



February 12, 2021.

To, The Secretary, BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542	To, The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 Symbol: LUXIND
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Dear Sir,

Sub: Investor Release in respect of Unaudited Financial Results for the Quarter and Nine Months Ended 31st December, 2020.

Enclosed please find the Investor Release in relation to the Unaudited Financial Results of the Company for the quarter and nine months ended 31st December, 2020.

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 strong Q3 & 9M FY21 Results

Highest ever Quarterly Performance

- Revenue: Rs. 392.9 Crores
- EBIDTA: Rs. 80.2 Crores
- PAT: Rs. 55.1 Crores

February 12, 2021, Kolkata - Lux Industries Limited, one of India's largest hosiery producer and exporter announced its Unaudited Financial Results for the Quarter and Nine months ended 31st December 2020.

Key Financial Highlights are as follows:

Particulars (Rs. in Cr)	Q3 FY21	Q3 FY20	Y-o-Y	9M FY21	9M FY20	Y-o-Y
Income from Operations*	392.9	305.7	28.5%	1,027.9	923.6	11.3%
EBITDA	80.2	54.7	46.5%	201.5	144.3	39.6%
EBITDA Margin (%)	20.4%	17.9%		19.6%	15.6%	
Profit After Tax	55.1	33.3	65.3%	136.6	92.7	47.3%
PAT Margin (%)	14.0%	10.9%		13.3%	10.0%	

*Includes Other Income, On Consolidated Basis

Commenting on the Industry Trends, Mr. Ashok Kumar Todi, Chairman said,

“Over the years the industry has seen a significant shift, whether in terms of preferences, perceptions or even penetration. There is a clear move in the choices of end consumers who are moving from unbranded to branded products and leading to higher proportion of the organized sector.

The innerwear industry is constantly evolving, and we have always been at the forefront of this evolution, having implemented innovative ways of offering differentiated products in the market by undertaking breakthrough marketing and brand promotion activities. With the rise in the work-from-home model, a new segment of Athleisure has come into prominence, which offers tremendous scope for growth, especially with the current positioning of the company.

The rural markets which were practically untapped in the women's innerwear segment are now opening over time with greater exposure and acceptance. This augurs well for the industry and offers major avenues for growth in our women's wear portfolio.

A blend of strong brand equity, well penetrated supply chain network supported by cutting-edge manufacturing technologies should further enhance revenues across multiple segments in domestic as well as international markets."

Commenting on the Results, Mr. Pradip Kumar Todi, Managing Director said,

"I am glad to share that our Company has reported the highest ever quarterly revenue and fared well across all parameters on the back of overall strong rural and semi-urban demand.

Our revenue for the quarter is at an all-time high and grew by 29% to Rs. 392.91 Crores. EBITDA has shown a record growth and stands at Rs. 80.2 Crores, while PAT stands at Rs. 55.1 Crores respectively for Q3 FY21. This is mainly attributed to the simultaneous volume and pricing growth across product segments. Our EBITDA Margins has seen an improvement of ~250 basis points to 20.4% majorly on account of increased share of our value-added products and prudent cost rationalisations. We have also seen a healthy improvement in PAT Margins by ~310 basis points to 14.0%.

For the nine months gone by our advertising expenses stood at Rs. 41 Crores which is in line with our FY21 guidance of 4% of our revenue. We expect our ad spends to reinstate back to 7-8% of our revenue from next year.

Along with marketing efforts going digital, the company has embarked on the path of adding value through e-business initiatives. Tie-ups with various online partners like, Amazon, Myntra, Paytm, Flipkart and others have resulted in around 4,000 orders per day. The response has been very encouraging, with a growth in orders per day of more than 60% compared to last year. Our endeavour is to enhance product offerings and continue the growth momentum over the next few years.

Our working capital has shown declining trend in the nine-month period in spite of growth in revenue. Our working capital requirement reduced by Rs. 90 crores to Rs. 404 crores, for the nine months ended 31st December 2020. Our prudent financial decisions have helped us reduce our debt and become a net cash company.

We would like to welcome Mr. Saurabh Kumar Bhudolia who has joined the Company as Chief Financial Officer. Mr. Saurabh has joined us from Future Lifestyle Fashions Ltd. where he played an extensive role across finance functions as the Chief Financial Officer.

Our proposed scheme to merger with J. M. Hosiery & Co. Limited (JMHL) and Ebell Fashions Private Limited (EFPL) with Lux Industries Limited is on track and expected to be complete soon, after which both these companies will be subsumed.

Another exciting and new endeavour is the EBO Strategic initiative – “Cozy World,” a unique and pioneering concept of standalone stores showcasing the entire gamut of brands from the house of LUX Industries. We are operating 3 stores currently, with plans to add another 6 by the end of March in Tier I, II and III markets and aim to increase the number of stores substantially in the next 2-3 years.

We believe with the combination of improving ground level demand, traction in E-commerce sales, better product mix, cost savings, strong brand identity backed by right managerial and financial decisions, the company would be able to tap into the tremendous growth potential the industry has to offer.”

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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