector

- ❑ Our pool of 907 employees (as on 31 March 2017) makes us one of the largest employers in the sector

## Critical Processes done in-house

- ❑ Lux has concentrated on large, technology driven manufacturing
- ❑ Outsourcing processes such as stitching, we are able to keep our asset profile and employee base light

# We have advanced Manufacturing Facilities



AGARPARA



TIRUPUR



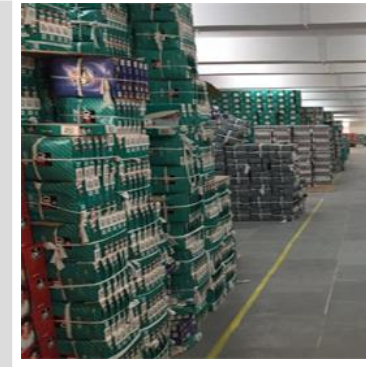
B. T. ROAD



DHULAGARH



LUDHIANA



DANKUNI

State-of-the-art  
Equipment in  
creating Top-  
notch Products  
for consumers

350  
circular  
Knitting  
machines

Fully  
Automated  
in-house  
Stitching  
units

Ahead of the  
trends due to the  
expertise  
of its in-house  
design team

“  
Capacity to manufacture 18.25 Cr  
garment pieces a year which is  
one of the largest in the Indian  
innerwear sector  
”

# We deliver Quality to generate Loyalty



- 01** Manufacture **100%** of our products **in-house** with **zero outsourcing**
- 02** Company invested in cutting machine from **Morgan Technica SPA, Italy**, and knitting machine from **Mayer & Cie, Germany**, and **United Texmac Pte Ltd Singapore**
- 03** **Up-gradation and replacement of old machines** is done as and when required in order to **maintain high quality of output**
- 04** To keep creating **new benchmarks for quality and comfort**, the two fundamentals that lay the foundation of our company and take it to the epitome of success.

State-of-the-art Machines from



MORE THAN PRODUCTS; A QUALITY ASSURANCE OF THE BEST MANUFACTURING AND QUALITY STANDARDS

# We have right distribution setup to Support Growth



## Merchandise Strength

- Core strength lies in the goodwill that we enjoy among distributors, dealers and retailers rather than machines and products

## Capitalizing Opportunity

- First Indian innerwear company to organize distributor and owner conferences within and outside India

## Distributors Stickiness & Easily Accessible

Number	FY00	FY05	FY10	FY15	FY17
Distributors	300	400	650	900	900
Retailers	75,000	120,000	260,000	450,000	450,000

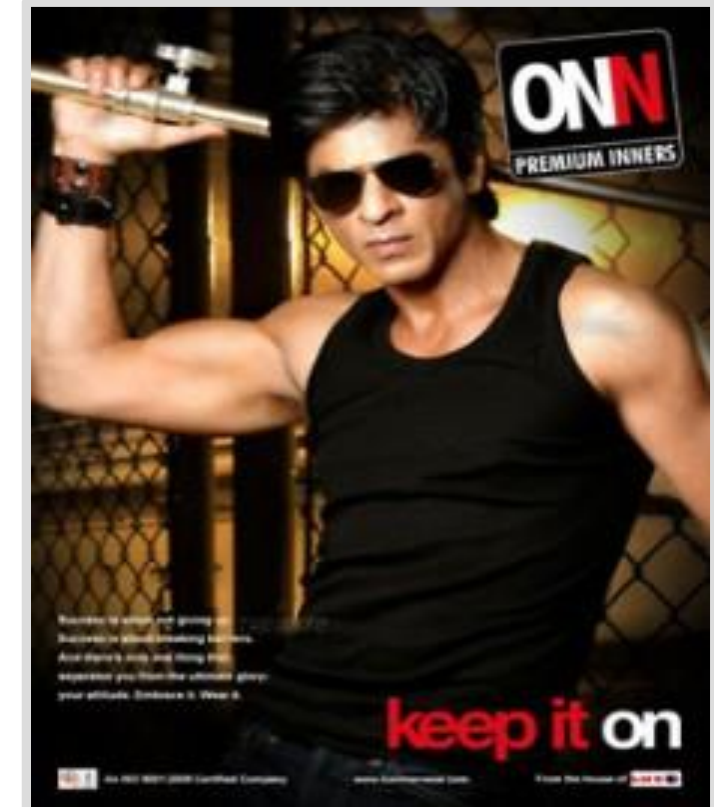


*“ There is less than 1% attrition among distributors ”*  
*“ Available from Distributors ,Retailers to small clusters in India ”*

**LUX is available where customers are...**



# We have Celebrity Endorsements



Lux's profit from every rupee invested in brand spending increased from **5.74%** in FY13 to **7.76%** in FY17

# We are led by Experienced Leadership



## Mr. Ashok Kumar Todi

- ❑ His forte lies in Marketing of the products and formulating various policies for Growth & Expansion of the business on pan india basis
- ❑ He has rejuvenated with exploring schemes for distributors, retailers and even for consumers
- ❑ Has also been associated with various philanthropic organizations of the country



**MR. ASHOK KUMAR TODI**  
**CHAIRMAN**

**MR. PRADIP KUMAR TODI**  
**MANAGING DIRECTOR**

## Mr. Pradip Kumar Todi

- ❑ Presently looking after the Product Development and Production
- ❑ His forte is in developing new patterns, yarn combinations, knitting technologies
- ❑ He has helped the Company to introduce new products with new styles from time to time
- ❑ He has immense acquaintance in technical know-how in hosiery industry
- ❑ His contribution in decreasing production costs helped the Company to enhance profits

