



PAGE INDUSTRIES LIMITED.



PAGE INDUSTRIES LIMITED

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CORPORATE PRESENTATION

Contents

☐ Company Overview

☐ Industry Overview

☐ Brand Jockey

☐ Brand Speedo

☐ Key Financials



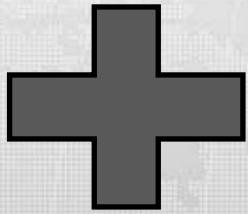


is the company's flagship brand.....

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 17.78 Million sq. ft. floor area across 12 locations (Eight in Bangalore and one each in Mysore, Hassan, Gowribidanur and Tiptur)
- ❑ 18,000 employees engaged in the manufacturing process
- ❑ Annual manufacturing capacity of 162 million pieces as of end Dec'14









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

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☐ Company Overview

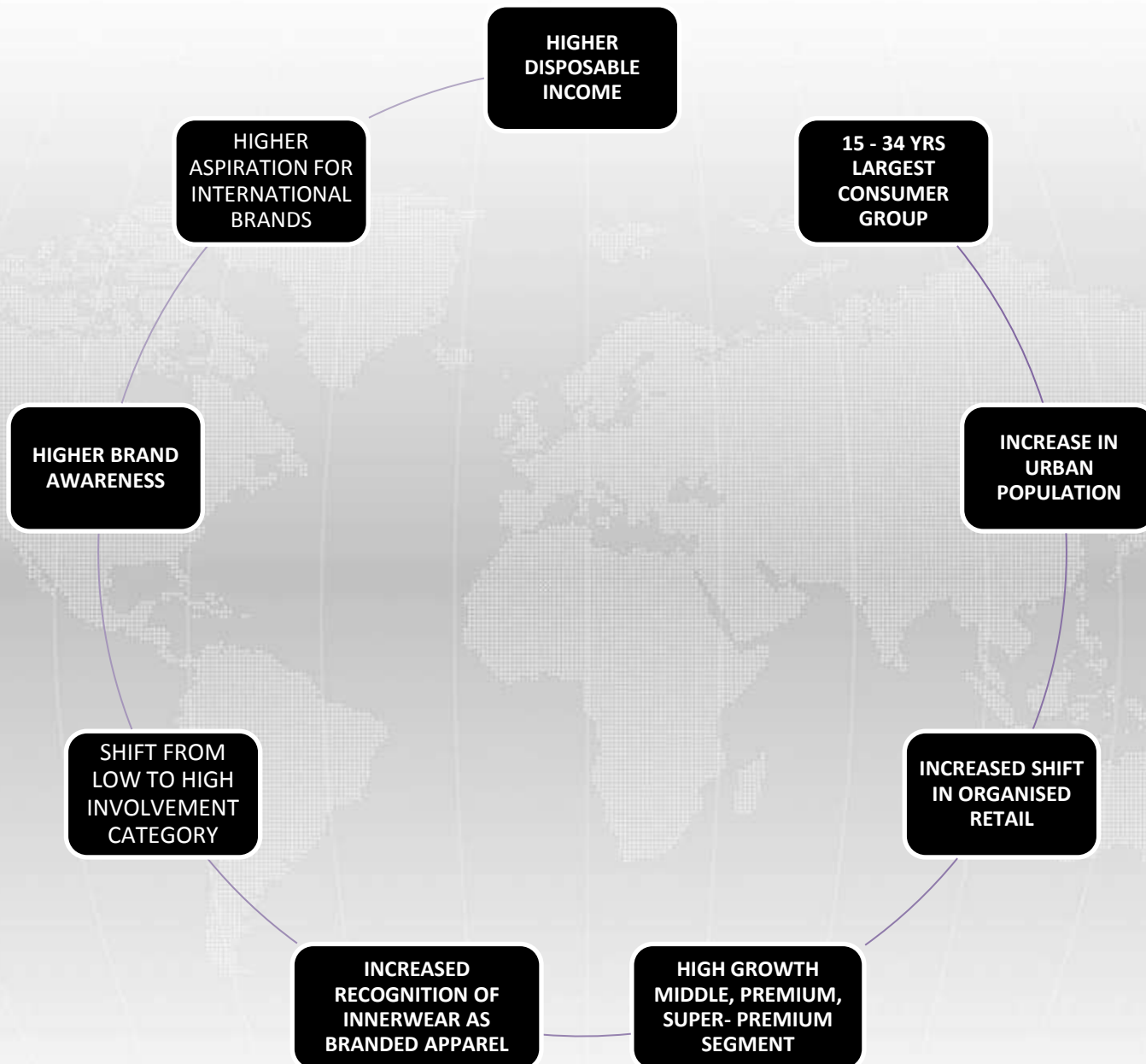
☐ Industry Overview

☐ Brand Jockey

☐ Growth Strategy

☐ Brand Speedo

Industry Growth Drivers



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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

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



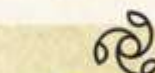
Jockey brings a seam-free look to women with its instantly-popular **No Panty Line Promise®** collection.

2005



Jockey 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



JOCKEY
BEING FAMILY.

