August 14, 2024.

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	To, **The Secretary,** **BSE Limited,** P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542

Dear Sir,

Sub: Investor Presentation.

Please find enclose 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 Digitally signed by SMITA MISHRA

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

Encl: As above

LUX INDUSTRIES LIMITED
PS Srijan Tech - Park, 10th Floor, DN - 52, Sector - V, Saltlake, Kolkata - 700 091, India. P: 91-33-4040 2121, F: 91-33-4001 2001, E: info@luxinnerwear.com
Regd. Office: 39 Kali Krishna Tagore Street, Kolkata - 700 007, India, P: 91-33-2259 8155, Website: www.luxinnerwear.com • CIN : L17309WB1995PLC073053

LUX INDUSTRIES LIMITED

CORPORATE PRESENTATION I Q1 FY’25

WHAT'S INSIDE

03
Market

05-13
Corporate identity

12 -13
Opportunities

15-27
Fast-track progress

29-45
Performance

47-54
Sustainability

MARKET OUTLOOK & COMPANY UPDATE

Economy & Market Update

- Subdued consumption demands because of elections, inflation, etc
- Uneven weather patterns- prolonged heatwave
- Trends similar to preceding Quarters
- Brands continue to expand strategically in key markets
- Yarn prices remain stable
- ‘Omni channel’ being driven by players as their core strategy
- Higher discounts to channel partners for better working capital management

Brand Performance

- Clear shift towards organized segment
- Strong brand recall felt – Power brands performing well despite inflationary pressures
- Menswear brand witnessed volume growth – Cozi ~6% & Venus ~5% (QE YoY)🡅

Operational Highlights

- Launched rainwear category under the brand ‘Lux Venus’
- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal became fully operational
- Launched 1st EBO for the Brand “ONN” in Bangalore.
- Strategically broadening its reach within established markets
- Increased focus on modern trade and e-com

CORPORATE IDENTITY

ENSURING EVERYDAY COMFORT FOR DECADES

Lux group

Leadership

No.1

Indian innerwear company (volume terms)

₹ 535 Crores

Consolidated revenue from operations*

Prominence

~15%

Share in organized men's innerwear market

95%

Fill rate against industry average of 80%

Unique in its value proposition

Scale

34 crore

Garment pieces** manufacturing capacity across 9 state-of-the-art plants

2 lakh+

Retailer network across India

46+

Country export presence

3,300+

Employees

5K+

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

100+

Products spanning innerwear, outerwear and athleisure wear categories

* Q1 FY'25
** YE Mar'24

MILESTONE

BUILDING ON A RICH LEGACY

1957
- Shri Girdhari Lal Todi founded Biswanath Hosiery Mills

1993-1995
- Export commenced across the Middle East, Africa and Europe
- Lux Industries Ltd was incorporated as a Public Ltd Company

2003
- IPO launched- oversubscribed 4 times

2010-2012
- Shah Rukh Khan became brand ambassador for ONN
- Lux Industries launched womenswear brand 'Lyra'

2015-2016 (Contd.)
- Shares listed on the BSE and NSE

2015-2016 (Contd.)
- Commissioned Eastern India's largest hosiery product manufacturing plant in Dankuni
- Became Kolkata Knight Riders' primary sponsor

2017-2018
- Varun Dhawan roped in as brand ambassador of Lux Cozi
- Amitabh Bachchan became face of the brands of Lux
- Launched 'Lyra' lingerie
- Lux Classic & Lux Venus Classic relaunched

2019 (Contd.)
- Kartik Aaryan was onboarded as brand ambassador for Lux Inferno and Taapsee Pannu for Lyra.

2019 (Contd.)
- Launched India's first scented vest Lux Cozi
- Launched One8 brand

2021
- Merger of J.M. Hosiery and Ebell Fashions with Lux Industries

2022
- Setting up of new manufacturing facility at Hosiery Park, Kolkata
- Relaunched brand 'Lux Venus' and onboarded Salman Khan as brand ambassador
- Onboarded Sourav Ganguly for Lux Cozi
- Boman Irani and Satish Kaushik were signed as the face of the brand for Lux Inferno and Lux Cott'swool respectively.

2023
- Roped in Janhvi Kapoor as brand ambassador for 'Lyra' and Urvashi Rautela for 'GenX'
- Onboarded Jacqueline Fernandez and Vijay Deverakonda as brand ambassador's for Lux Cozi

2024
- Shri Ashok Kumar Todi, Chairman of the Company received "Bharat Samman Award, 2023" at The House of Lords (UK Parliament), London
- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal has become operational
- Launched Rainwear and Lingerie category under the brand 'Lux Venus'
- Brand 'Lux Cozi' got Brand of the Year 2023-24.

LUX PRODUCT PORTFOLIO

LUX COZI

Men's Innerwear
- Vest
- Brief
- Trunk
- T-Shirt

Kidswear
- Vest
- Mega
- Brief
- Trunk
- Half Pant
- Track Pants
- T-Shirt

LUX VENUS

Men's Innerwear
- Briefs
- Vests
- Boxers
- T Shirts

New Launches
- Rainwear category
- Lux Venus Her
- Lingerie

Lyra WOMEN'S WEAR

Womenswear Innerwear
- Brassieres
- Panties
- Camisole
- Shapewear

Womenswear Outerwear
- Leggings
- Jeggings
- Kurti Pant
- Palazzo
- T-shirts
- Night-suits
- Sweatshirts
- Tracks

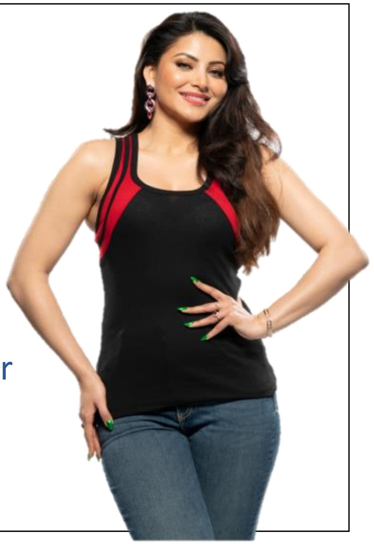
ONN TOTAL COMFORT

Mens Innerwear
- Vest
- Brief
- Trunk
- Thermals

Mens Outerwear
- T- Shirt
- Track Pant
- Jackets
- Sweatshirt
- Half Pant
- Joggers
- Socks

Kidswear
- T- Shirt
- Track Pant
- Sweatshirt
- Jackets

GenX PREMIUM INNERS | CASUALS | T-SHIRTS



Men's Innerwear
- Vests
- T Shirts
- Track Pants
- Briefs & Trunks
- Boxers
- Shorts
- Winterwear

WIDENING AND DEEPENING REACH

1,170+ dealers' network

Available in 2 lakh+ multi-brand stores and 11 EBOs

Stronger e-retail platform presence

13 Depots drive faster distribution in India

550+

Sales teams drive offtake

18

Warehouses (12 states)

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

Lux Industries Dankuni Factory

Participated in India's Biggest Exhibition on Gifting & Promotional Solutions- "Gifts World Expo" in New Delhi

TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House recognition by Government of India

25

New countries added in past 5 years

46+

Country-wide presence

60

Targeted country-presence by 2025

Market traction in tropical countries (including GCC region and Africa)