# We are supported by Strong Management Team



<p>Mr. Saket Todi Sr. Vice President (Marketing)</p>	<ul style="list-style-type: none"> <li>❑ Mr. Saket Todi, son of Shri Ashok Kumar Todi, aged 27 years</li> <li>❑ Has done his post graduation in Brand Management and has eminent knowledge in marketing</li> <li>❑ His contribution towards strengthening the premiumisation of brand “Lux” is significant</li> <li>❑ Has been associated with the Company since 2014 with his in-depth knowledge in marketing which has helped the Company to achieve greater success and increase profitability</li> </ul>		
<p>Mr. Udit Todi Sr. Vice President (Strategy)</p>	<ul style="list-style-type: none"> <li>❑ Mr. Udit Todi, son of Shri Pradip Kumar Todi, aged 27 years</li> <li>❑ He is Master of Science in Finance from The London School of Economics and Political Science (LSE)</li> <li>❑ Has been associated with the Company since 2014 and has expertise in the field of finance and his proficiency in the management of marketing area of the Company is remarkable</li> </ul>		
<p>Mr. Ajay Patodia Chief Financial Officer</p>	<ul style="list-style-type: none"> <li>❑ He is qualified as FCA, FICWA, DISA (ICAI), SAP (FI), and IFRS(C)</li> <li>❑ He has expertise in the field of finance along with high command in the area of taxation</li> <li>❑ He is associated with the Company since 2005</li> </ul>	<p>Mrs. Smita Mishra Company Secretary &amp; Compliance Officer</p>	<ul style="list-style-type: none"> <li>❑ She is an Associate Member of The Institute of Company Secretaries of India (ICSI)</li> <li>❑ She ensures efficient administration of the company with regard to compliance of statutory and regulatory requirements</li> <li>❑ She is associated with the Lux group since 2009</li> </ul>
<p>Mr. Narendra Panjwani Head Of Quality Control</p>	<ul style="list-style-type: none"> <li>❑ He has many years of experience in hosiery industry, as he had worked with Maxwell Industries Limited for 21 years</li> <li>❑ He has done Bachelor of Science</li> <li>❑ He is associated with the Company since 2013</li> </ul>	<p>Mr. Surendra Kumar Bajaj Vice President (Marketing)</p>	<ul style="list-style-type: none"> <li>❑ He has worked with Khaitan Group of Companies before joining Lux and has an extensive experience in marketing</li> <li>❑ He is associated with the Company since 2014</li> </ul>

# We are supported by Strong Management Team

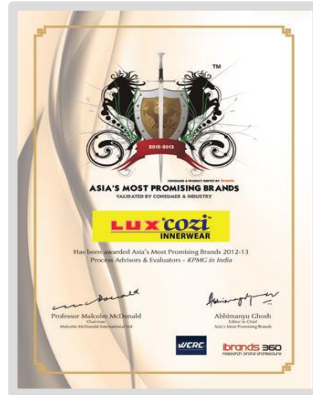


<p>Mr. Sanjay Mittal Vice President (Sales)</p>	<ul style="list-style-type: none"><li>❑ He heads the Sales function and plays an important role in formulating the Sales Strategy</li><li>❑ He is associated with the Company since 1996</li></ul>	<p>Mr. Bibekananda Maity IT Head</p>	<ul style="list-style-type: none"><li>❑ He has done post graduation in MBA &amp; MCA and has more than 22 years of experience in IT function of manufacturing sector</li><li>❑ He is associated with the Company since 2015</li></ul>
<p>Mr. Manoj Ghiya Production Manager</p>	<ul style="list-style-type: none"><li>❑ He formulates the Strategy to run the manufacturing processes reliably and efficiently</li><li>❑ He is associated with the Company since 1989</li></ul>	<p>Mr. R.K. Bhutoria HR Manager</p>	<ul style="list-style-type: none"><li>❑ He plays a major role formulating Strategy for Employee Engagement and Empowerment</li><li>❑ He is associated with the Company since 2004</li></ul>

# We are honoured by Awards & Recognitions

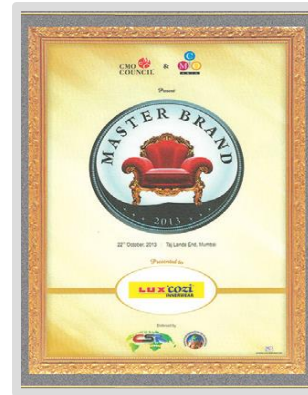


2012-13



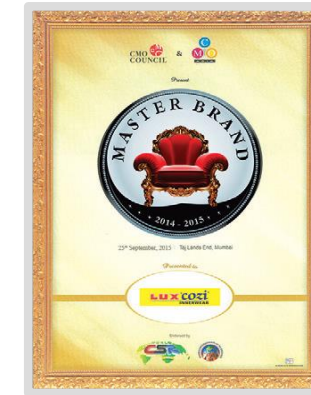
*Asia's Most Promising Brands*

2013



*The Master Brand*

2014



*The Master Brand*

2014-15



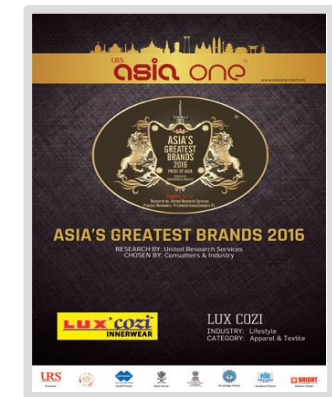
*The Admired Brand of India*

2015



*The World's Greatest Brands*

2016



*Asia's Greatest Brands*



Great leaders inspire  
greatness in others

# Market Penetration Strategy



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX  
MOZZE  
COZZI  
TOUCH  
VENUS  
COTT's  
WOOL  
GLO  
ONN

# Multi-Product & Multi-Brand Approach



	Quality at Low Costs	Premiumization
Product & Quality	<ul style="list-style-type: none"> <li>❑ 100 products under 12 brands for a growing family's needs</li> <li>❑ 5000 SKUs across all major brands</li> <li>❑ Product offerings across ages, genders, geographies and seasons</li> <li>❑ Extensive Vertical Integration with 100% manufacturing in-house</li> <li>❑ Cost leadership through ability to manufacture the largest innerwear volumes at one of the lowest costs</li> </ul>	<ul style="list-style-type: none"> <li>❑ Only 20% of the innerwear market accounted for by the premium and Semi-premium Segments, offering significant headroom for Premiumisation</li> <li>❑ Lux's ONN is a premium brand growing at ~ 30% every year</li> <li>❑ Lux GLO in the mid-premium segment introduced in January 2017</li> <li>❑ Revenues from premium brands increased from 3.90% in FY13 to 9.25% in FY17</li> </ul>
Market Penetration	<ul style="list-style-type: none"> <li>❑ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products</li> <li>❑ Product offerings across ages, genders, geographies and seasons</li> <li>❑ Present in high-growth segments of active wear and sportswear</li> <li>❑ Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks</li> </ul>	<ul style="list-style-type: none"> <li>❑ Pan India Footprint – Strong Presence in Western &amp; Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand</li> <li>❑ Exports to 47 countries largely comprising the Middle East, Africa, Australia and Europe</li> <li>❑ Sales focussed in tropical countries with demographics similar to India thereby offering a huge potential</li> </ul>
	Share of Wallet	Geographical Leadership