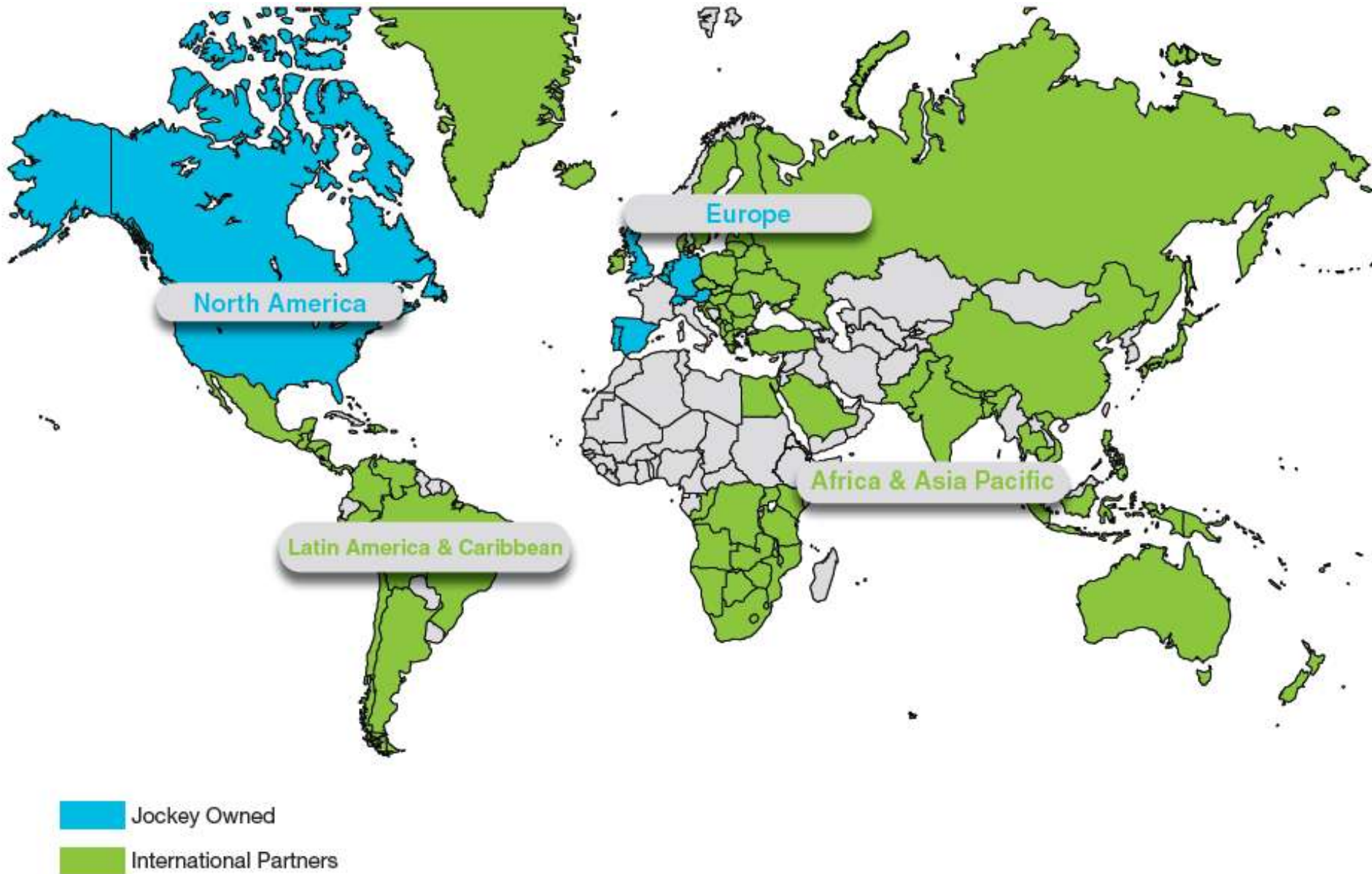
This was a big year for Jockey! The Jockey **3D Innovations®** collection – the first underwear designed with 3-dimensional body scanning technology and featuring a unique, 8-way stretch fabric – is launched, demonstrating Jockey's continued commitment to innovation. In the same year, Jockey launched **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

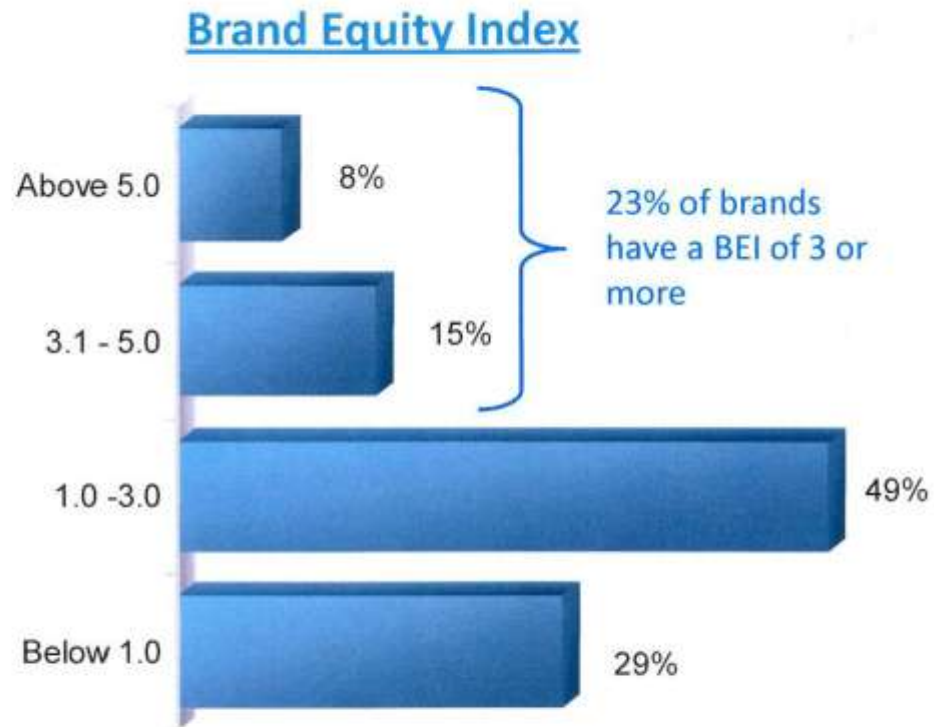
**PLAYFUL
SPONTANEOUS
EFFORTLESS
WHOLESOME
FOR EVERYONE
FREE SPIRITS
DRIVEN BY INSTINCTS**

