



November 03, 2018.

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

***Encl : As above***

## **LUX INDUSTRIES LTD**



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



November 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  
**2,000 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

MOZZE

TOUCH

VENUS

GENX

COTT's

WOOL GLO

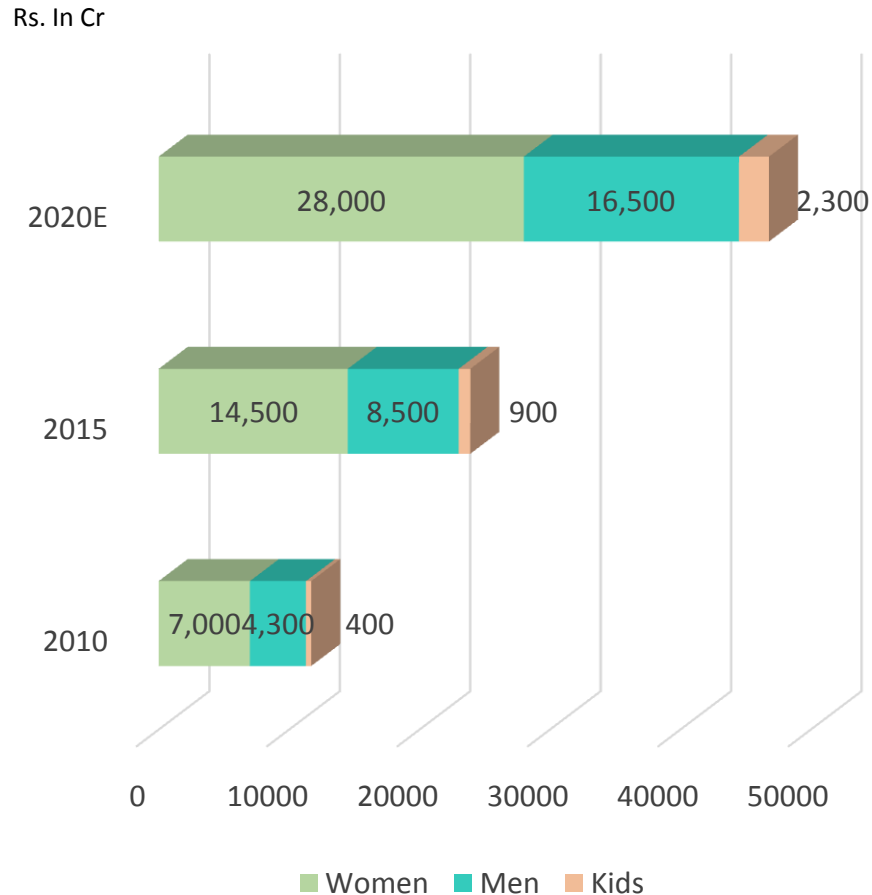
COZI

ONN

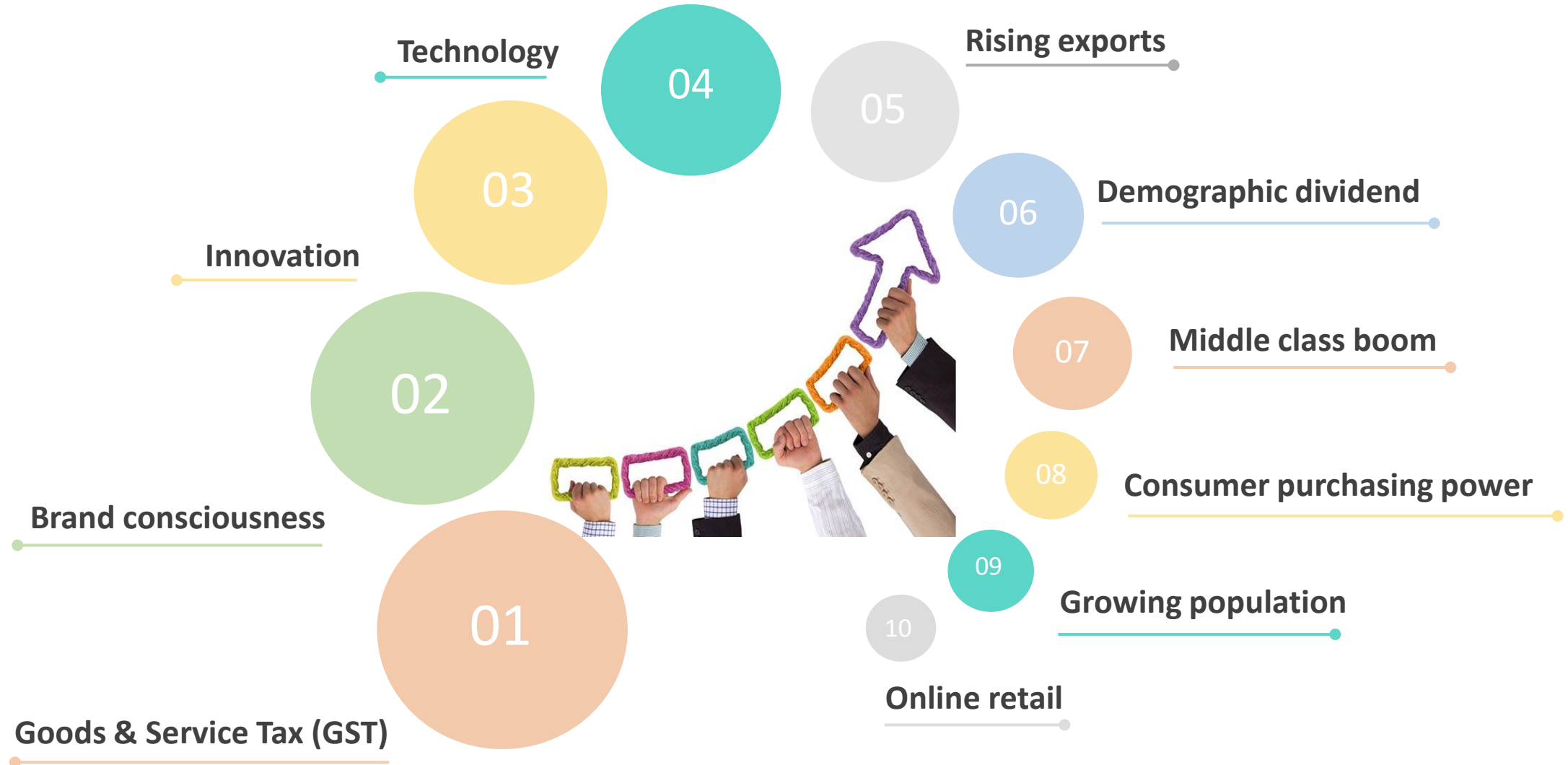
# Exponential Opportunities....



## Presence across Categories



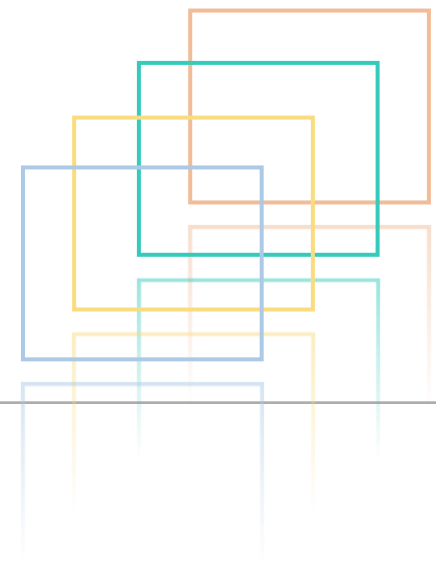
- ✓ Addressed **Men and Women** wear categories
- ✓ At the cusp of rapid growth; per capita inner wear expenditure **expected to double to Rs. 300**
- ✓ Innerwear market of Rs. 24,000 Cr (2015) projected to grow to **Rs. 47,000 Cr by 2020**
- ✓ Enhanced **Manufacturing Automation** (ultrasonic cutting 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**





A house is only as strong  
as its foundation

# Strong Foundation



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



**SUNO  
TOH  
APNE  
DIL KI**

*Vaani  
Dhan*



“ We are gaining  
Market Share ”