# Technologically Advanced Expansion



Integrated Unit across knitting, processing and cutting functions which will strengthening efficiency, productivity & profitability

New state-of-the-art 12 lakh sq.ft (approx) manufacturing facility in Dankuni, West Bengal

Rs.83 Cr investment across 11.48 acres on the outskirts of Kolkata

108 stitching / sewing machines from Singapore; 11 high-speed knitting machines from Germany; 60 sock knitting machines from China and a cutting machine from Singapore

Has the capacity to produce 5 lakh units of finished products a day

Phase-II expansion to double the production capacity over the next 3-4 years

~80% Manufacturing Capacity achieved as on March 2017; accounts for 35% of its overall manufacturing capacity

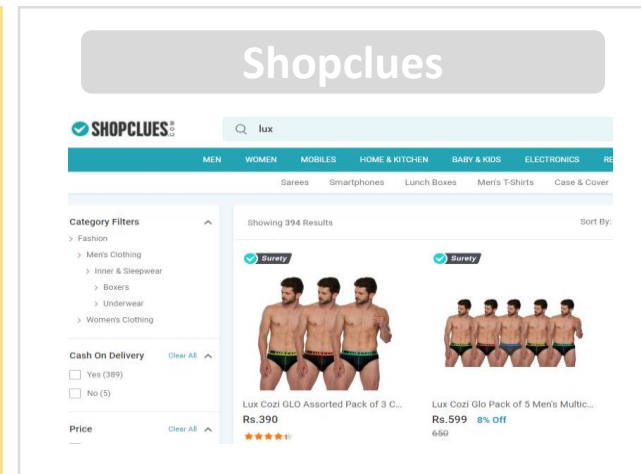
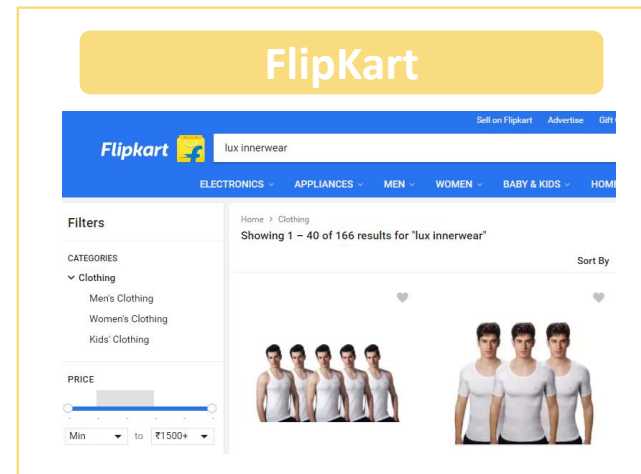
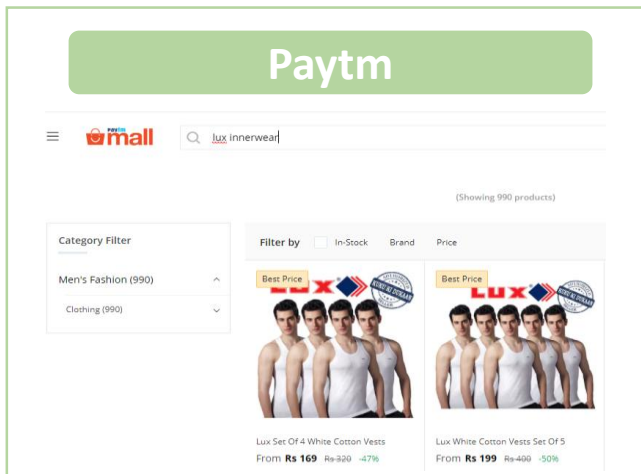
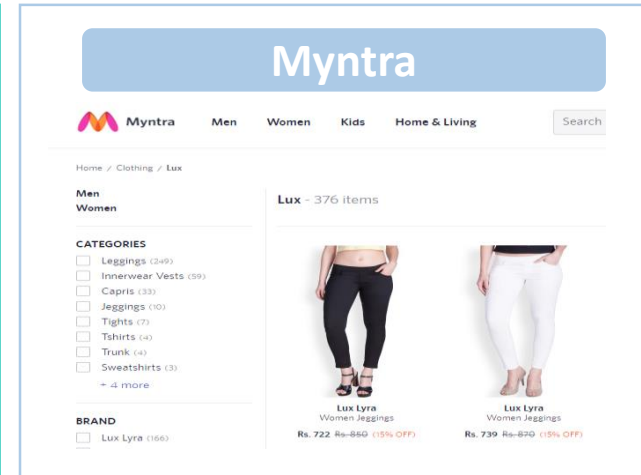
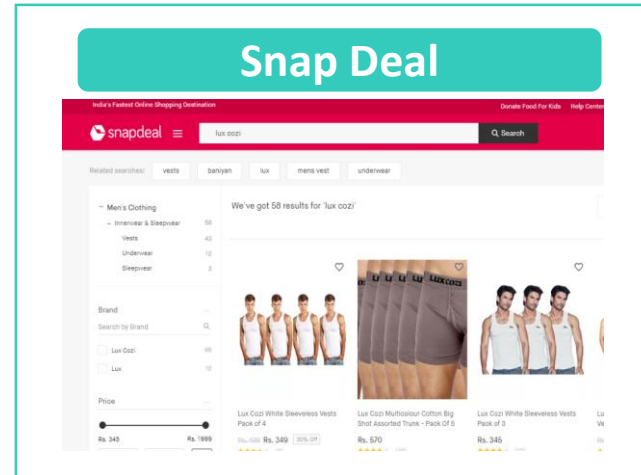
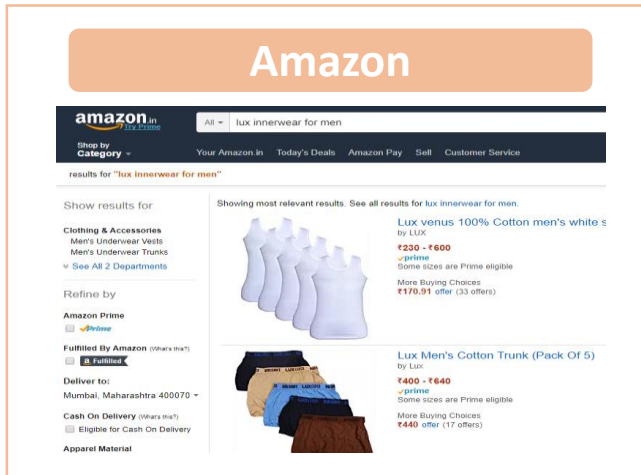




