

Date: 12th February, 2025

The Secretary,

National Stock Exchange of India Ltd., Exchange Plazza, C-1, Block 'G', Bandra-Kurla Complex, Bandra (E),

Mumbai – 400 051

The Secretary, BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

Symbol - DOLLAR Scrip Code :541403

Dear Sir /Madam,

#### Reg: Investor Presentation to be made at Analyst(s) / Institutional Investor(s) meeting-'Earnings Call'

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and further to our intimation dated 5<sup>th</sup> February, 2025 regarding Conference Call viz. 'Earnings Call' for the Analyst(s)/ Institutional Investor(s) scheduled to be held on Thursday, 13<sup>th</sup> February, 2025 at 4.00 pm (IST) as organized by Motilal Oswal, we are hereby enclosing a copy of Investor Presentation to be made on the financials and other matters of the Company at the aforesaid Earnings Call.

Please note that the schedule of the aforesaid Earnings Call is subject to change. The changes might happen due to exigencies on the part of the Company/ Investor(s)/ Analyst(s).

This may please be informed to all the concerned.

Thanking you, Yours Sincerely,

For Dollar Industries Ltd.

ABHISHE Digitally signed by ABHISHEK MISHRA Date: 2025.02.12 18:52:47 +05'30'

Abhishek Mishra Company Secretary & Compliance Officer

Encl: As above

#### **DOLLAR INDUSTRIES LTD.**

(AN ISO 9001:2015 CERTIFIED ORGANISATION)





## THREADMARK OF



DOLLAR INDUSTRIES LIMITED
Q3 & 9M FY25 Earnings Presentation





## SAFE-HARBOUR **STATEMENT**

This presentation may contain certain forward-looking statements relating to Dollar Industries Limited and its future business, development and economic performance. These statements include descriptions regarding the intent, belief or current expectations of the Company, its subsidiaries, joint venture, and associates and their respective directors and officers with respect to the results of operations and financial condition of the Company, subsidiary, joint venture or associate, as the case may be. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Company assumes no obligation to update or alter forward-looking statements whether as a result of new information, future events or otherwise. Any forward-looking statements and projections made by third parties included in this presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

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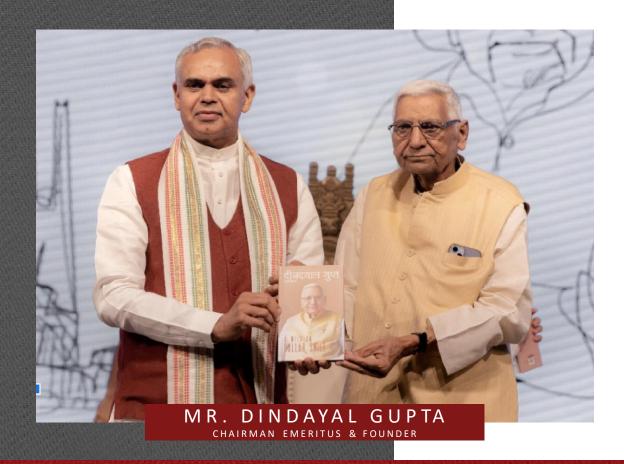
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# THE WARP AND WEFT OF MEMORIES AND LEARNINGS

Over a glittering function attended by the city glitterati, the Biography of Shri Din Dayal Gupta, Chairman Emeritus, Dollar Industries Limited, was launched amidst much fanfare. The book was launched by Shri Acharya Devrat, Hon'ble Governor of Gujarat.

**'A Million Dollar Smile'** chronicles the journey of a young man with dreams in his eyes and a strong conviction in his beliefs who came to the city of joy from a small town of Manheru in Haryana way back in 1962 and started his hosiery business. Over 50 years, Dollar Industries under his leadership has created innumerable benchmarks in its field and graduated from being a hosiery to an apparel brand of international repute with their fibre to fashion methodology.