# We have created Brand Equity



Economy  
Segment

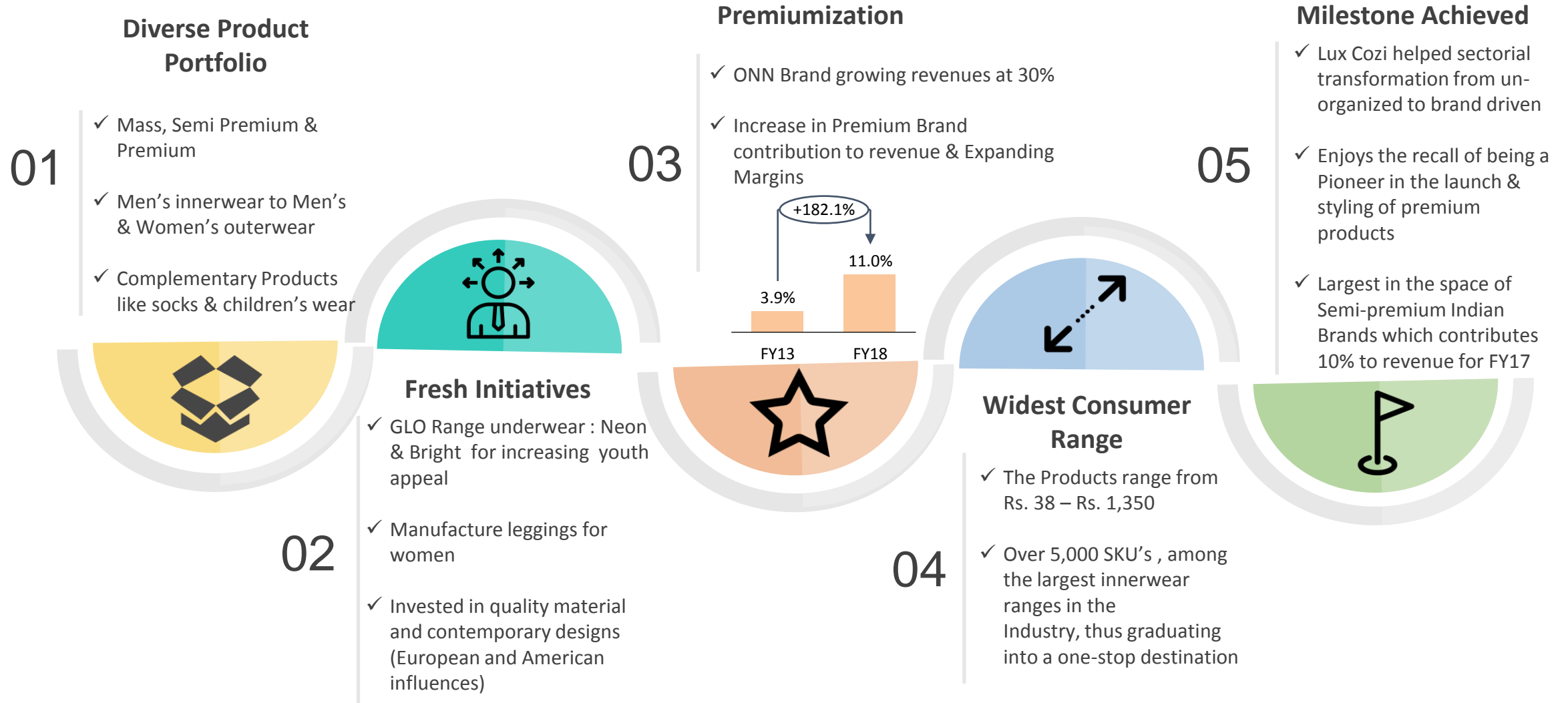


Mid Premium  
Segment



Premium  
Segment

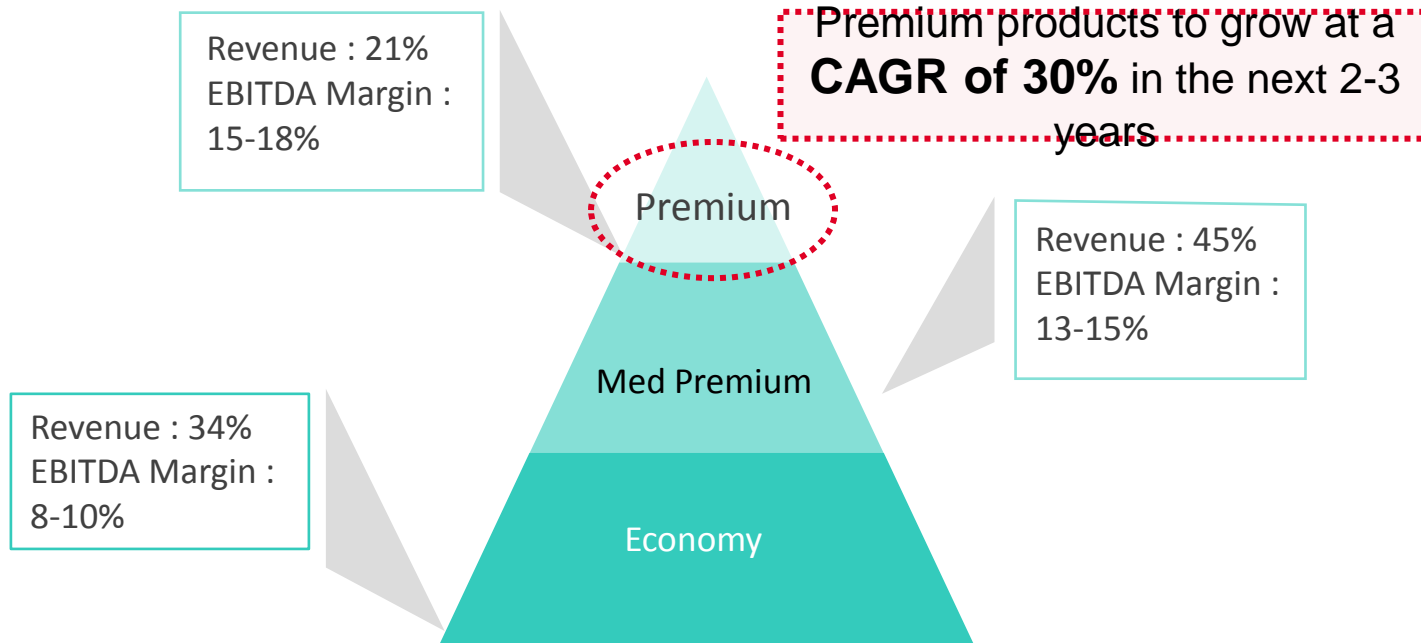




# Our Products satisfy Customer needs



## 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



Process	
Raw material	→ Yarn
Step - 1	→ Knitting
Step - 2	→ Pocessing
Step - 3	→ Cutting
Step - 4	→ Stiching
Step - 5	→ Packaging

100% Knitting, Cutting done in-house

## 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 1,407 employees (as on 31 March 2018) 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



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

1. Ludhiana
2. Agarpara
3. B.T.Road
4. Dankuni
5. Dhulagarh
6. Tiruppur

“ Manufactured 20 crore garment pieces a year which is one of the largest in the Indian innerwear sector ”