VS

WE ARE NOT

**NOT CHILDISH
ROUTINE DRIVEN
ATTENTION SEEKING
DRIVEN BY LUST
FOR THE FEW
CONFINED
RULED BY CONVENTION**

Jockey : Brand Equity



Source: ACNielsen | Winning Brands normative database

Brand Equity Index – The Pegging Order



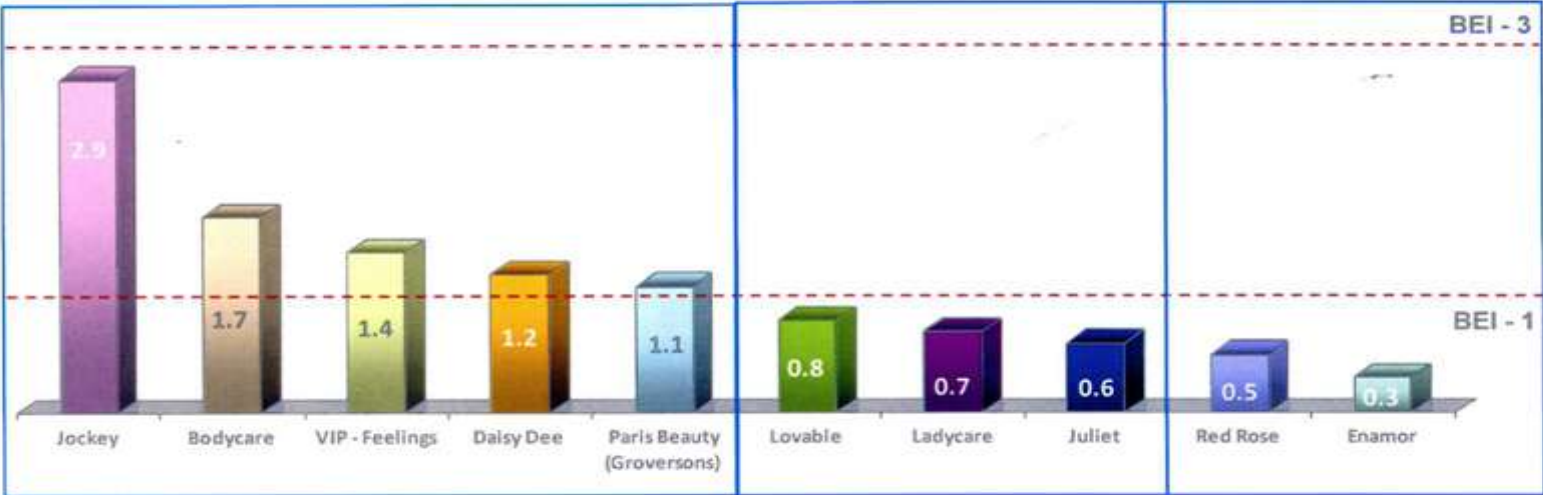
A difference of 0.3 is considered significant

Metros	4.8	3.3	1.5	0.8	0.9	0.5	0.5	0.5	0.2	0.4	0.4	0.2	0.2
Non-Metros	4.5	1.5	1.5	1.4	1.2	0.8	0.5	0.4	0.3	0.1	0.1	0.2	0.1
North	5.1	1.6	2.2	0.8	1.0	1.8	0.4	0.6	0.3	0.1	0.1	0.1	0.1
West	4.1	2.7	1.9	1.5	0.7	0.4	0.6	0.3	0.3	0.2	0.7	0.3	0.2
East	3.7	1.2	2.3	1.4	0.3	0.3	0.7	0.2	0.1	0.0	0.0	0.1	0.0
South	5.1	3.5	0.1	0.7	1.6	0.0	0.4	0.7	0.2	0.5	0.0	0.3	0.2

- There is a clear branding of brands in the men's innerwear market, with 5 brands having a BEI of 1 and above
- Jockey is a very strong brand in the category – especially in the North and South. VIP-Frenchie is also a strong brand in metros and the West and South.

WOMEN'S INNERWEAR

Brand Equity Index – The Pegging Order



A difference of 0.3 is considered significant

Metro	3.2	1.7	1.3	1.3	0.6	1.0	0.7	1.0	0.7	0.4
Non-Metro	2.6	1.7	1.5	1.1	1.7	0.5	0.7	0.3	0.2	0.3
North	2.6	3.2	0.8	0.6	3.3	0.7	1.0	0.1	0.2	0.2
West	3.6	1.4	1.6	0.3	0.4	0.8	0.8	0.8	1.0	0.5
East	1.4	0.8	0.8	0.6	0.9	0.4	0.2	0.1	0.1	0.1
South	3.2	1.0	2.1	2.8	-	1.0	0.6	1.3	1.5	0.4

- There is a clear branding of brands in the women's innerwear market, with 5 brands having a BEI above 1
- Jockey stands clearly ahead of the other brands – *especially in the West and South*. Bodycare and Groversons are strong in the North and Daisy Dee is strong in the South.