From a dream to the reality of creating a market-responsive, multi-brand company that continues to retain its leading position in its category, my life has largely evolved around Dollar Industries. However, there are other facets to it - the struggle, the learning lessons, the presence of human pillars who ensured that I don't crumble and fall on the way. This book touches upon all of it. At my age, I hope it will not only make for an interesting read but also serve as a reminder about how flexibility and openness to change is important as we carry on in life





## **AGENDA**

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# ABOUT DOLLAR INDUSTRIES LIMITED









## A LEADING PLAYER IN BRANDED OUTERWEAR AND INNERWEAR

Established in 1972, we have been able to solidify our presence as one of the leading players in the Indian hosiery space.

~250 million

Garment manufacturing capacity (pieces)

15 countries

**Export presence** 

15%

Market share in the Indian hosiery space

04

Manufacturing units

2000+

Products across all segments of presence

1500+

Strong Pan-India dealer network

2100+

Total employees

900+

Presence across large format stores



## **MAPPING OUR PROGRESS OVER 50 YEARS**

Started our journey as Bhawani Textiles, a proprietary firm, under the leadership of **Shri Dindayal Gupta** 

2007-08 Rebranded ourselves as **Dollar Industries** Limited

1972-73

2005 - 06Roped in Bollywood actor Salman Khan as the brand ambassador of Dollar Club

2009-10 Roped in Bollywood actor **Akshay Kumar** as the brand

ambassador of

**Dollar Bigboss** 

We established 80,000+ MBOs across India and emerged as the highest-selling Indian innerwear brand in the Middle East

2015-16

#### 2017-18

- Shares were listed on NSE
- Entered into a joint venture with Pepe Jeans Europe BV to manufacture premium range of products

Shares were listed on BSE

 Secured 2% of overall revenues from Force NXT within a year of its launch

2016-17

 Widened the reach of Missy and Bigboss Dollar range of products

### 2018-19

- Lakshya to increase reach and range in the market
- Shri Dindayal Gupta, Chairman Emeritus was conferred with WBHA

#### 2024-25

- Roped in actor Mahesh Babu as the Brand Ambassador for Dollar Bigboss for South India
- identity by introducing a new brand logo and architecture

2021-22

Launched our new TVCs for men's and women's sections

Revamped our brand

#### 2022-23

- Opened a total of 14 EBO's
- Launched Rainwear series under Dollar Protect
- Roped in Bollywood actor Saif Ali Khan as the Brand ambassador for Dollar Lehar

#### 2019-20

- Implemented Project
- "Hall of Fame" Award, 2020

2020-21

• First EBO launched in

G.O.A.T Brands Pte enters

as new partner in Pepe

October 2021



## **DOLLAR PORTFOLIO (1/2)**



#### Big Boss | J-Class | Athleisure

Vests, Briefs, Trunks, Gym Vests, Socks, Tank Tops, Crew Necks, Polos, Henley, Bermudas, Capri, Track Pants, Joggers



## DOLLAR

#### Missy | Athleisure

Leg Wears, Casual Wear, Brassiere, Camisoles, Panties, Socks, Kurti



## DOLLAR

#### Champion

T-shirts, Bermudas, Trousers, Socks



#### Rainguard

Raincoats, Rainwear, Windcheaters, Winter Jackets



#### Lehar

Vests, Briefs, Trunks, Panties, Socks, Camisoles





Thermal V-necks, Thermal Trousers, Long Camisoles, Short Camisoles, Socks









## **DOLLAR PORTFOLIO (2/2)**

## FORCE NXT

#### **Innerwear & Athleisure**















































Long Sleeve Long Thermal

#### Activewear



















## BRAND ARCHITECTURE BREAKUP













## MANAGEMENT COMMENTARY

DOLLAR WEAR THE CHANGE GLORIOUS YEARS

"We are delighted to announce our financial performance for the third quarter and the first nine months of the current fiscal year. Operating Income for Q3 FY25 has surged by 14.8% YoY, amounting to ₹3,807 Mn. In 9M FY25, it has increased by 8.3% YoY, reaching ₹11,613 Mn. Additionally, total volume grew by 8.2% YoY in Q3 FY25.

Gross Profit has also shown robust growth. In Q3 FY25, it grew by 20.7% YoY to ₹1,355 Mn. In 9M FY25, it has increased by 14.5% YoY, amounting to ₹4,040 Mn. Gross Profit Margin stood at 35.6% for Q3 FY25 expanding by 172 bps over Q3 FY24. 9M FY25 GP margin stood at 34.8%.

