



LUX INDUSTRIES LIMITED

CORPORATE PRESENTATION I Q2 FY 23

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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



WIDENING COMMUNITY IMPACT

Supporting economically backward people

Addressing environment sustainability

Supporting 180+ elderly people

Focusing on animal welfare benefiting 500+ cows

Making available safe drinking water benefiting 1 lakh+ people

Promotion of traditional art & culture

₹3.04 crore

Actual CSR expenditure HYE Sep'22

₹6.62 crore

Budgeted annual CSR expenditure (Approx.)

2,000+

Trees planted in 35-40 acres of land



- 06 At a glance
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ENSURING EVERYDAY COMFORT FOR DECADES

Lux group



Leadership

No.1

Indian innerwear company (volume terms)

₹1197 crore

from operations*

Combined revenue

Prominence

~15%

Share in organised men's innerwear market

95% Fill rate against industry

average of 80%

*HYE Sep'22

** FY 22

Unique in its value proposition



Scale

34 crore

Garment pieces**; manufacturing capacity across 7 state-of-the-art plants

2 lakh+

Retailer network across India

46+

Country export presence

2,600+

Employees

5K+

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

100+

Products spanning innerwear, athleisure wear categories

BUILDING ON A RICH LEGACY

1957

Shri. Giridhari Lal Todi founded Biswanath Hosiery Mills

1993

Export commenced across the Middle East, Africa and Europe

1995

Lux Industries Limited was incorporated as a Public Limited Company

2015

Shares listed on the BSE and NSE

2013

Comfort partner for IPL teams (Kings XI Punjab & Pune Warriors India)

2010

Shah Rukh Khan became brand ambassador for ONN

2003

IPO launchedoversubscribed 4 times

2016

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

2017

- Varun Dhawan roped in as brand ambassador
- Lux Cozi Her, innerwear range for women, launched

2021

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

2019

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

2018

- Amitabh Bachchan onboarded as brand ambassador
- Lux Classic & Lux Venus Classic relaunched

PRESENCE ACROSS DIVERSE PRICE POINTS

Categories	Prominent brands			Winter Wear	**Total Revenue
Premium	ONN TOTAL COMPORT	Premiums MADE IN INDIA	ones		
₹Cr	74	74	12		160
Semi- premium	Lux cozi	Lyra (7) WOMEN'S WEAR	GEDX.	Inferno Quilted THERMALS	
₹ Cr	305	194	55	132*	686
Economy	VENUS:	Karishma	Others		
₹ Cr	300	20	31		351







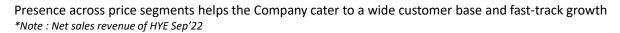
Presence across price segments helps the Company cater to a wide customer base and fast-track growth

^{*} Includes complete winterwear sale including Lux Cottswool

^{**} Note : Net sales revenue of HYE Sep'22

PBT MARGIN

Margin	Prominent brands	*Total Revenue
12-15%	ONN CYPTAGE INTERNALS PREMIUMS MADE IN INDIA	
		486
9-11%	LUX COZI GENX.	
		360
Upto 9%	VENUS Karishma Others	
		351









MERGED GROUP COMPANIES





Group companies – Ebell Fashions
Private Limited and J.M. Hosiery
and Co Limited merged with Lux
Industries Limited

Benefits of the Merger

- Market growth
- EPS accretive
- Expand product portfolio
- Expand into newer markets and segments
- Strong positioning
- Enhanced margins

₹ 30.84

EPS in HYE Sep'22

₹ 54.74

EPS in HYE Sep'21

3,00,71,681

Number of Equity Shares

WIDENING AND DEEPENING REACH

1,170+ dealers' network

Available in 2 lakh+ multibrand stores and 9 EBOs Stronger e-retail platform presence

11 Depots drive faster distribution in India

508+

Sales teams drive offtake

19

Warehouses (12 states)









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

Lux Industries Limited

TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House recognition by Government of India