# The New Age Distribution: E - Commerce



❑ Company is creating an online presence through e-commerce websites, enhancing access and image



Other Presence:  
❑ Keep It On  
❑ Jabong  
❑ Lime Road  
❑ Tata Cliq

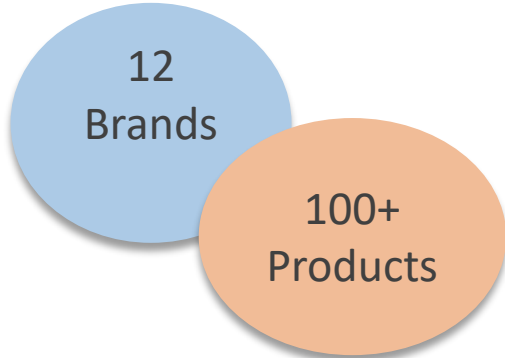
# Focus on Demographics with Huge Potential



☐ For FY16-17 export contribution to revenue was 9.46 %

Increase in the number of countries exported to from 22 to 47 over the past 5 years

# Our Goal - Sustained Brand Investments....



Lux sponsored the KKR team in the IPL, now an international cricket event, enhancing visibility and respect



Lux also sponsored the Bollywood Awards Ceremony TOIFA in Vancouver in 2016, strengthening its pan-India visibility



Ye Andar Ki Baat Hai the first television advertisement featuring Sunny Deol was launched.



Face of Lux Sunny Deol was signed as Lux Cozi's brand ambassador

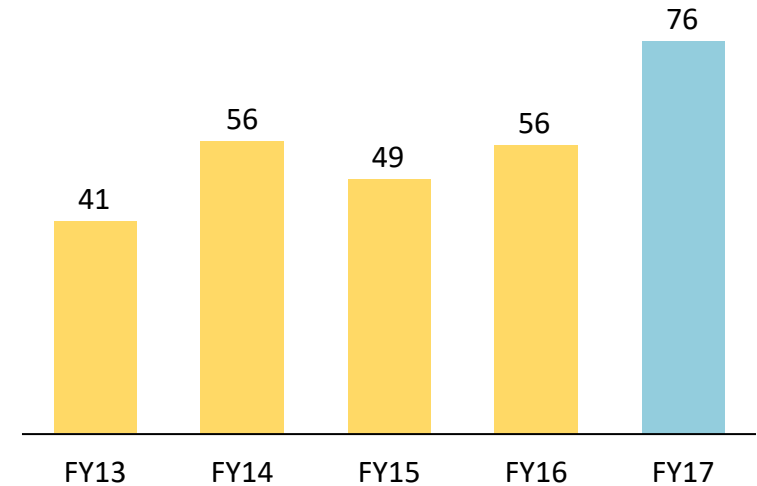


New look - Indian film icon Shah Rukh Khan was engaged as brand ambassador for ONN



Varun Dhawan was signed as Lux Cozi brand ambassador; Lux Glo, a sub brand of Lux Cozi was launched the capability to conceive, invest and mature brands  
Amitabh Bachchan was signed August 2017

## Marketing Spend (Rs. In Cr)



- Invested Rs. 277 Cr in our brands across the 5-years ending FY17
- Sustained brand investments at 8% of turnover

....Mr. Amitabh Bachchan signed up



Brand Ambassador for LUX Venus

*Mr. Amitabh Bachchan as a brand ambassador for the **First Time** by any **Hosiery Brand in India***

*Mr. Bachchan's iconic legacy as an actor, **the brand appeal synergizes with his personality** which is liked by people of **all demographics***

*In Line with our Market Penetration Strategy*

- ❑ Venus is one of the largest innerwear brands in India
- ❑ Will launch Mr. Bachchan as its ambassador through an extensive campaign from January 2018 across a mix of media like Television, Online, Print and Out-of-Home media

“

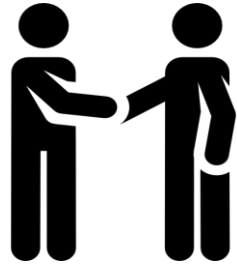
*Endorsement of LUX products will further strengthen the bond with the masses, give our users a greater sense of purpose and help the brands scale newer heights over the course of next few years*

”

# Continuous Strategic Innovation



Artimas Fashions  
Private Limited  
(Wholly Owned  
Subsidiary of Lux  
Industries)



CSE Consulting  
LLP  
(License Owner of  
One8) – Brand of Virat  
Kohli

**LUX Industries will be manufacturing and marketing a unique collection of socks, innerwear and sleepwear for One8, globally**



## Synergies

- ✓ Aim at providing superior product quality coupled with comfortable feel that will grab instant attention of the youth
- ✓ Fill the need-based vacuum that is created in the premium innerwear
- ✓ Provide knowledge and expertise in manufacturing, designing, marketing and retail for the brand



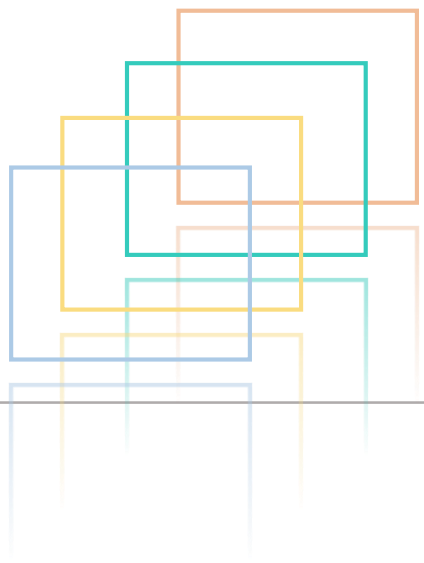
*With One8, we aim to disrupt the premium innerwear segment through innovative product offerings. We feel extremely confident that the about our distribution and resource strength, coupled with the youth appeal of Virat Kohli will make One8 the most preferred brand in the premium category*





