



PAGE INDUSTRIES LIMITED
CORPORATE PRESENTATION



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Brand Jockey

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is the company's flagship brand present throughout India, UAE and South Asian Countries.

We are an Apparel Company, leading in Men's & Women's Innerwear, Athleisure, Thermals, Socks, with an increasing presence in Kids wear & Towels.

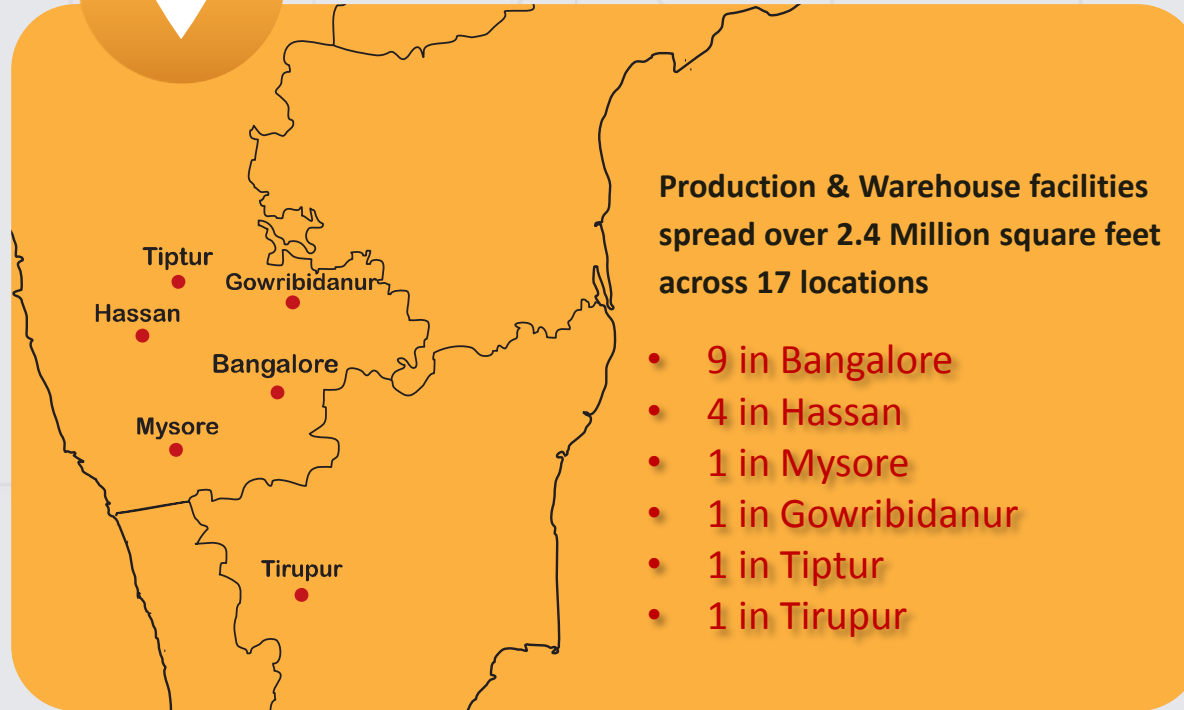




- Developed organized and extensive network of distributors across India
- Expanded presence in Apparel from Innerwear to Athleisure, Thermals, Sock, Towels
- In Innerwear :
 - Established the *premium segment* with brand Jockey
 - *Changed the rules* of retailing - Product display modules, Attractive box packaging, Lifestyle Point of Sale imagery
 - Brought the category 'out of the closet' using '*first-of-its kind*' international brand communication
- Set up Exclusive Brand Stores to display entire range of Apparel, a first-of-its-kind in innerwear category



Page Industries : Infrastructure Facilities



20,000+
Employees













Our Products



Innerwear (Men)

- Vests
- Briefs
- Boxer Briefs
- Trunks
- Boxer Shorts
- Inner Tees
- Thermal Wear



Innerwear (Women)

- Brassieres
- Sports Bra
- Panties
- Camisole
- Crop Top
- Tank Tops
- Shapewear
- Thermal Wear



Athleisure (Unisex)

- Bermudas
- Track Pants
- Lounge Pants
- Sports Shorts
- T- shirts
- Polo T-shirts
- Gym Vests
- Yoga Pants
- Sleepwear
- Jackets
- Sweat shirts



Juniors

- Vests
- Briefs
- Trunks
- Camisole
- Panties
- Shorties
- T-shirts
- Polo T-shirts
- Boxer Shorts
- Knit Shorts
- Knit Tracks
- Tank Tops
- Shorts
- Leggings



Socks

- Formal
- Casual
- Sports
- Performance



Towels

- Face
- Hand
- Bath



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Brand History



JOCKEY.

A HISTORY OF INNOVATION



1876

Jockey is founded by Samuel T. Cooper whose goal was to revolutionize socks and hosiery.



1900

Samuel Cooper's sons expand the business from socks to underwear.



1909

The Cooper Underwear Company™ (now known as Jockey) creates the "Klosed Krotch™" union suit. It was the single greatest advancement in underwear at the time.



1910s

Coopers puts its underwear in fine packaging & displays it on major retailers' sales floors – an industry first. Prior to this underwear was kept in boxes behind the counter for modesty's sake.



1930s

The Company pioneers the use of athletic celebrities to endorse its underwear, which would include Babe Ruth, Jim Palmer and Pete Rose.



1934

Coopers invents the first men's brief, called "Jockey® Shorts", forever changing the underwear landscape.

1935

The brief design is improved with the Y-Front® brief, enhancing the garment's "masculinized support." In the same year, the company introduced cellophane packaging – an industry first – and patented the boxer brief.



1938

Coopers hosts the first underwear fashion show featuring the "Cellophane Wedding." Runway models were swathed in cellophane while modeling underwear, an effort to skirt decency laws of the day. Pictures of the fashion show appeared in every major newspaper and magazine and greatly distressed Hitler, who used the photos as propaganda against the U.S.



1940

Artist Frank Hoffman creates the first Jockey icon, the Jockey Boy. The icon would last for more than 60 years, with minor updates to keep it fresh.



1947

The Jockey® brand name is stitched into the waistband of the underwear – another industry first.



1954

Jockey runs an ad in the very first issue of Sports Illustrated.



1958

Jockey is the first underwear brand advertised on television, via a live read by Jack Parr, host of the Tonight Show.



JOCKEY.

A HISTORY OF INNOVATION

1959



The Jockey® Skants™ bikini brief is born and was considered the first-bikini-style men's underwear sold in the U.S.

1963



The Company developed underwear for N.A.S.A.'s Apollo program that included a very unusual feature--elastic bands on the cuffs that looped around one's palms for use in zero gravity.

Jockey® Menswear

1971

Coopers officially adopts the name of Jockey Menswear, Inc. A year later it would change that to Jockey International, Inc.

1976



Professional athletes model Jockey underwear for advertising campaigns – another industry first!

1982



The introduction of Jockey for Her makes the most famous name in men's underwear also the most comfortable name in women's underwear.

2000



Jockey becomes a founding member of W.R.A.P., the Worldwide Responsible Apparel Practice association dedicated to ethical apparel manufacturing.

2001



Jockey brings a seam-free look to women with its instantly-popular No Panty Line Promise® collection.

2005



This was a big year for Jockey! The Jockey 3D-Innovations® collection – underwear designed with 3-dimensional body scanning and featuring a unique, 8-way stretch fabric – is launched, demonstrating Jockey's continued commitment to innovation. In the same year, Jockey launched Jockey Being Family®, the Company's corporate citizenship initiative, designed to support adoptive families. Jockey also launched Jockey Person to Person®, a direct sales/party business. Also in 2005, Jockey introduced its new Swirl® icon, representing Jockey's forward-looking vision.

2009



Jockey rolls out several international websites and key ranges such as Modern Classic, Jockey® Sport and the Colored Y-Front® collection across the world.

Jockey also celebrates the 75th Anniversary of the world's first brief.



2011



Jockey launches the USA Originals Collection in Europe, Asia, Africa, and Latin America. The USA Originals Collection pays tribute to Jockey's roots and takes inspiration from traditional American colors, textures, and icons.

2012



An international brand since the 1930's, Jockey introduces the International Collection, a range offering stylish essentials for the well-dressed man. This collection is available throughout Europe, Latin America, and Asia.

