



16th June 2016

The Secretary
Corporate Relationship Dept.
The Bombay Stock Exchange
1st Floor, New Trading Ring
Rotunda Building
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

The Secretary
National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Mumbai – 400 051

Dear Sir,

Sub: Updated Corporate Presentation

We herewith enclose the updated Corporate Presentation of the Company.

Thanking you,

Yours truly,
For Page Industries Limited

Pius Thomas
Executive Director – Finance
DIN:06375352



PAGE INDUSTRIES LIMITED

Head Office : Cessna Business Park, 3rd Floor, Umiya Business Bay, Tower-1, Varthur Hobli, Outer Ring Road, Bengaluru - 560 103. Ph: 91-80-4946 4646.

Corporate & Registered Office : Cessna Business Park, 7th Floor, Umiya Business Bay, Tower-1, Varthur Hobli, Outer Ring Road, Bengaluru - 560 103.

Ph: 91-80-4945 4545 | www.jockeyindia.com | info@jockeyindia.com | CIN # L18101KA1994PLC016554



PAGE INDUSTRIES LIMITED.

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PAGE INDUSTRIES LIMITED

CORPORATE PRESENTATION



Contents

☐ Company Overview

☐ Industry Overview

☐ Brand Jockey

☐ Brand Speedo

☐ Key Financials





is the company's flagship brand.....

and a market leader in the Innerwear category.....



Page Industries



Brand JOCKEY®

**have pioneered the Innerwear
industry on many fronts.....**

- ❑ Established the *premium segment* in the Innerwear category through brand Jockey
- ❑ Introduced *high quality products* delivering the best in fit and comfort
- ❑ Developed an organized and extensive network of distributors pan India
- ❑ *Changed the rules* of retailing innerwear- 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
- ❑ First innerwear brand to set up Exclusive Brand Stores

Page Industries : Infrastructural Facilities

- ❑ Production facilities spread over 1.78 Million sq. ft. floor area across 13 locations (Nine in Bangalore and one each in Mysore, Hassan, Gowribidanur and Tiptur)
- ❑ 18,000 employees engaged in the manufacturing process









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

Socks

- Formal
- Casual
- Sports
- Performance

Leisure Wear (Men & Women)

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

Contents

☐ Company Overview

☐ Industry Overview

☐ Brand Jockey

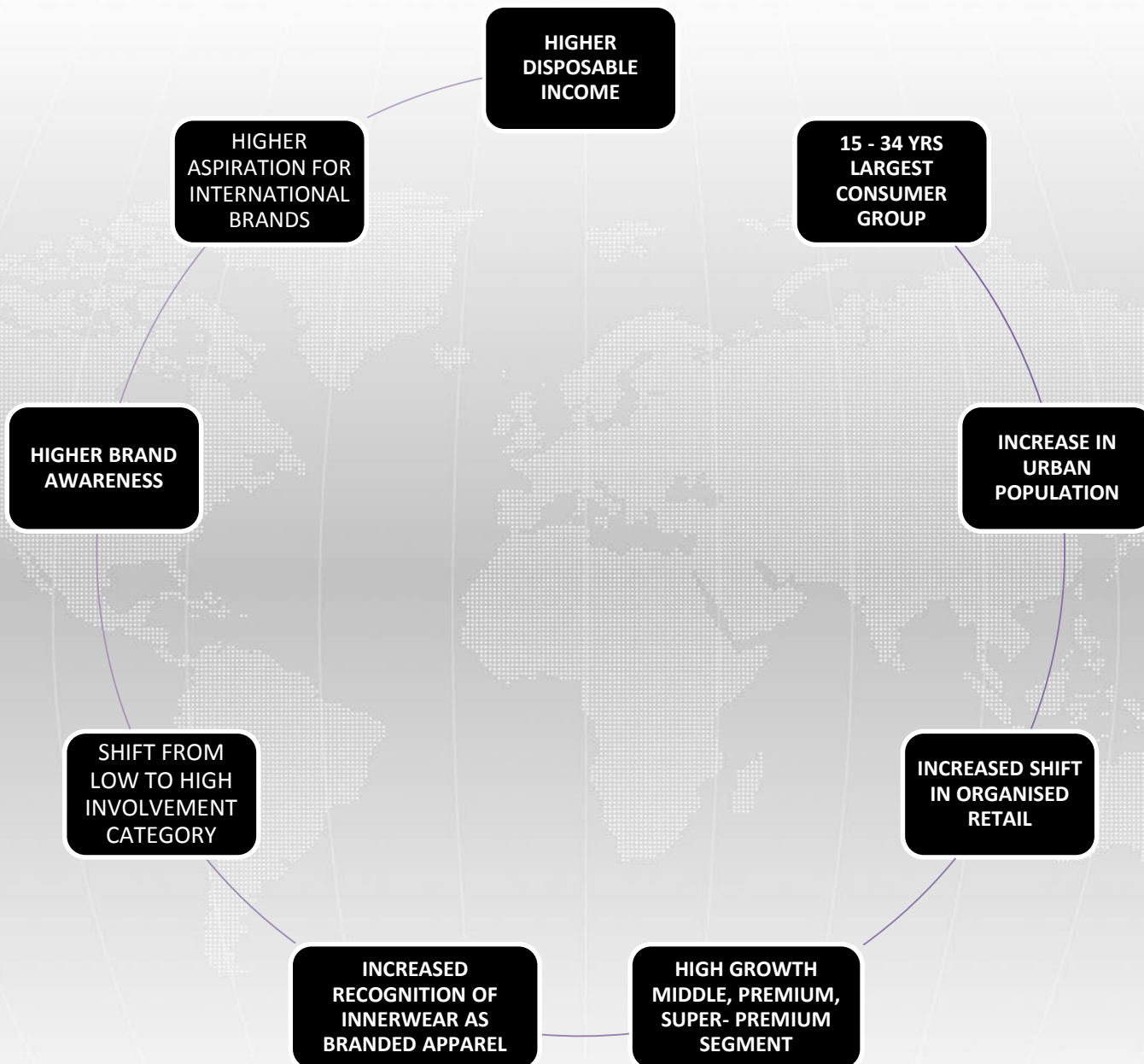
☐ Brand Speedo

☐ Key Financials



A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The title text is overlaid on the map.

Industry Growth Drivers



Contents

- ☐ Company Overview
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- ☐ Brand Speedo
- ☐ Key Financials

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Brand History and Philosophy



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



Jockey improves on the brief design with the **Y-Front®** brief, the brief design is improved enhancing the "masculinized support" function of the garment. 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.**



A HISTORY OF INNOVATION

1958



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

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.

1971

Jockey Menswear
a division of Cooper's, Inc., Kansas, Missouri

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

1976



Jim Palmer and other 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

JOCKEY
Person to person.

Jockey launches **Jockey Person to Person®**, a direct sales/party business designed to provide women with the opportunity to enjoy a rich family life while making their dreams come true.

2005

JOCKEY

This was a big year for Jockey! The Jockey **3D Innovations®** collection – the first underwear designed with 3-dimensional body scanning technology 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. Also in 2005, Jockey introduced its **new Swirl icon**, representing Jockey's forward-looking vision.