The investor of today profits  
from the growth of tomorrow

# Financial Performance



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX

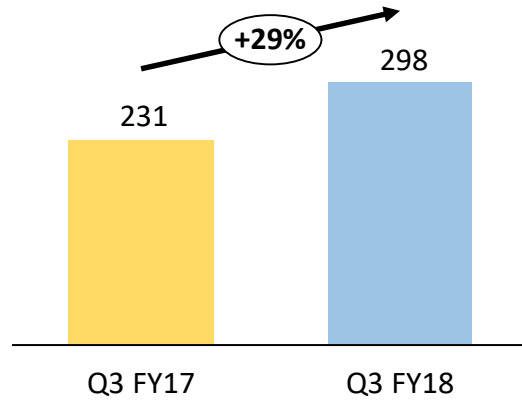
MOZZE  
COZZI  
TOUCH  
VENUS

COTT's  
WOOL  
GLO  
ONNO

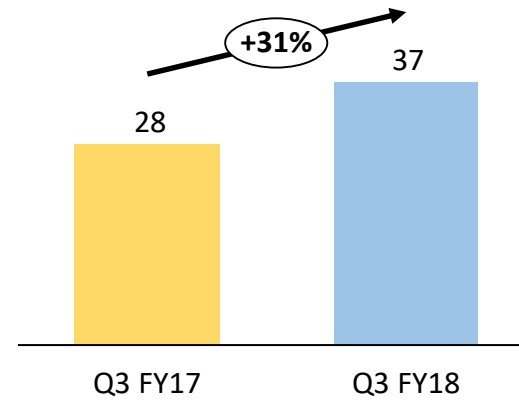
# Q3 FY18 Financial Highlights\*



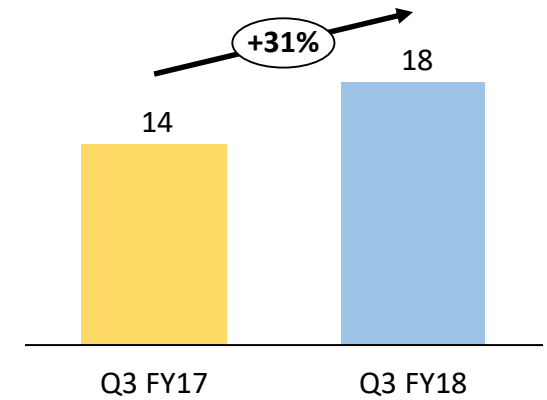
### Revenue (Rs. In Cr)



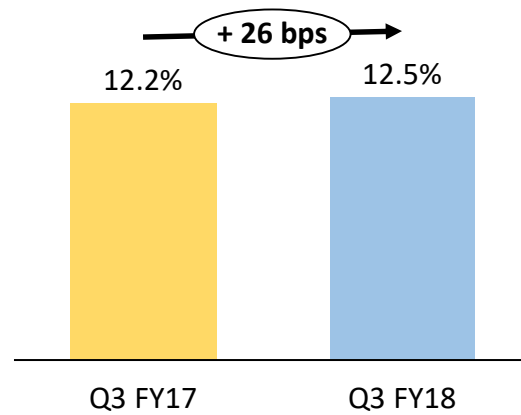
### EBITDA (Rs. In Cr)



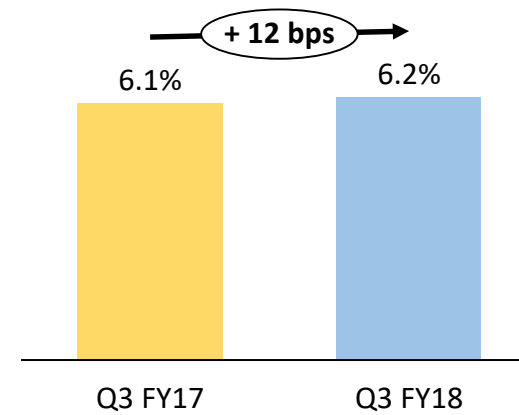
### Profit after Tax (Rs. In Cr)



### EBITDA Margins (%)



### PAT Margins (%)

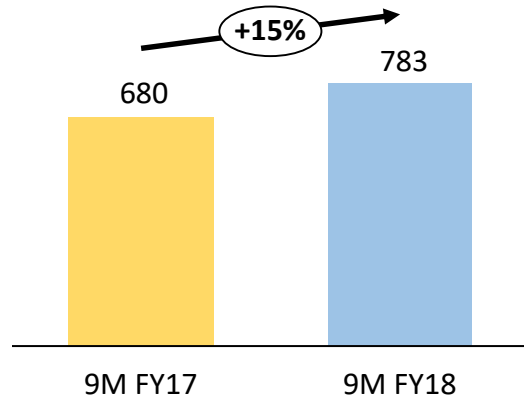


\* - Ind-AS Financials

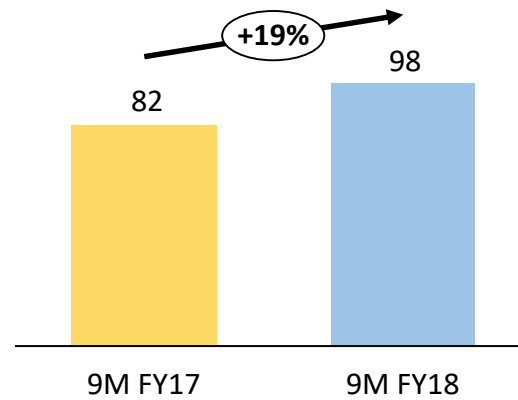
# 9M FY18 Financial Highlights\*



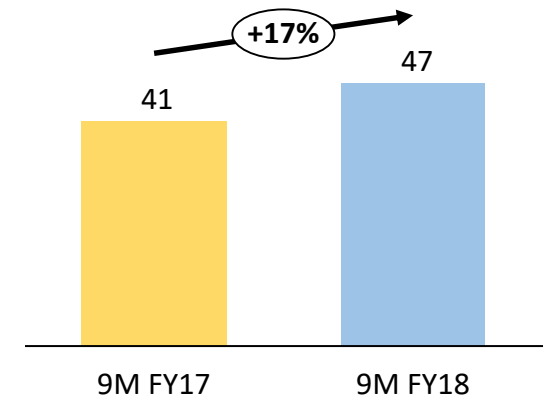
### Revenue (Rs. In Cr)



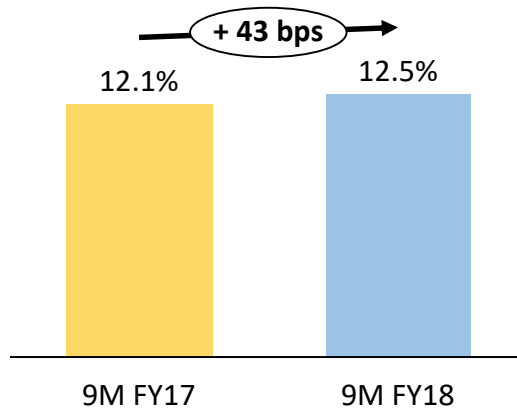
### EBITDA (Rs. In Cr)