24

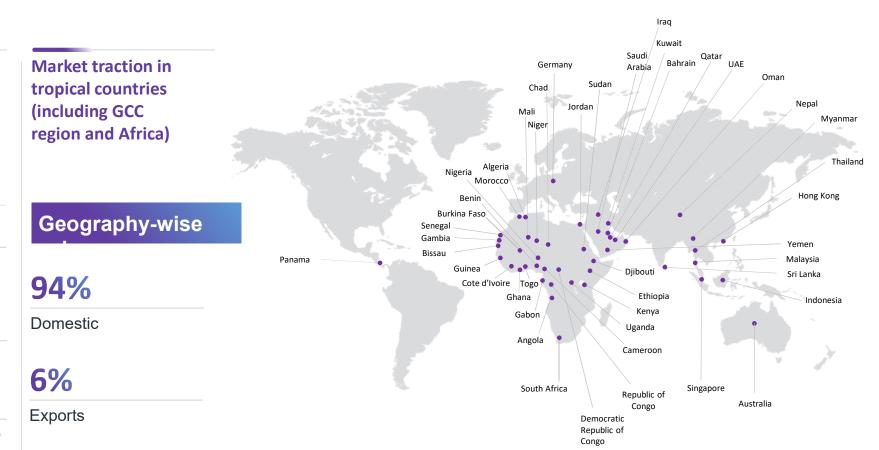
New countries added in past 5 years

46+

Country-wide presence

60

Targeted country-presence by 2025



ADVANCING WITH GOOD GOVERNANCE

Experienced Board

- Promoter-Directors with 24 years of average industry experience; expertise-Sales & Marketing, Brand Promotion, Product Development, Board service & Governance
- Independent Directors with expertise in Accounting & Finance, Legal, Printing and Packaging
 - Inducted E&Y as Internal Auditor
- Inducted Economic Laws Practice (ELP) as Compliance Consultant
- Inducted Mumbai based consultant for SoP's, RM and IFC
- S.K. Agarwal and Co. is the Statutory Auditor

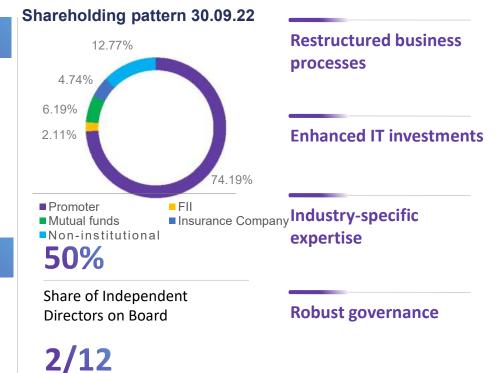
Strong Management Team

- Inducted several new members in the past two years
- New members include:
 Nischal Puri, a hosiery industry veteran as the Director, Operations in Artimas Fashions Pvt. Ltd. (Subsidiary of Lux)

 Saurabh Bhudolia CFO
 - Jitendra Shah VP, Finance and others

Growing Trust

- Marquee investors like Nippon Life India, Jupiter India Fund, Kotak Mutual Funds, Abakkus Growth Fund and Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital



Lux Industries Limited

Women Independent

Directors

STRENGTHENING INTERNAL CONTROLS

Robust risk-management framework

- No duplications
- Minimal manual

Organisation-wide accountability

streamlined by

2022-23

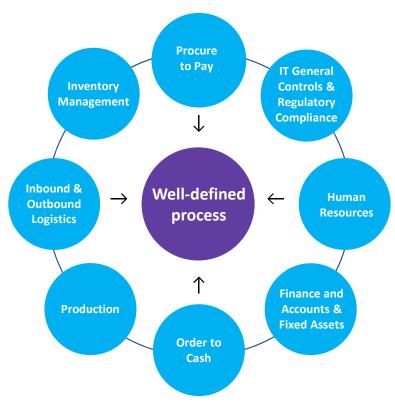
Execution excellence through:

- Digital capability
- Streamlined processes
- Higher transparency

interventions

Process to be fully

SOP driven culture



16 Opportunity landscape

RESPONDING TO MARKET OPPORTUNITIES

1,170+

Strong distribution channel

2,600+

Employee workforce

20+ years

Longstanding dealer relationship

₹24 to ₹1790

Price range of products

~15%

Existing market share in men's innerwear

₹82 crore

Gross cash balance

₹50 crore

Near-term investment to augment production through internal accrual

674+

Districts-presence in India





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STRENGTHS

GROWTH INITIATIVES

Expansion: Foraying into new segments and geographies and expanding multichannel 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

Present in yarn sourcing till packaging

Flexible core manufacturing process

Key focus areas: quality, cost effectiveness and innovation

Completed upgradation and replacement of old equipment







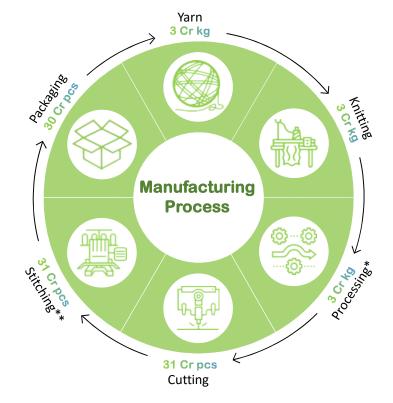


₹17 crore*

Investment on machines from Italy, Germany, and Singapore

34 crore*

Garment pieces manufactured every year



Note **Outsourced to job workers with strong company control

^{*} Year Ended Mar'22

VENTURING INTO NEWER REGIONS AND SEGMENTS

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

Unique socks, innerwear and sleepwear collection for One8, globally

Foray into southern region of India

Enter female (innerwear and outerwear) and kids segment

Focus on premium innerwear range:
Current Market share –
₹160 Crore in HYE Sep'22
Expected Market Share –
₹500 Crore in FY25

Foray into 46 countries; grow exports revenue by 60% in five years





Share of revenues from value, semi-premium and premium products category of HYE Sep'22

Revenue share	Amount %	Volume %
Premium	13	10
Sub Premium	57	43
Economy	30	47

Share of revenues from value, semi-premium and premium products category of HYE Sep'21

Revenue share	Amount %	Volume %
Premium	14	11
Sub Premium	56	40
Economy	30	49

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

Adopting investment-light #FOFO model

<1%

Dealer attrition



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

Depots drive faster distribution in India 4,000+

Average daily online orders



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









Exclusive brand outlets (EBOs)* 160+

Large store formats* to showcase the entire product range



*For premium offerings

#FOFO: Franchise-owned-franchise operated

BRANDING

CRAFTING 360° BRANDING INITIATIVES

Building brands judiciously

Amitabh Bachchan, Virat Kohli, Varun Dhawan, Kartik Aaryan, Taapsee Pannu are brand endorsers

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



₹891 crore

Branding investments in the last six years +, leading to Q2 FY23

8%

Average share of revenues spent on branding (FY17- Q2 FY23)

12.32

Return on every rupee spend on A&P for HYE Sep'22

CREATING SUCCESSFUL BRAND STRATEGY



ACCELERATING DIGITAL ADOPTION

End-to-end IT solutions through dealer integration systems

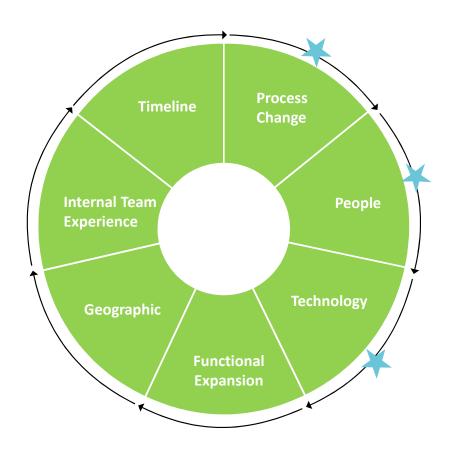
Enhanced MIS system for business visibility; data-based decision-making