Brand Positioning



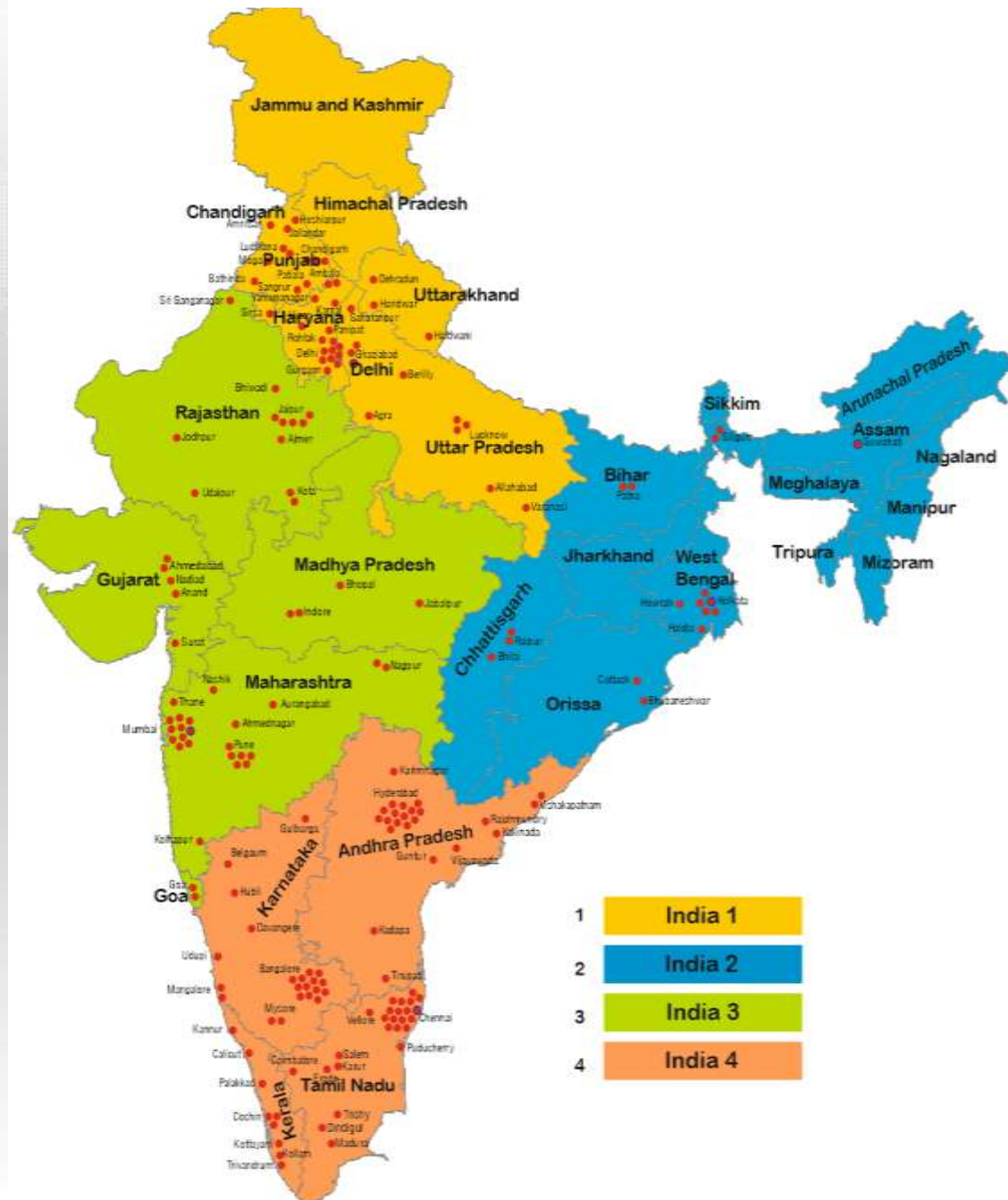
Super Premium/Lifestyle
Brands

Premium / Aspirational
Brands

Mid Premium Brands

Mass Brands

EBO Spread Pan India



A faint, light gray world map is visible in the background, showing the outlines of continents and a grid of latitude and longitude lines.

Stores Located at.....