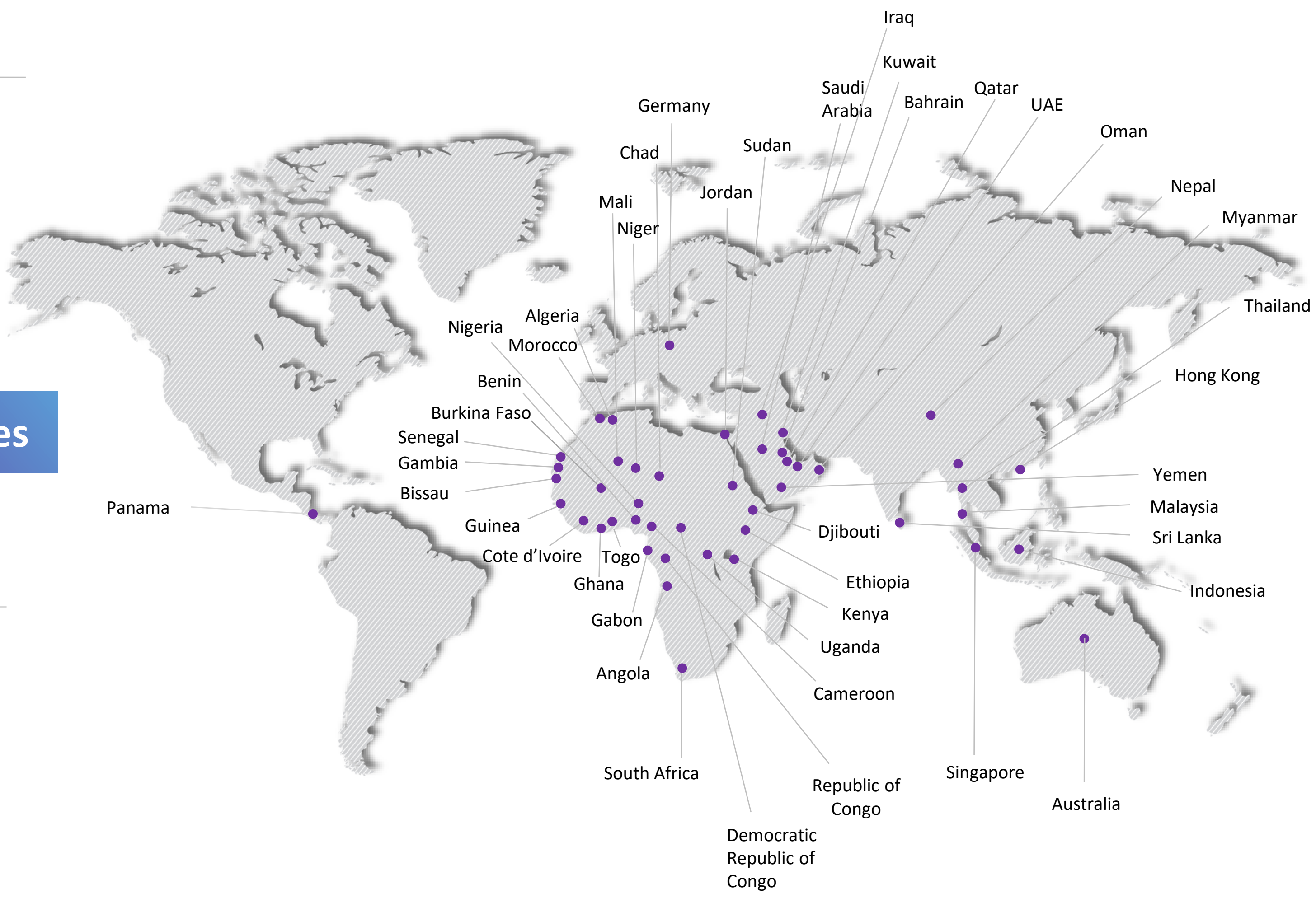
Geography-wise sales

94%

Domestic

6%

Exports



ADVANCING WITH GOOD GOVERNANCE

Experienced Board

- Promoter-Directors with 25+ years of average industry experience; expertise- Sales & Marketing, Brand Promotion, Product Development, Board service & Governance.
- Independent Directors with expertise in Accounting & Finance, Legal, Product Development & Packaging and Strategy.

- **E&Y continuing as Internal Auditor**
- **S.K. Agarwal and Co Chartered Accountants LLP is the Statutory Auditor**

Strong Management Team

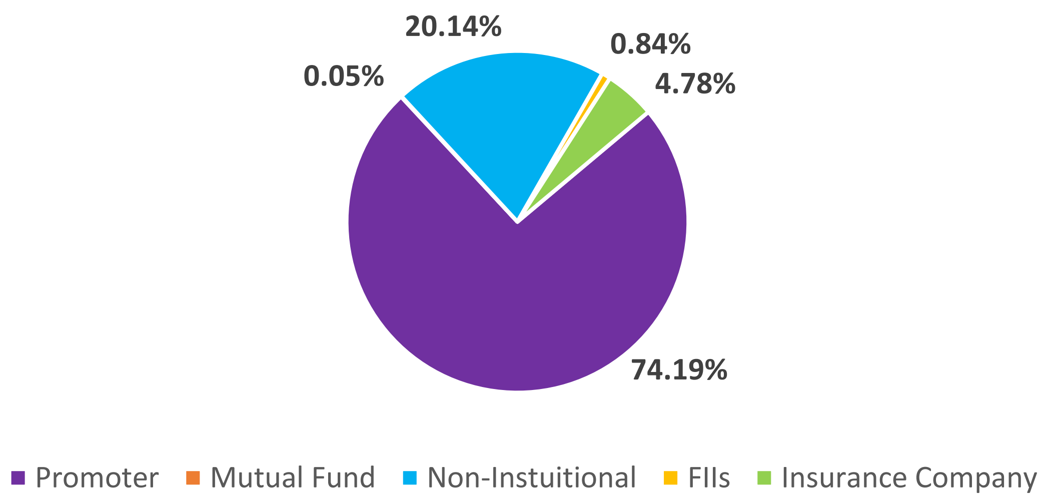
- Inducted new members in the recent year new member include:

Pradip Kumar Kandar – General Manager, Secretarial & Legal

Growing Trust

- Marquee investors like Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital

Shareholding Pattern as on 30.06.2024



25%

Women Independent Directors

50%

Share of Independent Directors on Board

12-13 Opportunity landscape

OPPORTUNITIES

NEW PRODUCTION FACILITY

WEST BENGAL HOSIERY PARK, KOLKATA

Commissioned 4.50 lakh square feet, ‘State-of-the-Art’ facility which is spread over 5 acres of land, with 30% allocated for manufacturing and the remaining area dedicated to warehousing, storage, and finishing facilities.

