



Lux Industries Limited

Investor Presentation – February 2021



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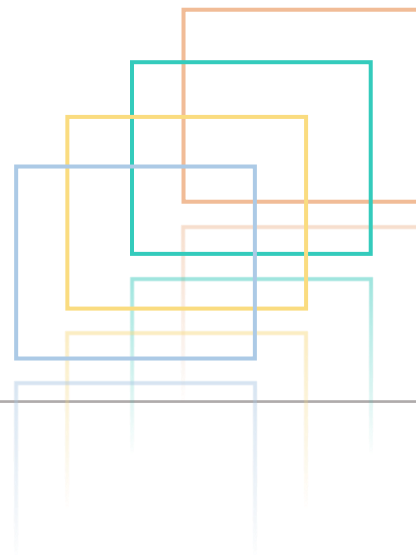
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The investor of today profits
from the growth of tomorrow

Q3 & 9M FY21 Financial Performance



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



Pioneering Commitment



1st Ranked
innerwear
company in
Volume Terms

~8% of Annual
revenue invested
in Brand
Promotion

1st Ranked
innerwear Brand
in Bengal

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

1st Ranked
Indian exporter of
Innerwear

47 Number of
countries products
are exported to



2,000
pieces sold every
minute

5,000+
SKU's

More than **100**
products across
15 Brands

Manufacturing
Capacity of
2,000 lac
garments pieces a
year

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

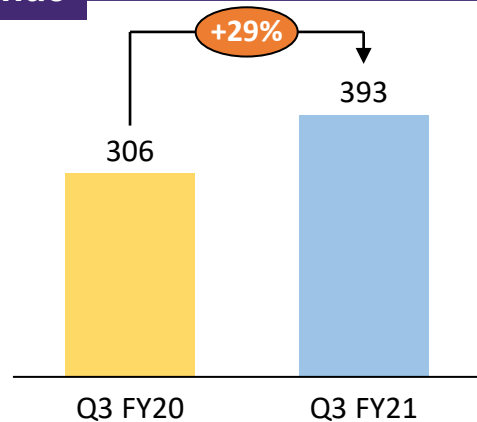
6 Manufacturing
Facilities



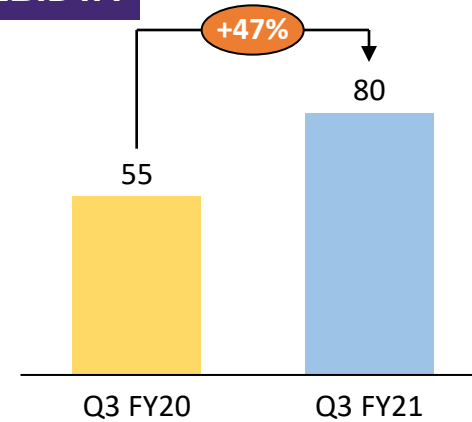
Q3 FY21 Consolidated Financial Highlights*



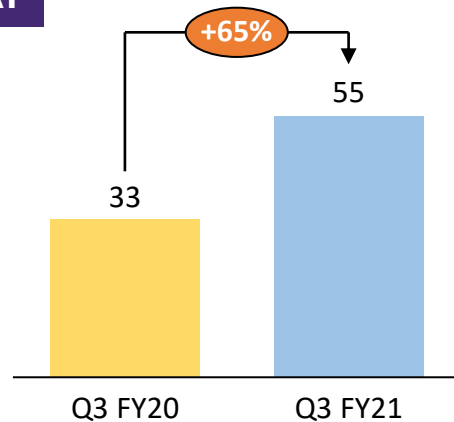
Revenue



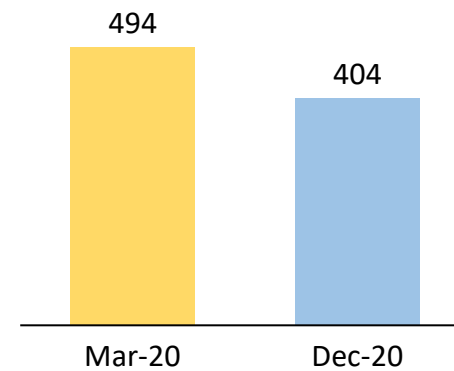
EBIDTA



PAT

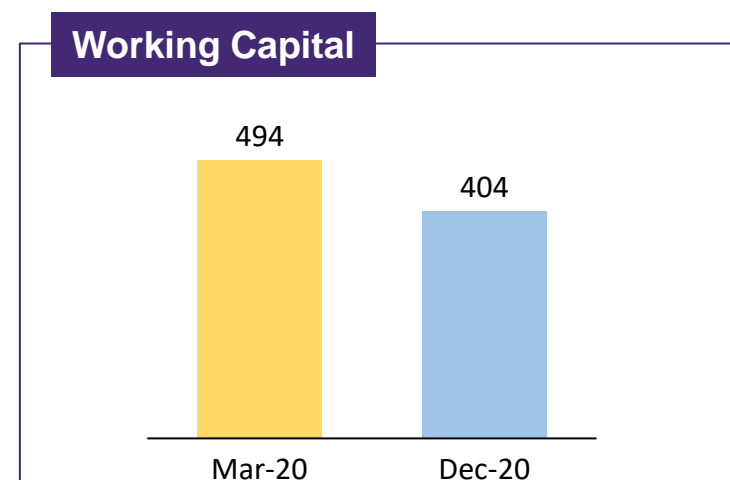
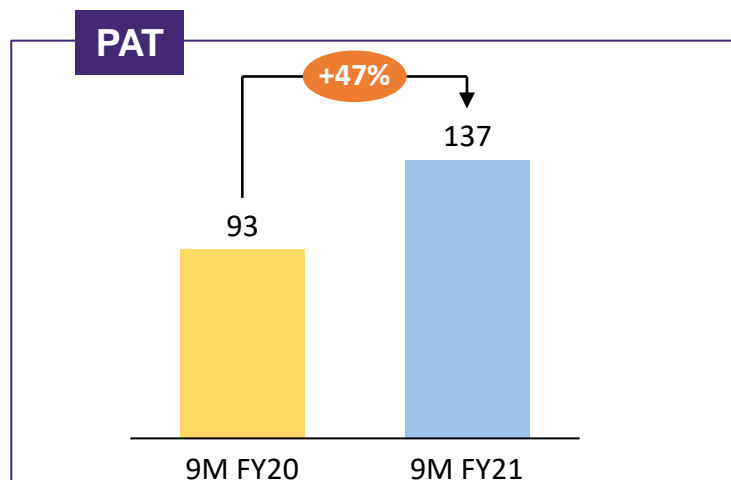
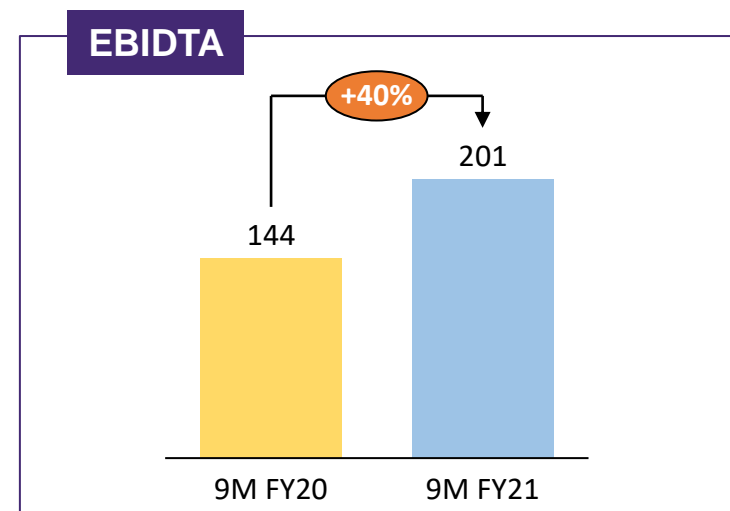
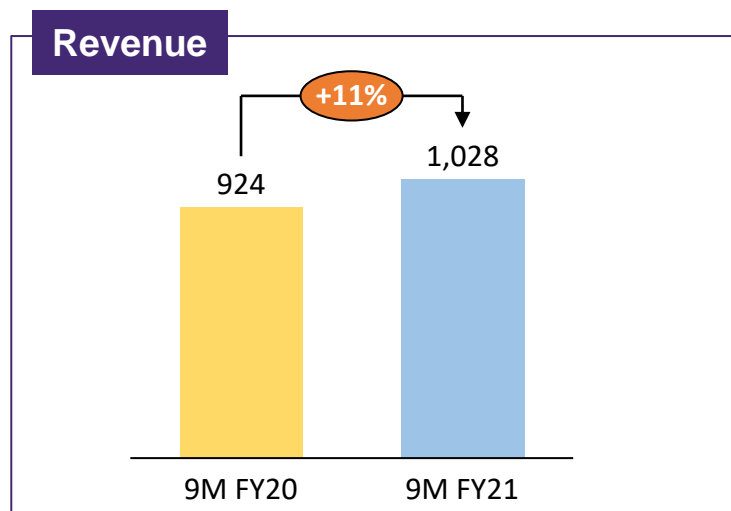