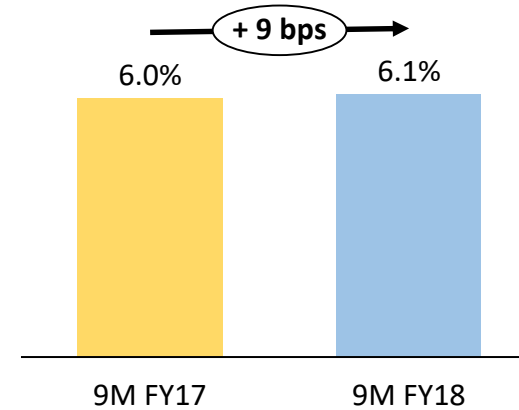
### Profit after Tax (Rs. In Cr)



### EBITDA Margins (%)



### PAT Margins (%)



\* - Ind-AS Financials



# Quarterly Performance\*



Particulars (Rs. In Cr)	Q3 FY18	Q3 FY17	Y-o-Y	9M FY18	9M FY17	Y-o-Y
Revenue from Operations	295.9	230.9		775.3	671.2	
Other Operating Income	1.5	0.3		7.9	8.2	
Other Income	0.1	0.1		0.2	0.3	
<b>Total Income from Operations</b>	<b>297.5</b>	<b>231.3</b>	<b>29%</b>	<b>783.4</b>	<b>679.7</b>	<b>15%</b>
Raw Material Cost	186.7	161.3		482.4	467.0	
Employee Expenses	11.9	6.7		29.2	19.1	
Other Expenses	61.8	35.1		173.6	111.4	
<b>EBITDA</b>	<b>37.1</b>	<b>28.3</b>	<b>31%</b>	<b>98.1</b>	<b>82.2</b>	<b>19%</b>
<b>EBITDA Margin %</b>	<b>12.48%</b>	<b>12.23%</b>	<b>26 bps</b>	<b>12.5%</b>	<b>12.1%</b>	<b>43 bps</b>
Depreciation	2.5	2.0		7.1	5.0	
<b>EBIT</b>	<b>34.7</b>	<b>26.3</b>	<b>32%</b>	<b>91.1</b>	<b>77.2</b>	<b>18%</b>
<b>EBIT Margin %</b>	<b>11.7%</b>	<b>11.4%</b>	<b>27 bps</b>	<b>11.6%</b>	<b>11.4%</b>	<b>27 bps</b>
Finance Cost	6.4	5.4		18.2	14.3	
<b>Profit before Tax</b>	<b>28.3</b>	<b>20.9</b>		<b>72.9</b>	<b>62.9</b>	
Tax	9.8	6.8		25.4	22.3	
<b>Profit After Tax</b>	<b>18.5</b>	<b>14.1</b>	<b>31%</b>	<b>47.5</b>	<b>40.6</b>	<b>17%</b>
<b>PAT Margin %</b>	<b>6.2%</b>	<b>6.1%</b>	<b>12 bps</b>	<b>6.1%</b>	<b>6.0%</b>	<b>9 bps</b>
Other Comprehensive Income	0.0	0.0		0.0	0.0	
<b>Total Comprehensive Income</b>	<b>18.44</b>	<b>14.08</b>	<b>31%</b>	<b>47.43</b>	<b>40.64</b>	<b>17%</b>

\* - Ind-AS Financials

# Balance Sheet\*



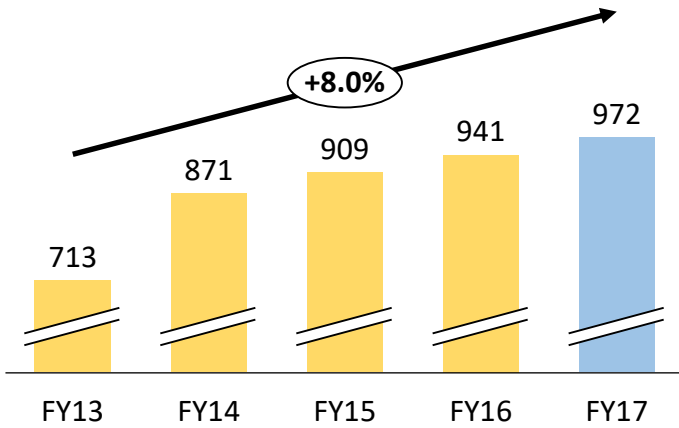
Particulars (Rs. Crs.)	Sep'17
<b>Equity</b>	<b>273.3</b>
Equity Share capital	5.3
Other Equity	268.0
<b>Non-Current Liabilities</b>	<b>63.1</b>
Borrowings	55.0
Deferred tax liabilities (Net)	6.0
Other non-current liabilities	2.1
<b>Current Liabilities</b>	<b>372.3</b>
Borrowings	225.6
Trade Payables	96.5
Other financial liabilities	30.2
Other current liabilities	19.6
Current tax liabilities (Net)	0.4
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>708.7</b>

Particulars (in Rs. Crs.)	Sep'17
<b>Non-current assets</b>	<b>127.2</b>
Property, Plant and Equipment	111.3
Capital work-in-progress	12.7
Intangible assets	1.1
Investments	0.8
Loans	0.0
Other financial assets	0.7
Other non-current assets	0.5
<b>Current assets</b>	<b>581.5</b>
Inventories	260.3
Trade receivables	265.9
Cash and cash equivalents	11.3
Other bank balances	3.7
Other financial assets	3.3
Other current assets	37.0
<b>TOTAL</b>	<b>708.7</b>