Lux Industries Jagadishpur Hosiery Park Facility

RESPONDING TO MARKET OPPORTUNITIES

1,170+

Strong distribution channel

3,300+

Employee workforce

30+ years

Longstanding dealer relationship

₹40+ crores

Near-term investment to augment production through internal accrual

₹24 to ₹1790

Price range of products

~15%

Existing market share in men's innerwear

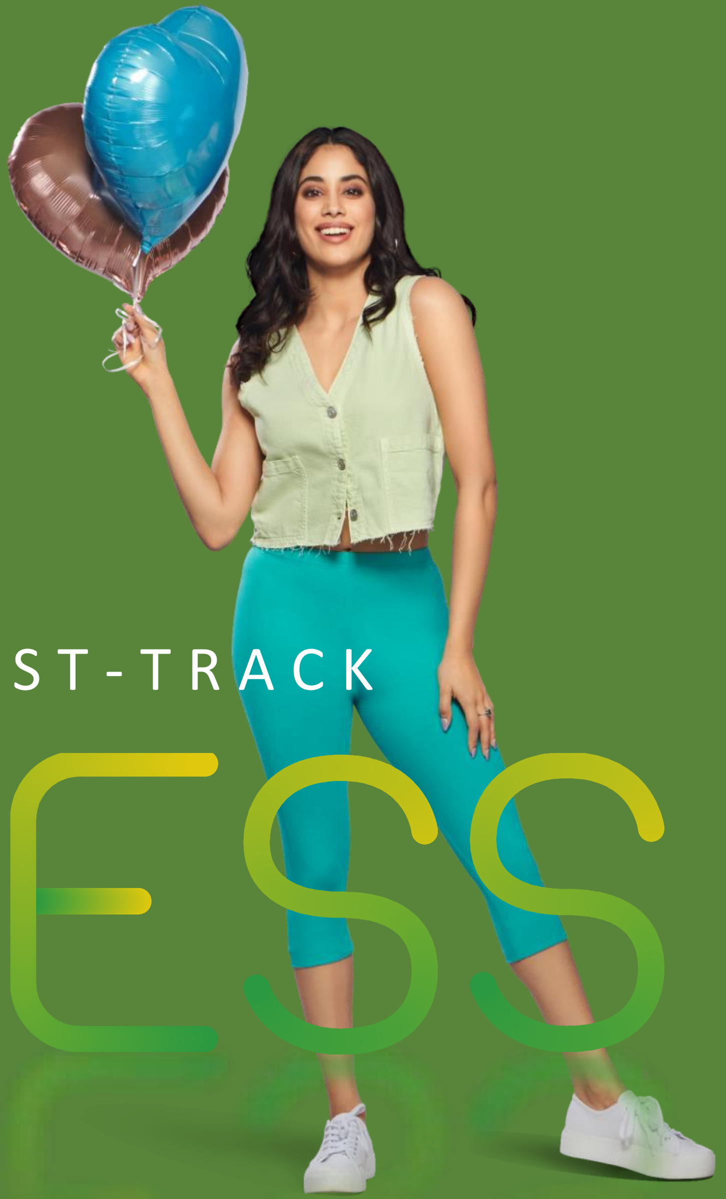
₹330 crores*

Gross cash balance

674+

Districts-presence in India

*Q1 FY'25



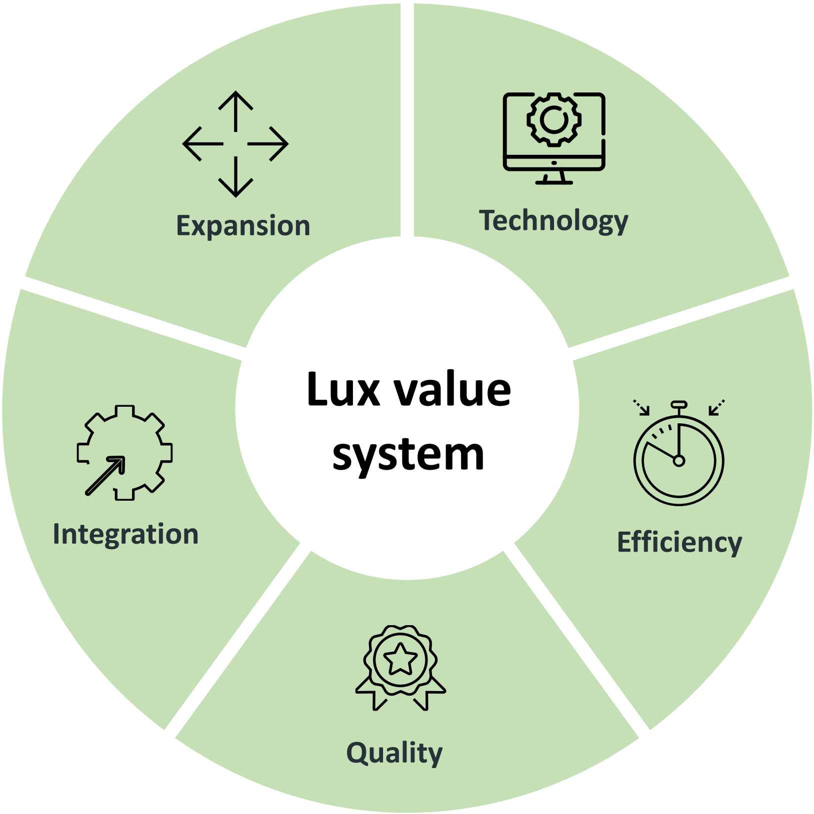
FAST-TRACK

PROGRESS

GROWTH INITIATIVES

Expansion: Foraying into new segments and geographies and expanding multi-channel footprint

Quality: Creating new benchmarks for quality and comfort



Technology: Augmenting digital capability with investments in automation (SAP HANA) for enhanced operational control

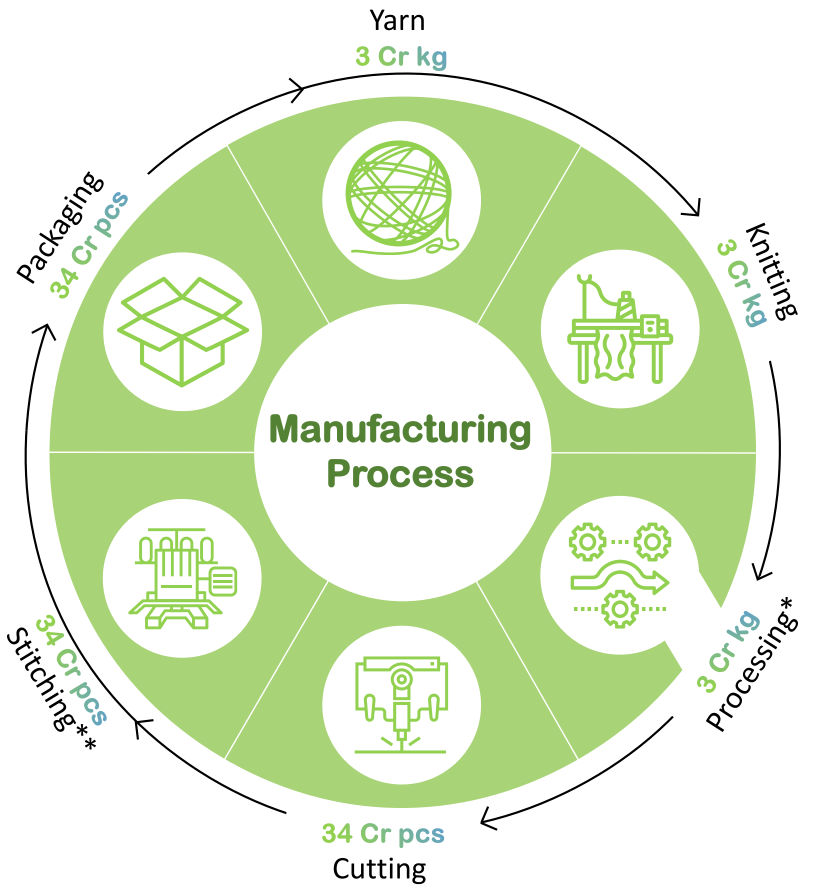
Efficiency: Presence across value-chain and scale driving organisation-wide efficiency

ENHANCING MANUFACTURING CAPABILITIES

Consistent manufacturing excellence for over 3 decades

Ability to consistently deliver high quality products on timely basis

Investment on machines from Italy, Germany, and Singapore



Flexible core manufacturing process

Key focus areas: quality, cost effectiveness and innovation

Completed upgradation and replacement of old equipment

*Note **Outsourced to job workers with strong company control*

VENTURING INTO NEWER REGIONS AND SEGMENTS

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

Launched new campaign for “Lux Cozi Boyz” to promote kid’s wear.

Introduced new thermal product under the brand “Lux Cozi Garam”

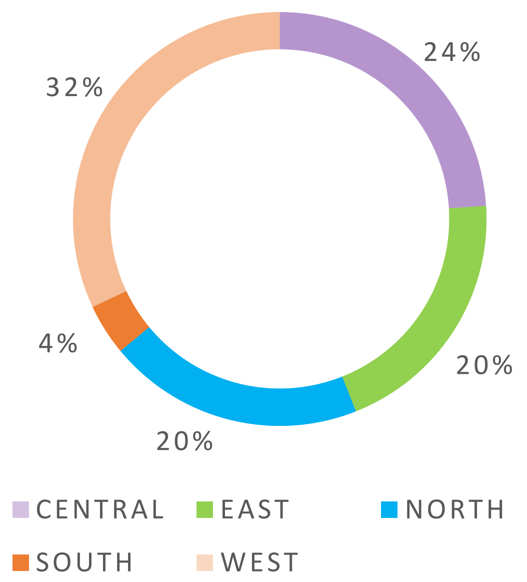
Becoming an all-season brand is about being a reliable choice, meeting consumer needs every day of the year.

Catering to apparel needs of members of a Family

Launched men’s outerwear segment under the brand “Lux Cozi” to diversify the product portfolio in men.

Diversify product portfolio in female (innerwear & outerwear) and kids segment

Domestic Sales (%)



Launched Rainwear category under the brand ‘Lux Venus’

Introduced 'Lux Venus Her' lingerie line, expanding our esteemed 'Lux Venus' brand to cater to women’s innerwear needs too.

Unveiling 'Lux Nitro': Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.