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

Invested in SAP-Hana and SAP rollout across the organisation

Detailed IT investment roadmap for the next 10 years

Better control over internal operations



STRENGTHENING FINANCIALS

Overhauled credit policy to strengthen working capital

Deleveraged balance sheet and created strong liquidity buffer

Aggressive reinvestment in the business with focus on premiumization

35%

ROCE, YE Mar'22

15%

Sales Growth, HYE Sep'22 vs Sep'21

₹82 crore

Gross cash and cash equivalents, HYE Sep'22

-43%

PBT Growth, HYE Sep'22 vs Sep'21 **159 days**

Working Capital Days in HYE Sep'21

202 days

Working Capital Days in HYE Sep'22

121 days

Inventory cycle in HYE Sep'21

127 days

Inventory cycle in HYE Sep'22

63 days

Creditor days in HYE Sep'21

46 days

Creditor days in HYE Sep'22

42x

Interest cover in HYE Sep'21

12x

Interest cover in HYE Sep'22

0.14

Debt-equity in Sep'21

0.28

Debt-equity in Sep'22

Working Capital days is on a higher side because of building up the inventory by seeing the current price dynamics in Raw material

OUR LEADERSHIP PROFILE



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



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
- Introduced new styles and optimised production costs

NEXT GENERATION TAKING VISION FORWARD



- Commerce Graduate
- Engaged with the Company for 21 years
- Looking after the GenX and Lux Cozi Her brands
- Responsible for operations of the Tirupur unit
- Focusing on product premiumisation, new brands and product categories



- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 17 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



- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 7 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 7 years
- Launched brand Lyra +500 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



Saurabh Kumar Bhudolia Chief Financial Officer

- Qualified Chartered Accountant
- 18+ years of experience in Corporate Finance, Accounts, Planning, Risk Management, Mergers and Acquisitions etc.
- Strong business and financial acumen, instrumental in fund raising, investor relationship
- Earlier worked as a CFO in Future Lifestyle and in his early career handled multiple roles in Tata Steel, Mondelez and Sula Vineyards



Smita Mishra
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 11 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



Sanjay Mittal
Vice President (Sales)

- Has led and supported various leadership roles for25+ 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

STRENGTHENING THE MANAGEMENT TEAM

Well-defined roles and responsibilities



Bibek MaityChief 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



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



Narendra Panjwani Head of Quality Control

- Bachelor of Science
- 20+ years experience in hosiery industry
- Associated with the Company for 7+ years
- Helps maintaining product quality right from its development to commercialization
- Worked with Maxwell Industries for 21 years

NEW VENTURE

FORAYING INTO THE PREMIUM SEGMENT WITH ONE8

Impressive portfolio (innerwear, loungewear, sleepwear)

Company's critical margin driver

Endorsed by Virat Kohli and has huge growth potential

₹12 crore* x7 times Revenues in HYE Sep'22

Expected revenues in 2024-25

Created an inorganic, and new distribution channel

Independent and dedicated manufacturing facilities



Brainchild of Nischal Puri, an industry veteran



^{*} Includes complete sale of Artimas Fashions Pvt. Ltd. including One8 and others

PREPARED FOR TOMORROW







Push marketing

Men's innerwear, outerwear, women's innerwear and outer wear, athleisure, kids wear

Men's innerwear











High receivables days and low inventory turnover



Legacy processes





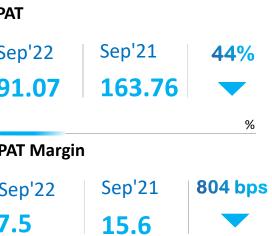




33 Financial performance

SNAPSHOT FOR HYE Sep'22 and Sep'21

		In ₹ crore			In ₹ crore	
Revenue			Gross Profi	t		PAT
Sep'22	Sep'21	15%	Sep'22	Sep'21	4%	Sep
1210.01	1051.95		388.36	405.62		91
		In ₹ crore			%	
EBITDA			Gross Marg	gin		PAT
Sep'22	Sep'21	37 %	Sep'22	Sep'21	646 bps	Sep
145.09	231.96		32.1	38.6		7.5
		%			In ₹ crore	
EBITDA Ma	rgin		Cash Flow			
Sep'22	Sep'21	1006 bps	Sep'22	Mar'22	-30%	
12.0	22.1		37	52		