# We deliver Quality to generate Loyalty



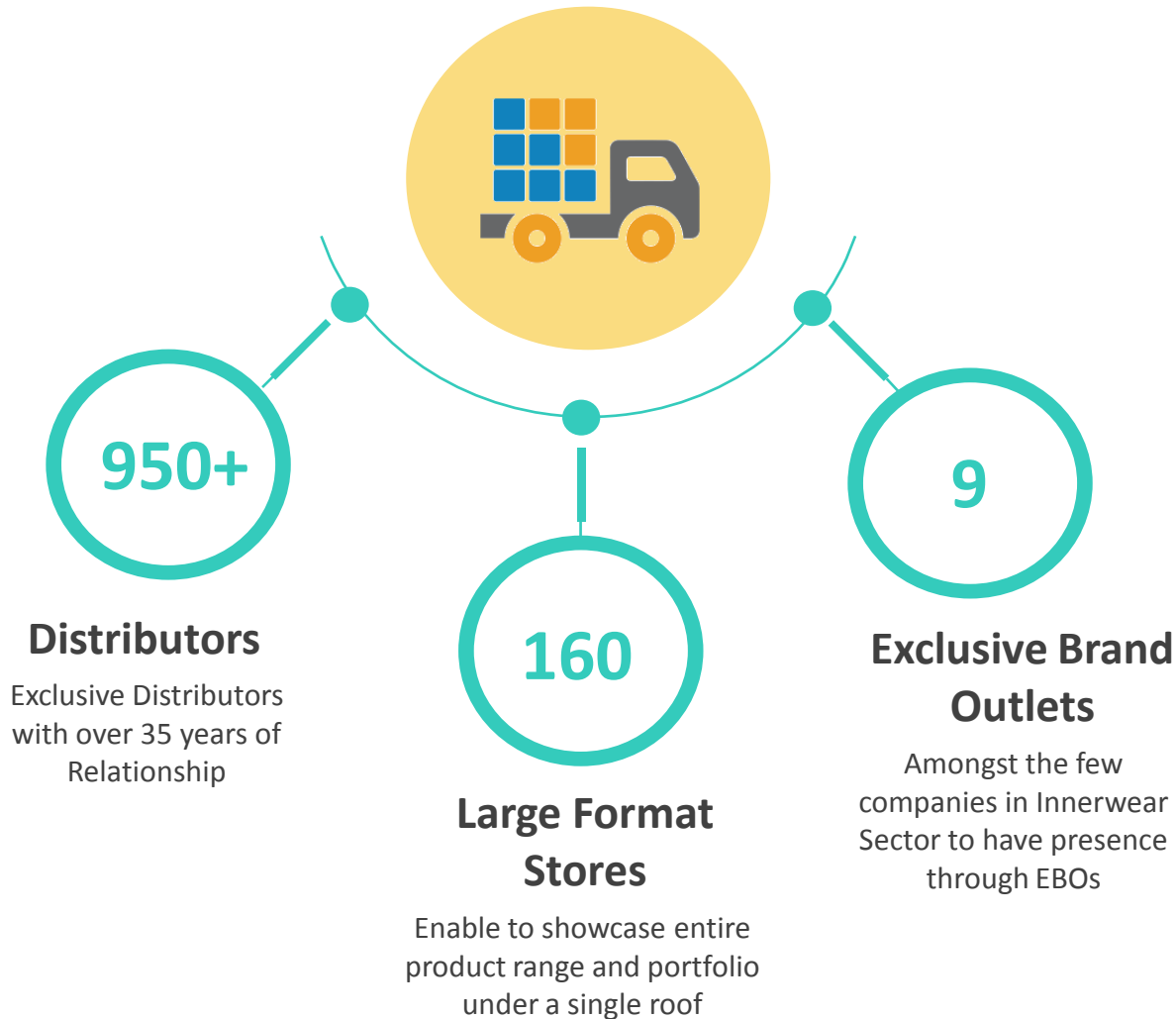
- 01** Manufacture **100%** of our products **in-house** with **zero outsourcing**
- 02** Company invested in cutting machine from **Morgan Technica SPA, Italy**, and knitting machine from **Mayer & Cie, Germany**, and **United Texmac Pte Ltd Singapore**
- 03** **Up-gradation and replacement of old machines** 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

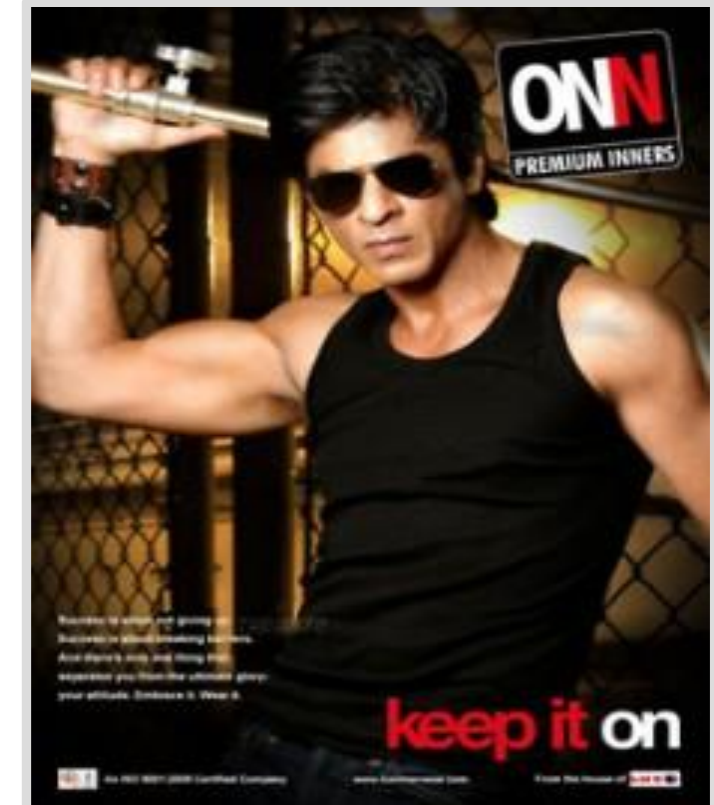


*“ There is less than 1% attrition among distributors ”*  
*“ Available from Distributors ,Retailers to small clusters in India ”*

***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 **9.55%** in FY18

# 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

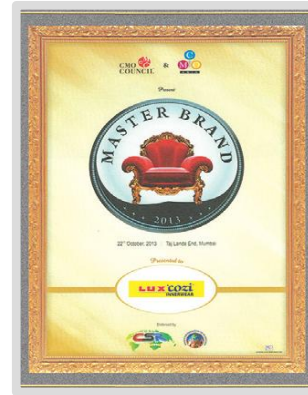


2012-13



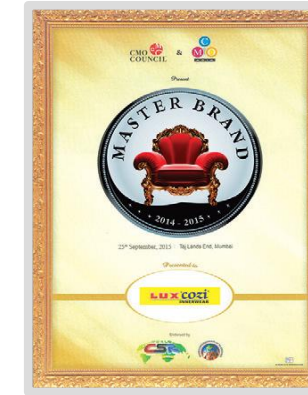
*Asia's Most Promising Brands*

2013



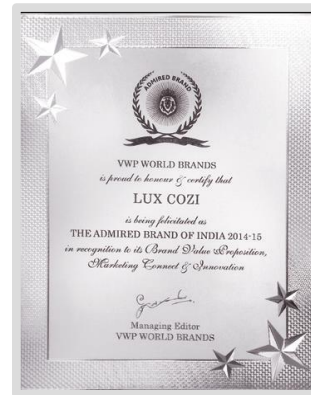
*The Master Brand*

2014



*The Master Brand*

2014-15



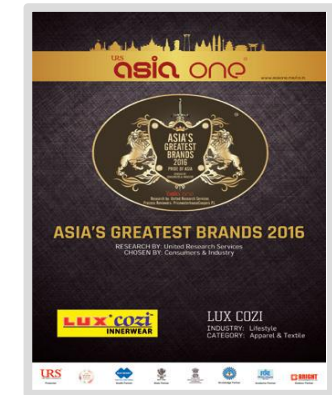
*The Admired Brand of India*

2015



*The World's Greatest Brands*

2016

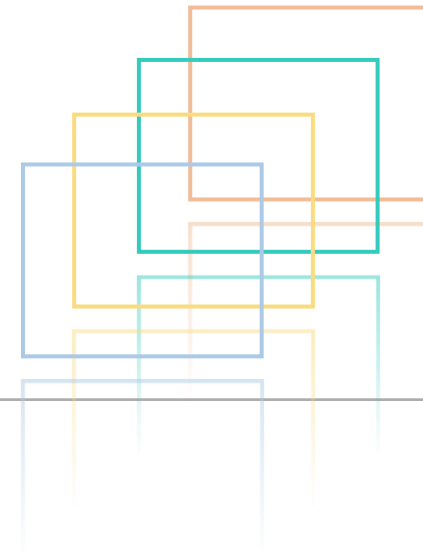


*Asia's Greatest Brands*



Great leaders inspire  
greatness in others

# Market Penetration Strategy



KARISHMA  
BIG SHOT

CLASSIC  
INFERNO

MOZZE  
COTT'S  
WOOL GLO  
COZI  
TOUCH  
VENUS  
GENX  
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 3.9% in FY13 to 11.0% in FY18</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

### Amazon

The screenshot shows the Amazon India homepage with a search bar containing 'lux innerwear for men'. Below the search bar, there are navigation links like 'Shop by Category', 'Your Amazon.in', 'Today's Deals', 'Amazon Pay', 'Sell', and 'Customer Service'. The main content area displays 'Showing most relevant results. See all results for lux innerwear for men.' Two product listings are visible: 'Lux venus 100% Cotton men's white s' priced at ₹230 - ₹600 (prime) and 'Lux Men's Cotton Trunk (Pack Of 5)' priced at ₹400 - ₹640 (prime). A sidebar on the left offers filters for 'Refine by', 'Amazon Prime', 'Fulfilled by Amazon', 'Deliver to', 'Cash On Delivery', and 'Apparel Material'.