EXPANDING THROUGH MULTI-CHANNEL FOOTPRINT

- Growing wholesale market presence
- Association with 1,170+ dealers with focused engagement initiatives

Adopting investment-light #FOFO model

Strong presence in multi-brand outlets and large format stores

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

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

#FOFO: Franchise-owned-franchise operated

<1%
Dealer attrition

4,000+
Average daily online orders

11
Exclusive brand outlets (EBOs)

160+
Large store formats to showcase the entire product range

CRAFTING 360° BRANDING INITIATIVES

Building brands judiciously

Salman Khan, Sourav Ganguly, Jacqueline Fernandez, Vijay Deverakonda, Varun Dhawan, Boman Irani, Janhvi Kapoor are brand endorsers

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

₹990 crores

Branding investments in the last seven years including Q1 FY'25

8%

Average share of revenues spent on branding (FY18- Q1 FY'25)

₹11

Return on every rupee spent on Brand promotion for Q1 FY'25

CREATING SUCCESSFUL BRAND STRATEGY

1. Creating Successful brand across different price point
2. Innovative products and launches
3. Sustaining brand promotion
4. Strengthening endorsement compatibility
5. Evolving communication
6. Clear and consistent brand product salience
7. Messaging around desired consumer aspiration
8. Translating brand strengths into quicker offtake and shorter receivables cycle

ACCELERATING DIGITAL ADOPTION

IT New Initiatives by developing new age solutions for better customer experiences – led by Prateek Agarwal and his team.

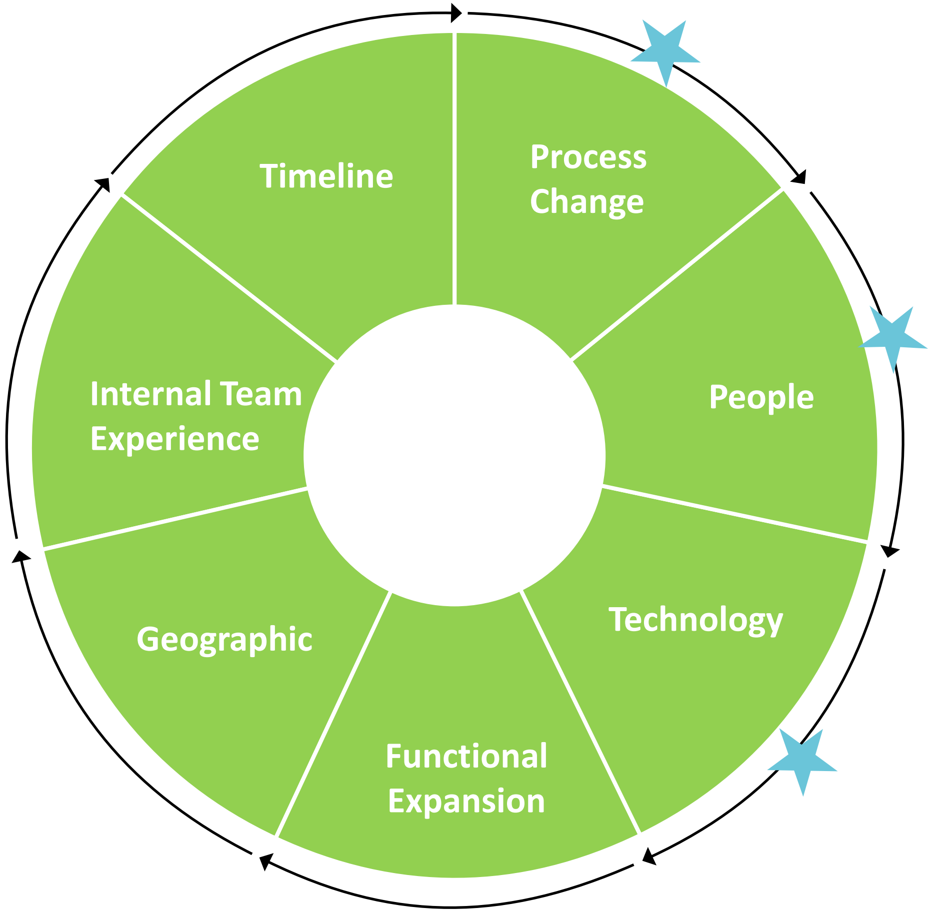
Launched 'Lyra Connect' Retailer App- a first of its kind app to directly connect with its retailers

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

Rollout new website "onninternational.com" direct ONNline platform for customers

End-to-end IT solutions through dealer integration systems

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



STRENGTHENING FINANCIALS

Leveraged credit policy to strengthen working capital

12.14%
ROCE, YE Mar'24

Deleveraged balance sheet and created strong liquidity buffer

₹330 crores
Gross cash and cash equivalents, Q1 FY'25

Aggressive investment in brand building with focus on premiumization and brand recognition

193 days Working Capital Days in Q1 FY'24	**159 days** Working Capital Days in Q1 FY'25
133 days Inventory cycle in Q1 FY'24	**116 days** Inventory cycle in Q1 FY'25
58 days Creditor days in Q1 FY'24	**58 days** Creditor days in Q1 FY'25
5x Interest cover in Q1 FY'24	**11.3x** Interest cover in Q1 FY'25
0.17 Debt-equity in YE Mar'23	**0.12** Debt-equity in YE Mar'24

Working Capital days has improved significantly on account of better inventory & receivables management.

OUR LEADERSHIP PROFILE

Ashok Kumar Todi
Chairman

- 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

Pradip Kumar Todi
Managing Director

- Visionary, 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 & strong business acumen
- Introduced new styles and optimised production costs

NEXT GENERATION TAKING VISION FORWARD

Navin Kumar Todi
Executive Director

- Commerce Graduate
- Engaged with the Company for 22 years
- Looking after the brands like GenX and Lux Cozi Her
- Responsible for operations of the Tirupur unit
- Focusing on product premiumisation, new brands and product categories

Rahul Kumar Todi
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 18 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

Saket Todi
Executive Director

- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 10 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 10 years
- Launched brand Lyra - +300 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

Udai Kumar Agarwal
Chief Operating Officer (COO)

- Qualified Chartered Accountant and Cost Management Accountant
- 14+ years of experience in Manufacturing Industry, Strategic Planning, Setting up of projects, Business Development and Business Improvement.
- Represented many global companies having recognition worldwide such as Creora, PT. Primayudha Madirijaya, etc.

Ajay Nagar
Chief Financial Officer (CFO)

- Qualified Chartered Accountant
- 20+ years of experience in Corporate Finance, Accounting, Budgeting, Treasury, Due Diligence, Business Partnering, Investor Relations, Financial Planning & Analysis, Fundraising and Audit.
- Prior to this role, he was associated with VIP Industries (Bangladesh) as Finance Controller, instrumental in the growth path through strong business and financial model

Smita Mishra
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 15 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

STRENGTHENING THE MANAGEMENT TEAM

Well-defined roles and responsibilities

Bibek Maity
Chief 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

Sanjay Mittal
Vice President (Sales)

- Has led and supported various leadership roles for 25+ 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

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

Prateek Agarwal
GM – IT & New Initiatives

- Qualified Chartered Accountant and Company Secretary
- 10+ years experience in IT & IT-enabled Business Development
- Worked with companies like Vikram Solar, Century Plyboards.
- Demonstrated history of working towards IT-enabled Business Development, ML, IoT, Salesforce CRM

PREPARED FOR TOMORROW

To	From
Combination of mass, mid-premium and premium	Mass segment
Pull marketing	Push marketing
Men's innerwear, outerwear, women's innerwear and outer wear, athleisure, kids wear	Men's innerwear
Professionally-driven	Promoter-driven
Pan-India presence	Selected states of presence
Strengthened working capital management, improving liquidity	High receivables days and low inventory turnover
Technology-driven with defined employee roles	Legacy processes

PERFORMANCE

Q1 FY'25 BUSINESS HIGHLIGHTS

FINANCIAL PERFORMANCE

PBT margins doubled to 8.24 % QE YoY.

EBITDA margins increased by 376 bps QE YoY to 10.06%

Net Working Capital improved by 34 days consequent to enhanced debtor collections.

