



May 18, 2018

To, <b>The Secretary, BSE Limited,</b> P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542	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 Symbol: LUXIND
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Dear Sir,

***Sub: Investor Release in respect of Audited Financial Results for the Quarter and Year Ended 31<sup>st</sup> March, 2018 .***

Enclosed please find the Investor Release in relation to the Audited Financial Results of the Company for the quarter and year ended 31<sup>st</sup> March, 2018.

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**



## Investor Release

# Lux Industries reports Q4 & FY18 Results

May 18, 2018, Kolkata - Lux Industries Limited, one of India's largest hosiery producer and exporter announced its Audited Financial Results for the Quarter and Year ended 31<sup>st</sup> March, 2018.

### Key Standalone Financial Highlights are as follows:

Particulars (Rs. Crs.)	Q4 FY18	Q4 FY17	Y-o-Y	FY18	FY17	Y-o-Y
Total Revenue	356.1	279.9	27%	1,139.5	959.6	19%
EBITDA	59.4	39.0	52%	157.5	121.2	30%
EBITDA Margin (%)	16.7%	13.9%	+280 bps	13.8%	12.6%	+120 bps
Profit After Tax	31.8	19.1	67%	79.2	59.6	33%
PAT Margin (%)	8.9%	6.8%	+210 bps	7.0%	6.2%	+80 bps

Commenting on the Recent Trends, Mr. Ashok Kumar Todi, Chairman said, "2017-18 has been a great year at Lux Industries. The innerwear industry is seeing a complete transformation wherein we can sense a shift from the unorganised space to the organised one. During the year we have been able to constantly add new products and thereby have been able to gain significant market share.

To capture the shift from the unorganised to organised market we signed Mr. Amitabh Bachchan as a brand ambassador for our Brand Venus. Extensive campaigns have been launched 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.

During the year, we acquired through our subsidiary, Artimas Fashions Private Limited, the manufacturing and marketing rights of Virat Kohli's brand One8 known for its innovative and customer-demand driven product offerings. With One8, we aim to disrupt the premium innerwear segment. We feel extremely confident about our distribution and resource strength, coupled with the youth appeal of Virat Kohli which will make One8 the most preferred brand in the premium category.



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During the year the board has also approved in principle to consider merger of M/s J.M. Hosiery & Co. Limited and M/s Ebell Fashions Private Limited with the Company. The strategic merger will lead to the presence of LUX as a whole across various market segments leading to risk mitigation and higher growth. This will also provide greater financial strength and flexibility.

We see huge opportunities in this space and we are geared up for the next leg of growth at Lux Industries.”

**Commenting on the results, Mr. Pradip Kumar Todi, Managing Director said,** “It gives me immense pleasure to share with you our FY18 Results. Our company has achieved a Total Revenue of Rs. 1,140 Crores, EBITDA of Rs. 158 Crores and PAT of Rs. 79 Crores. We are pleased to announce a Final Dividend of Rs. 2 per equity share that is 100% of FV of Rs. 2 each. We have been able to improve our EBITDA Margins and PAT Margins to 13.8% and 7% respectively. Our growth has been mainly due to increase in volumes and our penetration of the under penetrated markets in India. Our new facility at Dankuni is now running at optimum utilizations, combining with cost efficiency measures have helped us improve our margins. We have the lowest conversion cost while manufacturing hosiery in our industry. We are seeing a major upturn in the hosiery industry and are ready to take advantage of it.”





### **About Lux Industries Limited**

Lux Industries Limited, incorporated in 1995 is one of the largest players in the hosiery business having a market share of ~20% of the organised industry. Products include Men's, Women's & Kids Innerwear, Winterwear, Socks & Slacks for Women in varied colours and designs. The company has ~5,000 SKU's under various Brands and Sub Brands of LUX. With focus on growing exclusive retail outlets and in providing customers with a seamless buying experience, the company's products are available in ~4,50,000 retail points spread across India. LUX has a presence across the globe with exports to 47 countries.

### **Safe Harbor Statement**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

**For further information, please contact**

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**Company:**

**Lux Industries Limited**

CIN: L17309WB1995PLC073053

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**Investor Relations Advisors:**

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