### Snap Deal

The screenshot shows the Snapdeal homepage with a search bar containing 'lux cozi'. Below the search bar, there are navigation links like 'India's Fastest Online Shopping Destination', 'Double Food For Kids', and 'Help Center'. The main content area displays 'We've got 58 results for lux cozi'. A list of related searches includes 'vests', 'bahyan', 'lux', 'mens vest', and 'underwear'. The product listings show 'Lux Cozi White Sleeveless Vests Pack of 4' for ₹345, 'Lux Cozi Multicolour Cotton Big Shot Assorted Trunk - Pack of 5' for ₹570, and 'Lux Cozi White Sleeveless Vests Pack of 3' for ₹345.

### Myntra

The screenshot shows the Myntra homepage with a search bar containing 'Lux'. Below the search bar, there are navigation links for 'Men', 'Women', 'Kids', and 'Home & Living'. The main content area displays 'Lux - 376 items'. A list of categories includes 'Leggings (349)', 'Innerwear Vests (59)', 'Capris (33)', 'Jeggings (10)', 'Tights (7)', 'Tshirts (4)', 'Trunk (4)', and 'Sweatshirts (3)'. Two product listings are visible: 'Lux Lyra Women Jeggings' for ₹722 (15% OFF) and 'Lux Lyra Women Jeggings' for ₹739 (15% OFF).

### Paytm

The screenshot shows the Paytm Mall homepage with a search bar containing 'lux innerwear'. Below the search bar, there are navigation links like 'Home', 'Electronics', 'Appliances', 'Men', 'Women', 'Baby & Kids', and 'Home'. The main content area displays 'Showing 990 products'. A list of category filters includes 'Men's Fashion (990)' and 'Clothing (990)'. The product listings show 'Lux Set Of 4 White Cotton Vests' for ₹169 (47% OFF) and 'Lux White Cotton Vests Set Of 5' for ₹199 (50% OFF).

### FlipKart

The screenshot shows the Flipkart homepage with a search bar containing 'lux innerwear'. Below the search bar, there are navigation links like 'Sell on Flipkart', 'Advertise', and 'Gift'. The main content area displays 'Showing 1 - 40 of 166 results for lux innerwear'. A list of filters includes 'CATEGORIES' (Men's Clothing, Women's Clothing, Kids' Clothing) and 'PRICE' (Min to ₹1500+). The product listings show 'Lux Set Of 4 White Cotton Vests' for ₹169 (47% OFF) and 'Lux White Cotton Vests Set Of 5' for ₹199 (50% OFF).

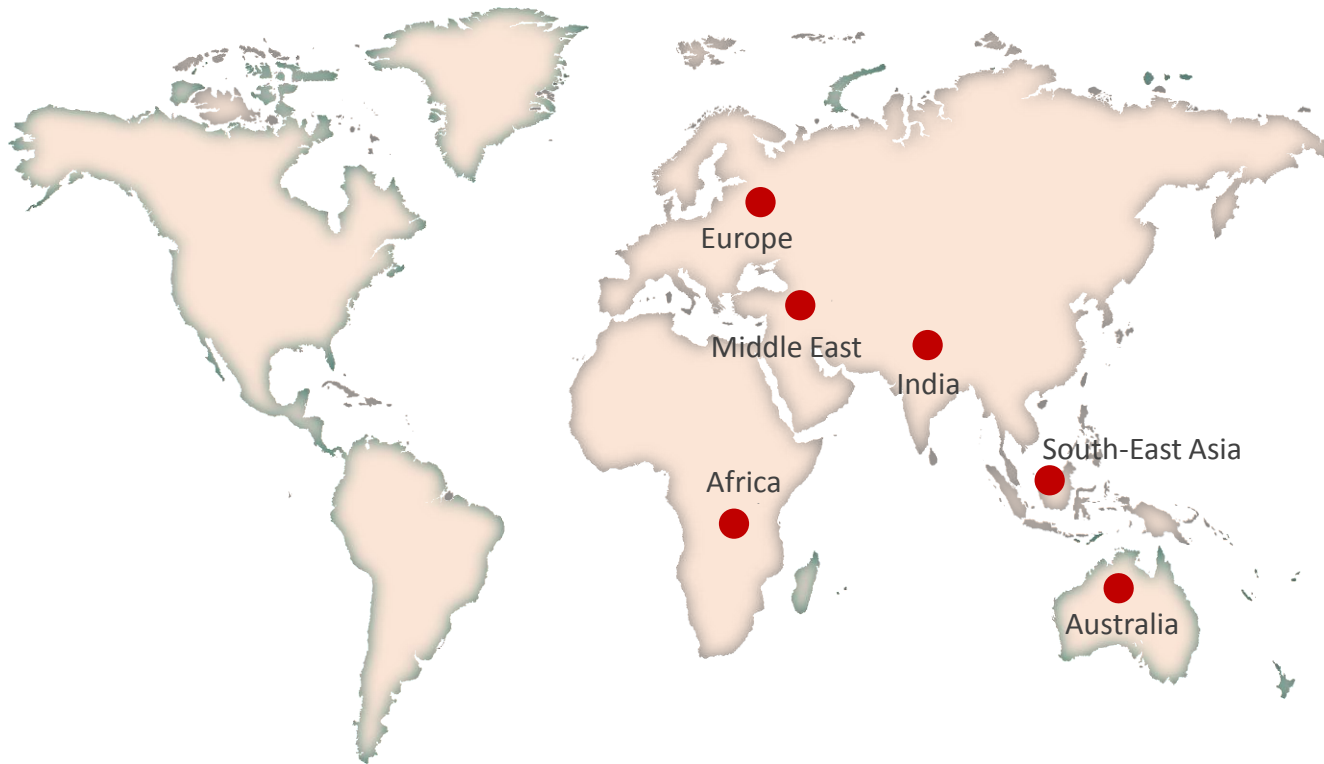
### Shopclues

The screenshot shows the Shopclues homepage with a search bar containing 'lux'. Below the search bar, there are navigation links for 'MEN', 'WOMEN', 'MOBILES', 'HOME & KITCHEN', 'BABY & KIDS', and 'ELECTRONICS'. The main content area displays 'Showing 394 Results'. A list of category filters includes 'Fashion', 'Men's Clothing', 'Inner & Sleepwear', 'Boxers', 'Underwear', and 'Women's Clothing'. The product listings show 'Lux Cozi GLO Assorted Pack of 3 C...' for ₹390 and 'Lux Cozi Glo Pack of 5 Men's Multic...' for ₹599 (8% OFF).