POWER BRANDS

Power brand Lux Venus registering volume growth of ~5% (QE YoY)

Men's innerwear brand, Lux Cozi registered volume growth of ~6% (QE YoY).

Lyra continued to dominate market in womenswear segment

DIGITAL PLAY

Pivoting from primarily offline to Omni-channel enabled innerwear & Outerwear brand.

Investing in IT infra to build digital platforms and create a connect with the channel partners

Having presence in major ecommerce platforms.

BRAND INVESTMENT

Substantial investment in brand building

Enhancement of brand appeal through targeted marketing initiatives

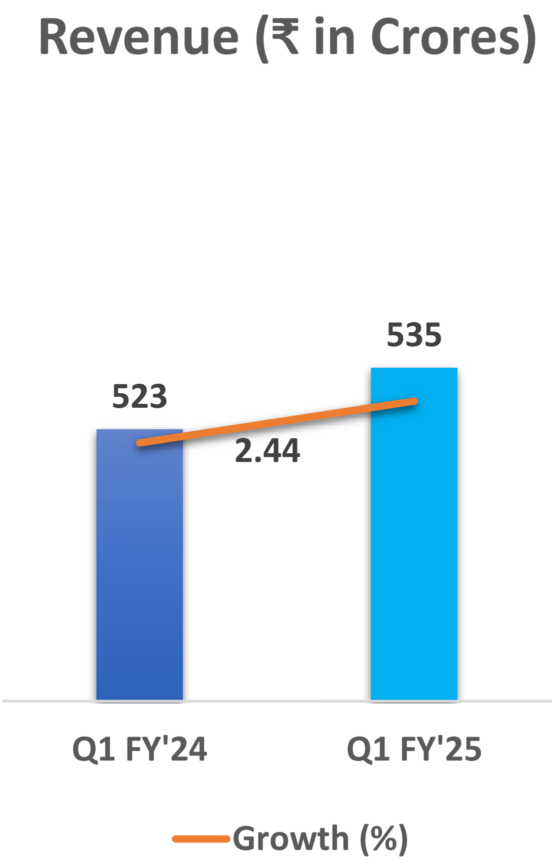
GROWTH DRIVERS

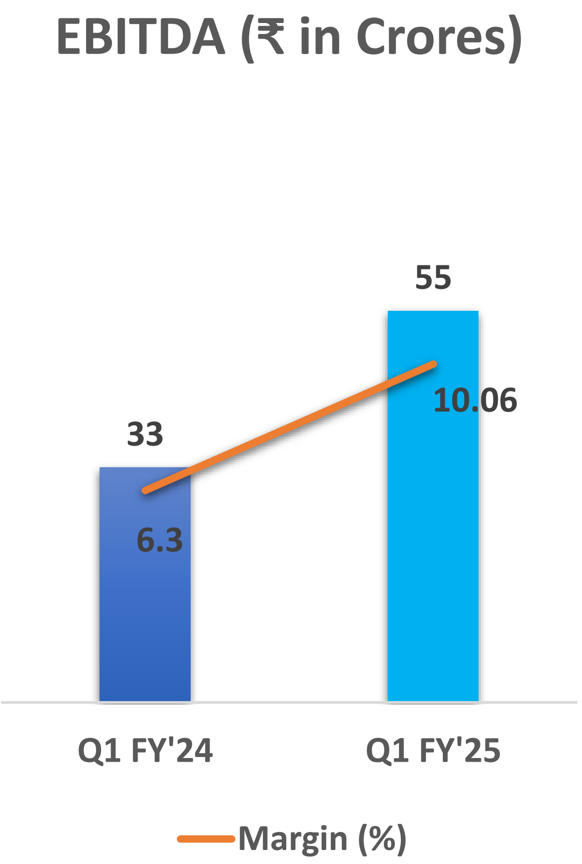
Long Standing Relationships with Distributors.

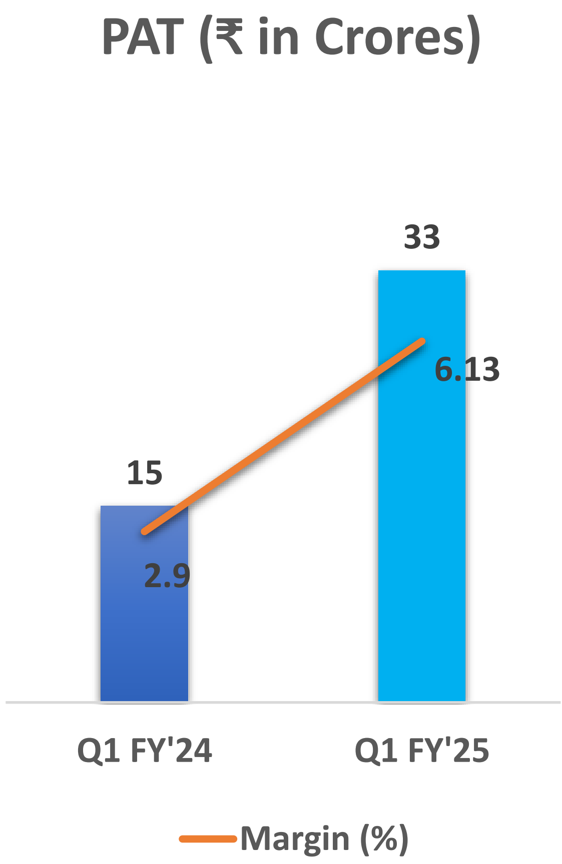
Experienced Board of Directors aided by professional partners

Significant potential and space for growth of our emerging brands

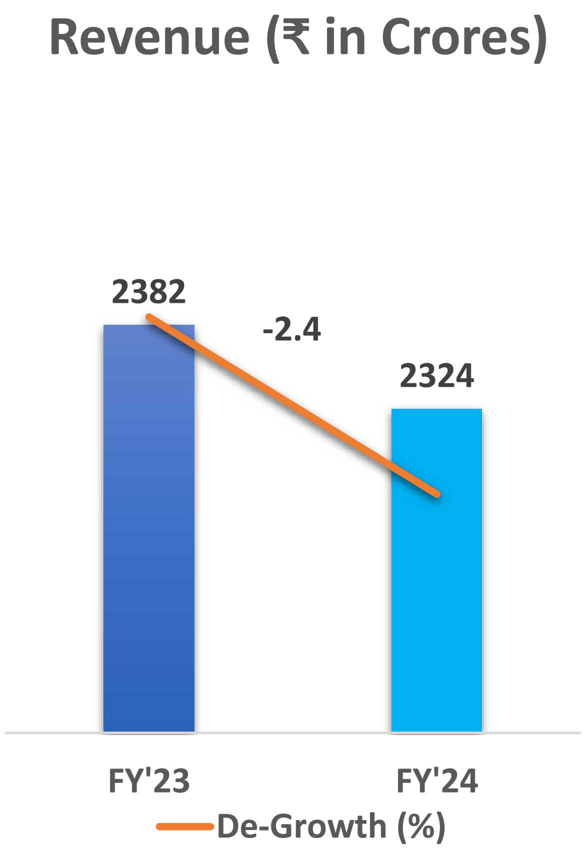
FINANCIAL SNAPSHOTS- Q1 FY’25 & Q1 FY’24