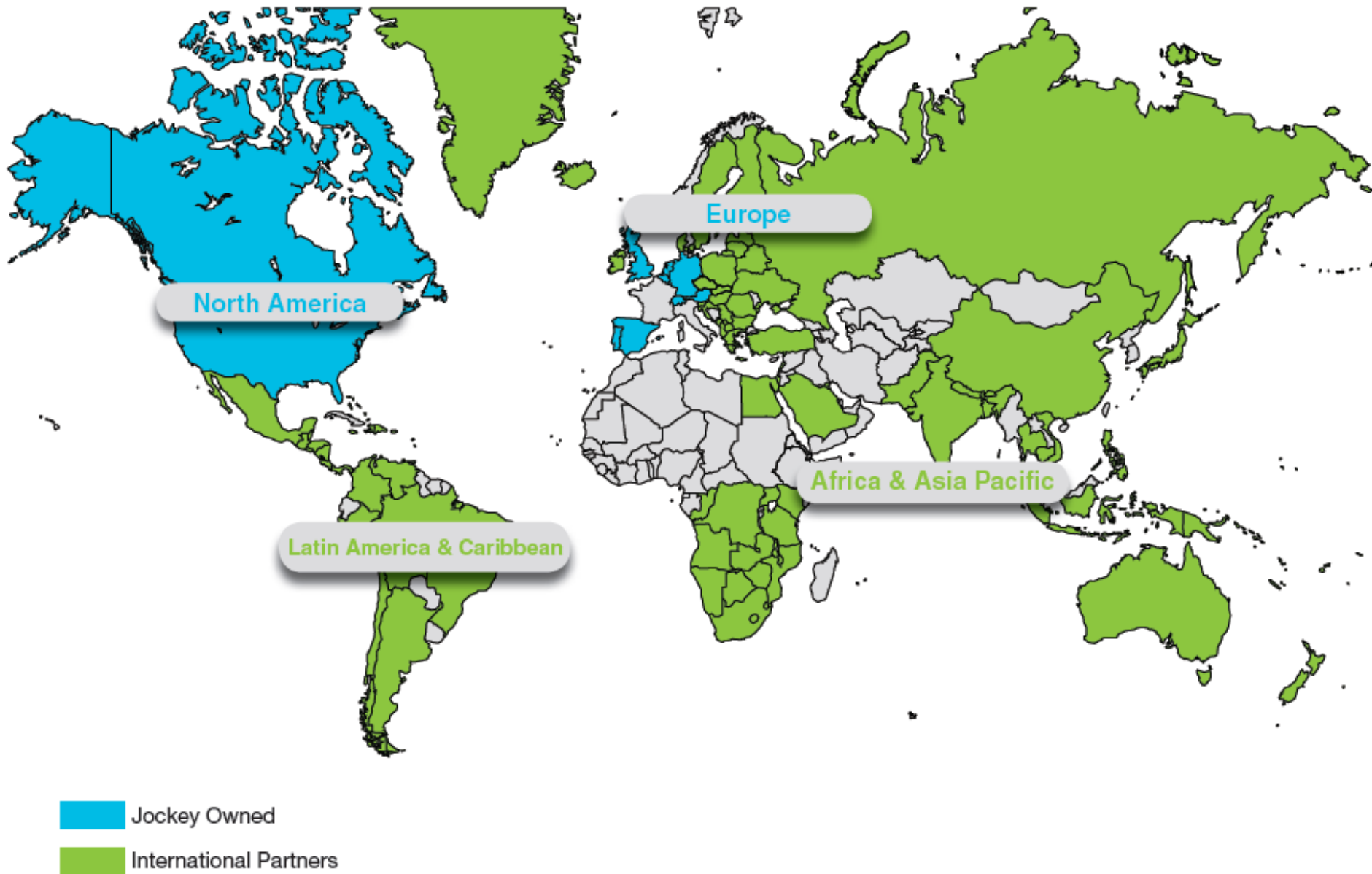


2009

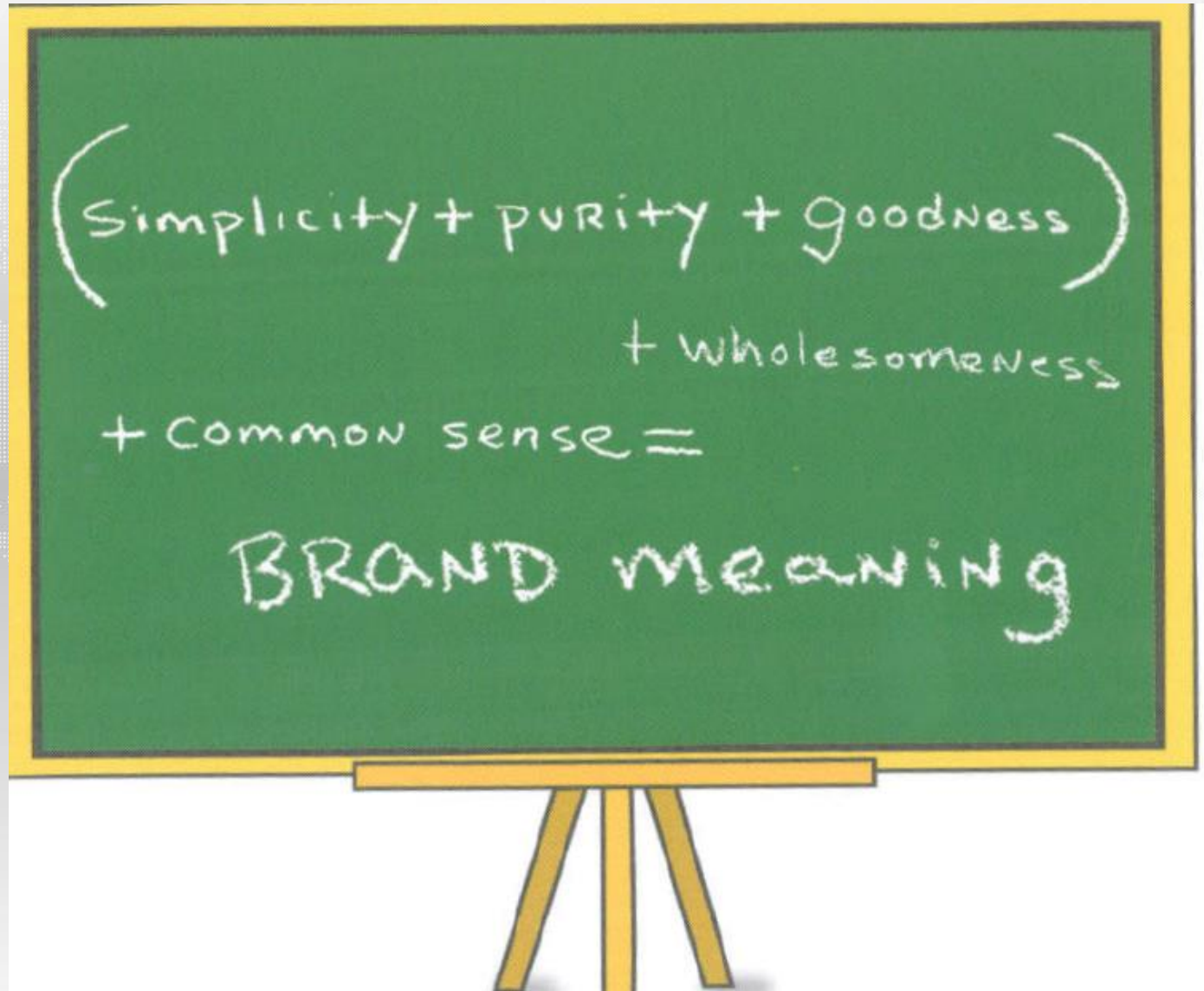


Jockey rolls out its website and key ranges such as **Modern Classic**, **Colored Y-Front** and **Jockey Sport** on an international level. Jockey also celebrates the **75th Anniversary of having introduced world's first brief**.

Global Distribution Map



Our Brand Philosophy





JOCKEY™
BRAND BRIEF



JOCKEY™

stands for

INDIVIDUAL

FREEDOM



PAGE INDUSTRIES LIMITED

LIFE ENTHUSIASTS

living life with open arms

IN A WORLD
WHERE YOU CAN BE
ANYTHING

THE MOST WONDERFUL
THING YOU CAN BE IS
YOURSELF.