Working Capital





9M FY21 Consolidated Financial Highlights*

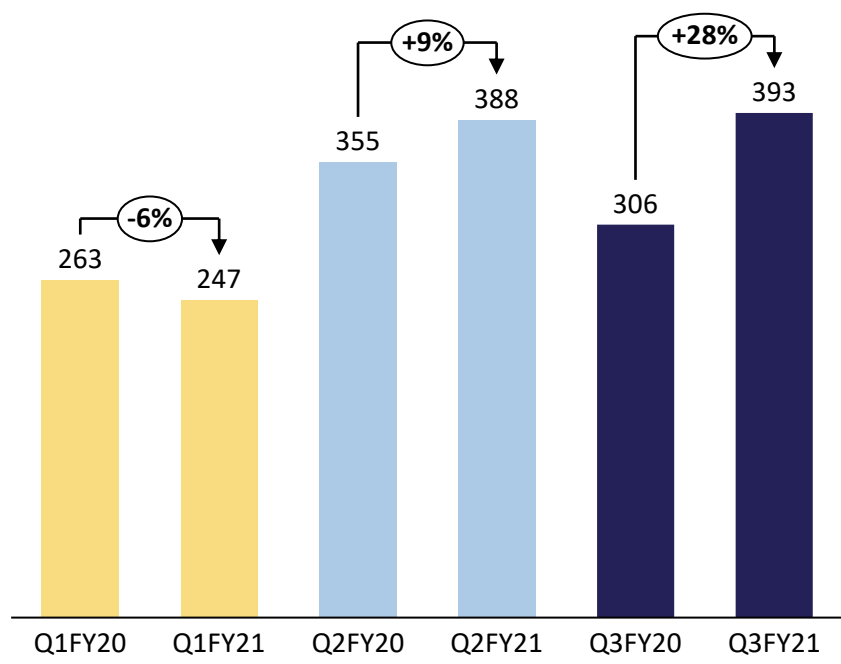




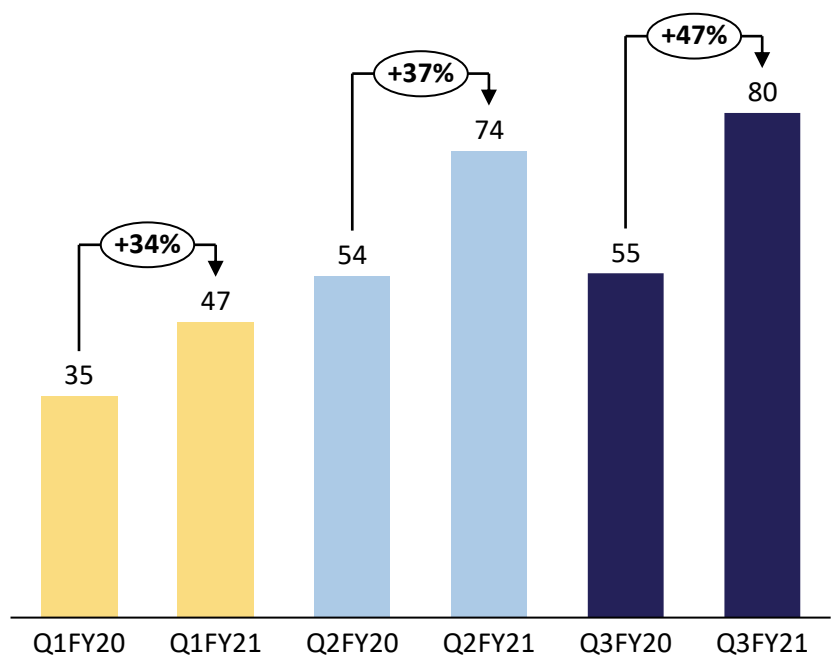
Business growing continuously inspite of CoVID-19



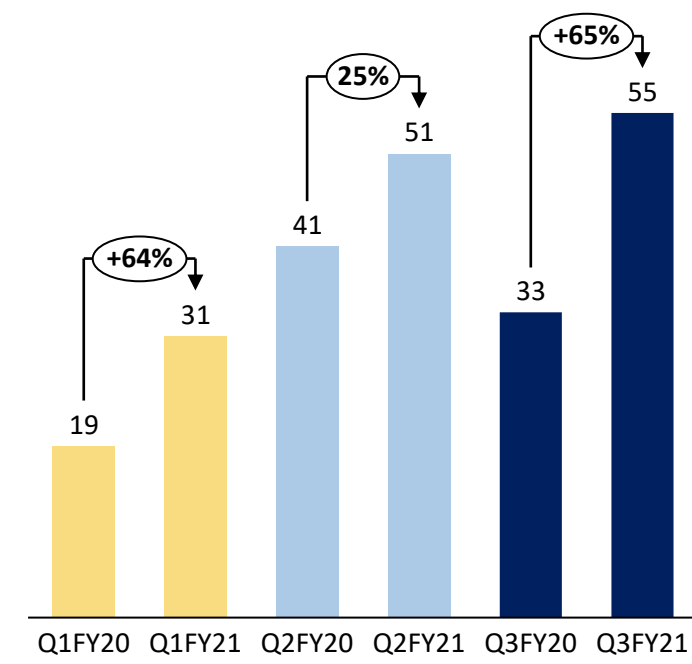
Revenue (Rs. In Cr)



EBITDA (Rs. In Cr)



Profit after Tax (Rs. In Cr)