Operating EBITDA has seen significant improvement, with a 27.6% YoY increase to ₹416 Mn in Q3 FY25 and a 24.3% YoY rise to ₹1,261 Mn in 9M FY25. Operating EBITDA Margin was 10.9% in Q3 FY25 expanding by 109 bps over Q3FY24. 9M FY25 EBITDA margin stood at 10.9%.

Profit After Tax (PAT) has also shown healthy growth. In Q3 FY25, it grew by 12.8% YoY to ₹200 Mn. In 9M FY25, it increased by 8.2% YoY, reaching ₹618 Mn. PAT Margin was 5.2% in Q3 FY25 and 5.3% in 9M FY25.

Notably, modern trade and e-commerce YoY revenue grew by 34.9% in Q3 FY25 and 55.2% in 9M FY25, contributing 8.9% to total operating revenue during this period. In Q3 FY25, Force NXT recorded YoY value growth of 13.8% and a volume growth of 23.3%. Thermals segment reported YoY growth of 20.8% in revenue, reaching ₹1,006 Mn in 9M FY25.

These figures demonstrate our strategic focus on increasing the share of e-commerce sales and modern trade, as well as enhancing the overall sales and contribution of high-margin products, which are key to achieving our revenue and profitability targets in the coming periods."







Q3 & 9M FY25 HIGHLIGHTS





## **KEY HIGHLIGHTS**

Operating Income increased by 14.8% YoY to ₹ 3,807 Mn in Q3 FY25

Gross Profit increased by 20.7% YoY; Margins stood at 35.6% in Q3 FY25

Increase in Operating EBITDA by 27.6% YoY; Margins stood at 10.9% in Q3 FY25

PAT margin stood at 5.2% in Q3 FY25

Total volume saw a growth of 8.2% YoY in Q3 FY25

No. of Lakshya Distributors increased from 290 as on Mar'24 to 315 as on Dec'24

Increase in contribution of Lakshya Distributors from 26.3% in FY24 to 30.7% in 9M FY25

Revenue from Modern Trade & E-commerce saw a growth of 55.2% YoY in 9M FY25; Contributing 8.9%

In 9M FY25, Thermal grew by 20.8% YoY in value terms and 19.5% YoY in volume terms

In Q3 FY25, ForceNXT grew by 13.8% YoY in value terms and 23.3% YoY in volume terms



## FINANCIAL HIGHLIGHTS (1/2)

₹ Million

Particulars	Operating Income	Gross Profit	Operating EBITDA	Profit Before Tax	Profit After Tax	Cash Profit <sup>1</sup>
Q3 FY25	3,807	1,355	416	271	200	294
Growth (YOY)	14.8%	20.7%	27.6%	19.5%	12.8%	23.2%
Growth (QOQ)	(14.8%)	(9.5%)	(14.9%)	(20.8%)	(24.7%)	(17.1)
Margin <sup>2</sup> (%)		35.6%	10.9%	7.1%	5.2%	
9M FY25	11,613	4,040	1,261	828	618	887
Growth (YOY)	8.3%	14.5%	24.3%	9.8%	8.2%	23.6%
Margin²(%)		34.8%	10.9%	7.1%	5.3%	
EPS/CEPS <sup>3</sup>					10.89	15.63

#### Note:

- 1. Cash Profit = PAT add Depreciation
- 2. Gross Profit & Op EBITDA Margins calculated on Operating Income
- 3. EPS and CEPS are for nine months ending Dec'24; EPS figures are not annualized



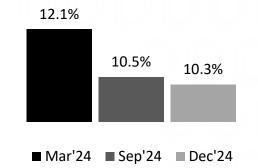


## FINANCIAL HIGHLIGHTS (2/2)

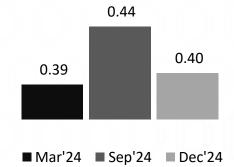
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さ	Mill	lion