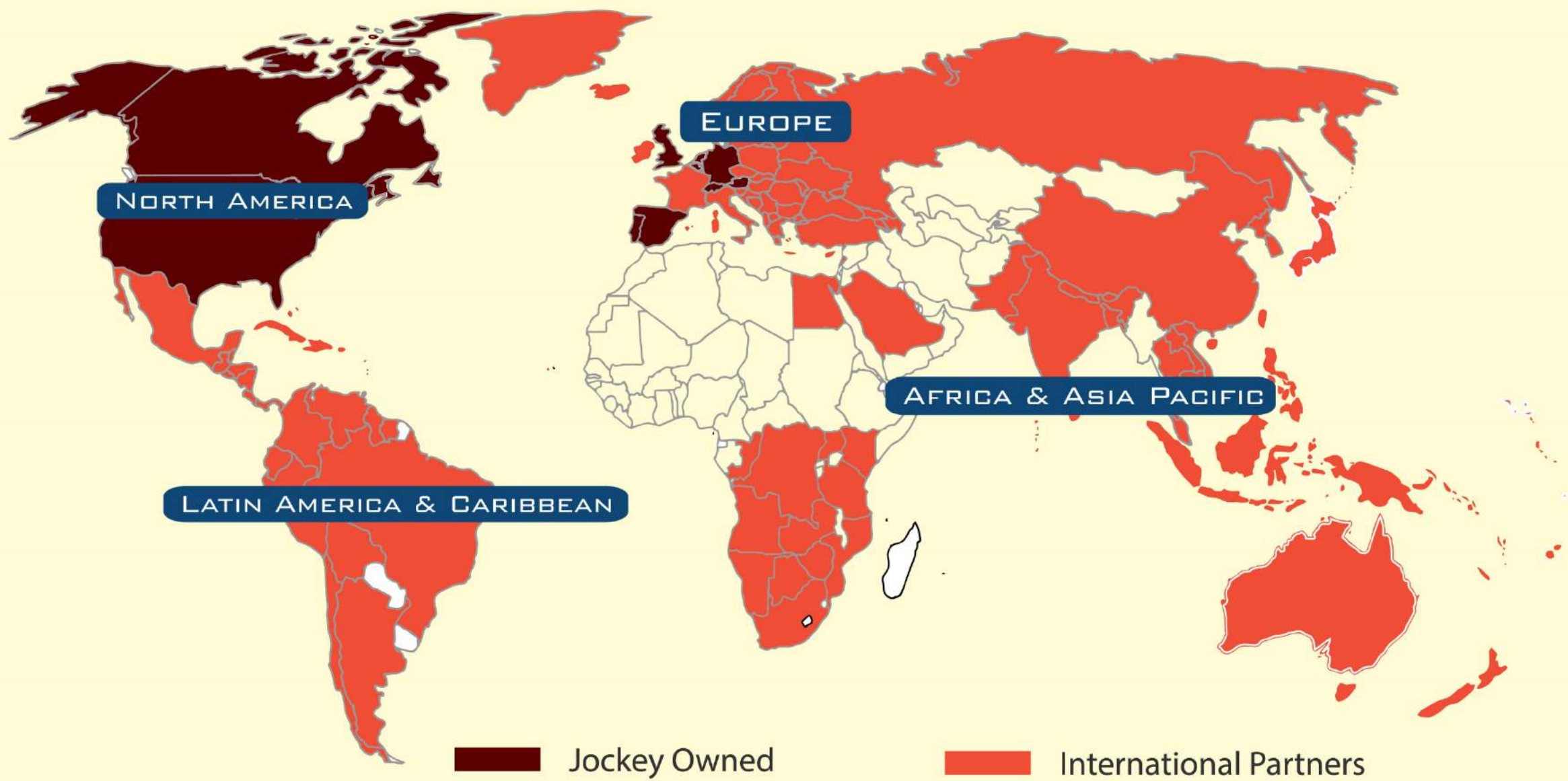
2013

SHOW YOU'RE JOCKEY.

Jockey launches a new brand campaign, Show You're Jockey®! The campaign will unite millions of Jockey fans across the globe, from London to Bangkok, with the simple message that they're all proud to show they're Jockey®.



Global Distribution Map



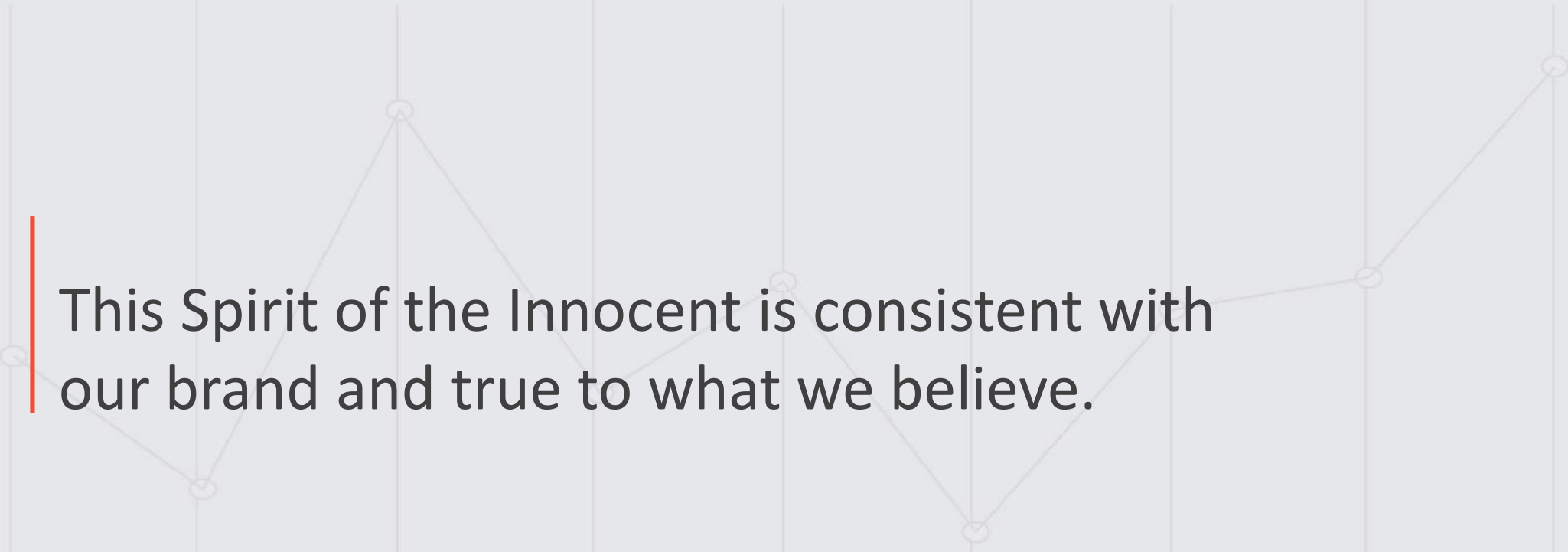


Brand Philosophy

We are an **INNOCENT**

Through archetypes we saw a way to define Jockey in a memorable fashion that connects with consumers well beyond individual products and their attributes. It became clear during our process of brand discovery that Jockey is closely aligned with the story of the Innocent. The Innocent reflects the human desire to reach "Paradise," to be happy and truly enjoy life. The journey to reach paradise also requires the Innocent to focus on the "here and now" to enjoy what life brings everyday and continually find ways to search for that "best place."





This Spirit of the Innocent is consistent with
our brand and true to what we believe.



Our Purpose



To Satisfy
The Human Need
For Comfort.





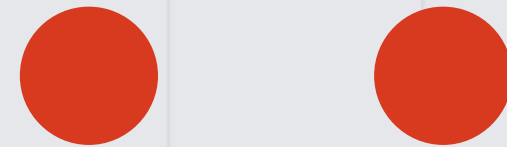
We've evolved into the best loved and most respected provider of underwear in the world.





Today, our brand has grown to embrace a wider view of our

**CONSUMER'S
NEEDS**





Consumers see Jockey as a brand that is genuine, happy, approachable, relaxed, engaging and personal.

But they also give us permission to mean more to them.