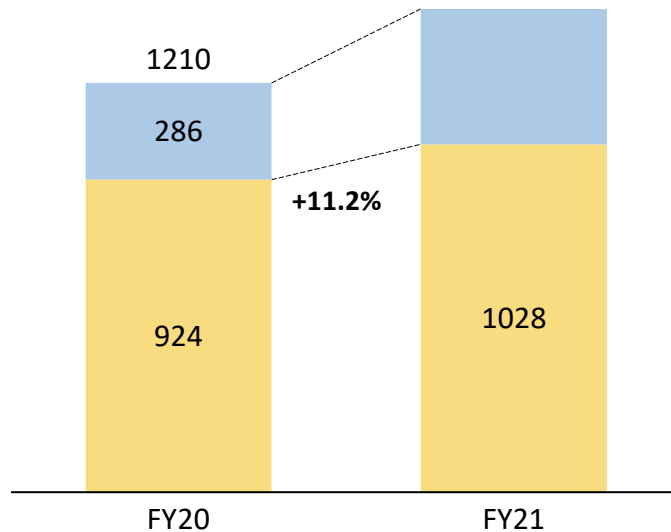




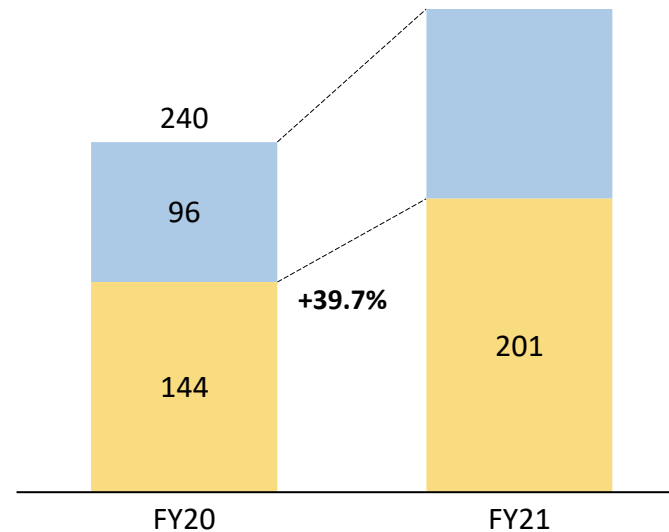
Strong Growth Momentum



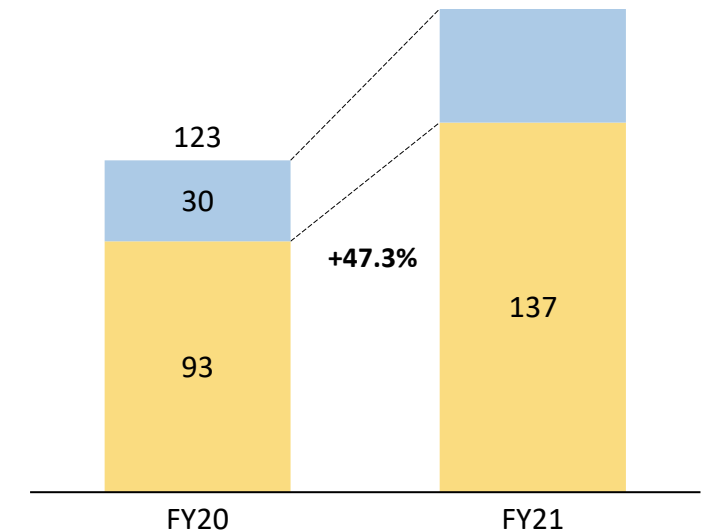
Revenue (Rs. In Cr)



EBITDA (Rs. In Cr)



Profit after Tax (Rs. In Cr)

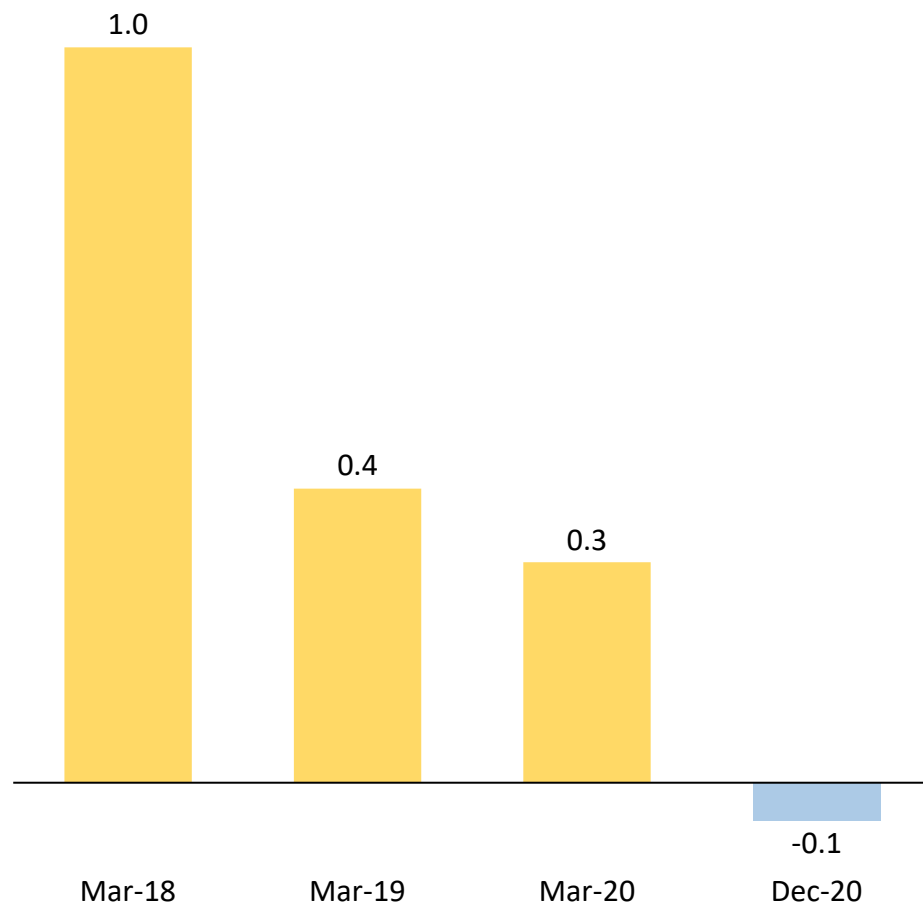


■ Q4 ■ 9M

Q4 FY21 is expected to be better than Q4 FY20



Net Debt to Equity (x)



Inspite of CoVID times, Lux Industries has reduced Working Capital requirements and paid off debt