Particulars	31-Mar-24	30-Sep-24	30-Dec-24	
Net Worth <sup>3</sup>	7,838	8,095	8,294	
Long Term Borrowings	300	316	357	
Short Term Borrowings	2,760	3,238	2,967	
Net Debt	3,040	3,531	3,320	
Net Fixed Assets	2,471	2,822	2,812	
Sales/Capital Employed	1.58	1.37	1.36	
Cash Conversion Cycle <sup>2</sup>	150	163	171	

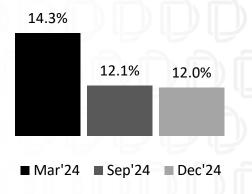
#### **ROE(%)**<sup>1</sup>



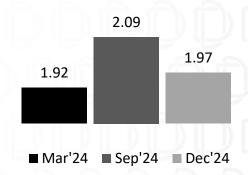
#### **Net Debt/Equity**



#### ROCE(%)1



### **Net Debt/Operating EBITDA<sup>1</sup>**



#### Note

<sup>1.</sup> Profit figures are YTD annualized, ROE excludes Non-Controlling Interest

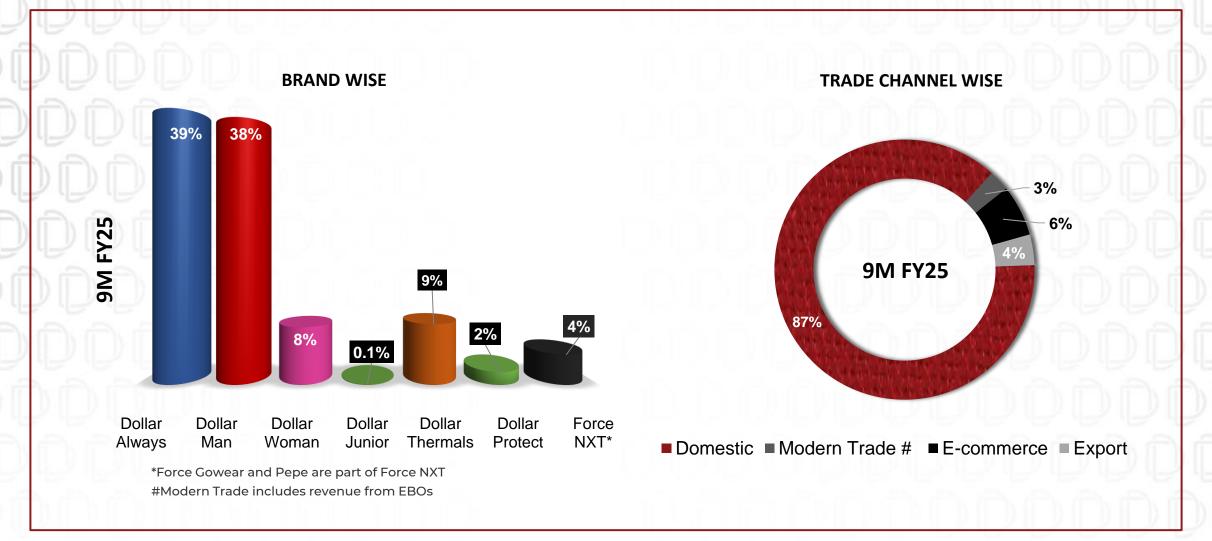
<sup>2.</sup> Receivable and Inventory days are based on operating income and Payables on cost of goods sold