Other Presence:

- ❑ Keep It On
- ❑ Jabong
- ❑ Lime Road
- ❑ Tata Cliq

# Focus on Demographics with Huge Potential



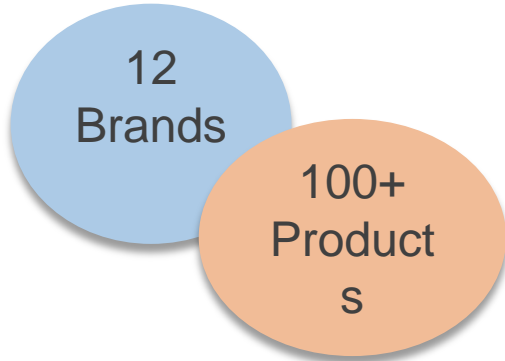
- ✓ **For FY 2017-18, Export Contribution to Revenue was 9.5%**
- ✓ Increase in the number of countries exported to from 22 to 47 over the past 5 years

- ✓ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products
- ✓ Product offerings include Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks across ages, genders and seasons
- ✓ Present in high-growth segments of active wear and sportswear
- ✓ Pan India Footprint – Strong Presence in Western & Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand
- ✓ Sales focussed in tropical countries with demographics similar to India thereby offering a

**Exports of Rs. 100 crores in FY18 to reach Rs. 150**

**huge potential**

# 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



1992 Ye Andar Ki Baat Hai the first television advertisement featuring Sunny Deol was launched.



2001 Face of Lux Sunny Deol was signed as Lux Cozi's brand ambassador

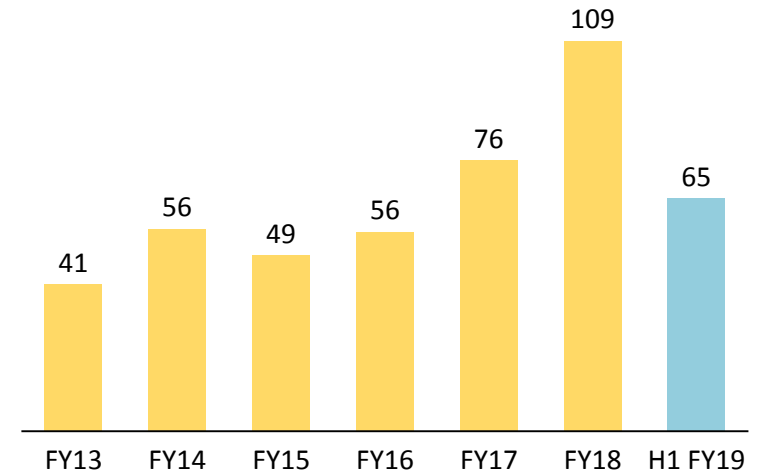


2010 New look - Indian film icon Shah Rukh Khan was engaged as brand ambassador for ONN



2017 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. 386 Cr in our brands across the 6-years ending FY18
- ✓ Sustained brand investments at 8% of turnover

## GST to aid faster customer transition from the Unorganised Space to the Organised one...



- ✓ Have signed Mr. Amitabh Bachchan as the Brand Ambassador for our brand 'Venus'. It is one of the largest innerwear brands in India. We have also signed him for our winter wear brand 'Inferno'
- ✓ Launched 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
- ✓ *Mr. Bachchan's iconic legacy as an actor, the brand appeal synergizes with his personality which is liked by people of all demographics*

“ 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 ”

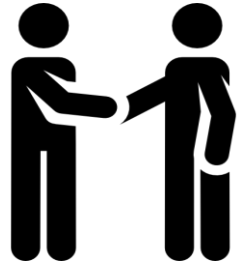


- ✓ Have signed Mr. Varun Dhawan as the new brand ambassador for LUX Cozi. By signing Dhawan, LUX Cozi is repositioning itself within the young audience
- ✓ LUX Cozi is one of the most popular and the largest market share holder in the economy to the mid-segment of men's innerwear.
- ✓ The style and fashion sense makes him endearing to all sections of the audience cutting across age groups, especially the youth

“ I am delighted to be the brand ambassador for LUX Cozi; their innerwear products stand for comfort and quality and I really liked the vibe of the ad campaign when I met with the creative team. ”

- Varun Dhawan

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



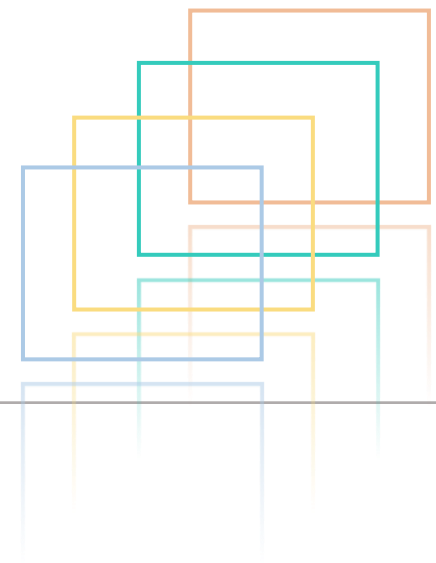
*With One8, we aim to disrupt the premium innerwear segment through innovative product offerings. We feel extremely confident that the about our distribution and resource strength, coupled with the youth appeal of Virat Kohli will make One8 the most preferred brand in the premium category*





The investor of today profits from the growth of tomorrow

# Financial Performance



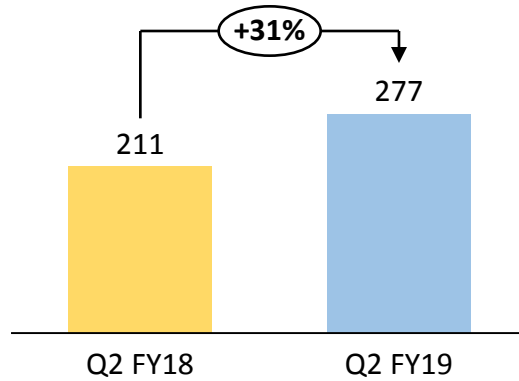
KARISHMA  
BIG SHOT

MOZZE  
COTT's  
WOOL GLO  
COZI  
TOUCH  
VENUS  
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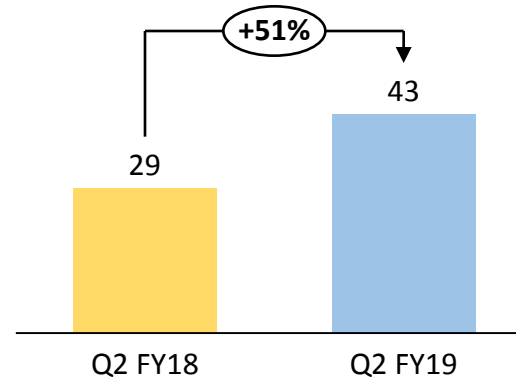
# Q2 FY19 Financial Highlights\*



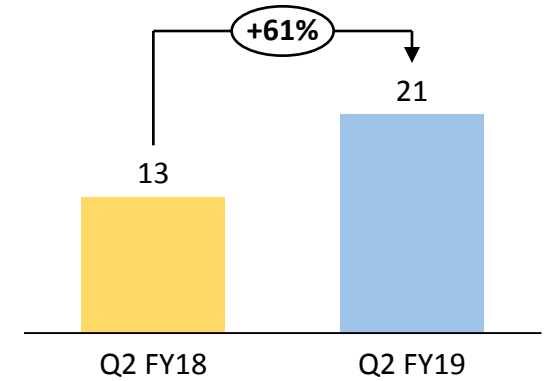
### Revenue (Rs. In Cr)



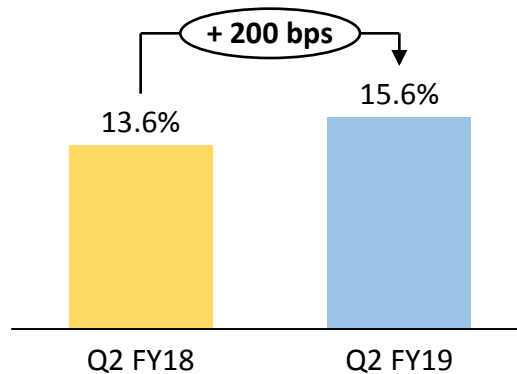
### EBITDA (Rs. In Cr)



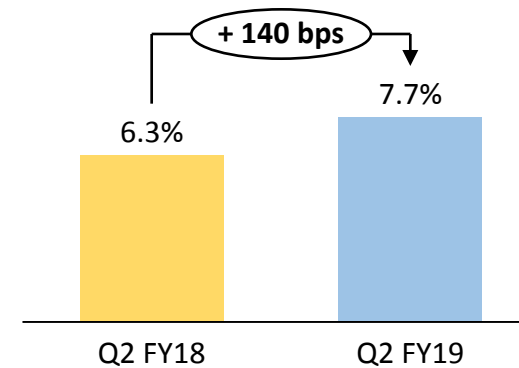
### Profit after Tax (Rs. In Cr)