We continue to be a Net Cash Company

Cash Surplus of Rs. 140 Crores

Q3 & 9M FY21 Consolidated Profit & Loss Account*



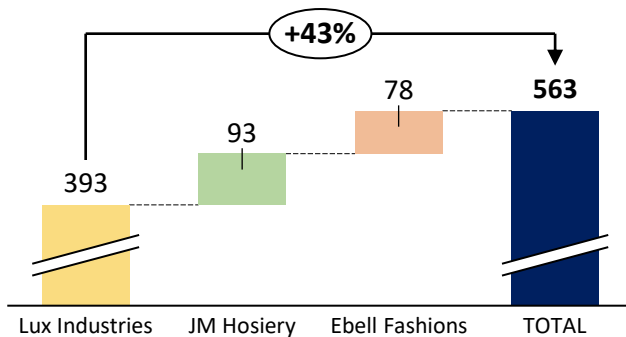
Profit and Loss (Rs. in Cr)	Consolidated					
	Q3FY21	Q3FY20	YoY	9MFY21	9MFY20	YoY
Revenue from Operations	392	305	29%	1,024	920	11%
Other Income	1	1		5	4	
Total Revenue	393	306		1,028	924	
Raw Material	254	201		689	607	
Gross Profit	138	104	33%	339	316	7%
Gross Profit Margin	35.3%	34.3%		33.1%	34.4%	
Employee Cost	15	13		36	37	
Other Expenses	44	37		101	135	
EBITDA	80	55	47%	201	144	40%
EBITDA Margin	20.4%	17.9%		19.6%	15.6%	
Depreciation	4	3		11	9	
EBIT	77	51	49%	191	135	41%
EBIT Margin	19.5%	16.8%		18.6%	14.6%	
Finance Cost	1.8	4		7	11	
Exceptional Item Gain / (Loss)	0	2		0	2	
Profit before Tax	75	46	64%	184	123	50%
Tax	20	12		47	30	
PAT	55	33	65%	137	93	47%
PAT Margin %	14.0%	10.9%		13.3%	10.0%	
EPS	22.0	13.2		54.6	36.7	

Proforma Financials



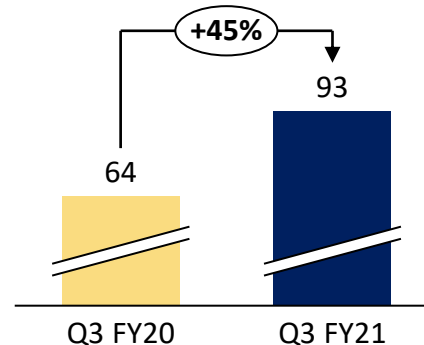
Revenue (Rs. In Cr)

Q3 FY21



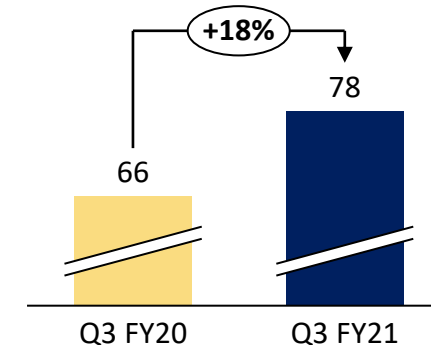
J. M. Hosiery*

Revenues (Rs. Crs.)



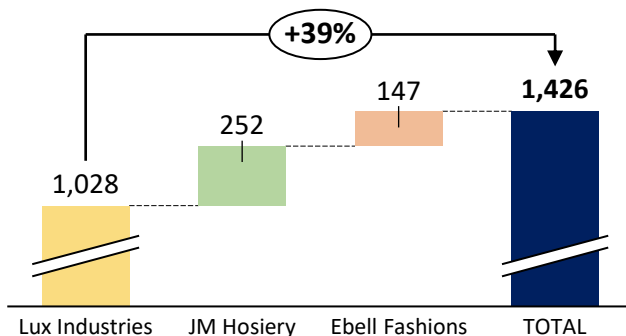
Ebell Fashions*

Revenues (Rs. Crs.)^



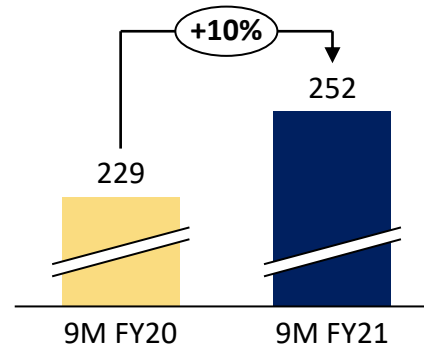
Revenue (Rs. In Cr)

9M FY21



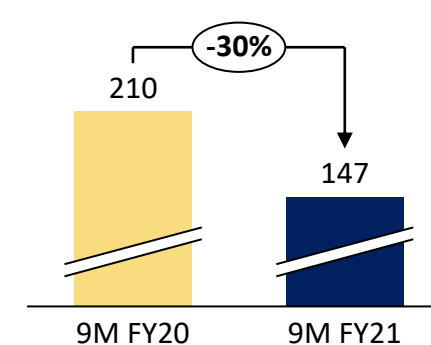
J. M. Hosiery*

Revenues (Rs. Crs.)



Ebell Fashions*

Revenues (Rs. Crs.)



- The Board of Directors of Lux Industries Limited have approved the scheme of merger of J. M. Hosiery & Co. Limited and Ebell Fashions Private Limited with Lux Industries Limited
- The scheme is subject to requisite approvals of the regulatory authorities

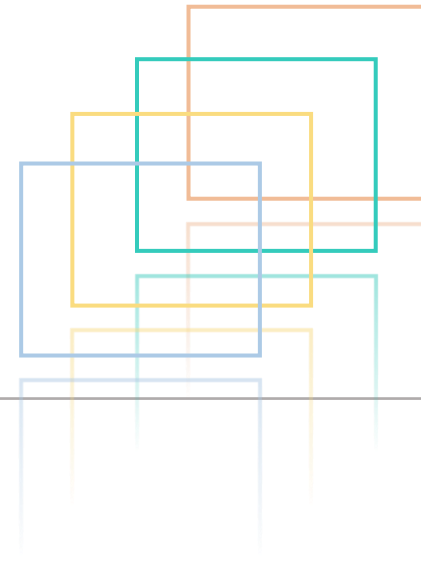
* The Q3 & 9M FY21 Revenues for JM Hosiery and Ebell Fashions are subject to audit and may change

^ In 9M FY21 Revenue for Ebell Fashions got impacted on account to subdued demand for Leggings due to CoVID-19



A house is only as strong
as its foundation

Strong Foundation



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



We have created Brand Equity



Range of more than 100 products under 15 well-established brands for men, women and children, ensuring relevance across ages, genders, geographies and seasons.

LUX
VENUS
INNERWEAR

LUX
Inferno
QUILTED THERMALS

LUX
COTT'S WOOL
WINTER WEAR

LUX **cozi**

ONN
TOTAL COMFORT

LUX **cozi**
GLO
COLLECTION

onex
A NEW WAY TO WEAR

LUX **cozi**
BIG SHOT
PREMIUM TRUNKS

LUX
Karishma

LUX
Touch
INNERWEAR FOR WOMEN
Pantle, Camisole & Leggies

My Little Girl
Lyra

LUX
Classic
UNDERWEAR

LUX
MOZZE
The premium socks range

LUX **cozi**
her
made from super combed cotton

GenX
PREMIUM BOXERS & CAMISOLE

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

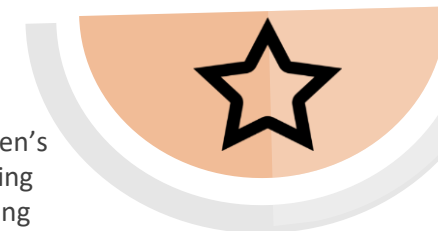
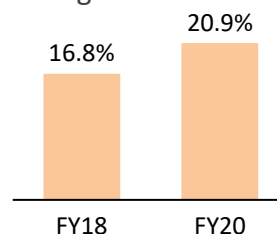
- ✓ India's First Scented Vest; Landmark Product in the Men's Innerwear Category - Creating value-based products keeping in mind the essential necessity and aspirational style quotient of India
- ✓ Invested in quality material and contemporary designs (European and American influences)