In ₹ crore

SNAPSHOT FOR Q2 Sep'22 and Sep'21

		In ₹ crore			
Revenue					
Sep'22	Sep'21	1%			
638.32	630.86				
		In ₹ crore			
EBITDA					
Sep'22	Sep'21	52%			
67.29	141.00				
		%			
EBITDA Margin					
Sep'22	Sep'21	1181 bps			
10.5	22.4				

		In ₹ crore
Gross Profit	:	
Sep'22	Sep'21	16%
204.43	244.10	
		%
Gross Marg	in	
Sep'22	Sep'21	666 bps
32.0	38.7	
		In ₹ crore
Cash Flow		
Sep'22	Mar'22	-30%
37	52	



BIRD'S-EYE VIEW

	Half Year Ended					
Category	NSV Sep'22 (in ₹ crores)	NSV Sep'21 (in ₹ crores)	Sales Growth	Volume Growth	ASP Growth	
Premium	161	144	12%	-9%	23%	
Mid- Premium	685	578	19%	13%	5%	
Economy	351	315	11%	-1%	13%	
Total	1197	1037	15%	3%	12%	

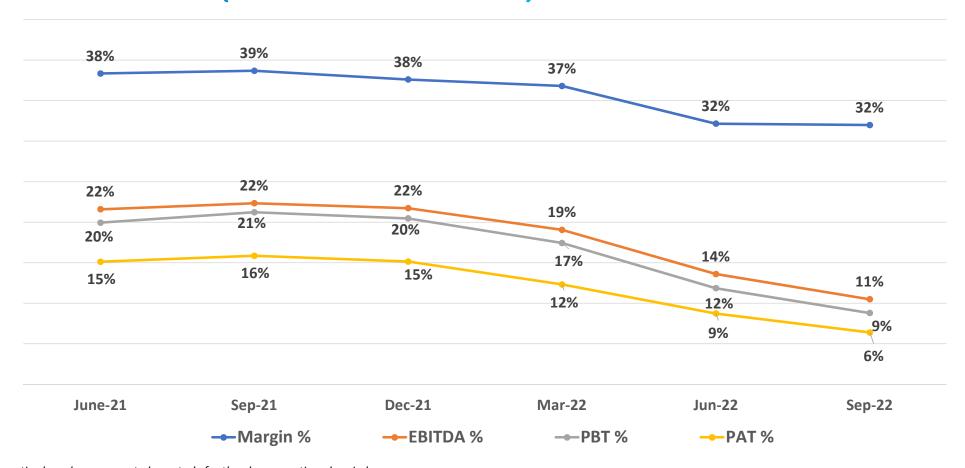
PERFORMANCE

CONSOLIDATED CASH FLOW STATEMENT

In ₹ crore

Cash Flow	Sep'22	Sep'21
Net Cash flow from Operations	(59.02)	(108.42)
Cash flow from / (used in) investing activities	(1.61)	53.51
Cash flow from / (used in) in financing activities	44.91	37.19
Net increase / (decrease) in cash and cash equivalents	(15.72)	(17.78)
Cash and cash equivalents at the end of the year	36.72	66.91
Add: Investments lying in the closing date	45.14	98.94
Closing Cash and Cash Equivalent	81.86	165.85
Borrowings as on Closing Date	387.97	167.40

Growth Chart (Last Six Quarters)



^{*} The ratios have been computed quarterly for the above mentioned periods

HIGHLIGHTS

Revenue for the Half year is at ₹ 1210 Crore with a growth of 15%

Gross margin for the Half Year Ended Sep'22 stands at 32.10% declined by 646 basis points as compared to HYE Sep'21

Volume growth @3% led by Onn @49% and Lyra @37%

EBITDA stands at ₹ 145 Crore @11.99% with an decline of 1006 basis points over HYE Sep'21

PBT and PAT margins for the Half Year Ended is @ 10.25% and 7.53% respectively

Working capital days for the HYE Sep'22 stands at 202 days which is higher by 43 days over last year mainly because of Inventory build up