WE ARE

PLAYFUL

SPONTANEOUS

EFFORTLESS

WHOLESOME

FOR EVERYONE

FREE SPIRITS

DRIVEN BY INSTINCTS

VS

WE ARE NOT

NOT CHILDISH

ROUTINE DRIVEN

ATTENTION SEEKING

DRIVEN BY LUST

FOR THE FEW

CONFINED

RULED BY CONVENTION

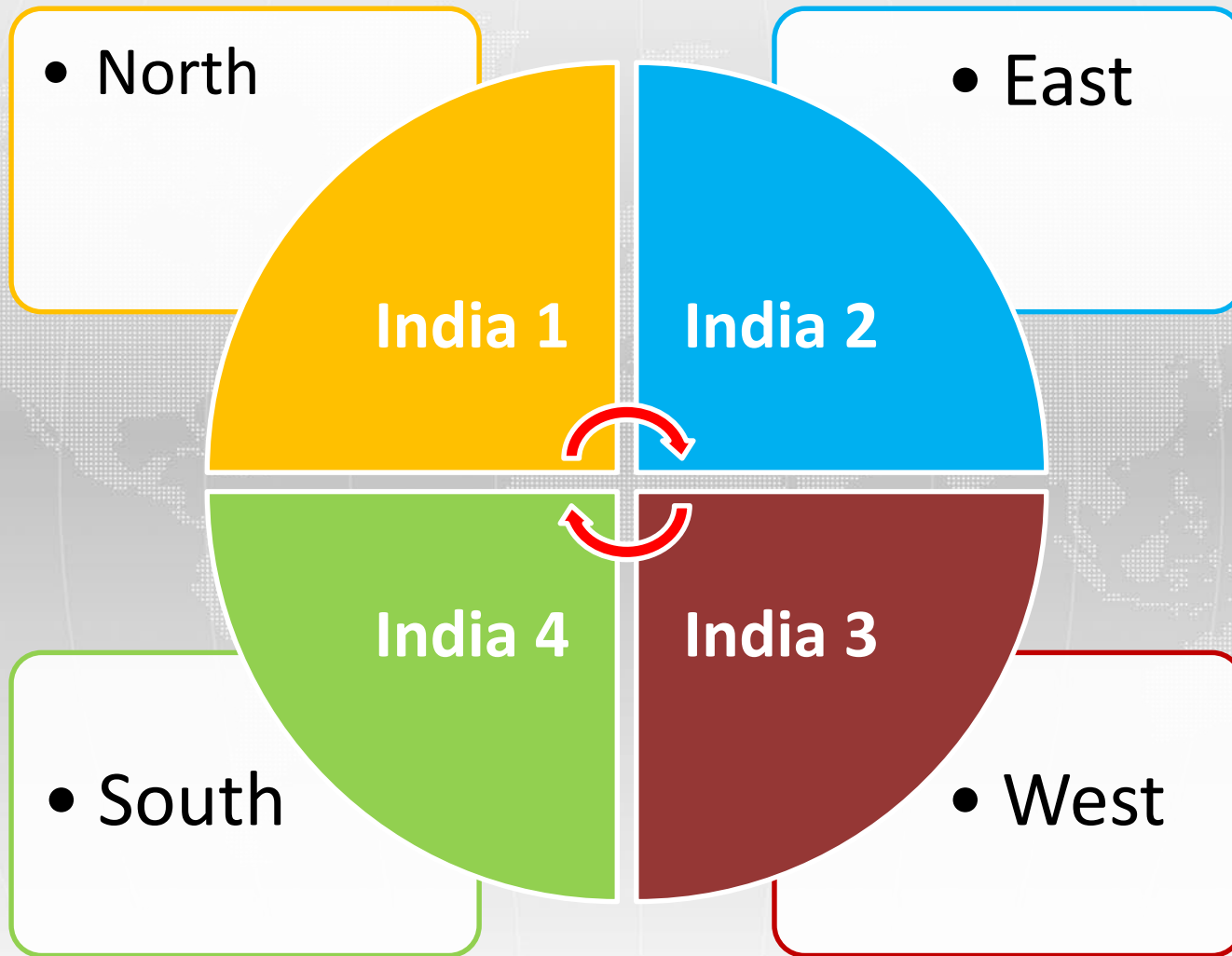
Brand Positioning

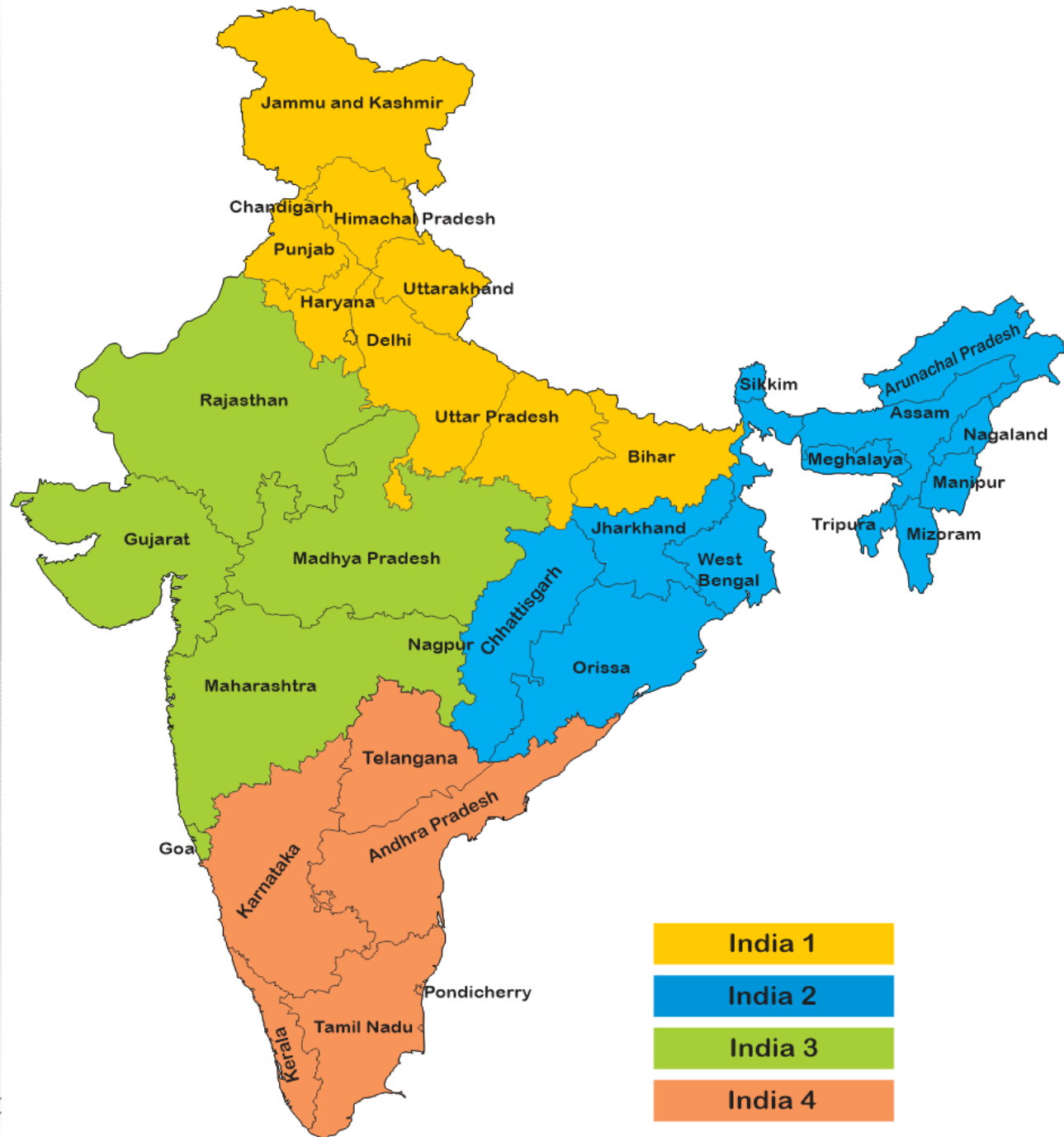


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Sales and Distribution

NEWS



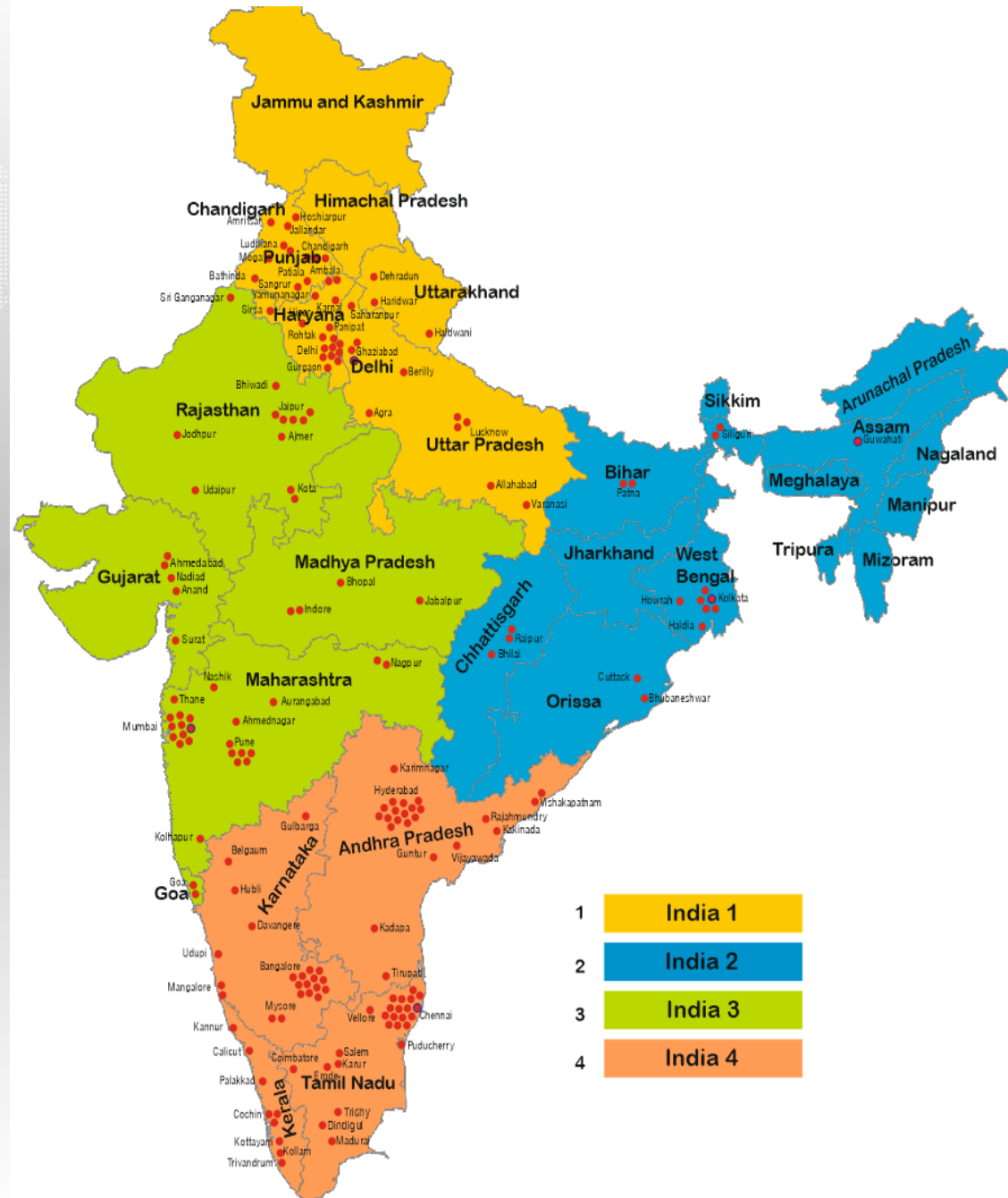


Exclusive Brand Stores

A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the continents and is centered on the Atlantic Ocean.

In store propositions
and
experiences for our consumers every day,
across

277 Plus Exclusive Brand Outlets



A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text "Stores Located at....." is overlaid on the map.

Stores Located at.....

A green rectangular street sign with white text is mounted on a black metal pole. The sign reads "HIGH ST". The pole is positioned vertically, and the sign is attached to it with two silver-colored metal brackets. In the background, there is a clear blue sky with some light clouds, a brick chimney, and the roof of a brick house.

HIGH ST

જાડી

જી JOCKEY



COMES

YOUR VERY
NEIGHBOUR
CH
TEA C



CHAI
OR
COFFEE?

A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text "Womens Section" is overlaid on the map.

Womens Section







Mens Section



PAGE INDUSTRIES LIMITED





Shopping Center →



ADDONS
women

SUNLINE
GET ONE
FREE

JOCKEY

INDIAN TERRAIN

WILLSLIFESTYLE

VAN HEUSEN

 JOCKEY™

 JOCKEY™
woman

ಜಾರಿ







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JOCKEY

JOCKEY



JOCKEY

A faint, stylized world map with a grid of latitude and longitude lines serves as the background for the slide. The map is rendered in a light gray, dotted texture.