GO FOR IT

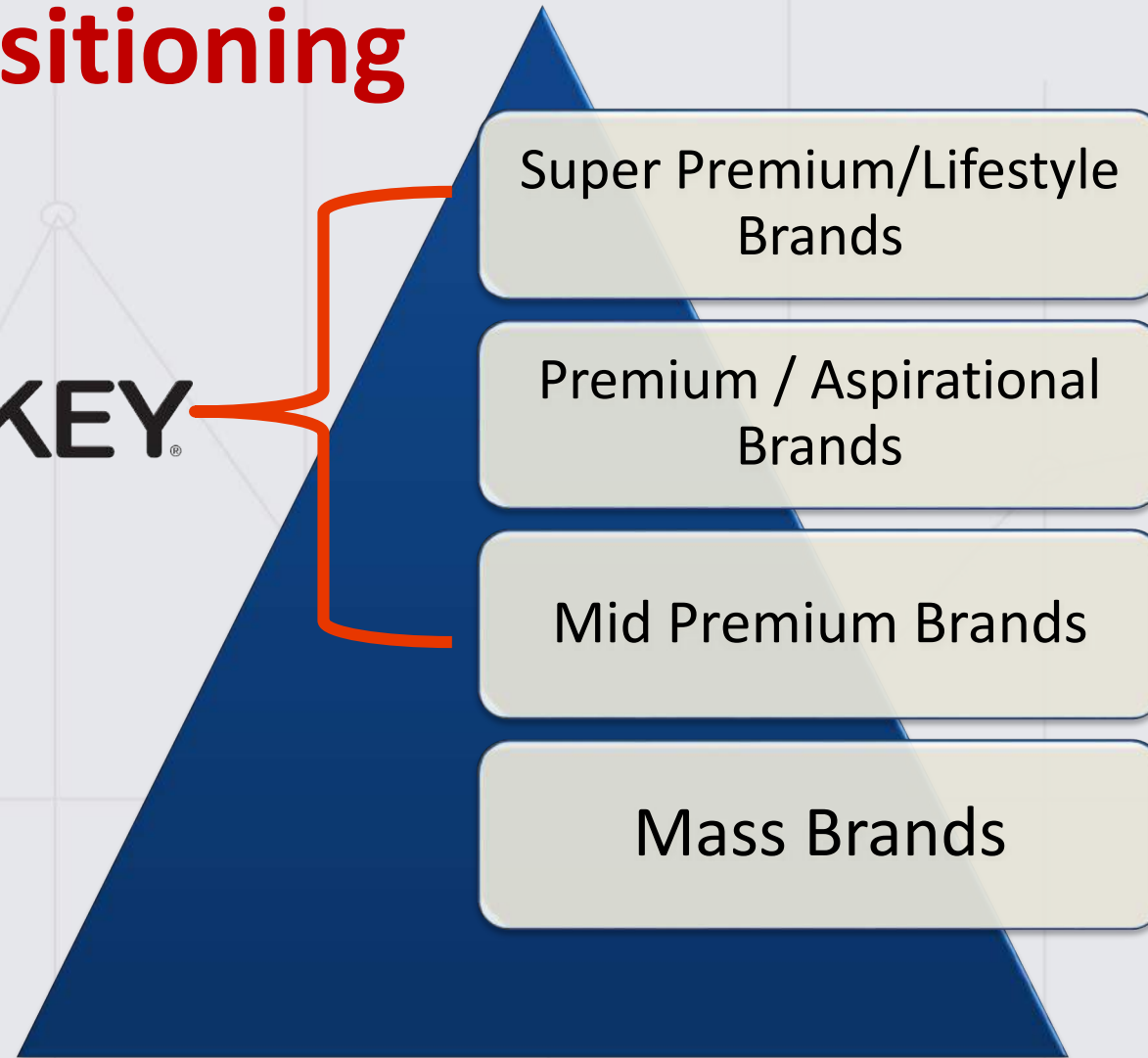


create products for many different areas of Daily life
that help people build a more balanced world





Brand Positioning





Sales and Distribution

SALES ARCHITECTURE





CHANNEL SALES



FRONTLINE SALES TEAM : **TERRITORIAL AND MICRO FOCAL** **REPRESENTATION**



900+ Distributors | **2,500+** Distributor Accounts

1,800+ Cities / Towns

50,000+ Retail Network

350+ Channel Sales Strength

1,000+ Distributor Sales Officers



SUPPLY CHAIN



Stand Alone Wall Fixtures – 9' x 7'



Stand Alone Wall Fixtures – 6' x 7'





Exclusive Brand Stores



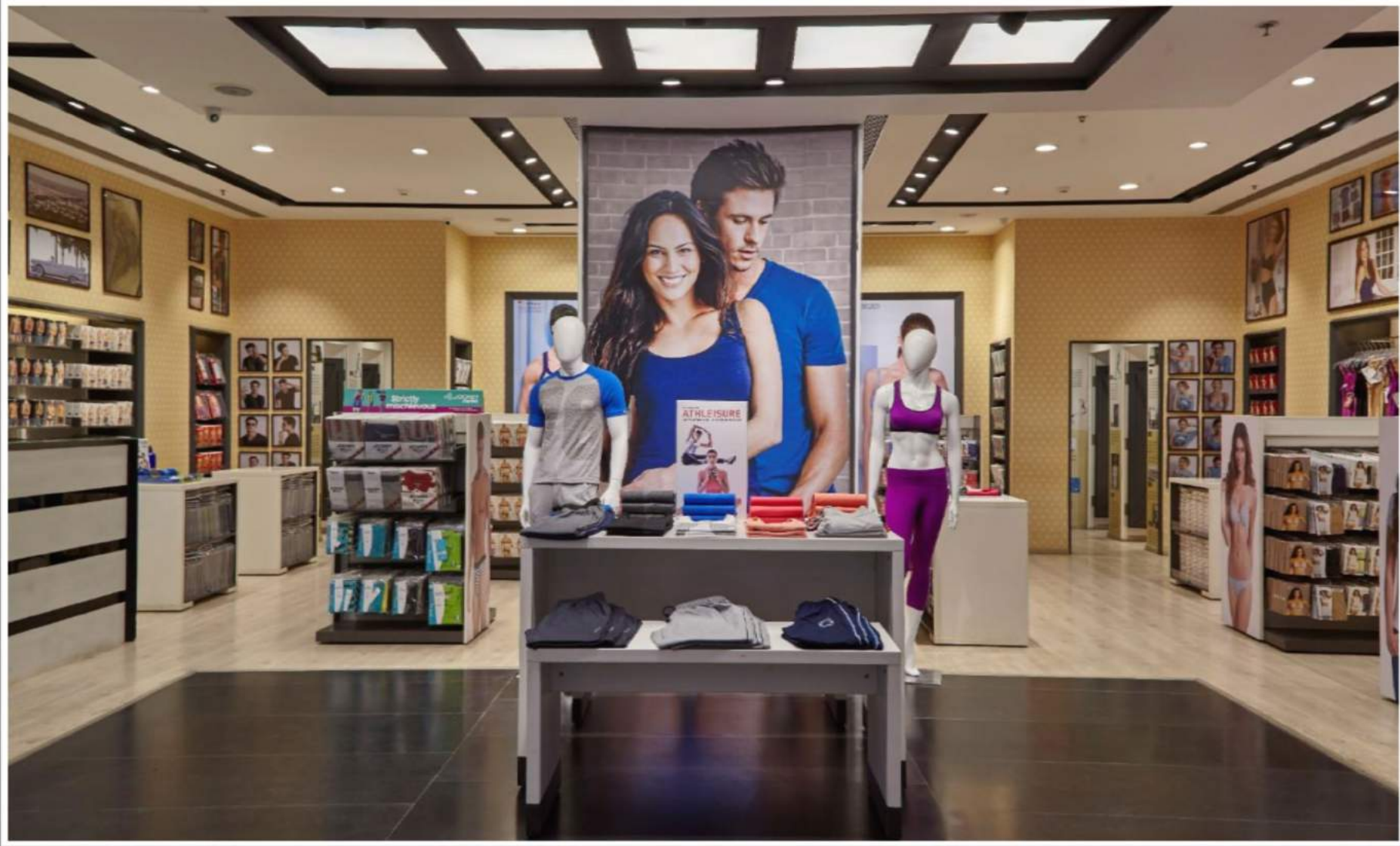
EBO – Fact File

Exclusive Brand Outlets	500+
Retail space in square feet	4,00,000+
Stores in High Streets	375+
Stores in Malls	100+
Exclusive Women Stores	25+