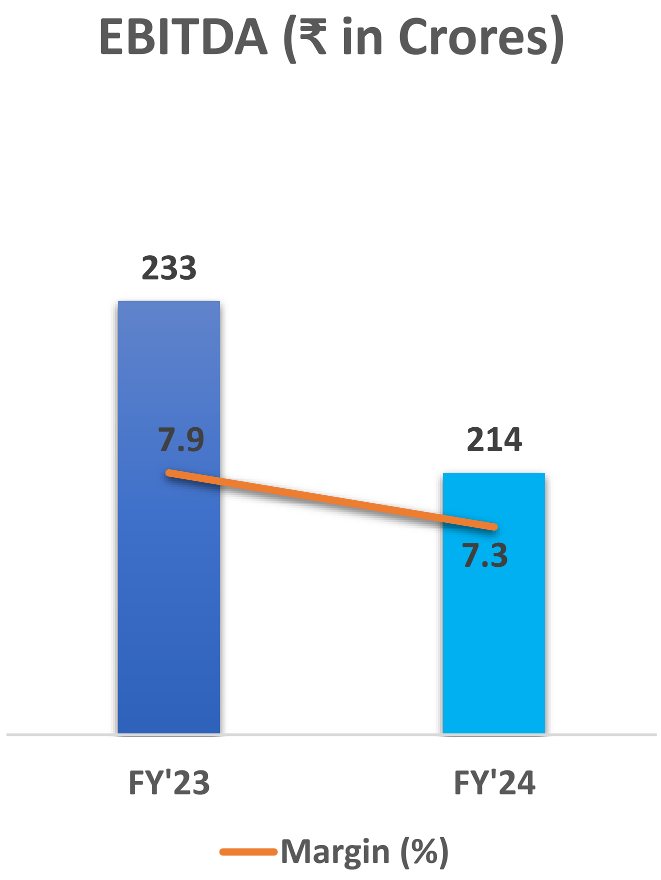


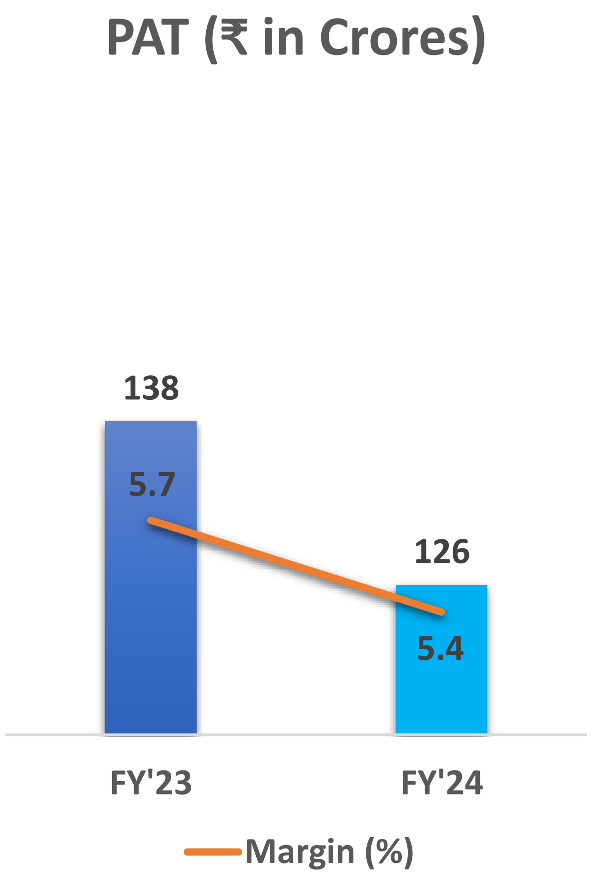




FINANCIAL SNAPSHOTS- FY'24 & FY'23







SEGMENT REVENUE & RESULTS- Q1 FY'25 & YE FY'24

	Q1 (Rs. cr.)			YE (Rs. cr.)		
Particulars	**FY'25**	**FY'24**	**YoY growth**	**FY'24**	**FY'23**	**YoY growth**
Segment Revenue						
a) Vertical A	219.23	200.75	**9.21%**	927.91	1009.24	**-8.1%**
b) Vertical B	240.06	231.14	**3.86%**	1050.24	1022.49	**2.7%**
c) Vertical C	76.00	90.67	**-16.19%**	346.15	350.07	**-1.1%**
Revenue from operations	**535.29**	**522.56**	**2.44%**	**2324.29**	**2381.80**	**-2.4%**
Segment Result {Profit(+)/Loss(-) before Tax}						
a) Vertical A	19.80	5.85	**238.25%**	60.15	74.21	**-18.9%**
b) Vertical B	23.72	17.10	**38.67%**	114.22	98.98	**15.4%**
c) Vertical C	4.98	4.84	**2.72%**	18.87	27.52	**-31.4%**
d) Other un-allocable (expenditure) net of un-allocable income #	-3.58	-6.43	**-**	-21.00	-11.83	**-**
Profit before Tax	**44.92**	**21.37**	**110.18%**	**172.23**	**188.88**	**-8.8%**

The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

SEGMENT ASSETS & LIABILITIES- Q1 FY'25 & Q1 FY'24

Particulars	QE (Rs. cr.)		
	Q1 FY25	Q1 FY24	YoY growth
Segment Assets			
a) Vertical A	840.72	840.83	**-0.01%**
b) Vertical B	955.40	843.09	**13.32%**
c) Vertical C	297.20	308.55	**-3.68%**
d) Un-allocable #	130.96	163.08	**-19.70%**
Total Assets	**2224.28**	**2155.55**	**3.19%**
Segment Liabilities			
a) Vertical A	275.66	320.72	**-15.61%**
b) Vertical B	249.66	216.43	**15.35%**
c) Vertical C	78.14	106.02	**-26.29%**
d) Un-allocable #	40.50	56.36	**-28.14%**
Total Liabilities	**638.97**	**699.54**	**-8.66%**

The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

VERTICAL A

Mr. Saket Todi

OUR FACILITIES

Dankuni (W.B.), Sankrail Industrial Park (W.B.), Tajpur Road (Punjab), Tiruppur (Tamil Nadu)

BRANDS

OUR OFFICE

Head Office, 17th floor Adventz Infinity, Salt Lake, Kolkata - 700091

KEY BUSINESS HIGHLIGHTS - VERTICAL A

Particulars	Amount (Rs. in cr)		Amount (Rs. in cr)	
	Q1 FY 25	Q1 FY 24	FY 24	FY 23
Revenue From Operation	219.2	200.7	927.9	1,009.2
Other Income	1.5	3.4	7.4	4.7
Total Income	**220.8**	**204.2**	**935.4**	**1,013.9**
COGS	**138.0**	**132.6**	**613.0**	**691.9**
Gross Margin	**82.8**	**71.5**	**322.3**	**322.0**
Gross Margin %	**37.5%**	**35.0%**	**34.5%**	**31.8%**
Employee Cost	18.5	14.9	62.7	57.8
Advertisement Expenses	23.6	29.1	95.7	98.5
Other Expenses	16.9	17.5	88.1	80.9
EBITDA	**23.8**	**10.1**	**75.8**	**84.8**
EBITDA Margin %	***10.8%***	***5.0%***	***8.1%***	***8.4%***
Finance Cost	1.8	2.1	7.1	5.0
Depreciation	2.2	2.1	8.5	5.6
Profit Before Tax	**19.8**	**5.8**	**60.2**	**74.2**
PBT Margin %	***9.0%***	***2.9%***	***6.4%***	***7.3%***