<sup>3.</sup> Net worth includes Non-Controlling Interest





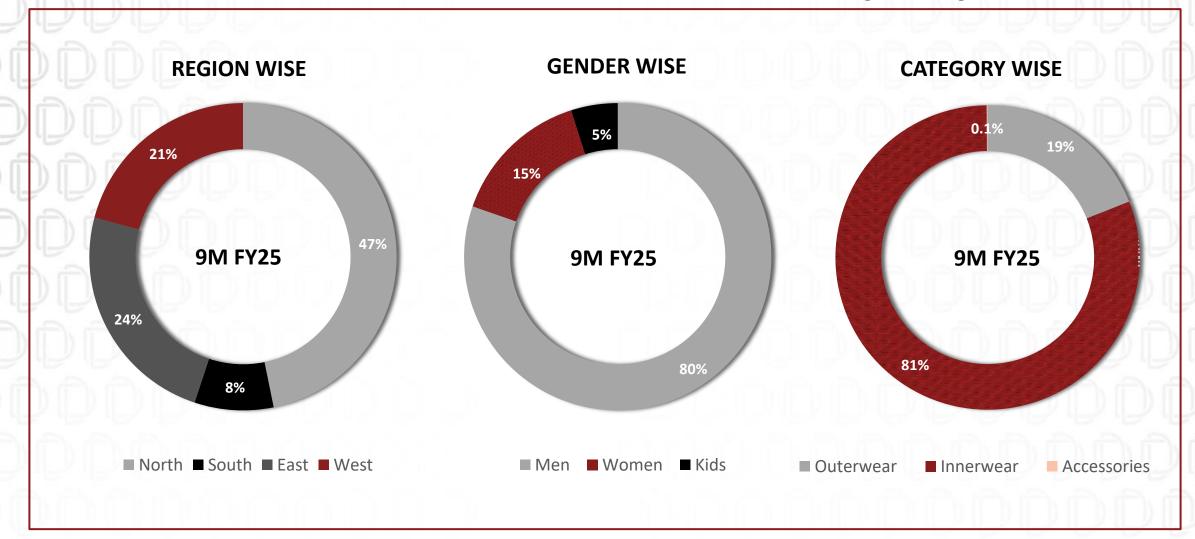
## REVENUE CONTRIBUTION (1/2)







## REVENUE CONTRIBUTION (2/2)



## Q3 & 9M FY25

## **OPERATIONAL HIGHLIGHTS**

















## EDGING PAST COMPETITION WITH INTEGRATED VALUE CHAIN

#### 2.5 Million

Metres per month Captive elastic production capacity

#### 0.3 Million

pieces per day Captive cutting capacity

#### 400 tonnes

Average monthly output of Ne 20s to 40s single yarn

#### 300 tonnes

Monthly captive knitting capacity

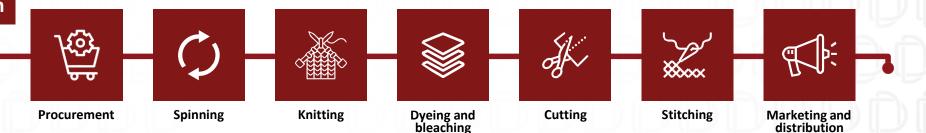
#### 400 tonnes

Monthly installed capacity of bleaching and dyeing

## Manufacturing facilities:

- Kolkata
- Ludhiana
- Tirupur
- Delhi

### **Our Value Chain**





## WIDENING FOOTPRINT TO CATER TO LARGER **POPULATION**

Sales Team 500+

Dealer network 1500+

Retail reach 1,45,000+

**EBOs 17** 

**Branches** 14

**Depots** 15



### **Multi-platform**

**E-retail presence** 



Modern trade & E-commerce

















zepto

## PENETRATING COUNTRIES ACROSS THE WORLD

**Export revenue in 9M FY 25** 

15 Countries | 445 Million

**Export revenue in FY 26** 

**30 Countries | 11.0%** 

### Where we export

1.	Afghanistan	5.	Kuwait	9.	Nigeria	13. Somalia
2.	Bahrain	6.	Mozambique	10.	Oman	14. Tanzania
3.	Georgia	7.	Myanmar	11.	Qatar	15. UAE
4.	Iraq	8.	Nepal	12.	Saudi Arabia	







## **GROWTH DRIVERS**

#### **Strategic priorities**



Leveraging new brand overhaul



Growth through EBOs



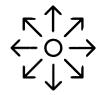
Investing in digitisation



Partnering for growth



Growth through Project Lakshya



Diversifying portfolio in adjacent segments





## CHANGING THE BRAND ARCHITECTURE

Why?