Premiumization

03

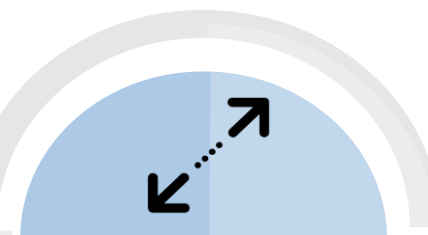
- ✓ ONN Brand growing revenues at 20%
- ✓ Increase in Premium Brand contribution to revenue & Expanding Margins



04

Widest Consumer Range

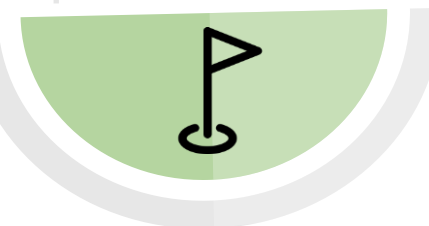
- ✓ The Products range from Rs. 38 – Rs. 1,799
- ✓ Over 5,000 SKU's, among the largest innerwear ranges in the Industry, thus graduating into a one-stop destination



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

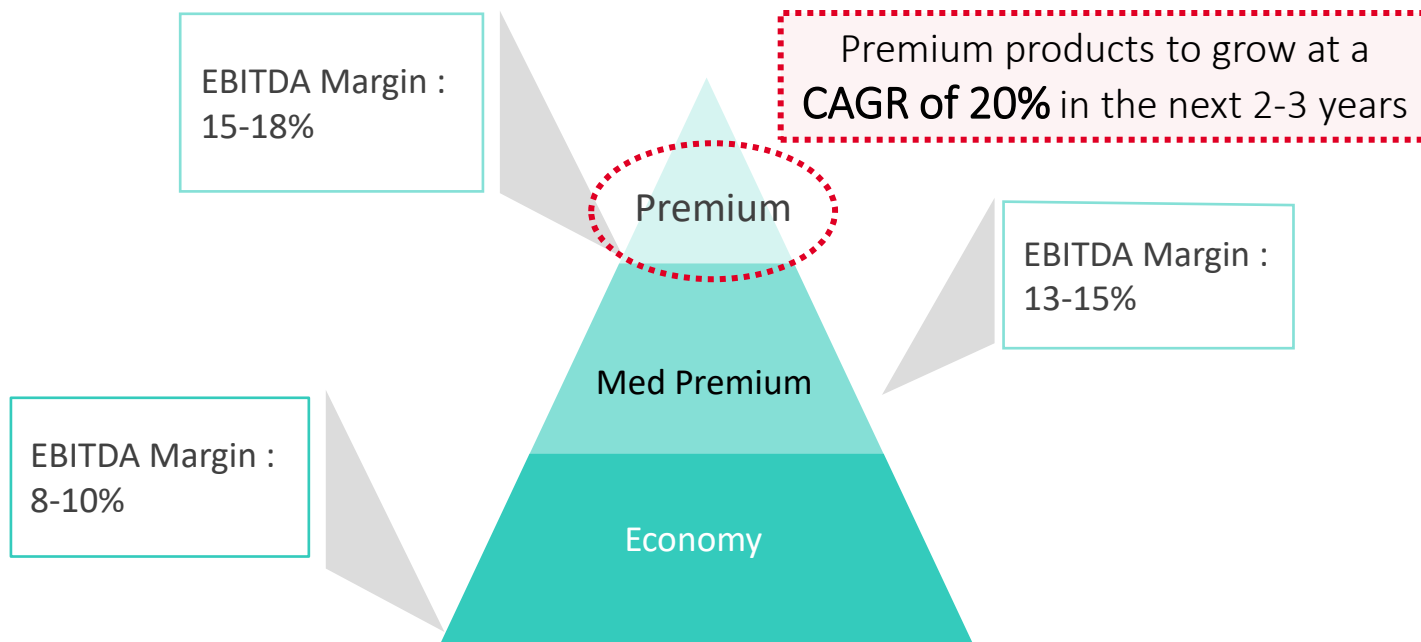




Our Products satisfy Customer needs



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

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



We deliver Quality to generate Loyalty



Company invested in cutting machine from **Morgan Technica SPA**, Italy, and knitting machine from **Mayer & Cie**, Germany, and **United Texmac Pte Ltd** Singapore

Up-gradation and replacement of old machines is done as and when required in order to **maintain high quality of output**