Womens Section





Mens Section







ADDONS
women

BUY ONE
GET ONE
FREE

JOCKEY

INDIAN TERRAIN

WILL'S LIFESTYLE

VAN HEUSEN

JOCKEY









Exclusive Womens Store







Large Format Stores





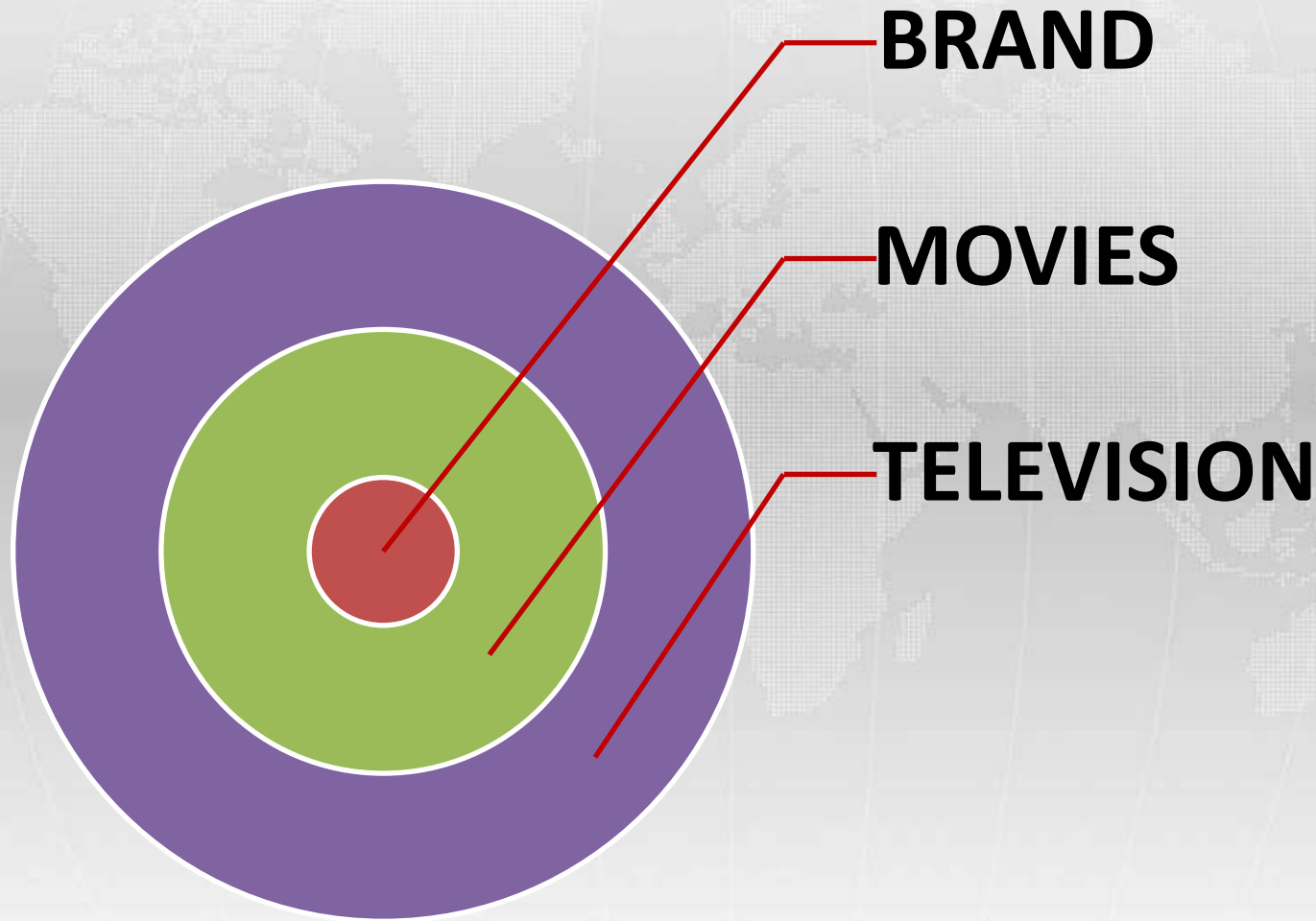




Marketing Brand Jockey to a Diversified India

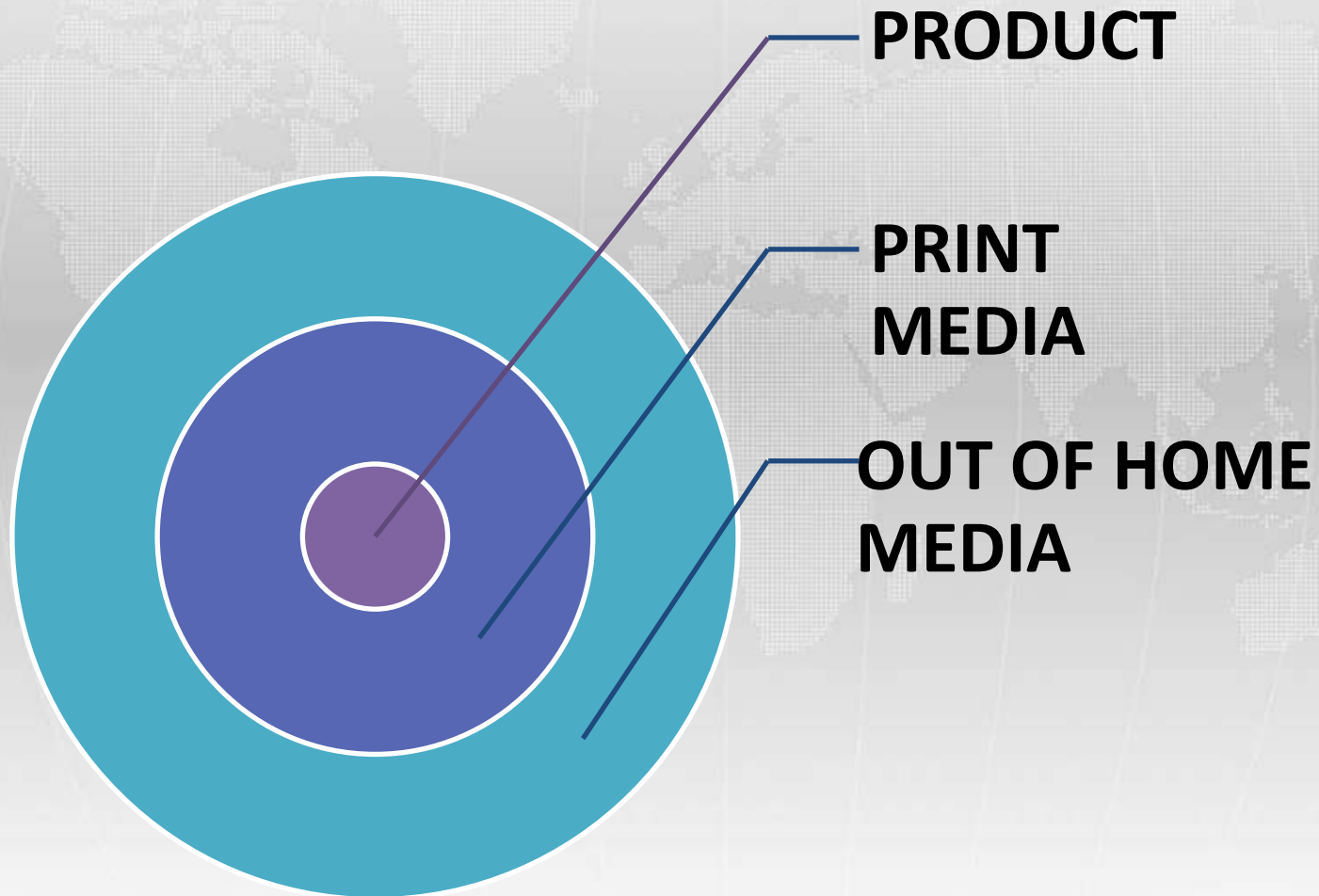


Media Strategy : Brand



Actionables : Focus on Relevance, not on Rating Points

Media Strategy : Product



PRINT MEDIA



RANGE : USA ORIGINALS

WWW.JOCKEYINDIA.COM



**SUPERHEROES,
HERE'S YOUR
UNIFORM.
PRESENTING
USA ORIGINALS
BY JOCKEY.**

FEATURED HERE FROM
THE USA ORIGINALS COLLECTION
ARE FLAG-STRIPED BRIEFS AND
DENIM-INSPIRED TANK VEST MADE
FROM SUPER COMBED COTTON



 **JOCKEY.**
OR NOTHING

WWW.JOCKEYINDIA.COM



**FEEL LIKE THE
FOURTH OF JULY
INSIDE.
PRESENTING
USA ORIGINALS
BY JOCKEY.**

FRESH FROM THE USA ORIGINALS
COLLECTION, ARE A PAIR OF VARSITY
TRUNKS IN SUPER COMBED COTTON,
WITH DENIM-INSPIRED DETAILING.

 **USA Originals**

 **JOCKEY**
OR NOTHING



PAGE INDUSTRIES LIMITED

WWW.JOCKEYINDIA.COM



**IF ROCK & ROLL
WERE CUT IN
COMBED
COTTON.
PRESENTING
USA ORIGINALS
BY JOCKEY.**

FROM THE USA ORIGINALS
COLLECTION, HERE IS A PAIR OF
GUITAR-PRINT BOXERS, STYLED WITH
A DENIM-INSPIRED TANK VEST.



 **JOCKEY™**
OR NOTHING

RANGE : POP COLOUR

WWW.JOCKEYINDIA.COM



FEATURED HERE FROM THE
JOCKEY POP COLLECTION ARE
CHECKED NEON GREEN BOXERS,
MADE FROM 100% MERCERIZED
COMBED COTTON WOVEN FABRIC.

POP
COLOUR

BE THE KING OF POP

GO NEON WITH THE POP COLLECTION.