Gross Cash reserve stands at ₹82 Crore

141.5 million pieces of garments sold during the Half Year out of which 94.9 million pieces sold between Lux Cozi and Venus

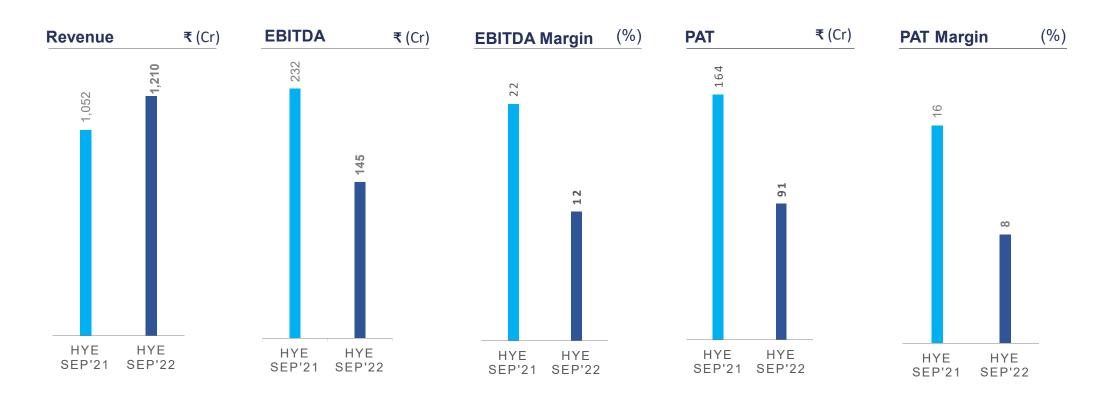
Decline in Gross Margin mainly because of increase in the Raw material cost

Company continues E&Y as its Internal Auditor

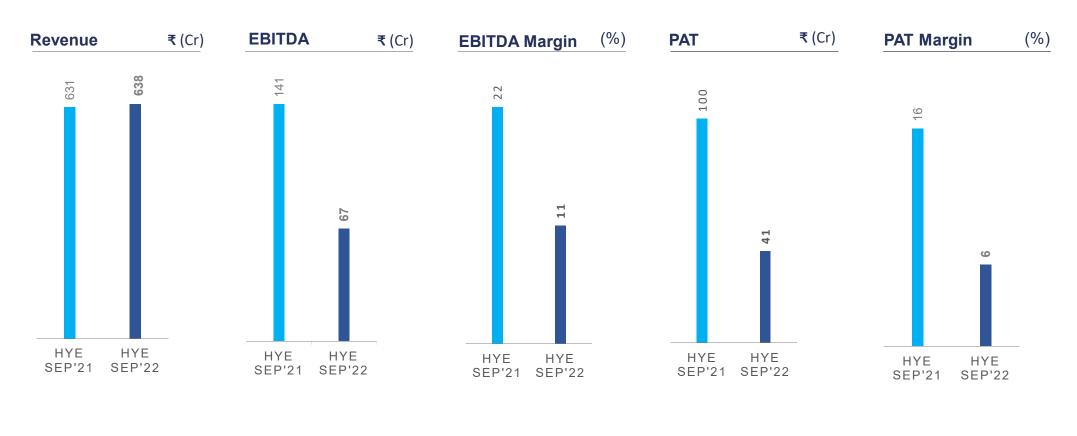
Advertisement spend for the half year is around ₹ 97 Crore @ 8.12% of Net Sales