Exclusive Womens Store

 **JOCKEY**
woman







Large Format Stores

- **21** Large Format partners
- **874** Shop-in-Shops across the country

JOCKEY

< way to
trial room

JOCKEY

JOCKEY

FLYINGMACHINE

 JOCKEY

amante

 JOCKEY

 JOCKEY

 JOCKEY

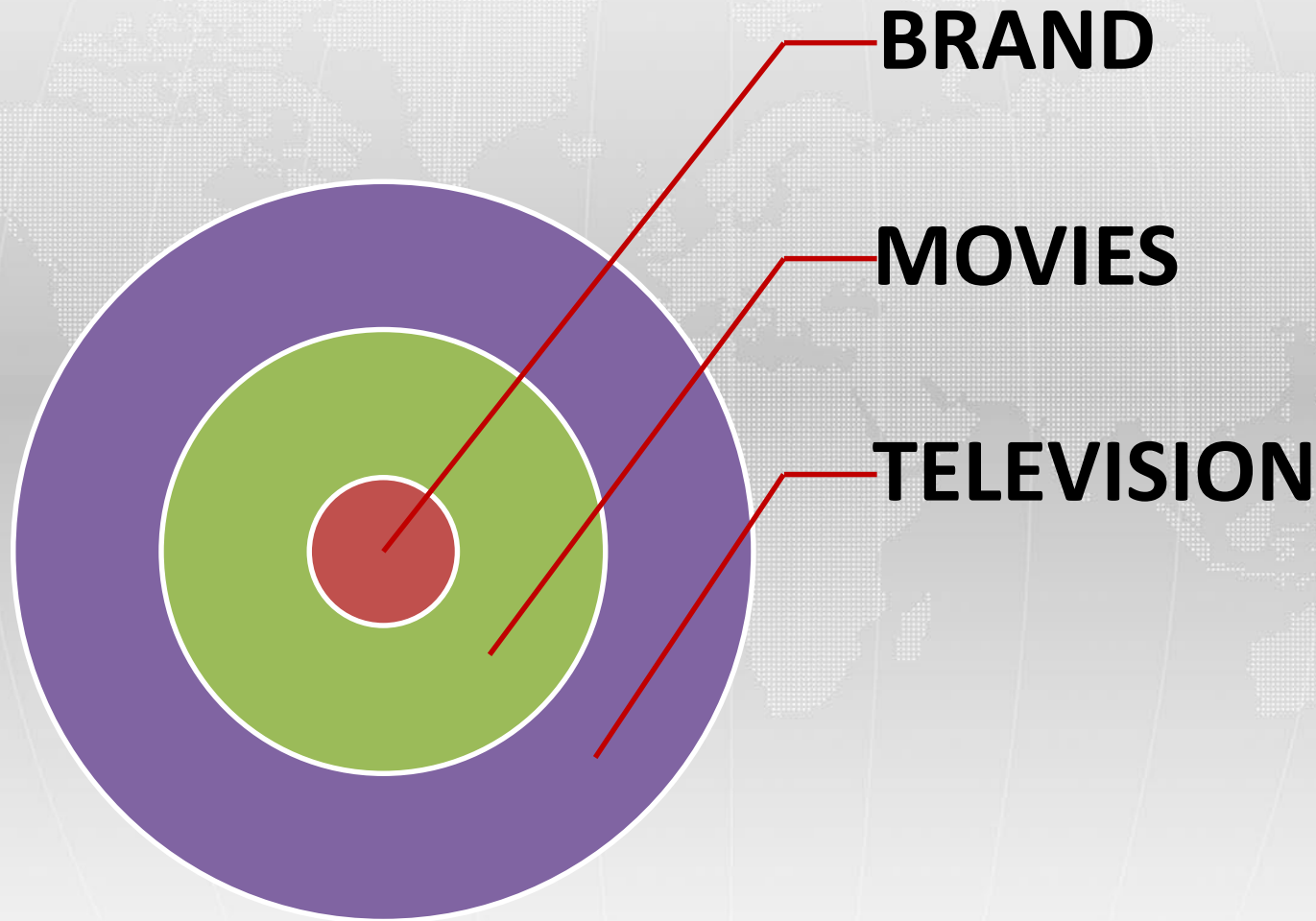




Marketing Brand Jockey to a Diversified India

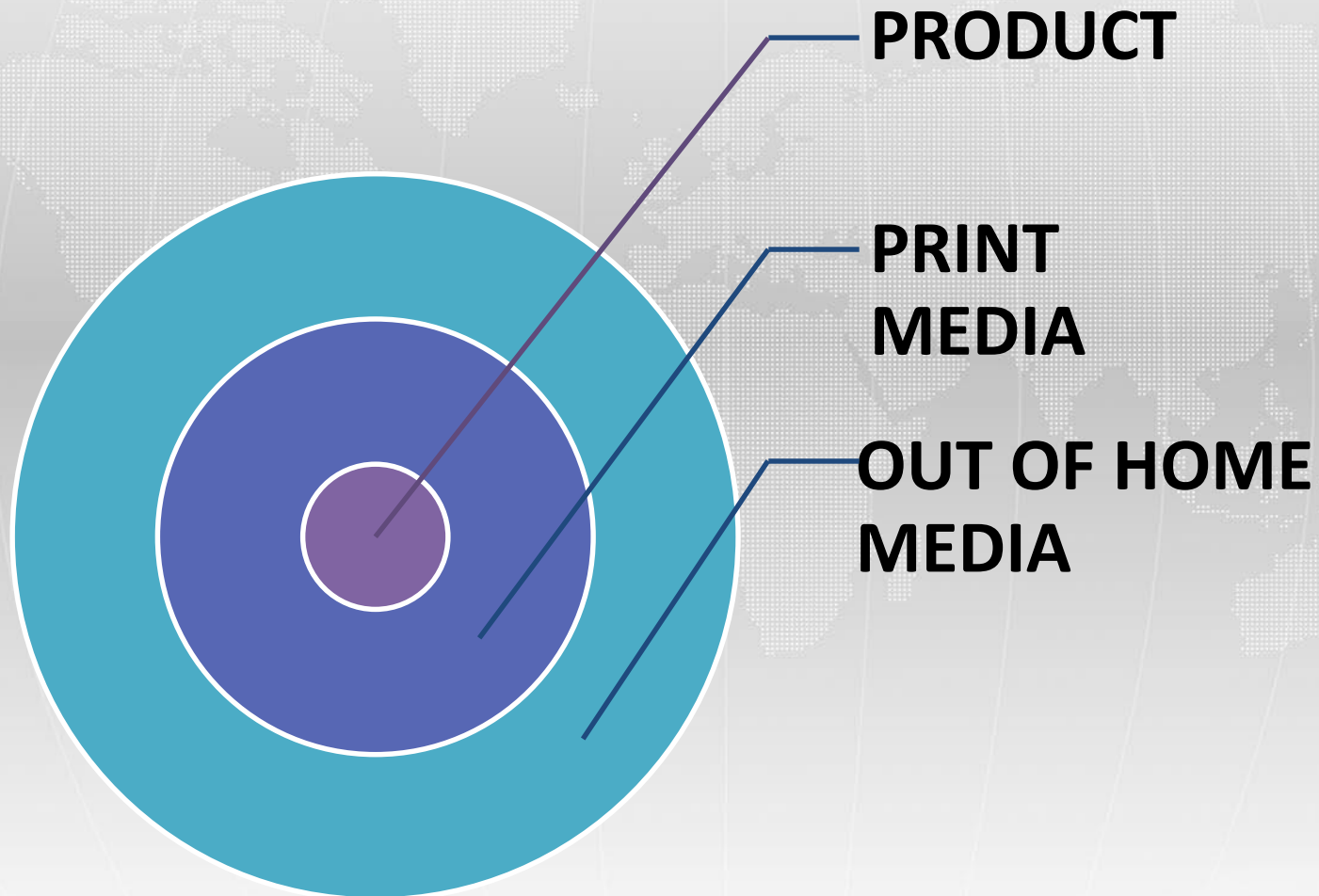


Media Strategy : Brand



Actionables : Focus on Relevance, not on Rating Points

Media Strategy : Product



PRINT MEDIA



A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the outlines of the continents and is overlaid with a grid of thin, light gray lines representing latitude and longitude.

RANGE : USA ORIGINALS



USA Originals

**ELVIS NEVER LEFT
THE BUILDING
WITHOUT THEM.**
PRESENTING USA ORIGINALS 2016.

Featured here from the Jockey USA Originals collection, are red & blue striped trunks paired with a denim-inspired tank vest, made from super combed cotton.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING



USA Originals

EARN YOUR STRIPE AND WEAR YOUR STARS.

PRESENTING USA ORIGINALS 2016.

Featured here from the
Jockey USA Originals collection,
is a pair of combed cotton boxers
in a flag-inspired print.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING

A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the outlines of the continents and is overlaid with a grid of thin, curved lines representing latitude and longitude.

RANGE : POP COLOUR

POP
COLOUR

THE NEW

POP

SENSATION

GO NEON WITH
THE POP COLLECTION.

Featured here from the Jockey
POP collection, are black
modern briefs made from
super combed cotton, with
a vivid neon coloured waistline.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY.**
OR NOTHING

**POP
COLOUR**

DON'T STOP THE

POP

**GO NEON WITH
THE POP COLLECTION.**

Featured here from the Jockey POP collection, are blue boxer briefs made from super combed cotton, with a striking neon coloured waistline.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING



RANGE : LEISUREWEAR



LEISURE WEAR

Seize
the day some
other day.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey Leisure Wear collection, is a racerback tank top paired with stretch cotton capri pants for all day comfort.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**
woman

LEISURE WEAR

Start
your day with
the day off.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey
Leisure Wear collection, is a
cotton rich V-neck T-shirt paired
with slim fit cotton tracks to
keep you relaxed, all day long.

SHOP AT JOCKEYINDIA.COM



JOCKEY™
OR NOTHING

LEISURE WEAR

Leave
today to
tomorrow.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey
Leisure Wear collection, is a
stretch cotton T-shirt and lounge
pants with contrast detailing for
all day comfort.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**
woman

LEISURE WEAR

Work hard
at doing
nothing.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey
Leisure Wear collection, is a
cotton rich crew-neck T-shirt paired
with checked cotton pyjamas to
keep you relaxed, all day long.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**
OR NOTHING

A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the continents and is overlaid with a grid of thin, light gray lines representing latitude and longitude.

Out of Home : Larger than Life

USA Originals

SHOP AT JOCKEYMEDIA.COM

ELVIS NEVER LEFT
THE BUILDING
WITHOUT THEM.

PRESENTING USA ORIGINALS 2016.

JOCKEY
OR NOTHING

Center Agencies

SH. KANTH JEWELLERY ENTERPRISES

Srinivas Tailor

SHAHI KABAB ROLL CENTER

ABLE

Mobile World

ASHREE

Suna

N SAHEB
HILLS & ROLLS
Whisk, Freshly Baked Buns
HOME DELIVERY
770072333 / 4444

Antiquity

P

Center

21.12.2015 14:10

KA03MP3427



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ఇది కనీసం
మీదే
మీదే
మీదే

మీదే
మీదే
మీదే

POP
COLOUR

DON'T STOP THE
POP

GO NEON WITH
THE POP COLLECTION.