### EBITDA Margins (%)



### PAT Margins (%)

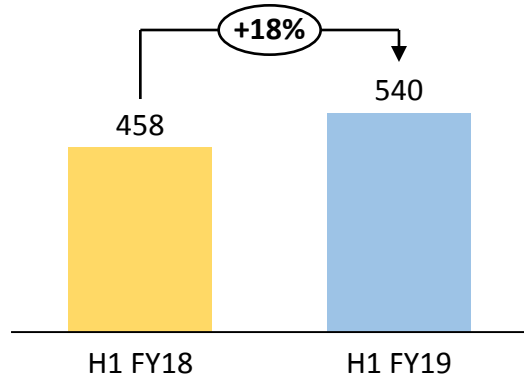


\* - Ind-AS Financials

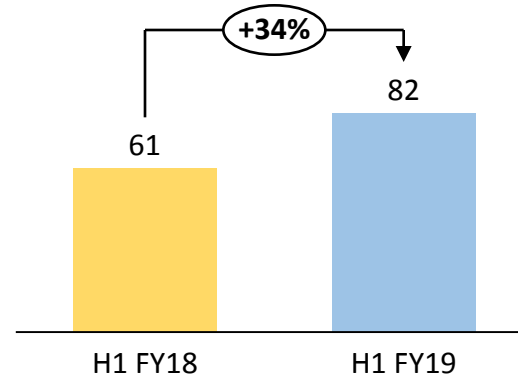
# H1 FY19 Financial Highlights\*



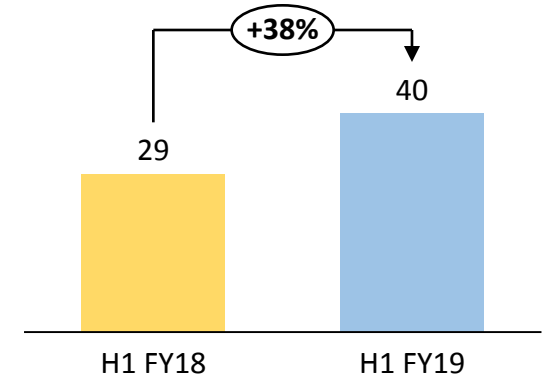
### Revenue (Rs. In Cr)



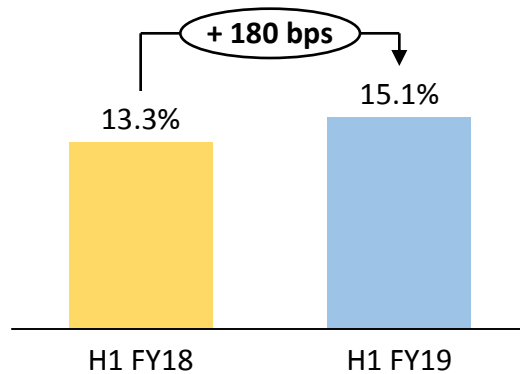
### EBITDA (Rs. In Cr)



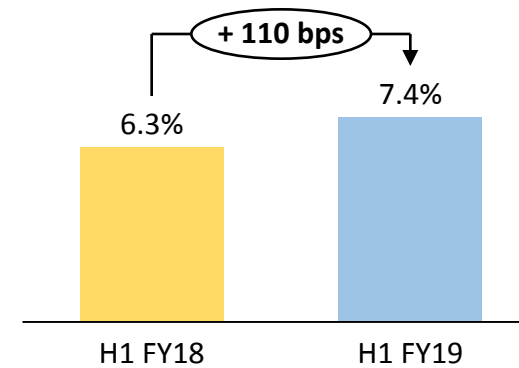
### Profit after Tax (Rs. In Cr)



### EBITDA Margins (%)



### PAT Margins (%)



\* - Ind-AS Financials

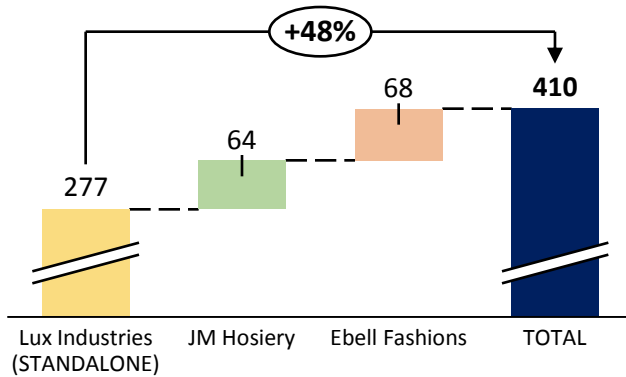


# Proforma Financials



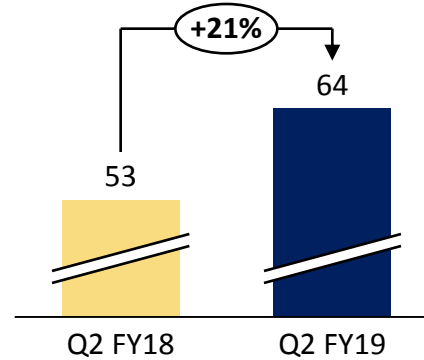
## Revenue (Rs. In Cr)

**Q2 FY19**



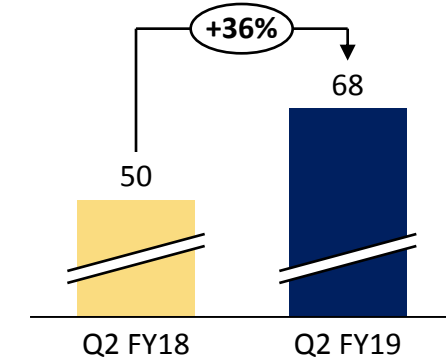
## J. M. Hosierey\*

**Revenues (Rs. Crs.)**



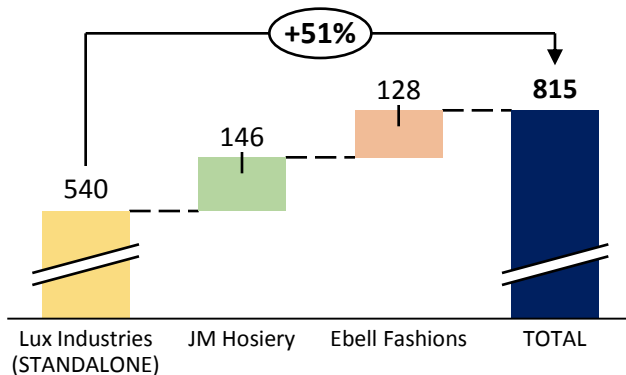
## Ebell Fashions\*

**Revenues (Rs. Crs.)**



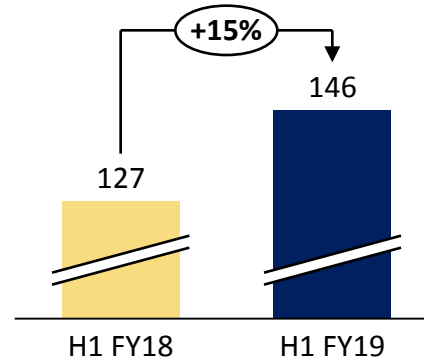
## Revenue (Rs. In Cr)

**H1 FY19**



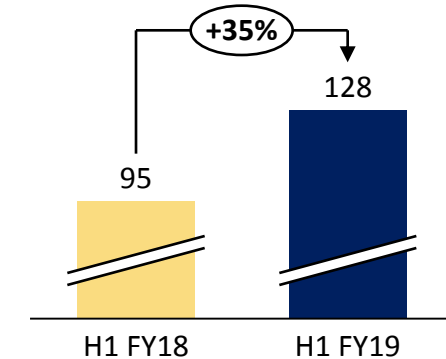
## J. M. Hosierey\*

**Revenues (Rs. Crs.)**



## Ebell Fashions\*

**Revenues (Rs. Crs.)**



\* The Q2 & H1 FY19 Revenues for JM Hosierey and Ebell Fashions are subject to audit and may change