Lux Industries Limited

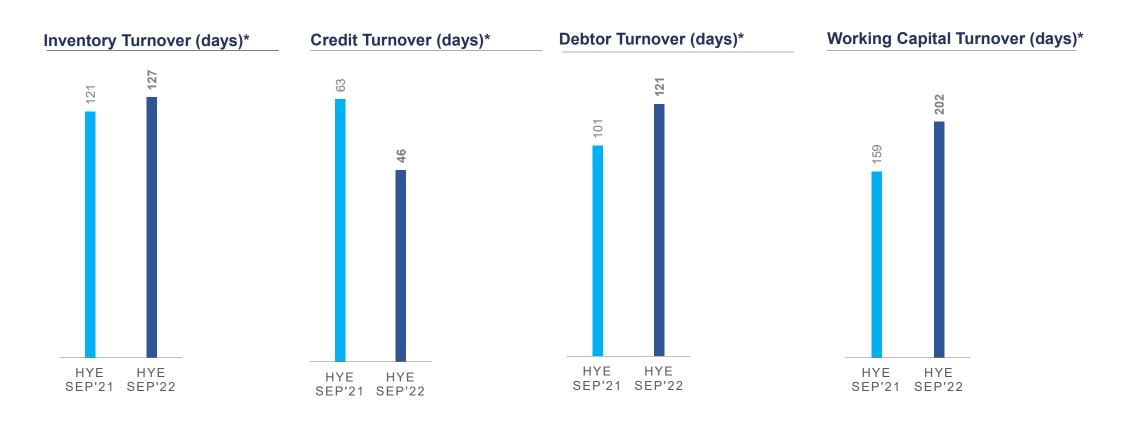
PERFORMANCE (HYE Sep'22 vs Sep'21)



PERFORMANCE (QE Sep'22 vs Sep'21)

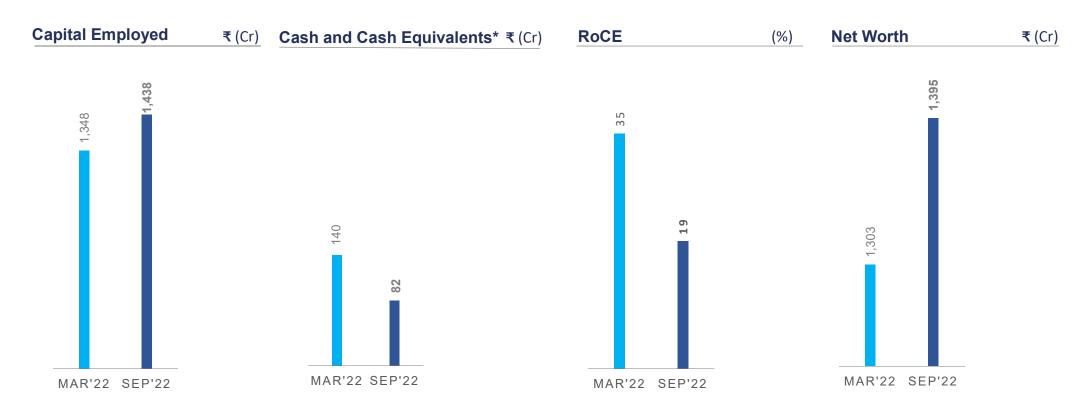


PERFORMANCE



^{*}Computed on the basis of extrapolated quarterly sales to annualized numbers

PERFORMANCE



*Gross cash and cash equivalents

Lux Industries Limited

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- 46 CSR



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

40-45% of our total power requirements met through renewable sources

Substantial electricity cost reduction

Reducing carbon footprint

2 lakh litre

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



Rooftop solar power plant at Dankuni unit

CONTINUING SUSTAINABILITY COMMITMENT

Action		Impact
Our products are made of 100% natural fibre and we use recyclable packaging	←	Hygienic products and reduced environmental impact
Many suppliers manufacture exclusively for us		Consistent product quality and employment generation
Manufacturing locally and maximising local sourcing		Boosting local economy and well-being in the society
Embedding sustainability and circularity across the value chain	←	Including sourcing sustainable raw materials, manufacturing processes, supply chain and waste management
Social commitment includes sustainability and inclusive growth	←	Including sustainable raw materials; enhanced workforce management and greater community reach

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, out of which ₹ 75 lacs have already been spent.

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)

Help Us Help Them Foundation – School Project



Current Status of Project



Proposed

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

Commitment to Tata Medical Center of ₹ 2.50 crore has been fulfilled in the FY 21-22 for one Operation Theatre including infrastructure and medical equipment's

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