JOCKEY
OR NOTHING

21/12/2015



idea

LEISURE WEAR

JOCKEY PRESENTS
Lazy Leisure Wear



JOCKEY
OR NOTHING



RENT SALE
901 7201018

RENT SALE
901 7201018

RENT SALE
901 7201018

LEISURE WEAR

JOCKEY PRESENTS
Lazy Leisure Wear



JOCKEY
woman





07/03/2016



18/08/2015



19 08 2015

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About Speedo

- ❑ **Speedo International Ltd.** is a manufacturer and distributor of swimwear and swim-related 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

About Speedo and PIL

- ❑ **Speedo International Ltd.** appointed Page Industries Ltd as their sole licensee for the manufacturing, marketing and distribution of the SPEEDO brand in India
- ❑ The license period officially commenced on January 2012
- ❑ We have achieved annual turnover of INR 160 Million in 2012 – 2013
- ❑ We have achieved annual turnover of INR 196 Million in 2013 – 2014
- ❑ We have achieved annual turnover of INR 235 Million in 2014 – 2015
- ❑ We have achieved annual turnover of INR 295 Million in 2015 – 2016

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Contributing Factors for Swimming in India

Contributing Factors for Swimming in India

- Most parents and schools now recognize swimming as an important life skill and want their kids to learn swimming
- Most modern high rise apartment complexes in metro cities provide swimming pool access for their residents
- 20% of swimmers surveyed swim at their community clubs. Traditionally, while community clubs are for the 'very elite and privileged', it still is playing a fairly significant form of access
- Reasons for swimming
 - ❖ Healthy Living & Weight Management
 - ❖ Refreshment / Relaxation
 - ❖ Fitness
 - ❖ Hobby
- Swimming is being recognized as rehab for physical ailments
- Swimming is a social activity shared with family and friends
- Holiday occasions to Beach / Resort destinations are on the rise
- All 5 star hotels have pools
- 24% of the non-swimmers surveyed, demonstrated 'likelihood to swim in the future' which shows that there is a fairly large potential of non swimmers 'who are willing to swim'.

A faint, stylized world map with a grid of latitude and longitude lines serves as the background for the slide.

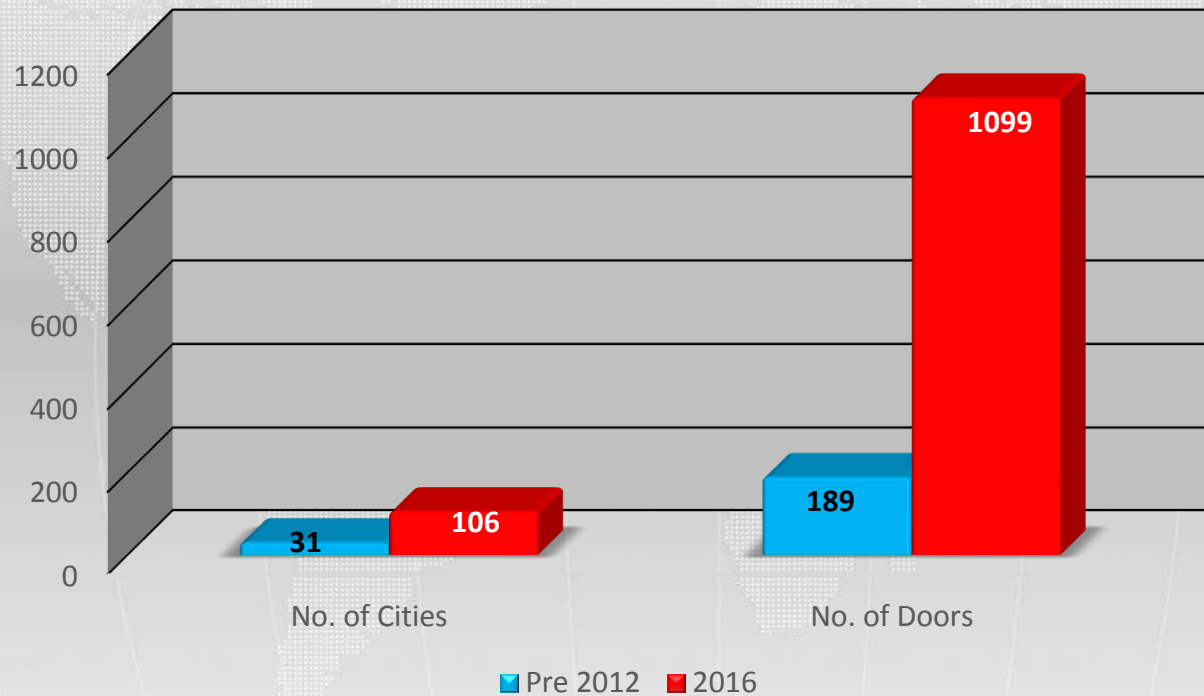
SPEEDO REACH

THEN AND NOW

(Pre 2012 vs 2016)

Where are we today

Speedo presence (2012 vs.2016)



Where are we today

Snapshot Speedo

18

- Number of Distributors

09

- Number of Exclusive Brand Stores

140

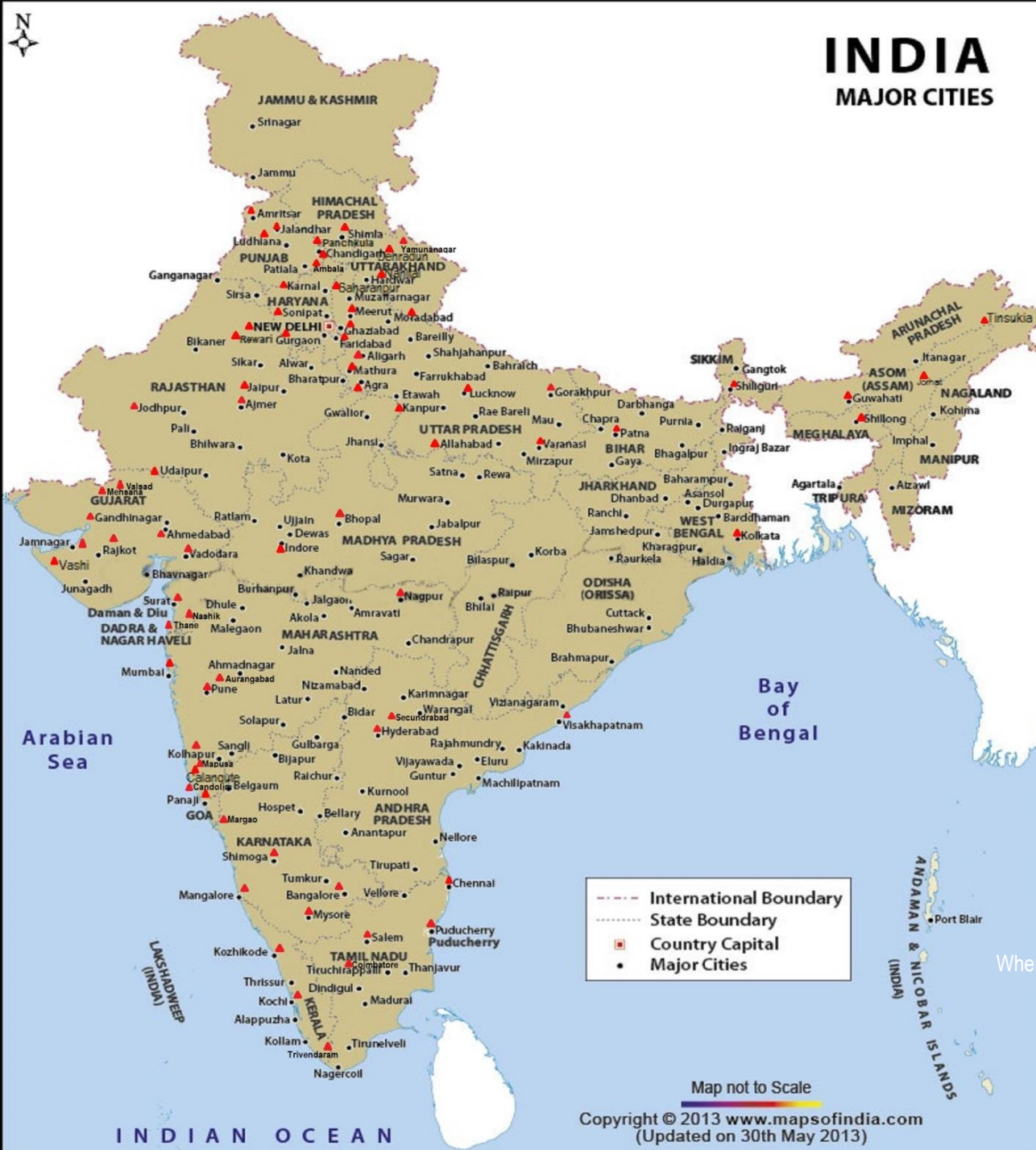
- Number of Doors in Large Format Stores