Note - Revenue from Operation includes Rs.1.46 cr of Export Incentive

Quarter Ended Q1 FY25 Performance Indicator

Volume (in pcs)
3.01 crores
▲ 9%

Revenue from Operation
Rs.219 crores
▲ 9%

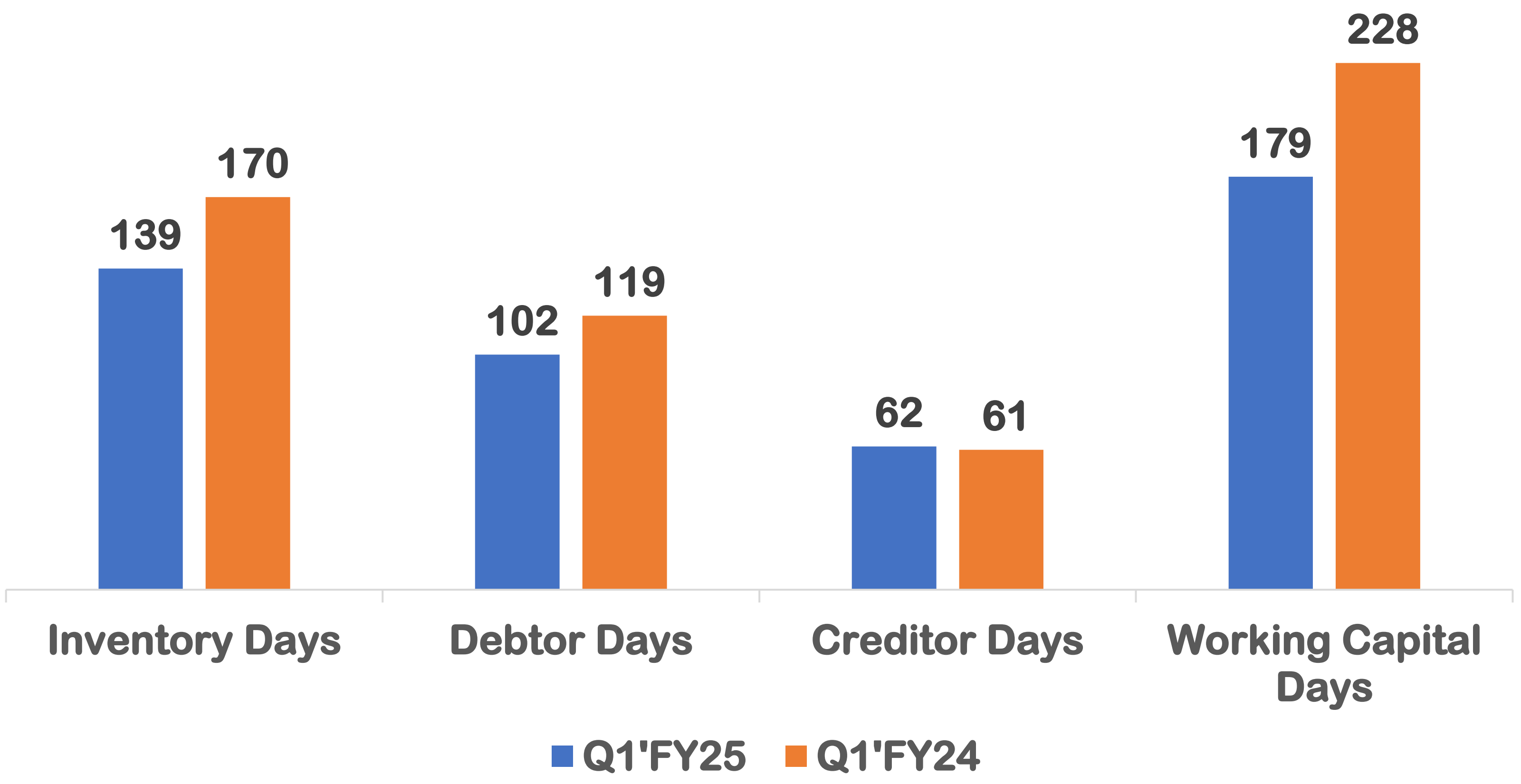
EBITDA
Rs.23 crores
▲ 136%

PBT
Rs.19.8 crores
▲ 241%

BIRD'S-EYE VIEW - VERTICAL A

	Quarter Ended				
	NSV (Rs Crs.) Q1'FY25	NSV (Rs Crs.) Q1'FY24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Cozi	158	145	9%	6%	3%
Lux Premium	21	21	-1.2%	2%	-3%
Onn Premium	20	23	-14%	-21%	9%
Lux Winter	3	1	161%	773%	-70%
One8	2	3	-22%	-9%	-14%
Others	14	6	137%	85%	28%
Total	**218**	**199**	**9%**	**9%**	**0.3%**

KEY PERFORMANCE INDICATORS - VERTICAL A



VERTICAL B

Mr. Udit Todi

OUR FACILITIES

Hosiery Park, B.T. ROAD (W.B.) — Rahon Road (Punjab) — Tronica City (Ghaziabad) — Avinashi (Tiruppur)

BRANDS

LUX VENUS INNERWEAR

LUX Inferno QUILTED THERMALS

Lyra WOMEN'S WEAR

LUX NITRO COMFORT WEAR

OUR OFFICE

Corporate Office, 10th Floor, PS Srijan Tech Park,
Salt Lake, Kolkata - 700091

KEY BUSINESS HIGHLIGHTS- VERTICAL B

Launch of Rainwear category

Q1 '25

Revenue from Operations	PBT	EBITDA
Rs. 240 crores	Rs. 25 crores	Rs. 27 crores
▲ 4%	▲ 46%	▲ 44%

FY '24

Revenue from Operations	PBT	EBITDA
Rs. 1050 crores	Rs. 114 crores	Rs. 120 crores
▲ 3%	▲ 15%	▲ 18%

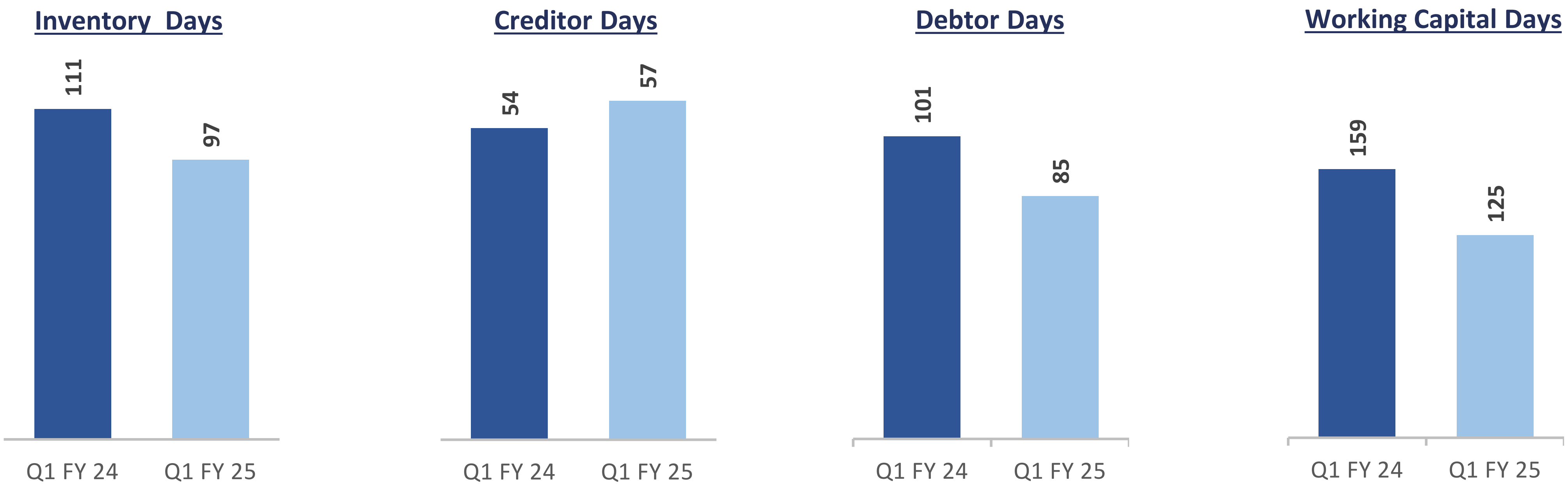
- **Launch of Rainwear category to explore new territories.**
- **Expanded into women's wear economy segment through launch of 'Lux Venus Her'**
- **Unveiling 'Lux Nitro': Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.**
- **Investments (net of borrowings) increased from Rs. 135 Crores as on March'24 to Rs. 200 Crores as on June'24**

BIRD'S-EYE VIEW- VERTICAL B

Category	Quarter ended				
	NSV (Rs Crs.) Q1 FY'25	NSV (Rs Crs.) Q1 FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Venus	125	122	2.1%	5.0%	-2.8%
Lux Venus Rainwear*	9	-	NA	NA	NA
Lyra	91	95	-4.2%	-4.4%	-0.2%
Lux Inferno	1	1	-41.5%	-50.6%	18.3%
Lux Premium	9	9	-0.1%	6.5%	-6.1%
Others	6	3	83.5%	-49.1%	260.1%
Total	**239**	**230**	**4.1%**	**2.6%**	**1.4%**

*Forayed into rainwear category in the Q4 FY 23-24

VERTICAL B- KEY PERFORMANCE INDICATORS



Improved Inventory days due to better inventory management and production planning

+

Improved Debtor turnover days due to enhanced collection management

→

Significant improvement of 34 days in Working Capital Days

VERTICAL C

Mr. Rahul Kr. Todi

RELATED FACILITIES

Vengamedu
(Tiruppur)