Phoenix Mall - Bangalore



Phoenix Mall - Bangalore



Phoenix Mall - Bangalore



Orion Mall- Bangalore



DVG Road - Mysore



Exclusive Womens Store





R City Mall – Mumbai



R City Mall – Mumbai



Large Format Stores









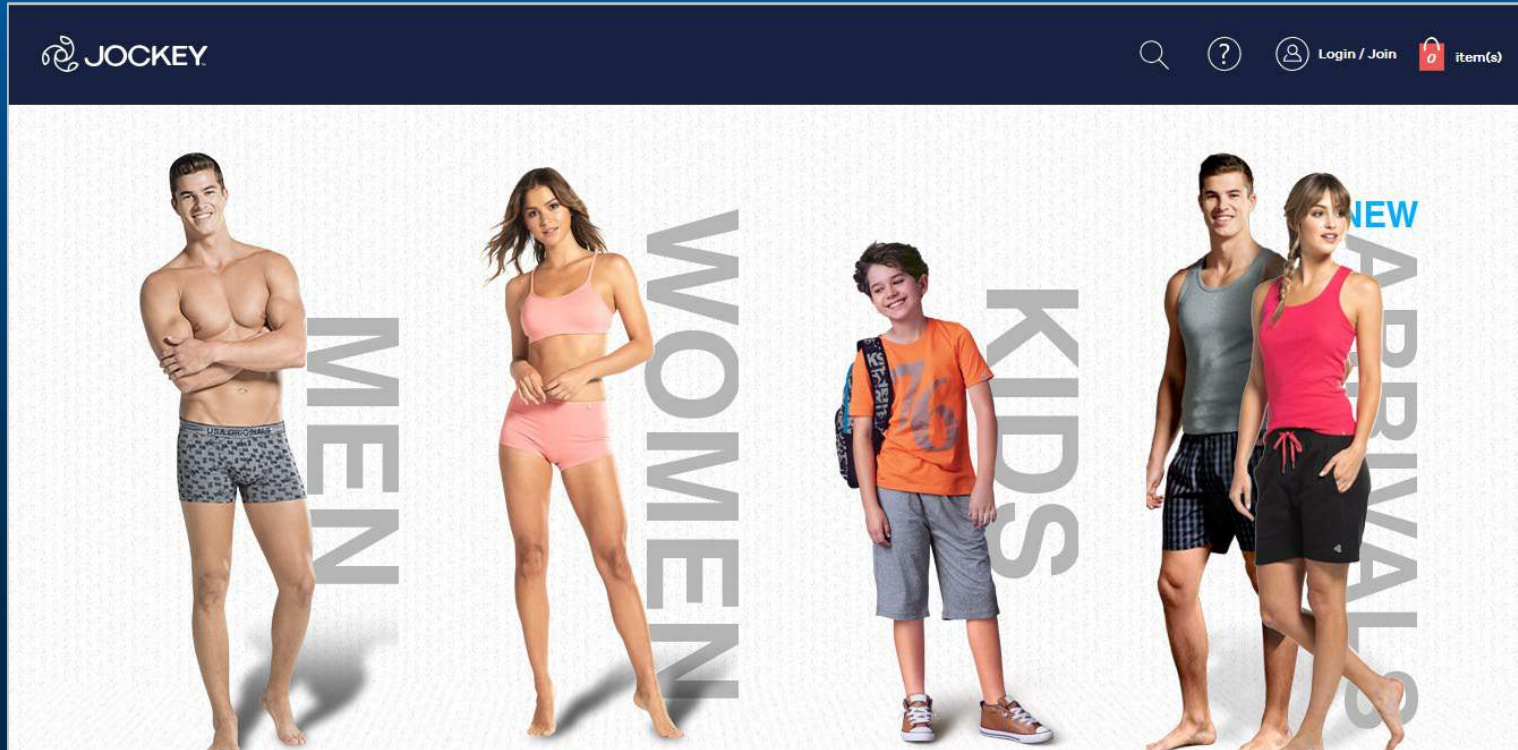




Jockey Online

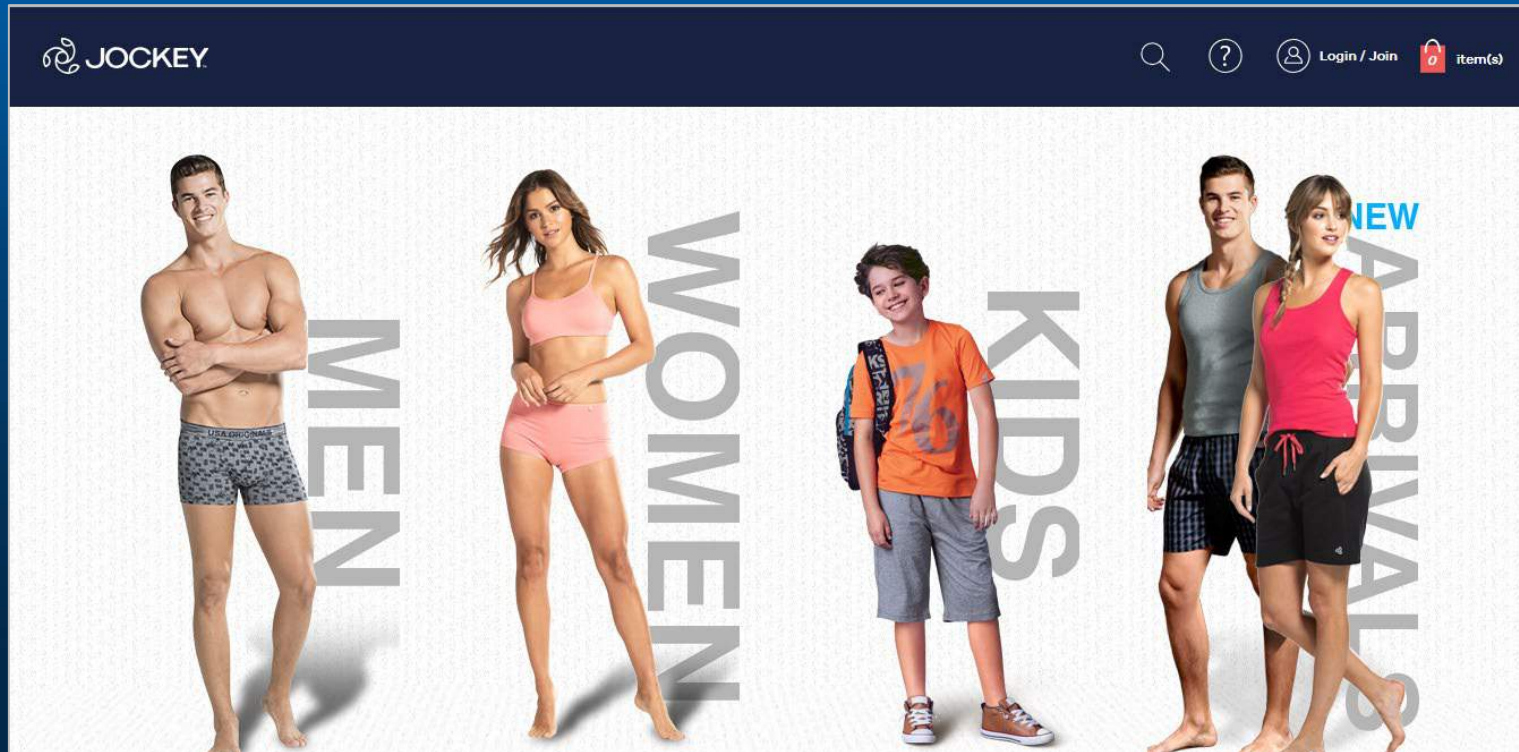


Exclusive Online Store – *jockeyindia.com*



25,600 Pin codes serviced in India

Exclusive Online Store – *jockeyindia.com*





Overseas Markets



UAE

4

Exclusive Brand Outlets

83

Doors



SRI LANKA

2

Exclusive Brand Outlets

144

Doors



NEPAL

112

Doors



Al Ghurair - UAE



Colombo - Sri Lanka



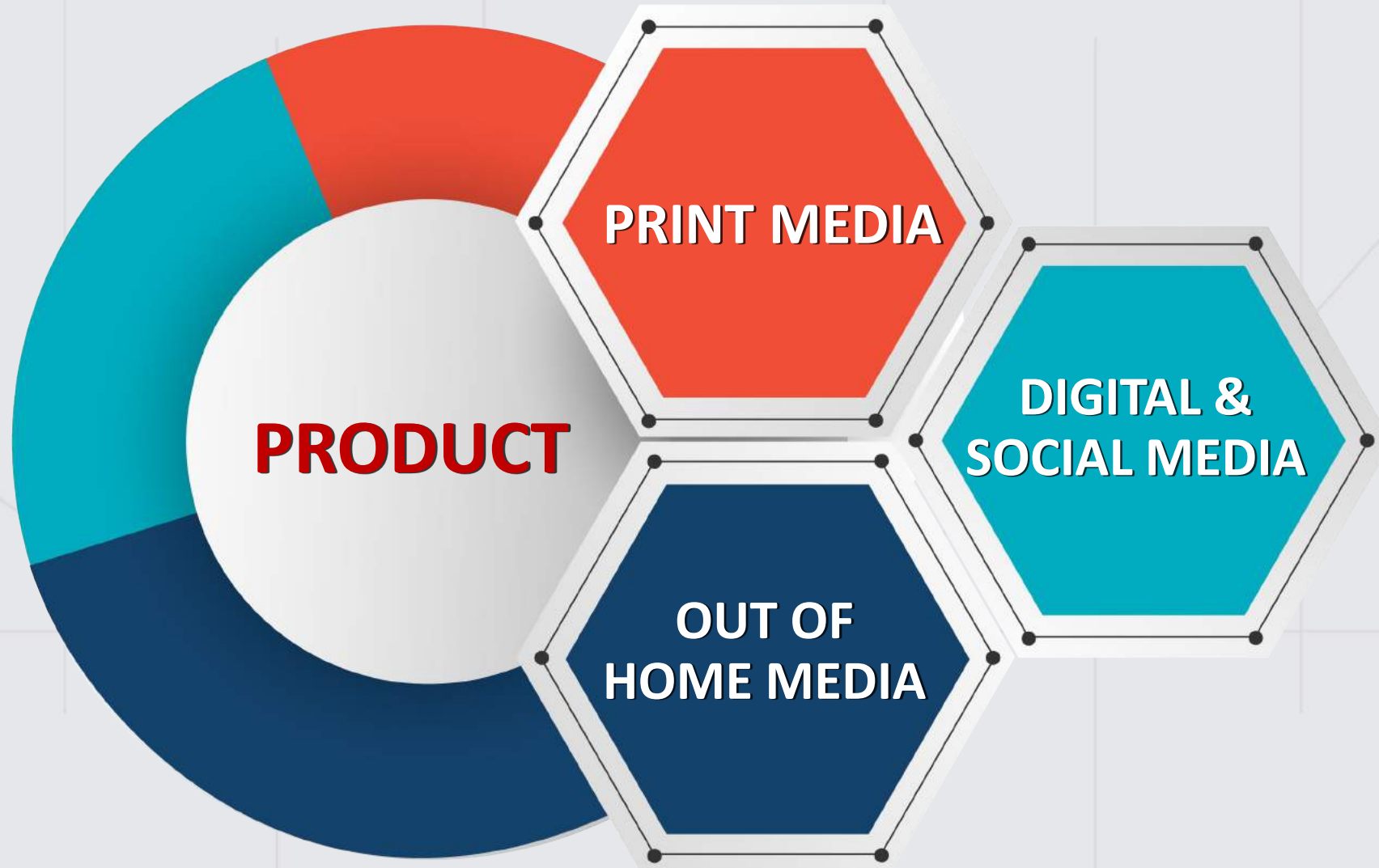
Marketing Brand Jockey to a Diversified India



Media Strategy : Brand



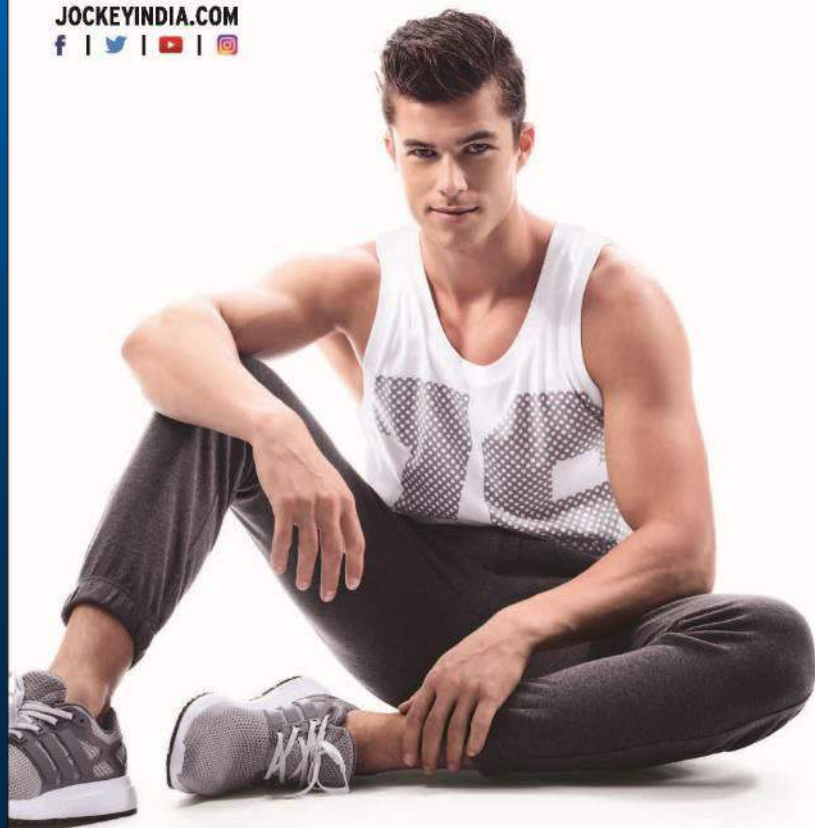