# Quarterly Performance\*



Particulars (Rs. In Cr)	Q2 FY19	Q2 FY18	Y-o-Y	H1 FY19	H1 FY18	Y-o-Y
<b>Total Income from Operations</b>	<b>277.0</b>	<b>211.4</b>	<b>31%</b>	<b>540.3</b>	<b>457.6</b>	<b>18%</b>
Raw Material Cost	118.9	89.9		220.9	192.7	
Employee Expenses	11.0	9.4		21.2	17.3	
Subcontracting / Jobbing expenses	69.2	46.0		135.2	103.0	
Other Expenses	34.6	37.5		81.3	83.6	
<b>EBITDA</b>	<b>43.2</b>	<b>28.7</b>	<b>51%</b>	<b>81.6</b>	<b>61.0</b>	<b>34%</b>
<b>EBITDA Margin %</b>	<b>15.6%</b>	<b>13.6%</b>		<b>15.1%</b>	<b>13.3%</b>	
Depreciation	2.8	2.3		5.5	4.6	
<b>EBIT</b>	<b>40.4</b>	<b>26.3</b>	<b>54%</b>	<b>76.1</b>	<b>56.4</b>	<b>35%</b>
<b>EBIT Margin %</b>	<b>14.6%</b>	<b>12.5%</b>		<b>14.1%</b>	<b>12.3%</b>	
Finance Cost	6.1	5.7		13.2	11.8	
<b>Profit before Tax</b>	<b>34.3</b>	<b>20.6</b>		<b>62.9</b>	<b>44.6</b>	
Tax	12.9	7.3		22.7	15.6	
<b>Profit After Tax</b>	<b>21.4</b>	<b>13.3</b>	<b>61%</b>	<b>40.1</b>	<b>29.0</b>	<b>38%</b>
<b>PAT Margin %</b>	<b>7.7%</b>	<b>6.3%</b>		<b>7.4%</b>	<b>6.3%</b>	
Other Comprehensive Income	-0.1	0.0		-0.1	0.0	
<b>Total Comprehensive Income</b>	<b>21.3</b>	<b>13.3</b>		<b>40.0</b>	<b>29.0</b>	
<b>EPS</b>	<b>8.46</b>	<b>5.27</b>		<b>15.89</b>	<b>11.49</b>	

# Balance Sheet\*



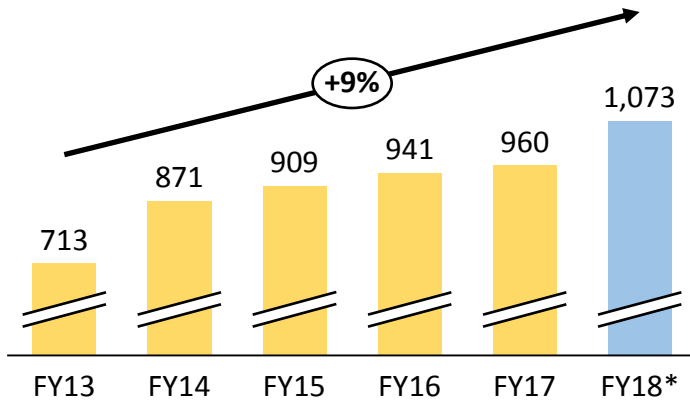
Particulars (Rs. Crs.)	Sep-19	Mar-18
<b>Equity</b>	<b>360.6</b>	<b>320.6</b>
Equity Share capital	5.3	5.3
Other Equity	355.3	315.3
<b>Non-Current Liabilities</b>	<b>11.1</b>	<b>13.4</b>
Borrowings	1.0	4.9
Deferred tax liabilities (Net)	7.4	6.2
Other non-current liabilities	2.7	2.3
<b>Current Liabilities</b>	<b>481.1</b>	<b>540.8</b>
Borrowings	309.0	316.5
Trade Payables	145.2	188.6
Other financial liabilities	22.2	24.1
Provisions	0.5	0.5
Other current liabilities	3.9	10.6
Current tax liabilities (Net)	0.3	0.5
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>852.9</b>	<b>874.8</b>

Particulars (in Rs. Crs.)	Sep-19	Mar-18
<b>Non-current assets</b>	<b>141.2</b>	<b>138.7</b>
Property, Plant and Equipment	128.1	128.1
Capital work-in-progress	8.0	5.3
Intangible assets	0.7	1.1
Investments	0.8	0.8
Other financial assets	3.0	2.9
Other non-current assets	0.5	0.5
<b>Current assets</b>	<b>711.7</b>	<b>736.1</b>
Inventories	357.8	299.2
Trade receivables	302.4	389.1
Cash and cash equivalents	1.3	2.1
Other bank balances	0.1	0.1
Loans	2.8	0.8
Other financial assets	2.3	2.4
Other current assets	45.0	42.4
<b>TOTAL</b>	<b>852.9</b>	<b>874.8</b>

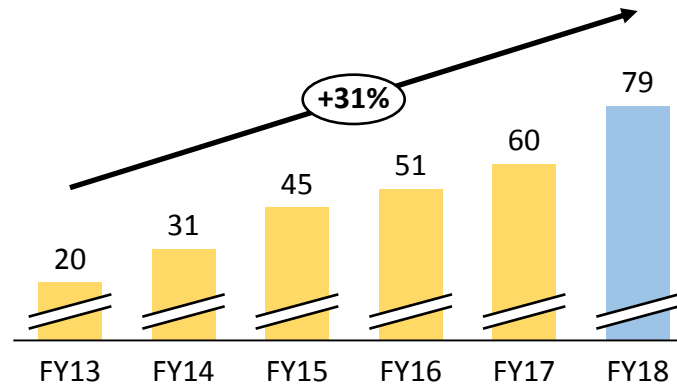
# Operating Performance



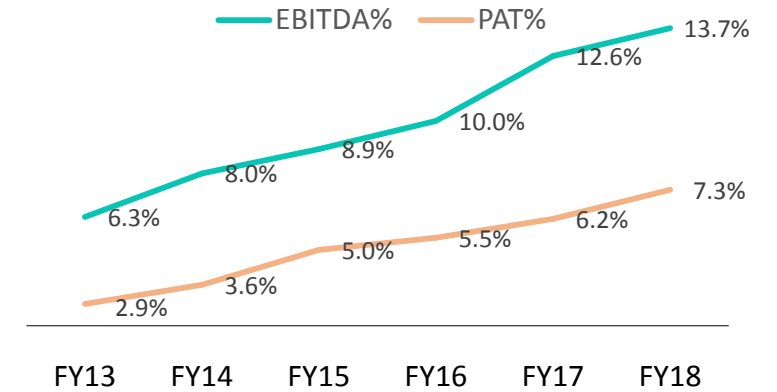
### Revenue (Rs. In Cr)



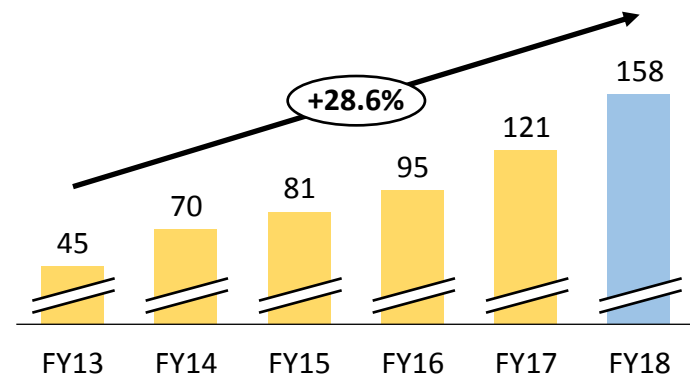
### PAT (Rs. In Cr)



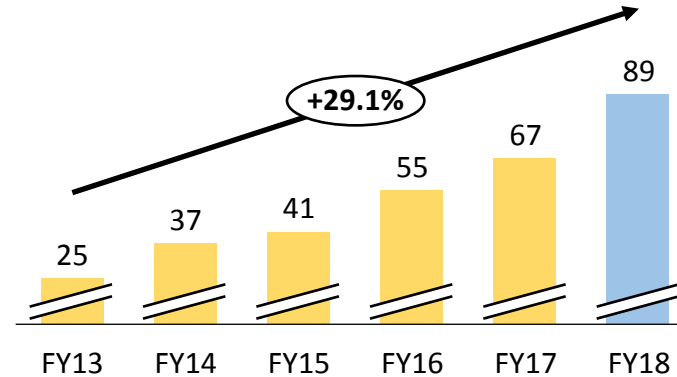
### EBITDA & PAT Margins (%)