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

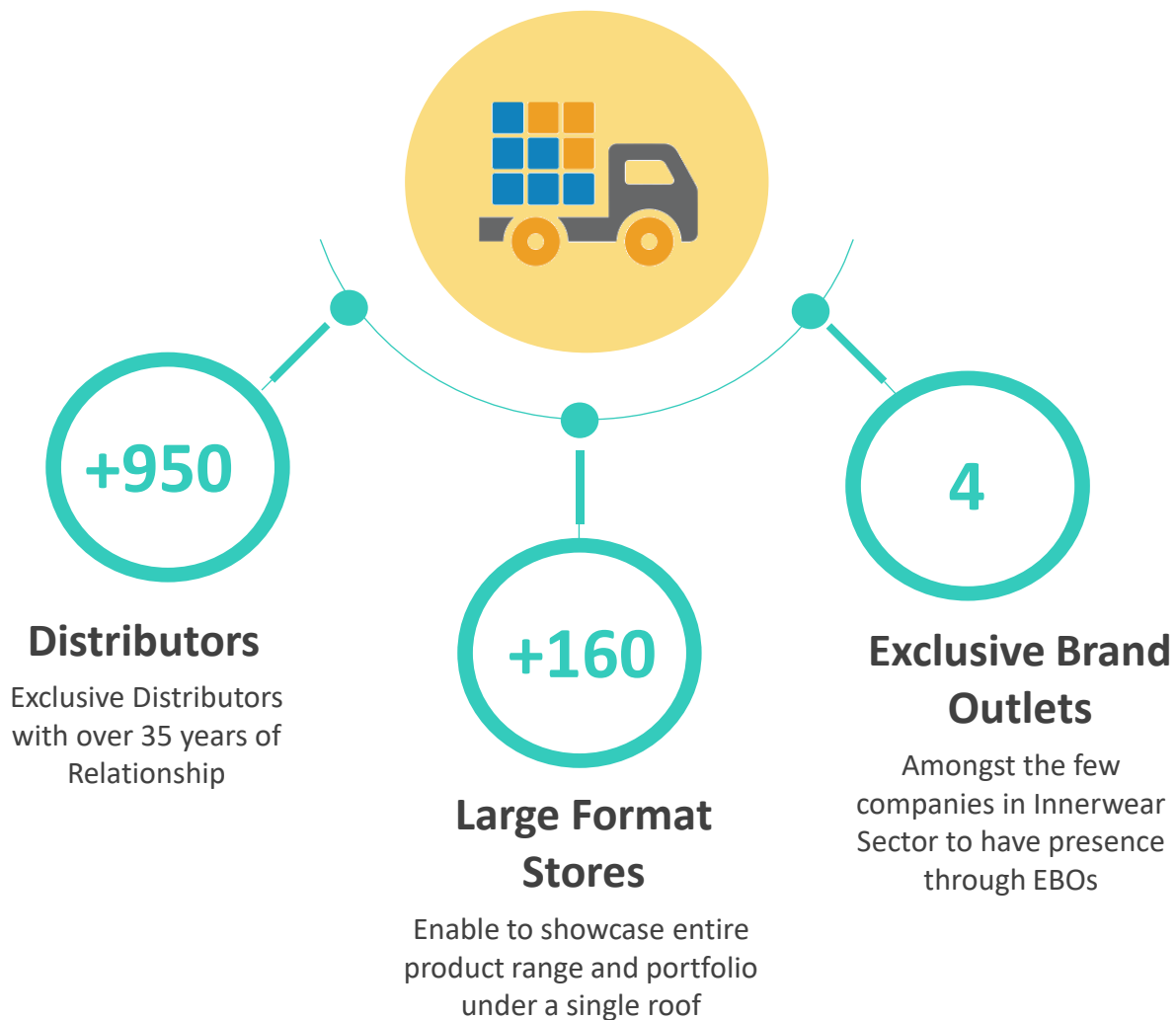


....poised to Grow





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...

Cozy World – Endeavour of Lux Industries Limited



- A unique and pioneering concept of **Standalone Stores in Retailing** the entire gamut of brands from the house of LUX Industries.
- **Showcasing and Retailing** the best in India's innerwear, outer wear and comfort wear.
- Cozy World is an exciting business opportunity for our business & channel partners to boost business in these changing times. **With space required of Min 400sft carpet and around 20-25 lakhs of Investment, Cozy World stores have created win-win proposition for all.**



Current Operational Stores:

- Nov 2020 – Barasat, Kakurgachi
- Dec 2020 – Kanchrapara
- Jan 2021 – Howrah

Future Plans

- Open 6 more stores by Mar 2021
- Targeting Tier-I, Tier-II and Tier-III markets.
- Next Fiscal year the company aims to add at least 50 exclusive stores



We are led by Experienced Leadership



Mr. Ashok Kumar Todi

Chairman



- ❑ 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. Pradip Kumar Todi

Managing Director



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

Mr. Navin Todi

Director – J.M.Hosiery



- ❑ Aged 40 years, he is over 20 years of experience in the hosiery industry
- ❑ Under his leadership, Company successfully rose to the challenges by enhancing product offerings.
- ❑ He has worked across various areas, building a multi dimensional experience especially in marketing and operations.

Mr. Saket Todi

President - Marketing



- ❑ Aged 30 years, has done his post graduation in Brand Management and has eminent knowledge in marketing
- ❑ His contribution towards strengthening the premiumisation of brand “Lux” is significant
- ❑ 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

Mr. Udit Todi

President - Strategy



- ❑ Aged 30 years, he is Master of Science in Finance from The London School of Economics and Political Science (LSE)
- ❑ Has been associated with the Company since 2014 and has expertise in the field of finance and his proficiency in the management marketing area of the Company is remarkable



We are supported by Strong Management Team



Mr. Saurabh Kumar Bhudolia - Chief Financial Officer

He is a CA with 15 years of experience spanning across Corporate Finance, Accounts, Planning and Risk Management verticals. He has previously worked with Future Lifestyle Fashions Ltd., Mondelez International, Sula Vineyards Pvt. Ltd. and Tata Steel Ltd.



Mr. Sanjay Mittal - Vice President (Sales)

He heads the Sales function and plays an important role in formulating the Sales Strategy. He is associated with the Company since 1996



Mr. Narendra Panjwani - Head Of Quality Control

He has many years of experience in hosiery industry, as he had worked with Maxwell Industries Limited for 21 years. He has done Bachelor of Science. He is associated with the Company since 2013



Mr. Bibekananda Maity – Chief Information Officer

He has done post graduation in MBA & MCA and has more than 22 years of experience in IT function of manufacturing sector. He is associated with the Company since 2015



Mrs. Smita Mishra - Company Secretary & Compliance Officer

She is an Associate Member of The Institute of Company Secretaries of India (ICSI). She ensures efficient administration of the company with regard to compliance of statutory and regulatory requirements. She is associated with the Lux group since 2009



Mr. Manoj Ghiya - Production Manager

He formulates the Strategy to run the manufacturing processes reliably and efficiently. He is associated with the Company since 1989



Mr. Surendra Kumar Bajaj - Vice President (Marketing)

He has worked with Khaitan Group of Companies before joining Lux and has an extensive experience in marketing. He is associated with the Company since 2014



Mr. R.K. Bhutoria - HR Manager

He plays a major role formulating Strategy for Employee Engagement and Empowerment. He is associated with the Company since 2004



We are honoured by Awards & Recognitions

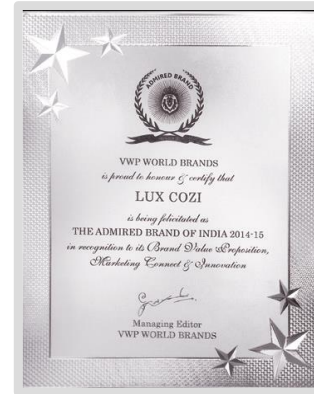


2014



The Master Brand

2014-15



The Admired Brand of India

2015



The World's Greatest Brands

2016



Asia's Greatest Brands

2018



Lux Cozi - Best Brand of the Year

2019



Lux Cozi – India's Most Trusted Brand

2019



Lux Cozi – Asia's Most Trusted Brand

2019



Lux Cozi – Most Admired Brand



Great leaders inspire
greatness in others

Market Penetration Strategy



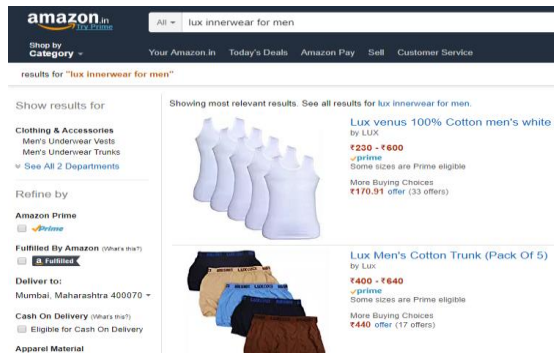
KARISHMA
BIG SHOT
COTT's
WOOL
GLO
MOZZE
COZI
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CLASSIC
INFERNO
ON

The New Age Distribution: E – Commerce



Post Covid with new normal setting in, having digital channel for commerce is of prime importance

Amazon



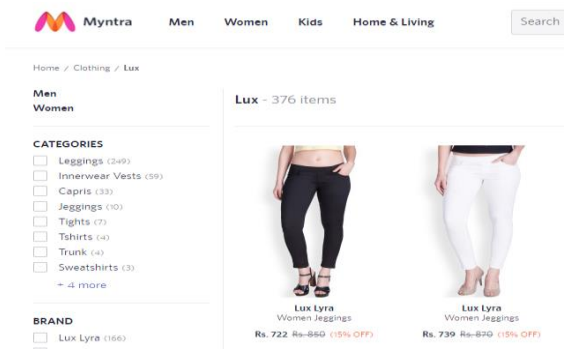
✓ Tied up with various online partners like, Amazon, Myntra, Paytm, Flip Kart etc.

✓ Started receiving around 4K orders per day with a growth of around +60% over last year.