Media Strategy : Product



PRINT MEDIA



JOCKEYINDIA.COM



*Featured here is a graphic printed tank top and jogger pants,
that are up for game or down for a relaxed scene.*



PLAY HARD OR DON'T

APPAREL THAT WORKS FOR BOTH

 **JOCKEY™**
ATHLEISURE



JOCKEYINDIA.COM
f | t | y | i



Featured here is a racerback tank top and shorts with supersoft waistband, crafted to stretch or relax in.



PUSH YOURSELF
OR DON'T
APPAREL THAT WORKS FOR BOTH

 **JOCKEY™**
ATHLEISURE



JOCKEYINDIA.COM
f | | | |

Strictly mischievous

INNER & OUTERWEAR
FOR TROUBLEMAKERS

 **JOCKEY™**
JUNIORS



JOCKEYINDIA.COM

f | | | |

Why behave?

INNER & OUTERWEAR
FOR TROUBLEMAKERS



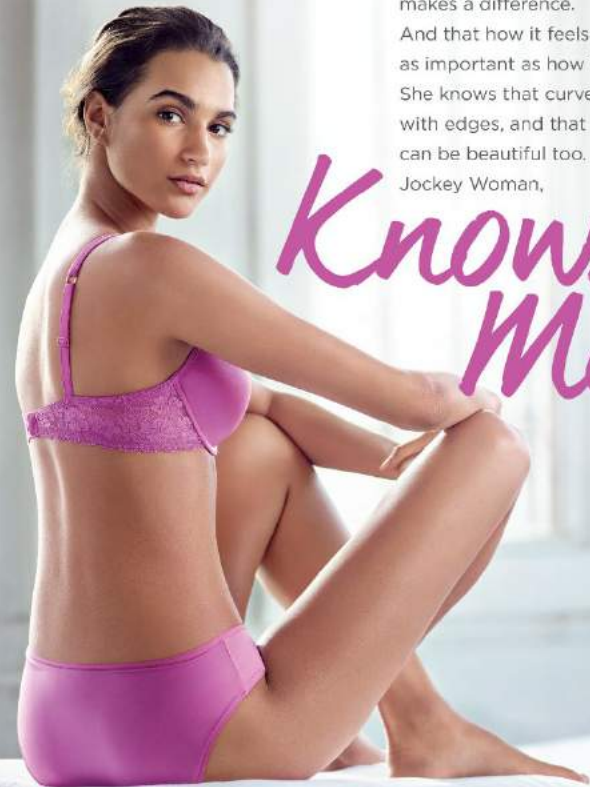
JOCKEYTM
JUNIORS



Intimate wear
that understands
my body.