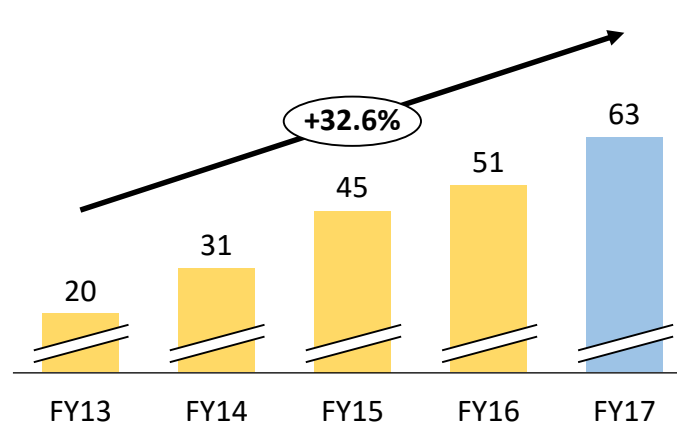
# Operating Performance#



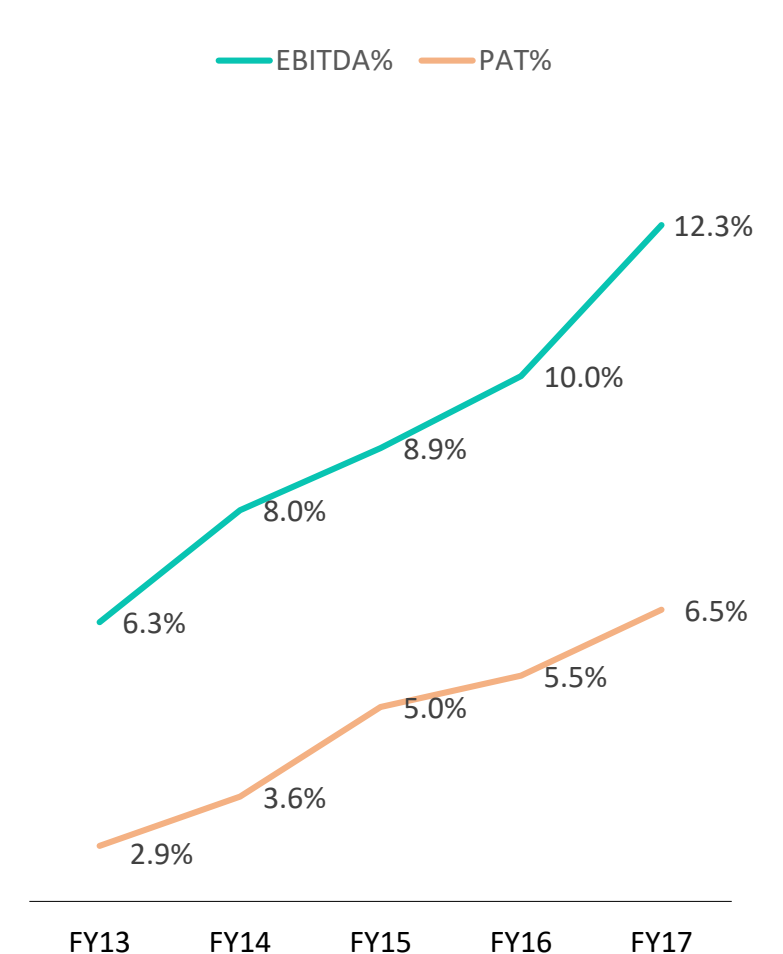
Revenue (Rs. In Cr)



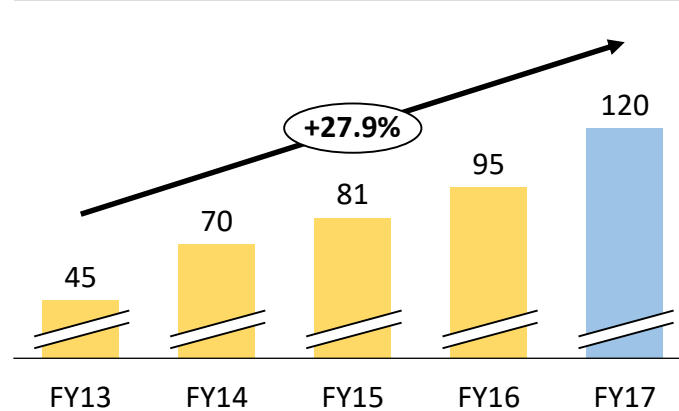
PAT (Rs. In Cr)



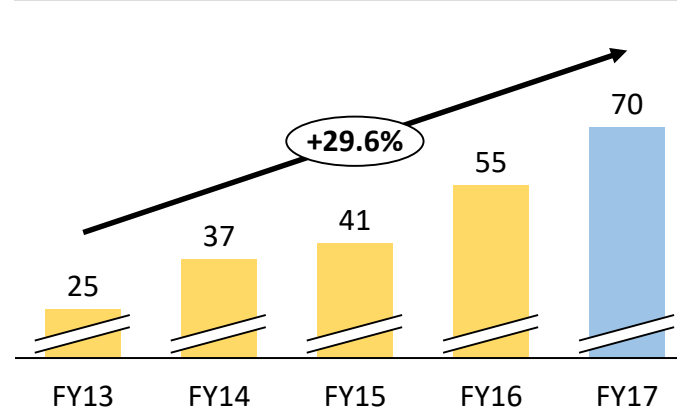
EBITDA & PAT Margins (%)



EBITDA (Rs. In Cr)



Cash PAT (Rs. In Cr)