 **JOCKEY.**
OR NOTHING



PAGE INDUSTRIES LIMITED

WWW.JOCKEYINDIA.COM



POP *TILL YOU DROP*

GO NEON WITH THE POP COLLECTION.

FEATURED HERE FROM THE
JOCKEY POP COLLECTION ARE
NAVY TRUNKS, MADE FROM
100% MERCERIZED COMBED
COTTON WOVEN FABRIC.

POP
COLOUR

 **JOCKEY™**
OR NOTHING

A faint, stylized world map is visible in the background, rendered in a light gray color with a grid of latitude and longitude lines. The map is centered on the Atlantic Ocean, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

RANGE : SHAPEWEAR

WWW.JOCKEYINDIA.COM



DROP A SIZE, WITHOUT BREAKING A SWEAT.

LOOK SLIMMER WITH
SEAMLESS shapewear

Featured here is a high waist bikini
from the **Jockey Shapewear Collection**.

Available in three colours:
Ice Frappe, Black and Very Berry.



Choose from six distinct styles at
our exclusive brand outlets.

 **JOCKEY**
woman

WWW.JOCKEYBRA.COM



YOUR SECRET IS SAFE WITH US.

LOOK SLIMMER WITH
SEAMLESS *shapewear*

Featured here is a flattering bikini bottom
from the **Jockey Shapewear Collection**.

Available in three colours:
Ice Frappe, Black and Very Berry.



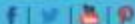
Choose from six distinct styles at
our exclusive brand outlets.

 **JOCKEY**
woman



PAGE INDUSTRIES LIMITED

www.jockeybrand.com



DROP A SIZE, WITHOUT BREAKING A SWEAT.

LOOK SLIMMER WITH
SEAMLESS *shapewear*

Featured here is a toning open bust slip
from the **Jockey Shapewear Collection.**

Available in three colours:
Ice Frappe, Black and Very Berry.



Choose from six distinct styles at
our exclusive brand outlets.

 **JOCKEY**
woman



PAGE INDUSTRIES LIMITED

Out of Home : Larger than Life

USA ORIGINAL

SUPERHEROES,
HERE'S YOUR
UNIFORM.
PRESENTING
USA ORIGINALS
BY JOCKEY.



JOCKEY
OR NOTHING



POP
COLOUR

BE THE
KING OF
POP

COMES WITH THE
POP COLLECTION.

JOCKEY
AND MORE





YOUR
SECRET IS
SAFE
WITH US.

LOOK SUMMER WITH
SEAMLESS shapewear

 **JOCKEY**
WOMEN

18.09.2014



07.03.2015 09:23



Television



BRAND TVC

**Jockey
Move
30 SEC
18.07.14**



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

PRODUCT TVC

Jockey
Active Bra
30 SEC
21.07.14





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/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 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 Page

- ❑ **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

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'.

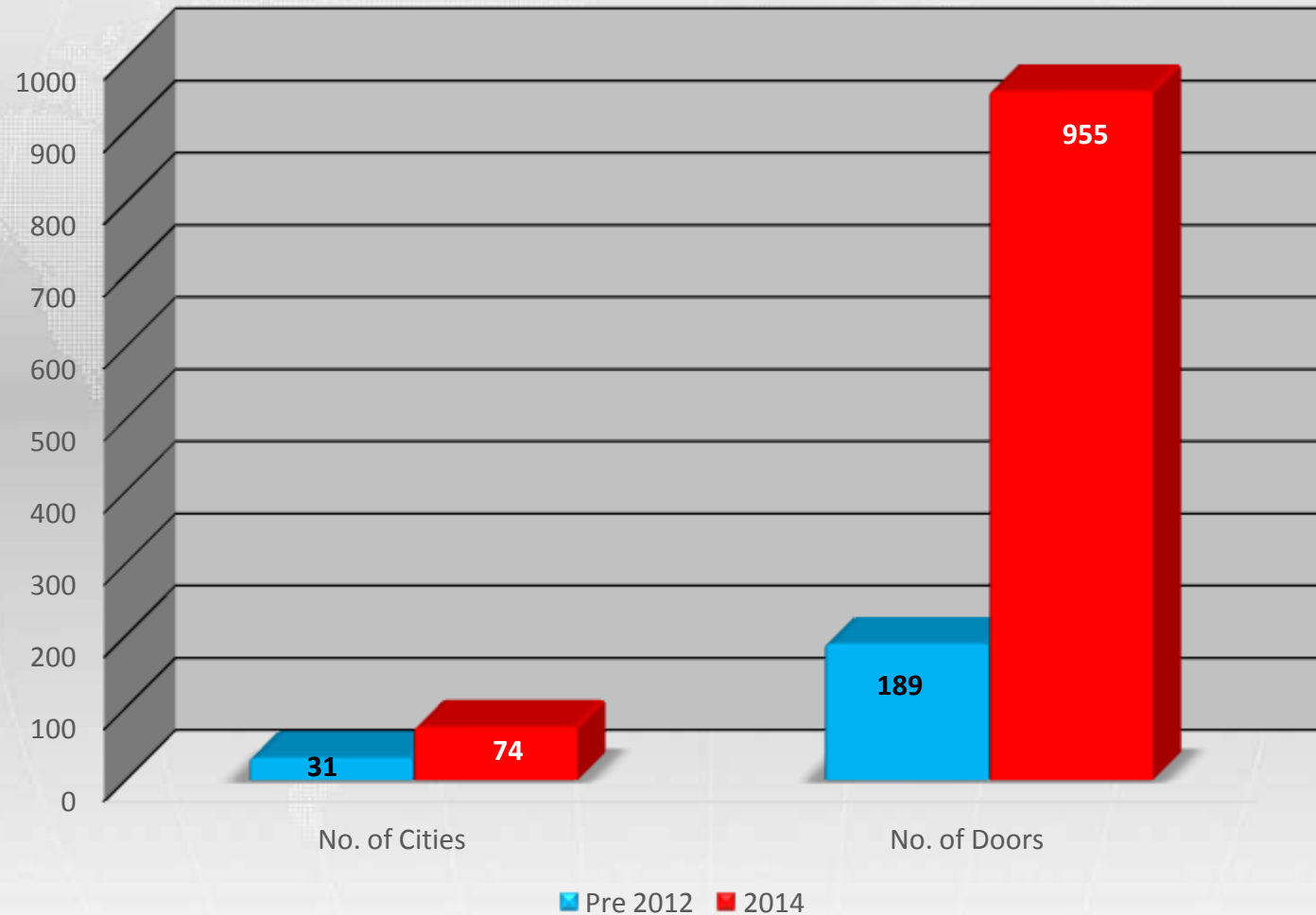
A faint, light gray world map is visible in the background, showing the outlines of continents and a grid of latitude and longitude lines.