She knows that there's more
to lingerie than just colour,
shape or size.
She knows that comfort
comes first. Every stitch
counts. Every texture
makes a difference.
And that how it feels is just
as important as how it looks.
She knows that curves come
with edges, and that edges
can be beautiful too.
Jockey Woman,

Knows
Me



@jockeywoman
JOCKEYINDIA.COM

JOCKEY
woman

@jockeywoman
JOCKEYINDIA.COM

She knows that there's more to lingerie than just colour,
shape or size. She knows that comfort comes first.
And that every stitch counts. She knows that curves come with
edges, and that edges can be beautiful too. Jockey Woman,

Knows
Me

Intimate wear that
understands my body.

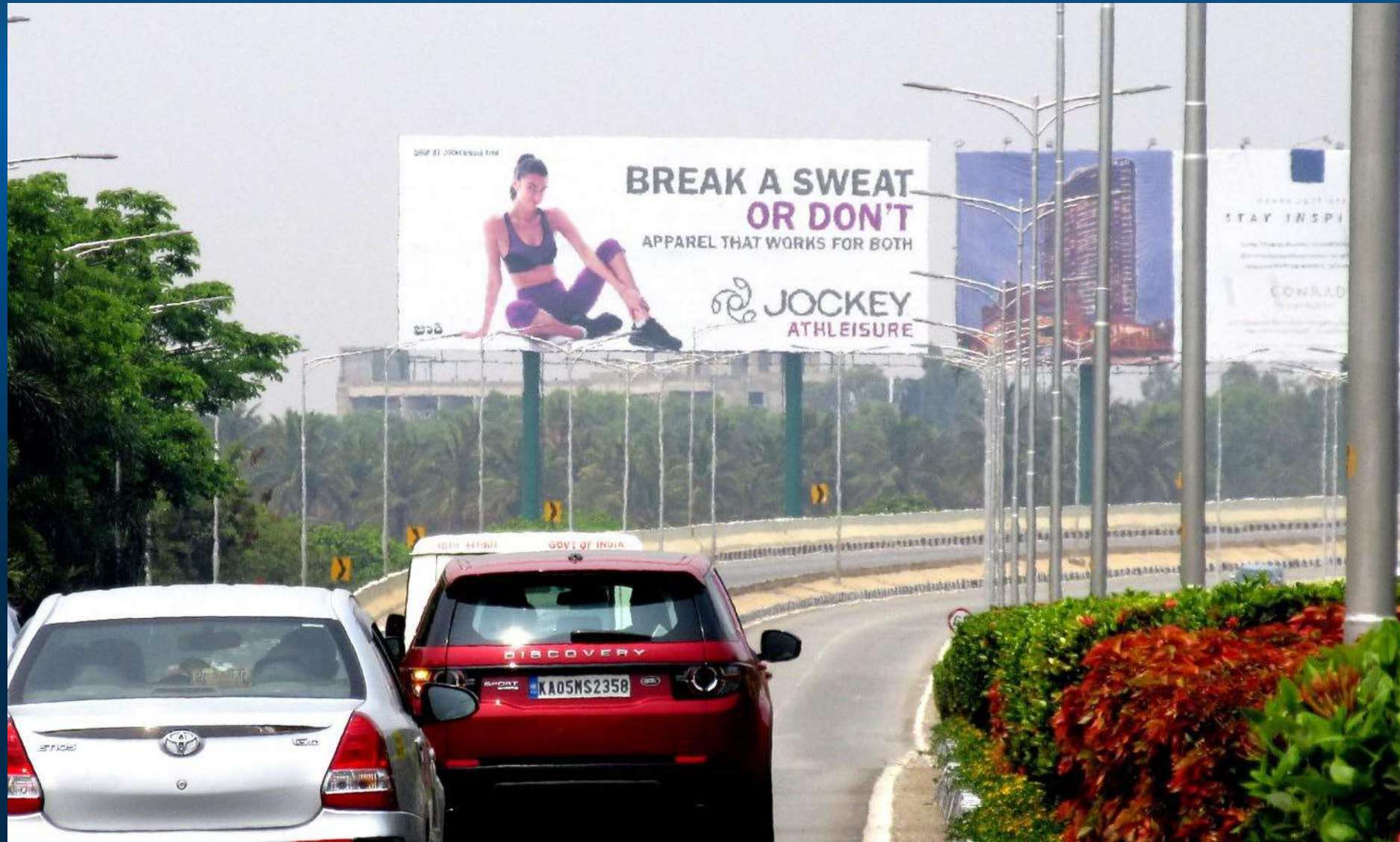


JOCKEY
woman



Out of Home : Larger than Life













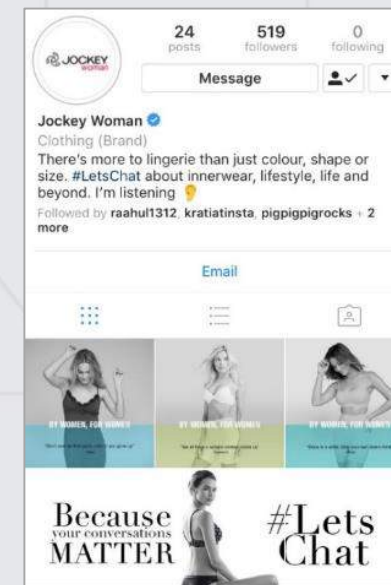
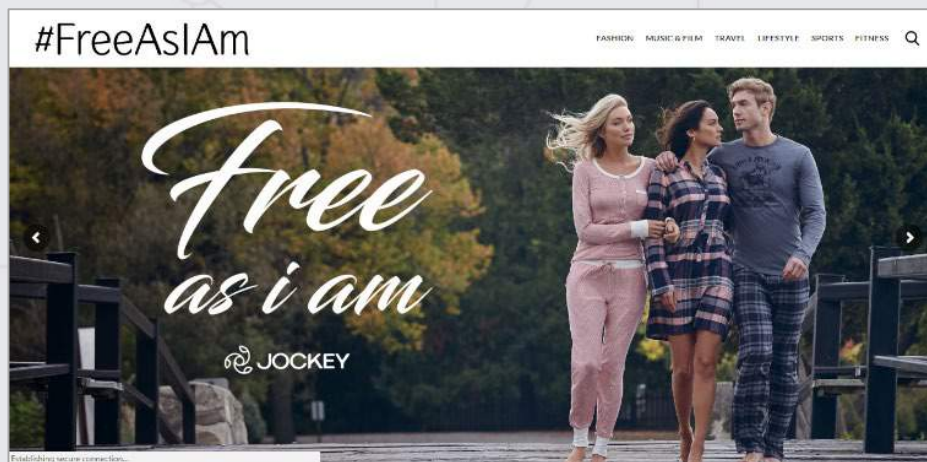
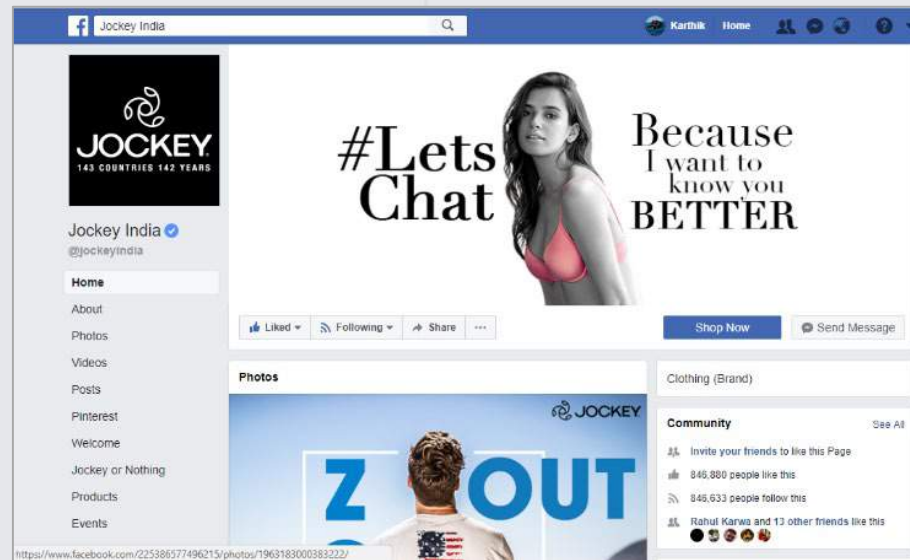








Digital / Social Media



Embracing the Digital & Social Mediums

Social Brand Assets

- Facebook
- Instagram
- YouTube
- Twitter
- FreeAsIAm | Blog



OUR PURPOSE AND VISION

To satisfy the human need for comfort; by ensuring our consumers always get the most comfortable and innovative products at the best possible quality and value for money.