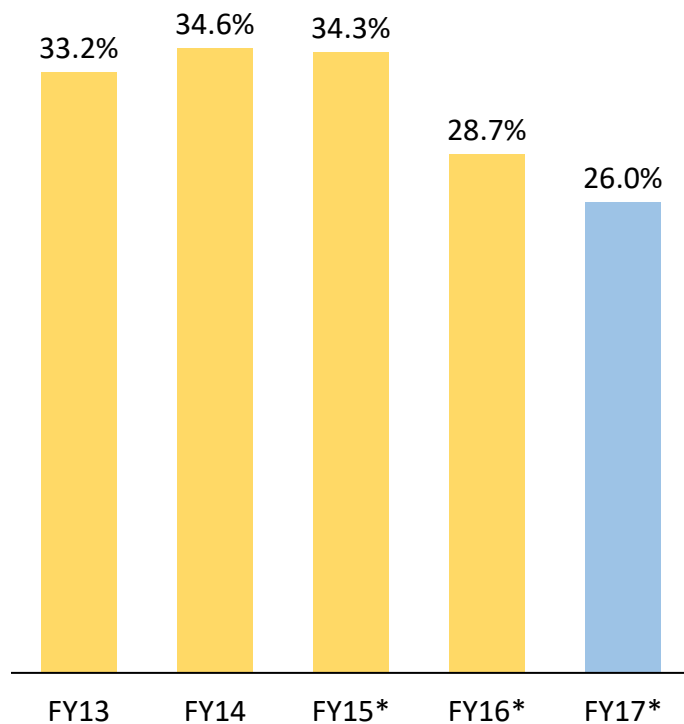


# - as per IGAAP Financials

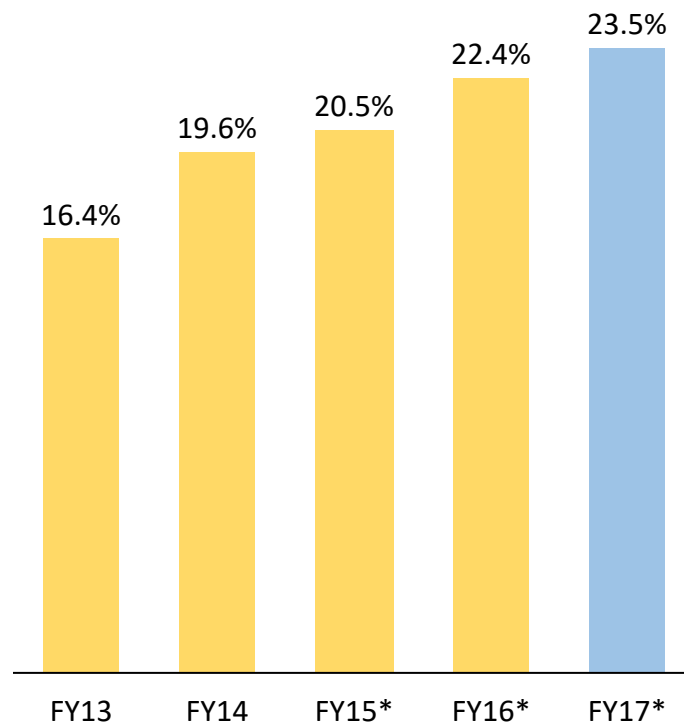
# Lean Balance Sheet & Sustained Returns<sup>#</sup>



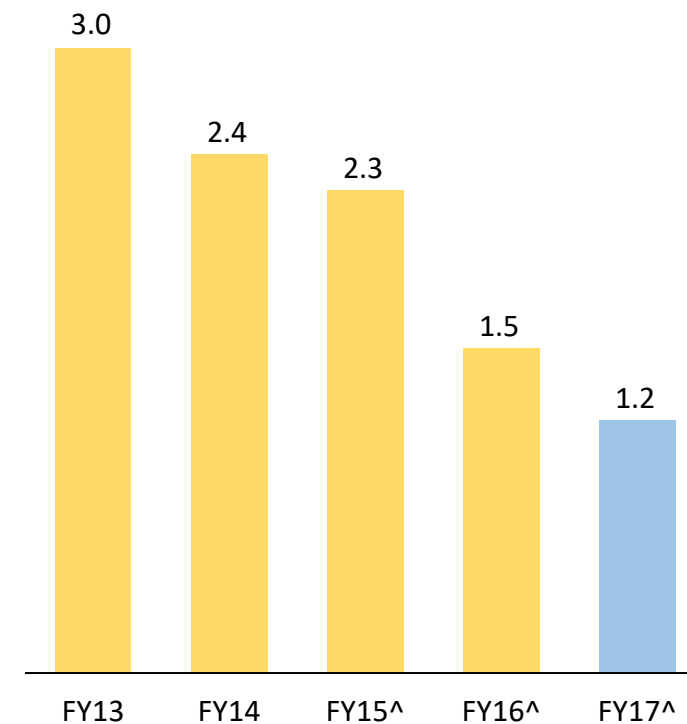
## Return on Equity (RoE)



## Return on Capital Employed (RoCE)



## Net Debt to Equity (x)



\* - Excl. Preference Share Capital of Rs. 56 crores

^ - Preference Share Capital of Rs. 56 crores considered as Debt and is excl. from Shareholders' Fund

# Profit & Loss Statement#



Particulars (Rs. In Cr)	FY17	FY16	FY15	FY14	FY13
<b>Revenue from Operations</b>	<b>972.0</b>	<b>940.9</b>	<b>909.0</b>	<b>870.6</b>	<b>713.3</b>
Raw Material Cost	420.4	455.1	479.9	493.1	379.1
Employee Expenses	25.1	20.5	13.4	12.1	7.1
Other Expenses	406.4	370.8	334.3	296.0	282.2
<b>EBITDA</b>	<b>120.0</b>	<b>94.6</b>	<b>81.2</b>	<b>69.5</b>	<b>44.8</b>
<b>EBITDA Margin %</b>	<b>12.3%</b>	<b>10.1%</b>	<b>8.9%</b>	<b>8.0%</b>	<b>6.3%</b>
Other Income	0.5	0.3	0.2	0.5	0.1
Depreciation	7.1	4.1	-4.2	5.7	4.5
<b>EBIT</b>	<b>113.4</b>	<b>90.7</b>	<b>85.6</b>	<b>64.3</b>	<b>40.4</b>
<b>EBIT Margin %</b>	<b>11.7%</b>	<b>9.6%</b>	<b>9.4%</b>	<b>7.4%</b>	<b>5.7%</b>
Finance Cost	17.2	12.0	17.6	17.4	10.7
<b>Profit before Tax</b>	<b>96.3</b>	<b>78.8</b>	<b>68.0</b>	<b>46.9</b>	<b>29.7</b>
Tax	33.4	27.4	22.8	15.5	9.4
<b>Profit After Tax</b>	<b>62.8</b>	<b>51.3</b>	<b>45.2</b>	<b>31.4</b>	<b>20.3</b>
<b>PAT Margin %</b>	<b>6.5%</b>	<b>5.5%</b>	<b>5.0%</b>	<b>3.6%</b>	<b>2.9%</b>

Being accessible  
is being humble.



Company :



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

Investor Relations Advisors :

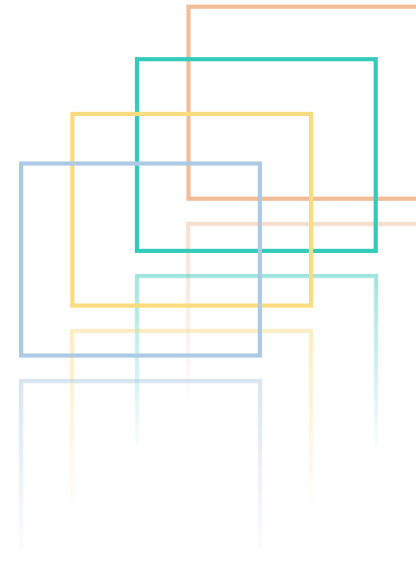


CIN: U74140MH2010PTC204285

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VENUS