SPEEDO REACH

THEN AND NOW

(Pre 2012 vs 2014)

Speedo presence (2012 vs.2014)





Speedo footprint
(cities):

Metro - 8

Non Metro - 66

Where are we today



speedo 











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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Snapshot (Rs. Lacs)

PARTICULARS	FY 14	FY 13	FY 12	FY 11	FY 10	FY 09	FY 08
Total Income	11942	8843	7018	5037	3457	2610	1968
EBIDTA	2578	1850	1514	1028	705	572	414
PBT	2335	1657	1341	878	585	468	344
PAT	1538	1125	900	585	396	316	238
EPS (Rs.)	138	101	81	52	36	28	21
EBIDTA Margin (%)	22	22	22	20	20	22	22
RONW (%)	53	53	54	47	42	45.33*	76.00*
ROCE (%)	50	52	57	40	42	44.02*	45.00*

** Excluding IPO Funds*

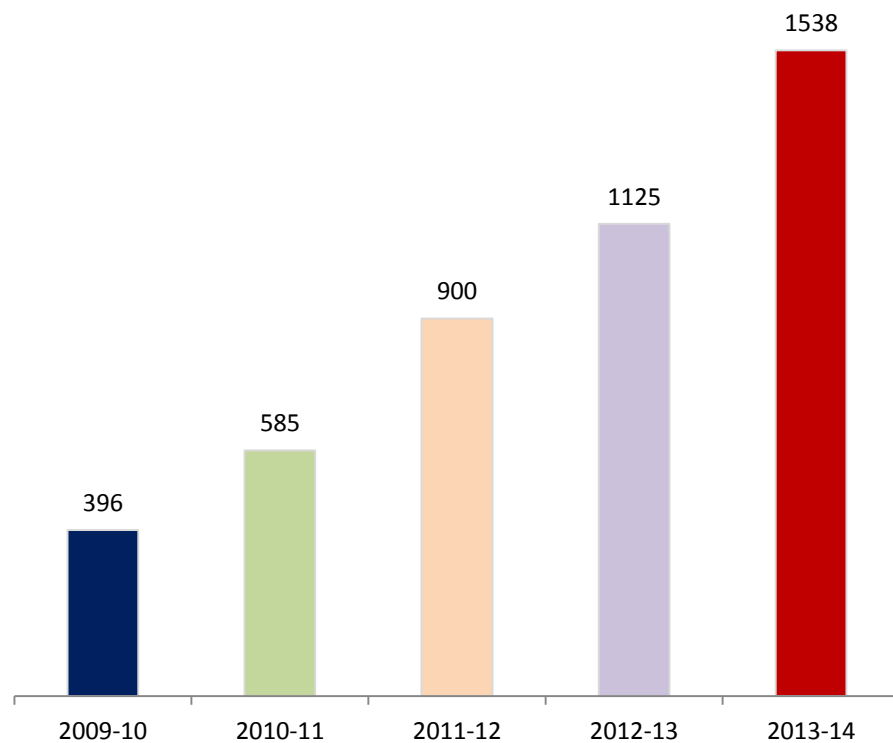
Sales INR (in Millions)



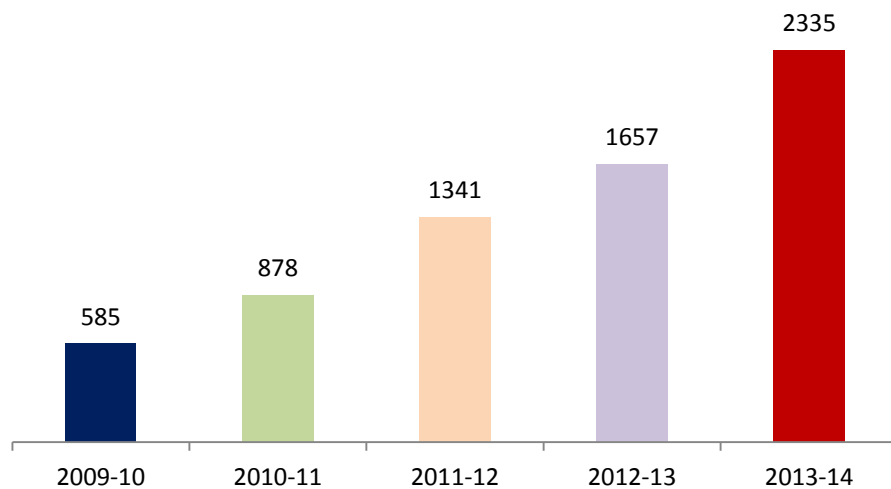
EBIDTA (Rs Millions)



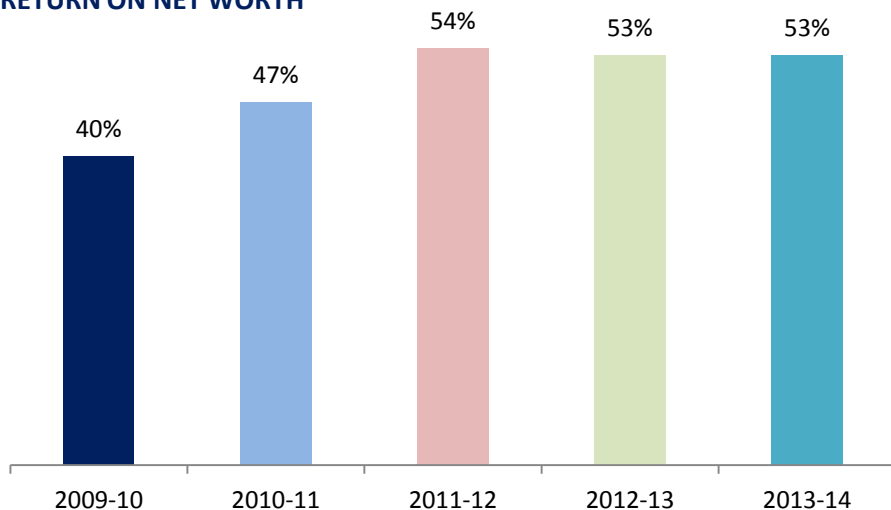
PAT (Rs Millions)