OUR MISSION

To be the largest and most profitable premium innerwear and leisurewear brand within the men, women and kids segments in our licensed markets



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About Speedo

- **Speedo International Ltd.** is a manufacturer and distributor of swimwear and swimming accessories based in Nottingham, UK
- Founded in Sydney, Australia in 1914, the industry leading company is now a subsidiary of the British Pentland Group
- Speedo products include Swimwear, Equipment, Water shorts, Apparel and Footwear



MARKET SIZE AND POTENTIAL

ALL INDIA

speedo 

MASSIVE OPPORTUNITY AWAITS...

The AC Nielsen survey reveals that out of the 'Non Swimmers' surveyed –

**24% of the non-swimmers demonstrated
'likelihood to swim in the future'**

Out of the 124 Million 'Non Swimmers' in the Target Audience -

**This would translate to an
additional 29 Million swimmers who
demonstrate a likelihood to swim**



Growth Drivers for Category in India..

- Most parents now recognize swimming as **an important life skill**. Parents insist that their children **need to learn swimming**
- Most **modern high rise apartment** complexes in metro cities provide **swimming pool access** for their residents
- More people are taking to swimming for various reasons -
 - **Healthy Living & Weight Management**
 - **Fitness**
 - **Refreshment / Relaxation**
 - **Hobby**

A background image showing three children swimming in a pool. In the foreground, a girl in a red and blue patterned swimsuit and pink goggles is swimming towards the camera. Behind her, another girl in a purple swimsuit and blue goggles is also swimming. In the background, a boy in a white shirt and blue shorts is swimming. The water is clear and blue, with lane lines visible.

Growth Drivers for Category in India..

- Swimming is being recognized as **rehab for physical ailments**
- Swimming is a **life long activity and suitable for all ages**
- Swimming is a **social activity** shared with family and friends
- **Holiday occasions** to Beach / Resort destinations are on the rise
- Schools around the country are making it a compulsory activity and **part of the Physical Education program/syllabus**





Snapshot Speedo in India

25+

- Number of Distributors

35+

- Number of Exclusive Brand Stores

60+

- Number of Doors in Large Format Stores

1000+

- Total Retail Presence across India

150+

- Towns and cities across India

























OUR PURPOSE AND VISION

“To inspire people to swim; with Speedo”

OUR MISSION

“To be the number one swim brand in our licensed markets,
in terms of both market share and profitability”



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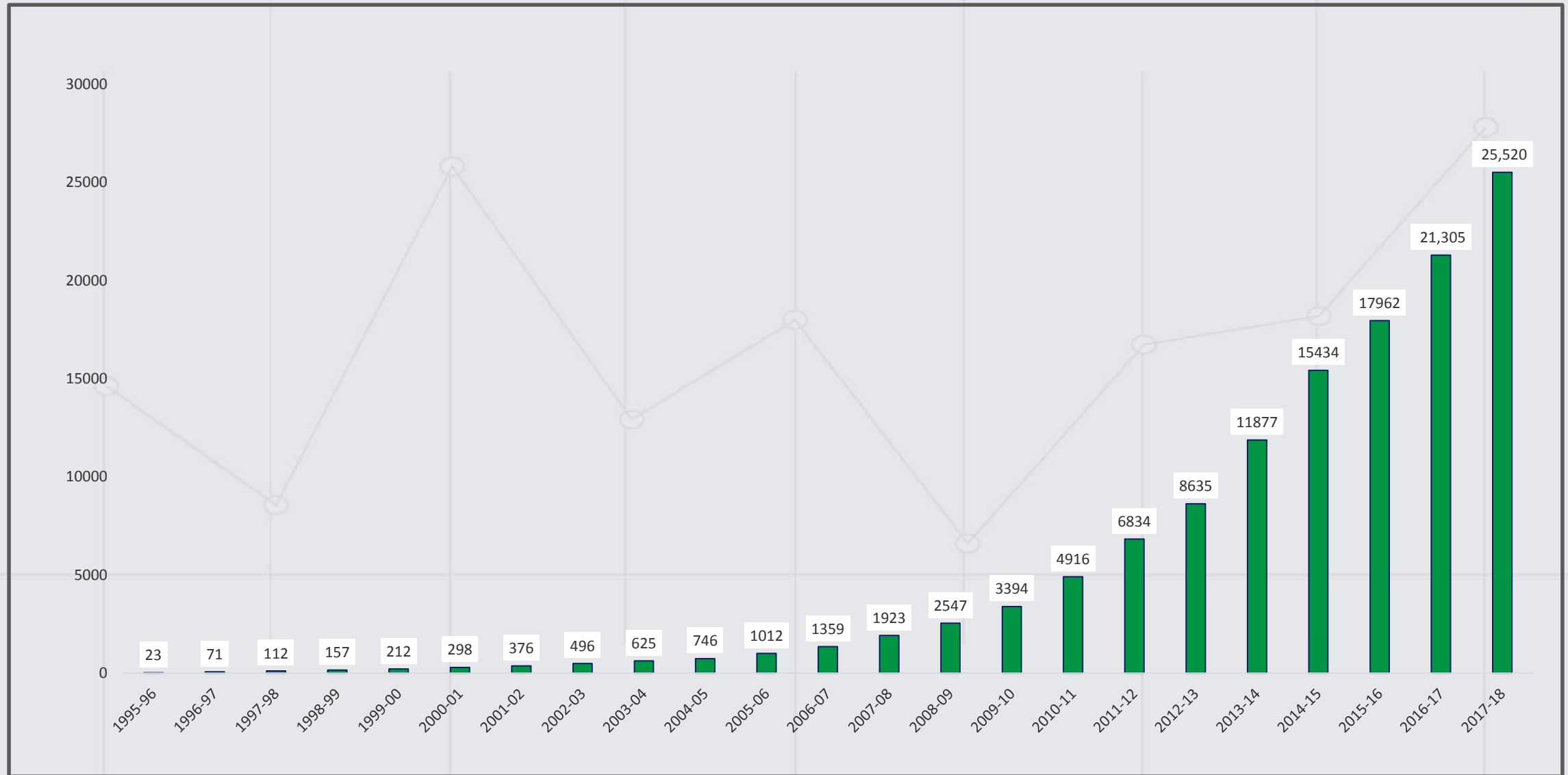
 **Key Financials**

Snapshot (INR in Millions)



PARTICULARS	FY 18	FY 17	FY 16	FY 15	FY 14	FY 13	FY 12
Total Income	25520.28	21304.61	17962.43	15516.32	11941.72	8842.63	7017.65
EBIDTA	5621.35	4375.60	3849.99	3276.15	2615.62	1850.20	1513.88
PBT	5175.06	3948.23	3430.83	2933.10	2334.81	1656.79	1340.93
PAT	3469.75	2662.82	2315.18	1960.24	1537.84	1125.33	899.85
EPS (Rs.)	311.07	238.74	207.57	175.74	137.87	100.89	80.68
EBIDTA Margin (%)	22.03	20.54	21.43	21.11	21.90	20.92	21.57
RONW (%)	41.00	40.00	43.69	50.68	53.21	52.70	54.27
ROCE (%)	58.32	54.79	57.76	50.73	50.11	52.25	56.81

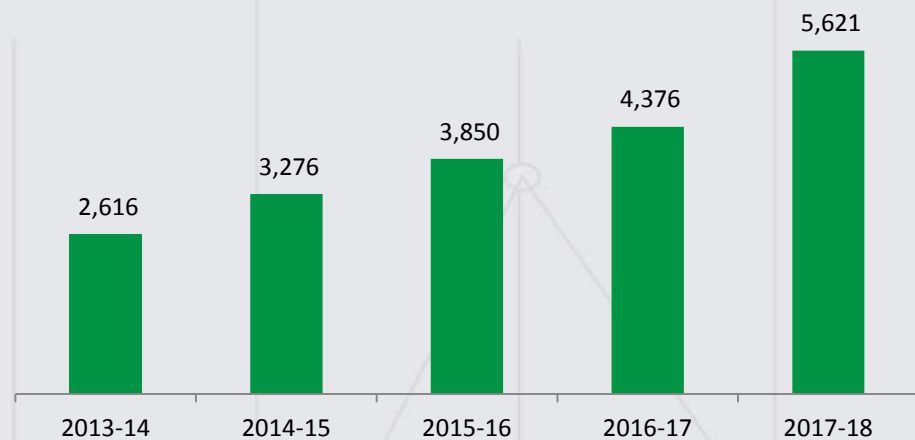
Sales INR (Millions)