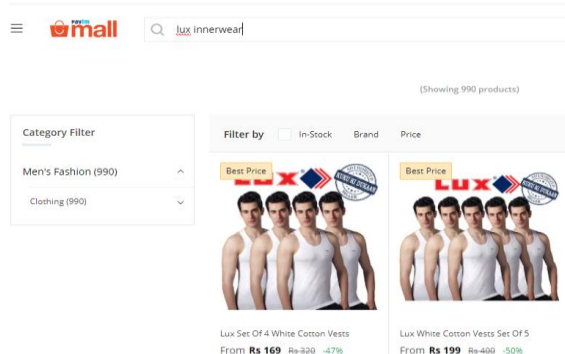
✓ Target to keep the momentum going with a higher pace to set up the separate business model .

✓ Increase in product offerings to have wide range available

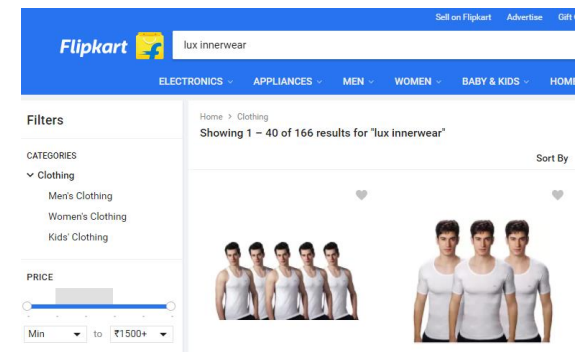
Myntra



Paytm

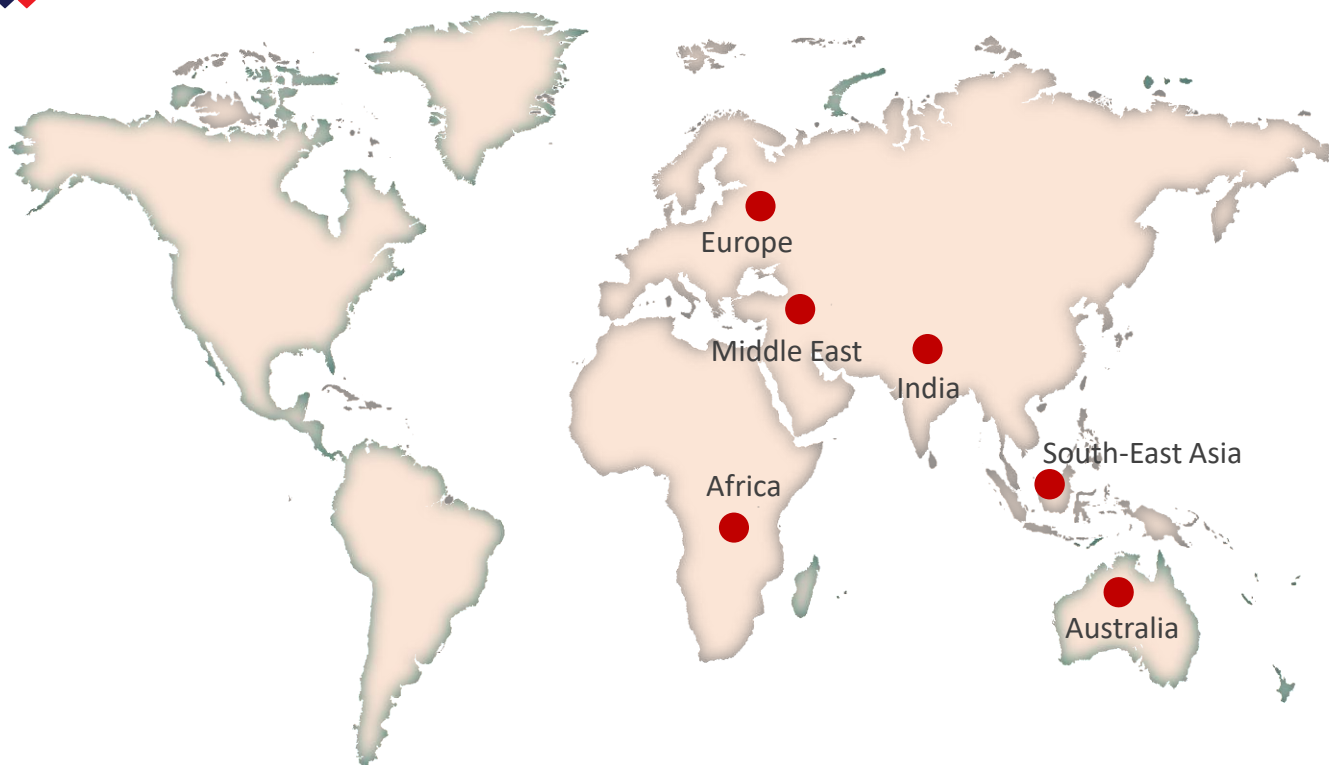


FlipKart





Focus on Demographics with Huge Potential



- ✓ **For FY 2019-20, Export Contribution to Revenue was 10.4%**
- ✓ Increase in the number of countries exported to from 22 to 47 over the past 5 years

Exports of Rs. 133 crores in FY20

- ✓ Amongst the Top 5 Indian innerwear brands 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 huge potential

Sustained Brand Investments



15
Brands

100+
Products



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

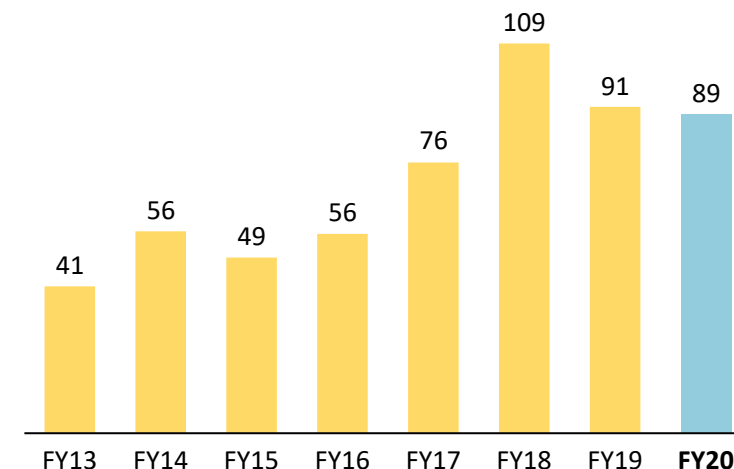
2010

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. 566 Cr in our brands across the 8 years ending FY20
- ✓ Sustained brand investments at 8% of turnover
- ✓ Lux's profit from every rupee invested in brand spending increased from 5.74% in FY13 to 7.39% in FY20



Capturing Market Share of the Unorganised Space



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

- Amitabh Bachchan

”



- ✓ 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

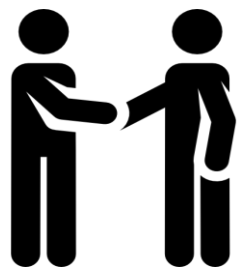
“

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
(Subsidiary of Lux
Industries)