956

- Retail Presence across India

INDIA

MAJOR CITIES



Speedo footprint
(cities):

Metro - 8

Non Metro - 98

Where are we today

speedo

GET SPEEDO FIT
WATER-WEAR TO THE SWIMMING KIT

speedo

GET THE
SUMMER
FEEL

speedo 









speedo



speedo

THE ORIGINAL
WATERSHORTS





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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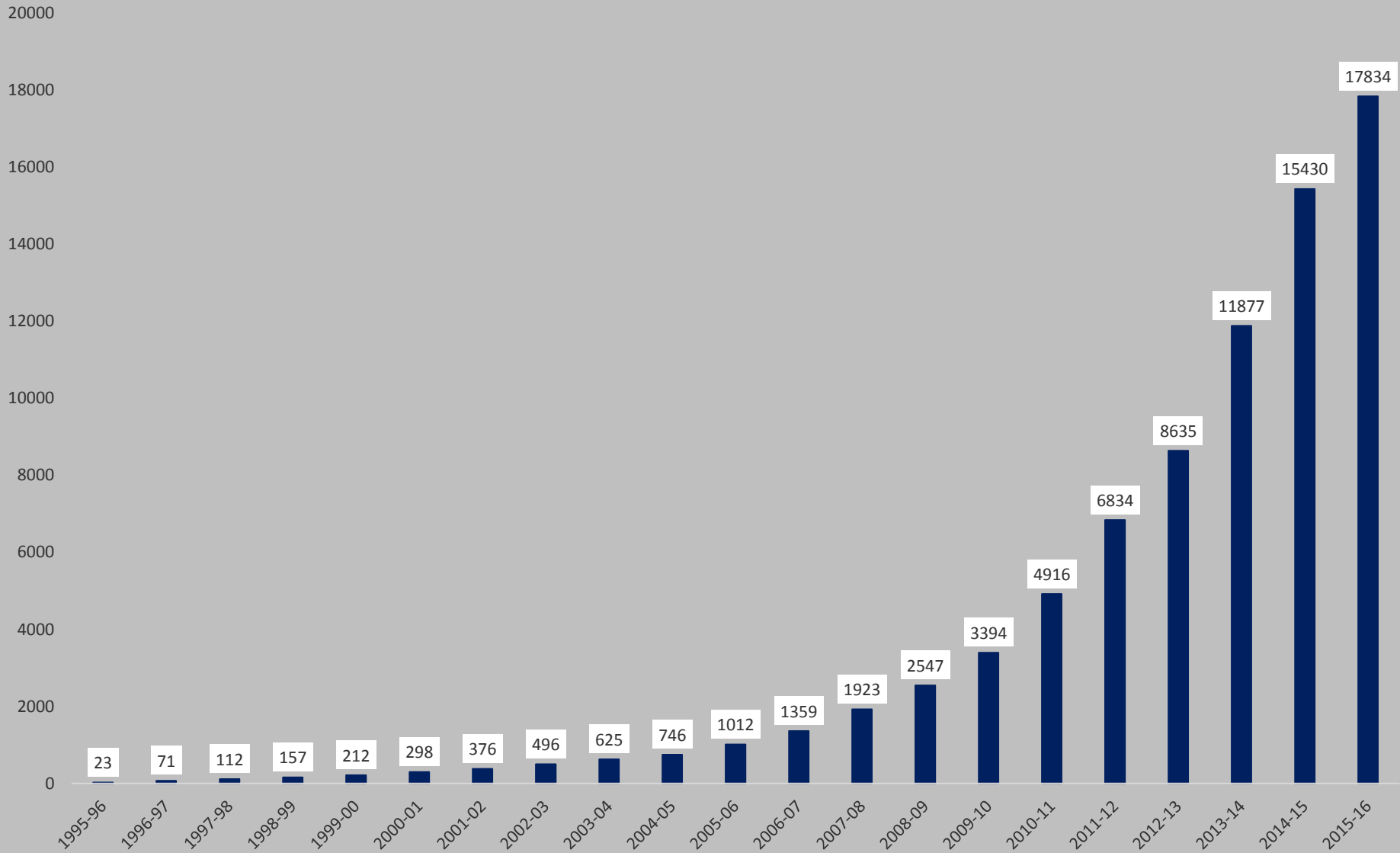
☐ Brand Speedo

☐ Key Financials

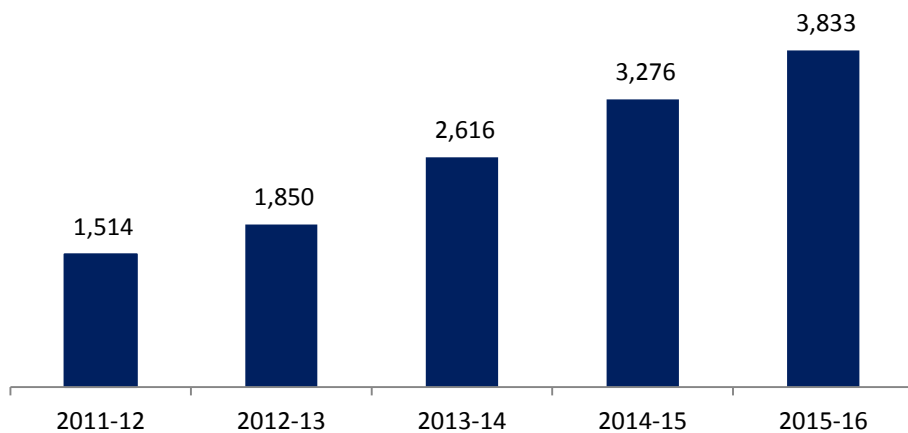
Snapshot (Rs. In Millions)

PARTICULARS	FY 16	FY 15	FY 14	FY 13	FY 12	FY 11	FY 10
Total Income	17896.67	15516.32	11941.72	8842.63	7017.65	5036.57	3457.41
EBIDTA	3833.37	3276.15	2615.62	1850.20	1513.88	1028.38	704.78
PBT	3442.76	2933.10	2334.81	1656.79	1340.93	877.83	585.17
PAT	2326.57	1960.24	1537.84	1125.33	899.85	585.48	396.10
EPS (Rs.)	208.59	175.74	137.87	100.89	80.68	52.49	35.51
EBIDTA Margin (%)	21.91	21.60	22.30	21.50	22.20	20.42	20.38
RONW (%)	46.05	50.68	53.21	52.70	54.27	47.30	42.10
ROCE (%)	59.91	50.73	50.11	52.25	56.81	40.27	41.60

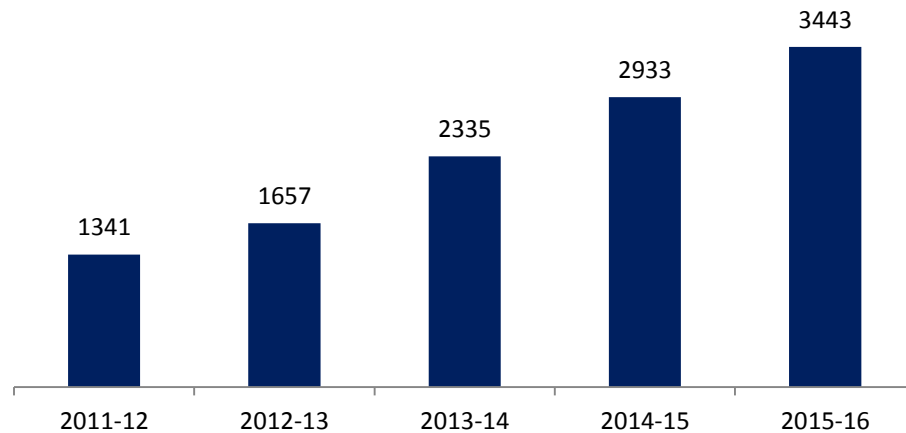
Sales INR (Millions)