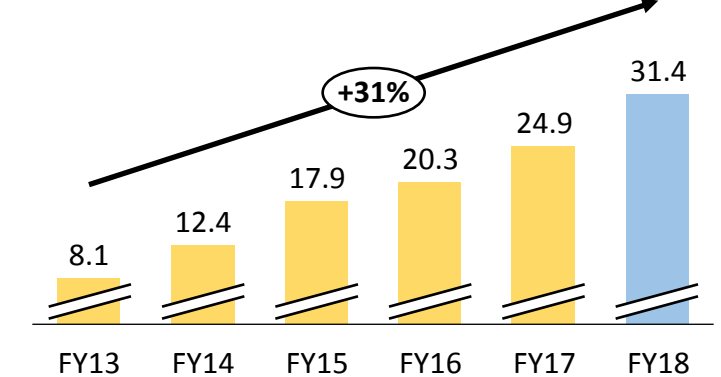
### EBITDA (Rs. In Cr)



### Cash PAT (Rs. In Cr)



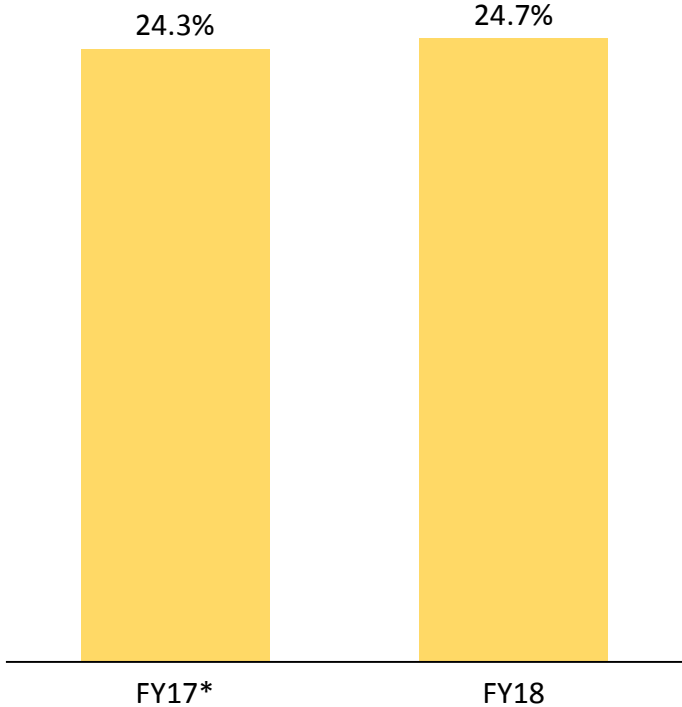
### EPS



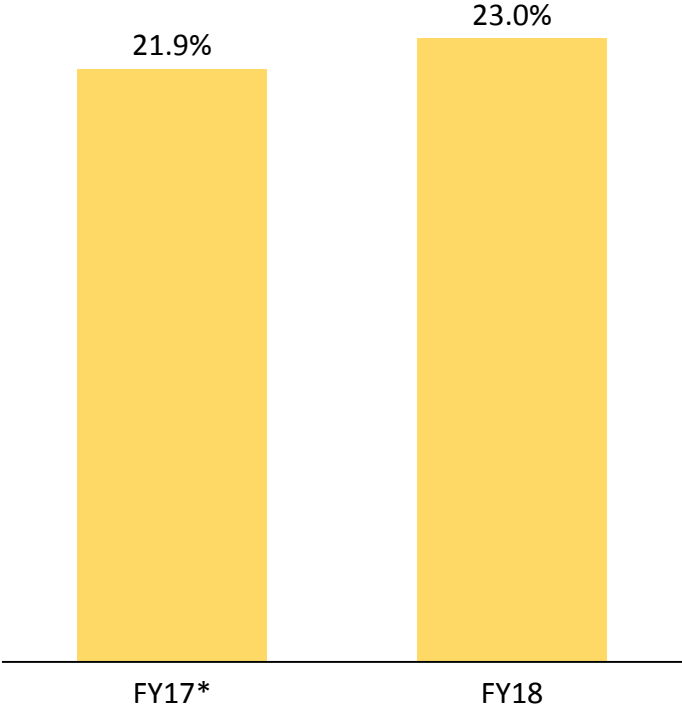
# Lean Balance Sheet & Sustained Returns



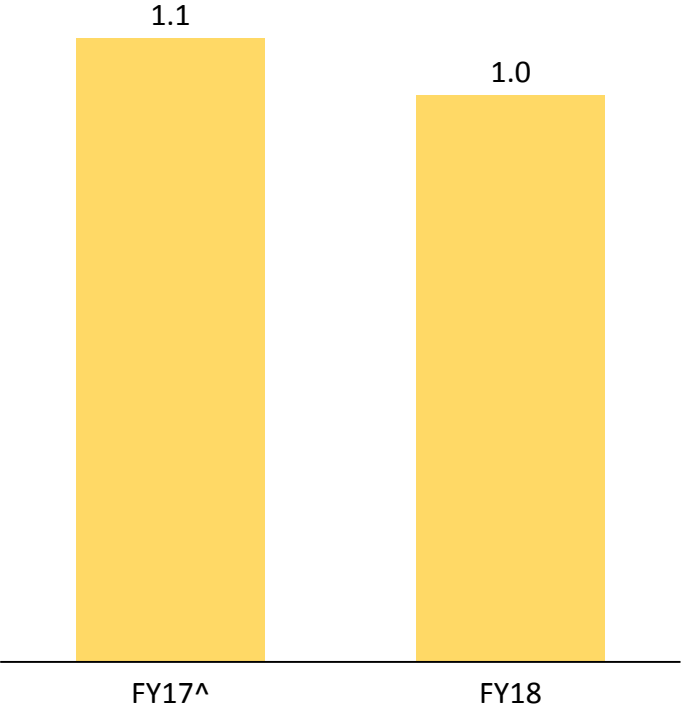
**Return on Equity (RoE)**



**Return on Capital Employed (RoCE)**

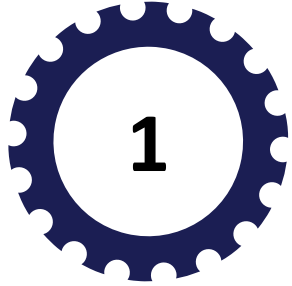


**Net Debt to Equity (x)**



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

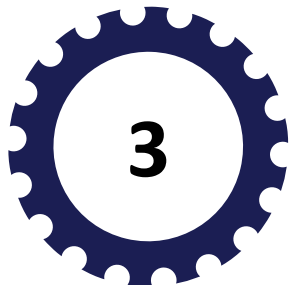
^ - Preference Share Capital of Rs. 56 crores considered as Debt and is excl. from Shareholders' Fund



**To achieve Revenue of Rs. 1,500 crores; having 13 % -15 % annual growth rate**



**Maintaining sustainable growth in EBITDA Margin of 100 to 150 basis points**



**To constantly add new and innovative products for gaining significant market share and to capture various other countries in the world to increase export contribution**

Being accessible  
is being humble.



Company :



CIN: L17309WB1995PLC073053

Mr. Ajay Patodia  
[ajay.patodia@luxinnerwear.com](mailto:ajay.patodia@luxinnerwear.com)

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

Investor Relations Advisors :

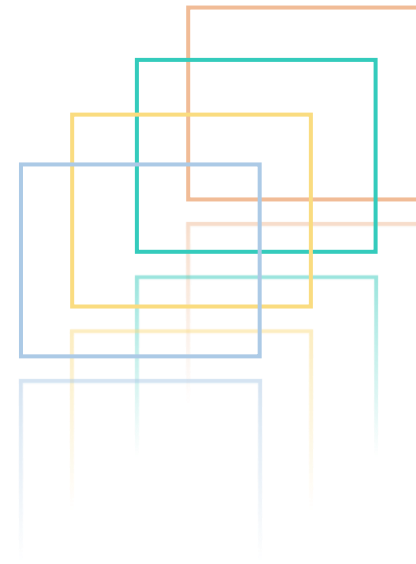
**SGA** Strategic Growth Advisors

CIN: U74140MH2010PTC204285

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