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

**Artimas Fashions 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



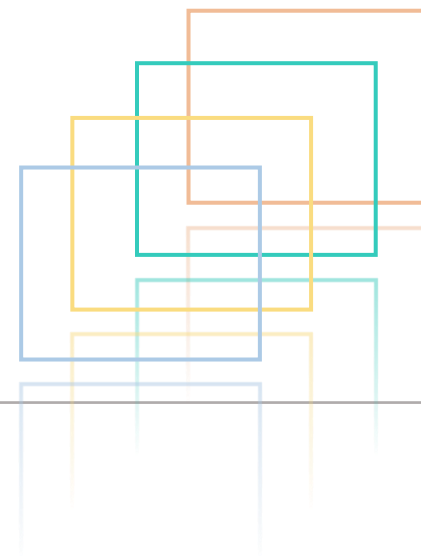
With One8, we aim to disrupt the premium innerwear segment through innovative product offerings. We feel extremely confident that the about our distribution and resource strength, coupled with the youth appeal of Virat Kohli will make One8 the most preferred brand in the premium category





The investor of today profits
from the growth of tomorrow

Historical Performance



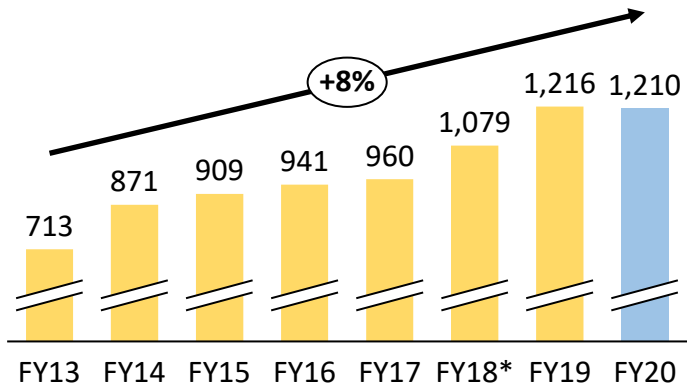
KARISHMA
BIG SHOT
CLASSIC
INFERNO
GENX
COTT's
WOOL
COZI
TOUCH
VENUS
GLO
ON



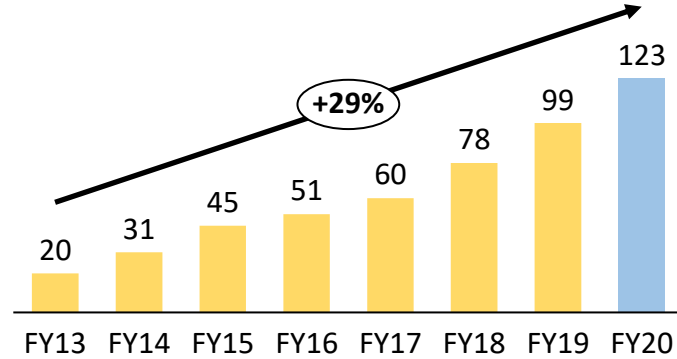
Operating Performance



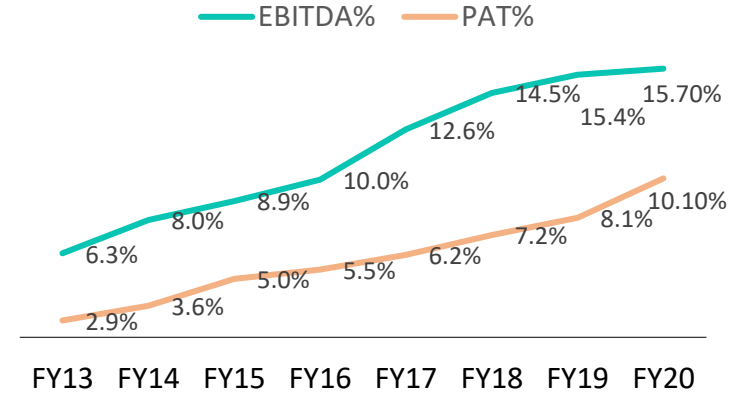
Revenue (Rs. In Cr)



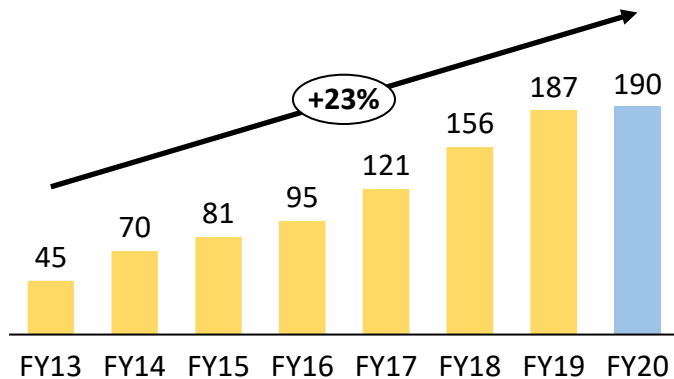
PAT (Rs. In Cr)



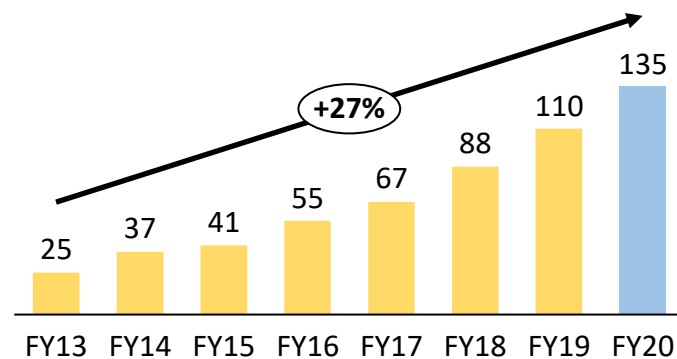
EBITDA & PAT Margins (%)



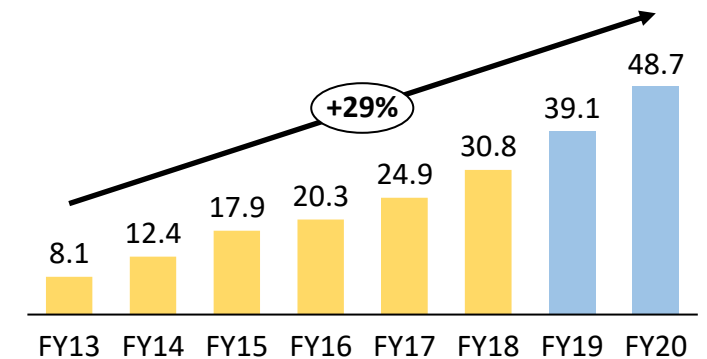
EBITDA (Rs. In Cr)



Cash PAT (Rs. In Cr)



EPS



Being accessible
is being humble.



Company :



CIN: L17309WB1995PLC073053

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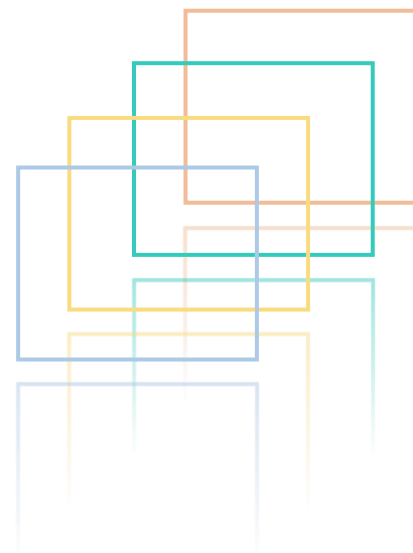
Investor Relations Advisors :

SGA Strategic Growth Advisors

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