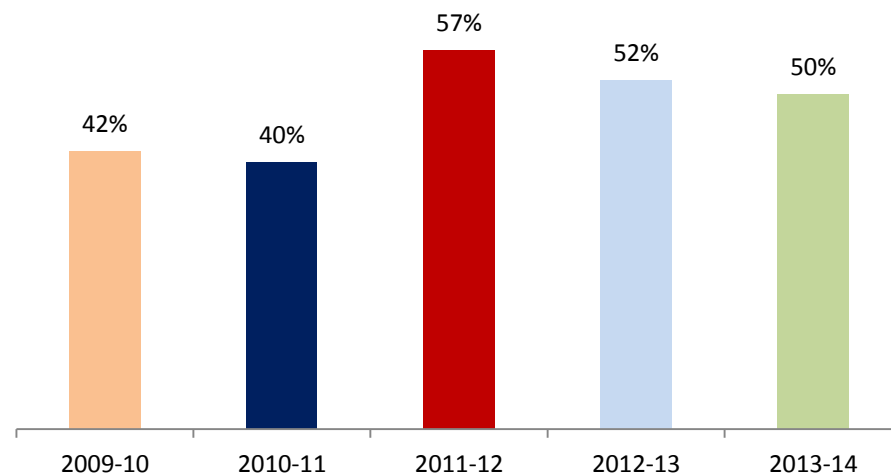
PBT (Rs Millions)



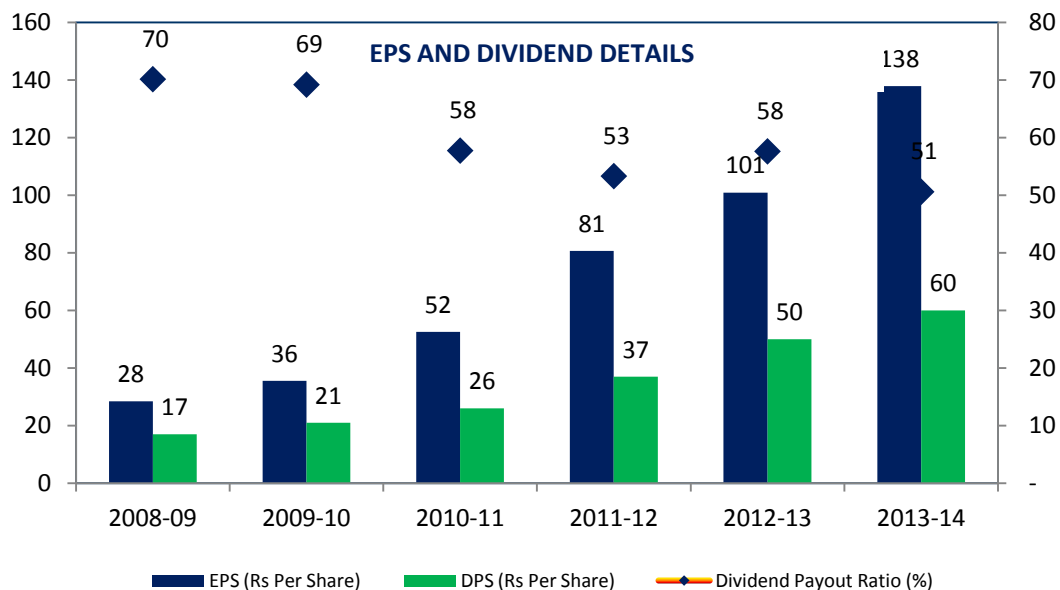
RETURN ON NET WORTH



RETURN ON CAPITAL EMPLOYED



EPS AND DIVIDEND DETAILS



Financial Highlights for the 9 months ended 31st December, 2014

Revenue

- Current year : Rs.11449 million
- Previous year : Rs.8933 million
- Growth : 28%

EBITA

- Current year : Rs.2502 million
- Previous Year : Rs.1980 million
- Growth : 26%

PBT

- Current year : Rs 2250 million
- Previous Year : Rs.1789 million
- Growth : 26%

PAT

- Current year : Rs 1489 million
- Previous Year : Rs. 1187 million
- Growth : 25%

Quarterly Performance Analysis

Year	QTR	SALES (Millions)	Growth %	PBT (Millions)	Growth %	PAT (Millions)	Growth %
2008-09	Q4	564	25	89	47	56	28
2009-10	Q1	794	20	152	22	101	16
2009-10	Q2	875	35	158	34	106	26
2009-10	Q3	898	33	133	-3	90	0
2009-10	Q4	827	47	142	60	99	79
2010-11	Q1	1197	51	213	40	137	35
2010-11	Q2	1264	44	241	53	164	55
2010-11	Q3	1341	49	267	101	156	74
2010-11	Q4	1114	35	156	10	129	30
2011-12	Q1	1764	47	434	103	277	102
2011-12	Q2	1806	43	375	55	253	55
2011-12	Q3	1721	28	291	9	199	27
2011-12	Q4	1543	39	242	55	171	32
2012-13	Q1	2181	24	492	13	328	18
2012-13	Q2	2201	22	447	19	308	21
2012-13	Q3	2162	26	375	29	254	28
2012-13	Q4	2078	35	343	42	236	38
2013-14	Q1	3041	39	655	33	431	32
2013-14	Q2	2876	31	608	36	409	33
2013-14	Q3	3025	40	526	40	346	36
2013-14	Q4	2789	34	546	59	351	49
2014-15	Q1	3783	24	810	24	543	26
2014-15	Q2	3896	35	745	23	499	22
2014-15	Q3	3774	25	696	32	447	29

A faint, light gray world map is centered in the background of the slide, showing the outlines of continents and major latitude/longitude lines.

Thank You