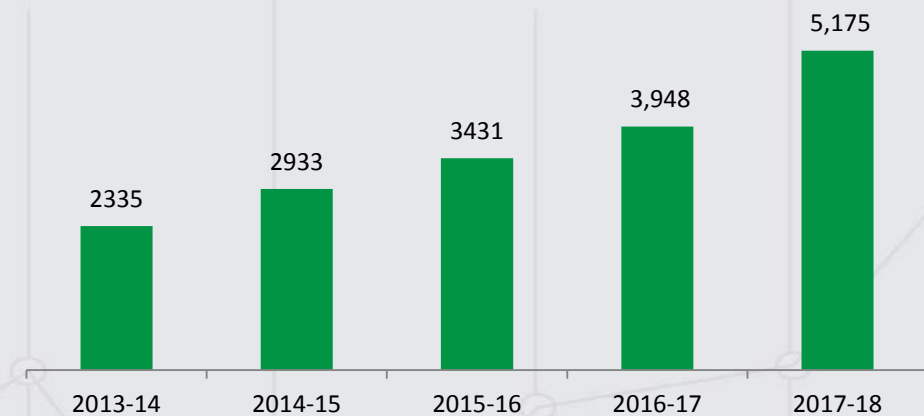
(INR in Millions)



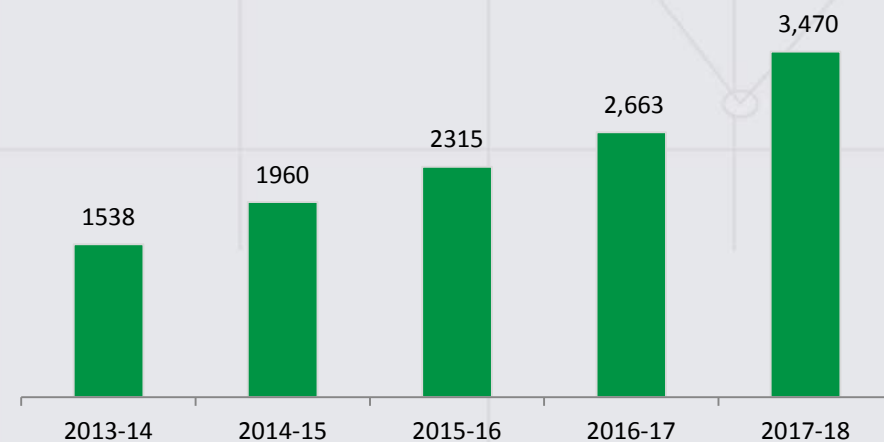
EBIDTA



PBT



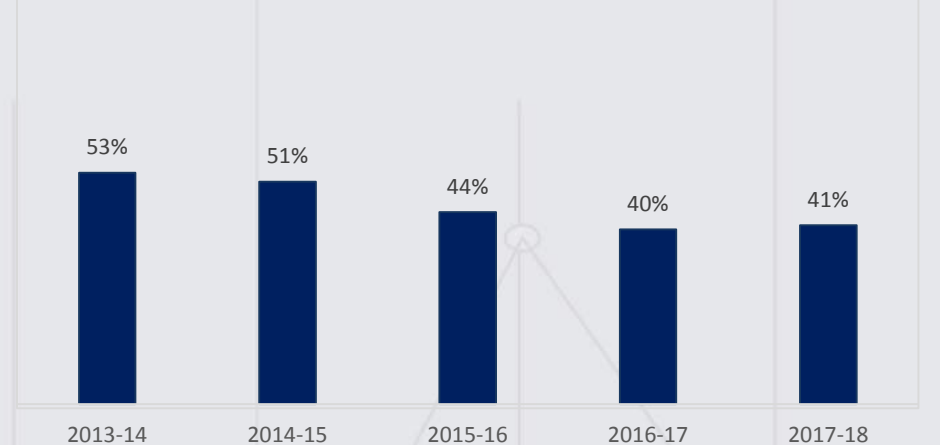
PAT



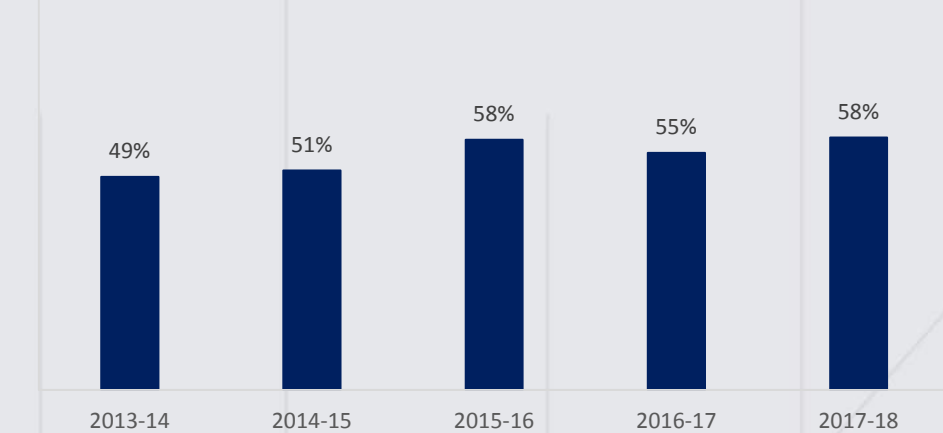
(INR in Millions)



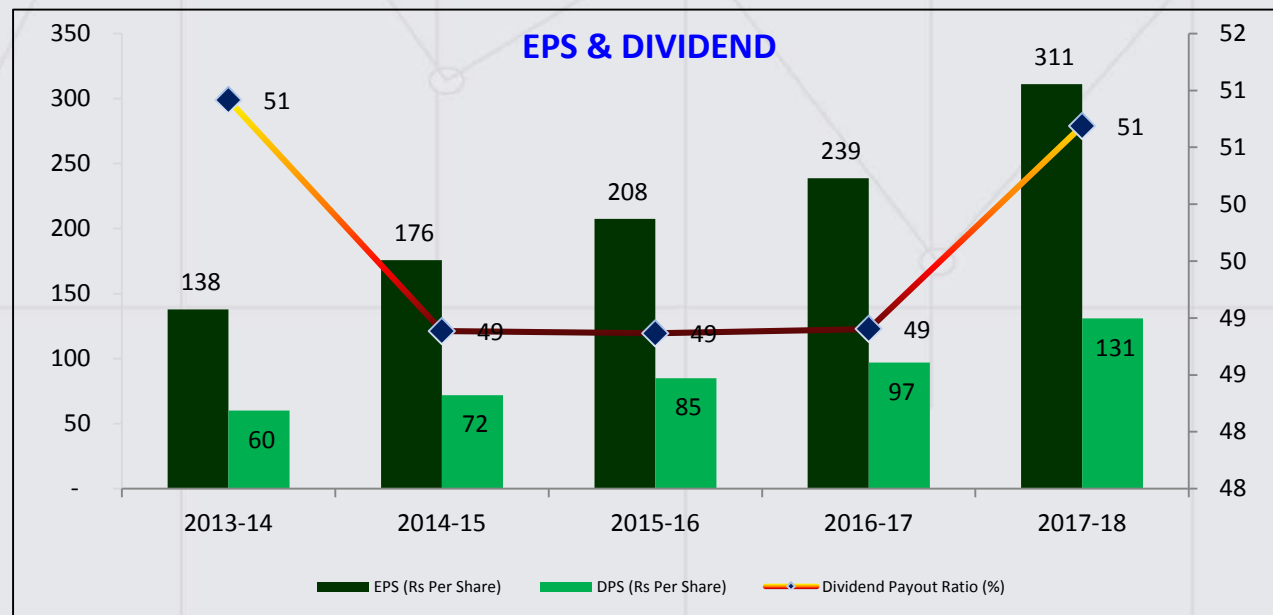
RETURN ON NETWORTH



RETURN ON CAPITAL EMPLOYED



EPS & DIVIDEND





Financial Highlights for the Half Year ended 30th September, 2018.

	Current CH	Previous PH	Growth
REVENUE	INR.15,060 million	INR.13,226 million	13.87%
EBIDTA	INR.3,501 million	INR.2,739 million	27.84%
PBT	INR.3,272 million	INR.2,523 million	29.68%
PAT	INR.2,171 million	INR.1,694 million	28.17%



Thank You