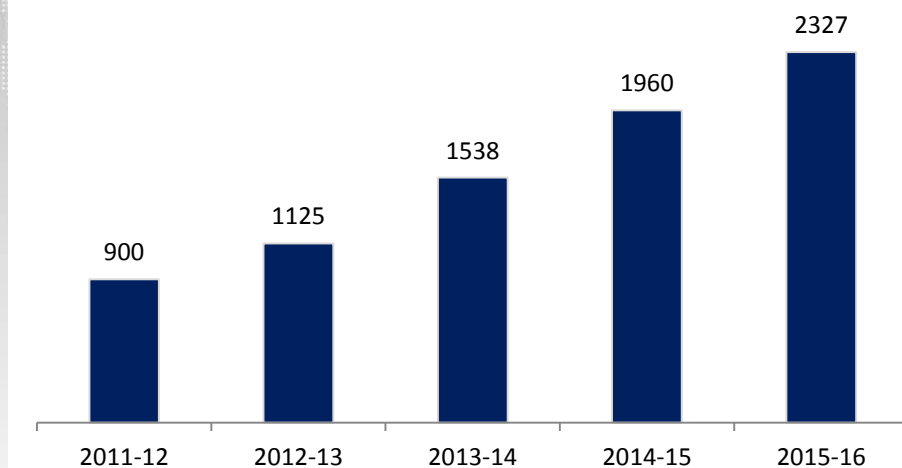
EBIDTA



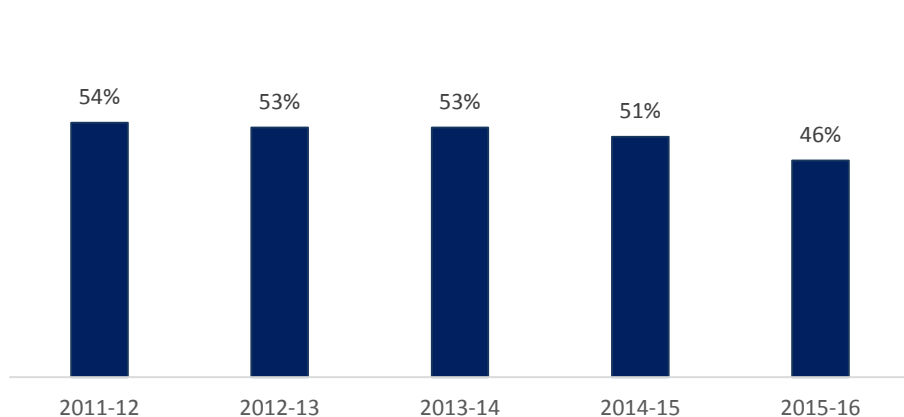
PBT



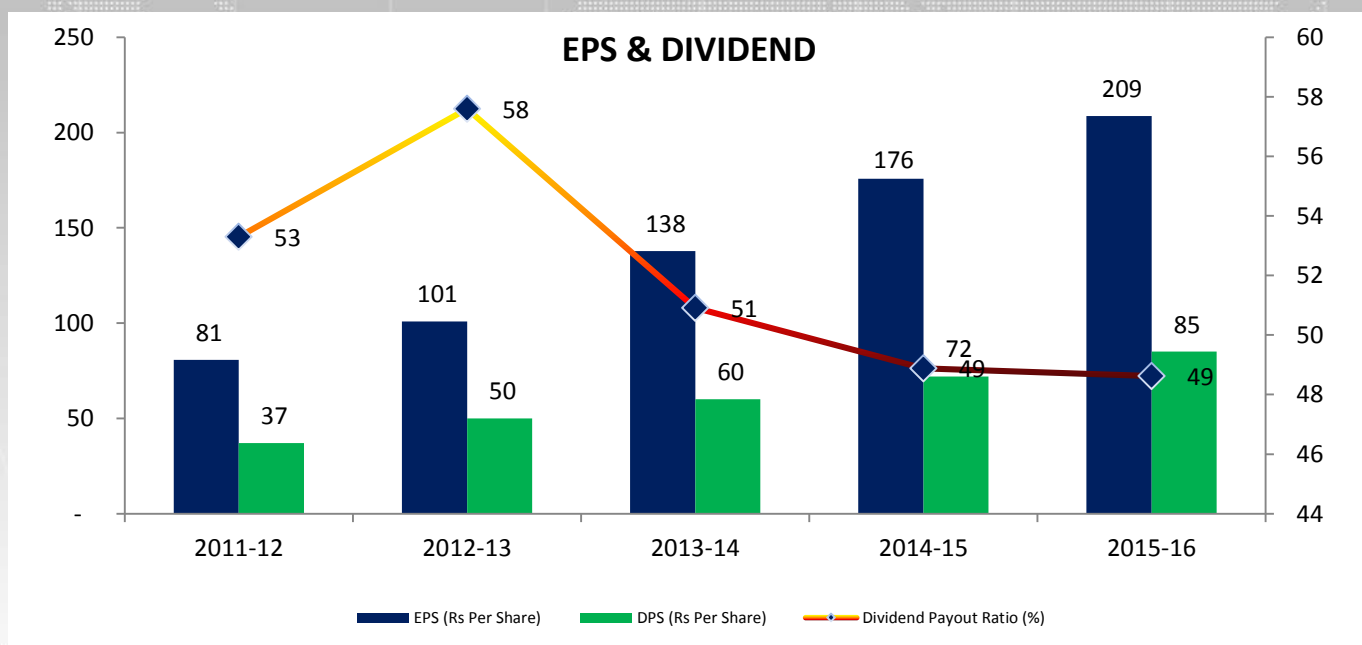
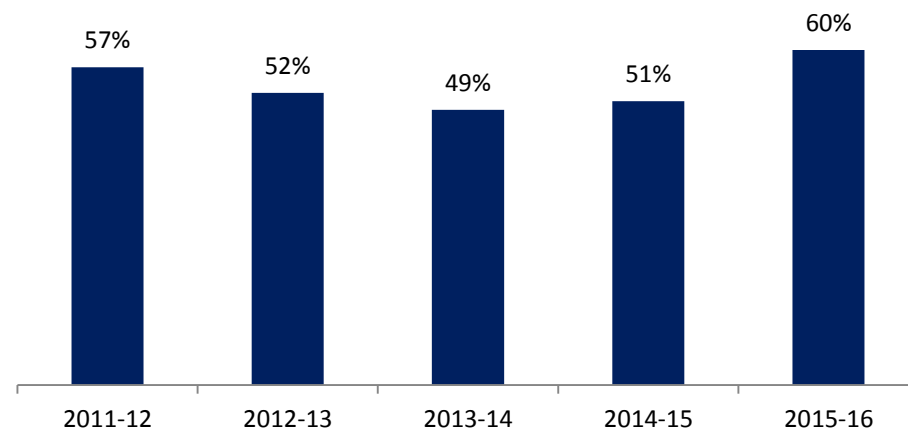
PAT



RETURN ON NETWORTH



RETURN ON CAPITAL EMPLOYED



Financial Highlights for the Financial Year ended 31st March, 2016

Revenue

- Current CY :
Rs.17896.67
million
- Previous PY :
Rs.15516.31
million
- Growth :
15.34%

EBIDTA

- Current CY :
Rs.3833.37
million
- Previous PY :
Rs.3276.15
million
- Growth :
17.01%

PBT

- Current CY :
Rs.3442.76
million
- Previous PY :
Rs.2933.10
million
- Growth :
17.38%

PAT

- Current CY :
Rs.2326.57
million
- Previous PY :
Rs.1960.24
million
- Growth :
18.69%

A faint, stylized world map is visible in the background, rendered in a light gray color with a dotted texture. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text "Thank You" is centered over the map.

Thank You