BRANDS

GenX — PREMIUM INNERS & CASUALS

LUX CLASSIC UNDERWEAR

LUX Karishma

LUX Amore WOMEN'S WEAR

OUR OFFICE

Related Management Office
Angeripalayam Main Road, Shastri Nagar, Tiruppur

KEY BUSINESS HIGHLIGHTS- VERTICAL C

	Revenue from Operations	PBT	EBITDA
Q1 '25	Rs. 76 crores ▼ 16%	Rs. 05 crores ▲ 3%	Rs. 06 crores ▼ 5%
FY '24	Rs. 346 crores ▼ 1%	Rs. 19 crores ▼ 31%	Rs. 24 crores ▼ 30%

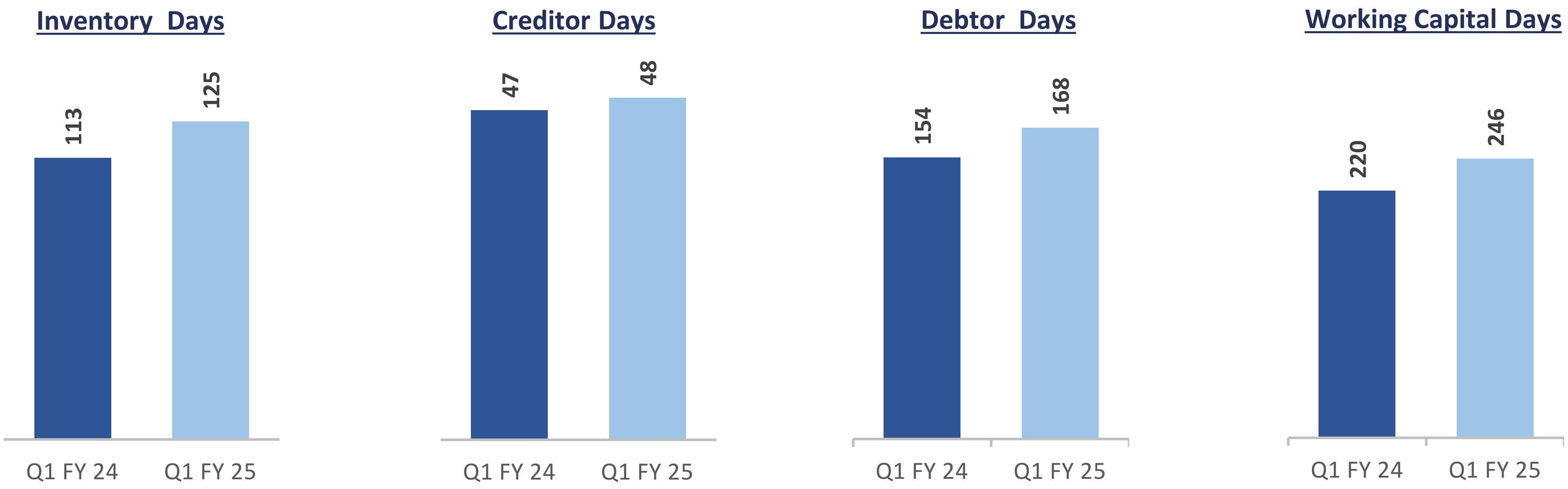
- Migrating into SAP Hanna RISE.
- Surya Kumar Yadav & Urvashi Rautela was onboarded as the brand ambassador for brand 'GenX'

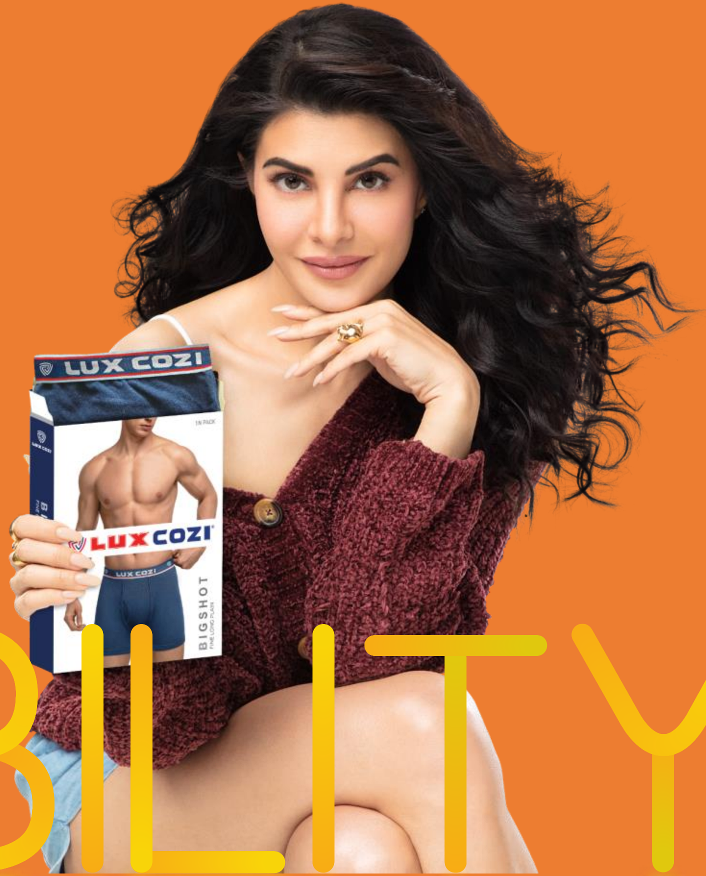
BIRD'S-EYE VIEW- VERTICAL C

Category	Quarter ended				
	NSV (Rs Crs.) Q1 FY'25	NSV (Rs Crs.) Q1 FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
GenX	25	34	-26.4%	-32.8%	9.5%
Lux Classic	35	38	-8.6%	-7.1%	-1.7%
Lux Amore*	3	-	NA	NA	NA
Lux Karishma	8	12	-36.8%	-38.0%	2.0%
Others	5	6	-16.5%	-13.4%	-3.6%
Total	**76**	**91**	**-16.3%**	**-18.4%**	**2.6%**

*Launched brand "Lux Amore" in the Q4 FY 23- 24

VERTICAL C - KEY PERFORMANCE INDICATORS





SUSTAINABILITY

REINFORCING OUR ESG COMMITMENT

ESG WORLD

- 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

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

WIDENING COMMUNITY IMPACT

- Supporting economically backward people through various measures such as by building rest rooms
- Addressing environment sustainability
- Promotion of Sports by supporting Athlete, Mr. Anush Agarwalla for Equestrian Sport representing India in Paris Olympics 2024
- Focusing on animal welfare benefiting 500+ cows
- Making available safe drinking water benefiting 1 lakh+ people
- Providing medical support by distributing free medicines
- Providing Education to underprivileged Children

₹0.27 crores

Actual CSR expenditure for Q1 FY’25

₹5.58 crores

Budgeted annual CSR expenditure (approx.) for FY 24-25

2,000+

Trees planted in 35-40 acres of land

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 has been fulfilled.

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)

ENSURING WELL-BEING FOR ALL

Supporting Pushpawati Singhania Hospital & Research Institute

Reaching healthcare through focused intervention areas (kidney ailments, cardio-vascular 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

Developed one Operation Theatre at Tata Medical Center by contributing ₹ 2.50 crore including infrastructure and medical equipment’s

ELEVATION OF ATHLETIC PURSUITS

The Company is proud to extend its support to Mr. Anush Agarwalla, a talented young athlete representing India in Equestrian Dressage at the Paris 2024 Olympics. Mr. Agarwalla won a gold medal in the team event and a bronze medal in the individual event in Equestrian Dressage at the 2022 Asian Games. He is also an Arjuna Awardee.

Left: Mr. Agarwalla honored with Arjuna Award from the President of India

Right: Mr. Agarwalla received a bronze medal at the Asian Games 2022

Help Us Help Them Foundation – School Project at Joka, Kolkata

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

30-40% of our total power requirements met through renewable sources

Substantial electricity cost reduction

Installations of Capacitors to reduce plant load

Reducing carbon footprint

2 lakh litre

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

Rooftop solar power plant at Dankuni unit

Safe Harbor

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