To change the perception that Dollar is just a men's innerwear brand

8.2%

Share of women's brand revenue in 9M FY25 11.0%

Share of women's brand revenue in FY26





### What are we doing?

- 6 categories created MAN, WOMAN, JUNIOR, ALWAYS, THERMALS, PROTECT
- · Akshay Kumar as our brand ambassador for Dollar man
- Signed Yami Gautam as our brand ambassador for Dollar Women
- · Redesigned our logo to enhance connect with the consumers
- Roped in Saif Ali Khan for Dollar Always

## DOLLAR



#### **Outcomes**

- We have been able to significantly enhance our brand recall through our dedicated branding initiatives.
- We now address the needs of a huge consumer spectrum through differentiated price categories: premium, mass premium and economy
- We seamlessly connect with the millennials and cater to their needs









## INTEGRATING DIGITALIZATION TO INCREASE EFFICIENCIES

## Why?

To integrate digitalization in our daily operations to increase efficiencies

## What are we doing?

- Integrating Auto Replenishment System (ARS) and Distributor Management Systems (DMS) for our Lakshya distributors
- Implemented ARS at the supply chain level
- Implementing an after-sales service app at the retail level and activity tracker for the sales team
- Successfully transitioned to SAP Hana S/4 ERP system
- Integrating automated tele calling for our tele-callers

## **Outcomes**

- Transparent engagements with retailers
- Deeper insights about on-ground realities
- Increased productivity and efficiencies
- With SAP, gain end-to-end data access for effective strategy execution





## PROJECT LAKSHYA UPDATES (1/2)

315 **Distributors** as on Dec'24

**Distributors** added in **9M FY25** 

30.7%

**Contribution % of Lakshya Distributors in 9M FY25** 

#### What are we doing?

- Mapping retail network in area allocated to distributor
- Enrolling retailers into Project Lakshya
- Execute Retailer Bonding Programs to ensure higher retention
- Implementation of ARS and DMS at distributor level
- SOPs laid out for distributors leading to improved performance

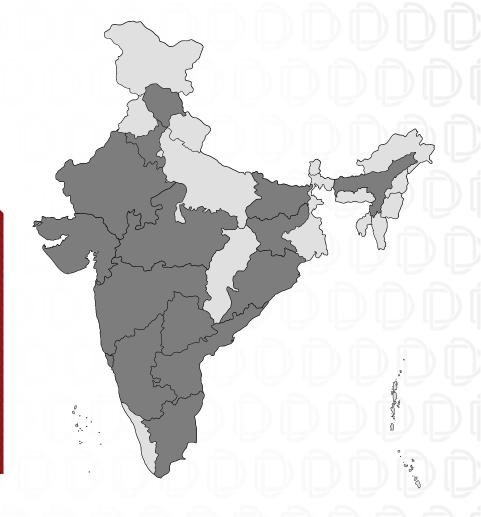
#### Why?

Reinvent the entire distribution model and transition from a push model to a replenishment-based model leading to a

**Demand-Pull Environment** 

#### **Outcomes**

- Increased market penetration
- Increased primary sales and secondary sales
- Availability of last mile data from retailer
- Distributor performance analysis
- Efficient Product Planning & **Inventory Management**
- Improved working capital for distributor





**VOLUME CONTRIBUTION** 

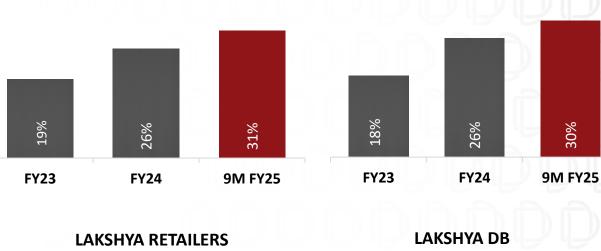
## PROJECT LAKSHYA UPDATES (2/2)



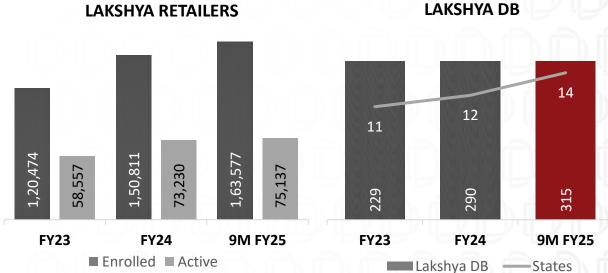








**VALUE CONTRIBUTION** 





## **PURSUING GROWTH** THROUGH EBO



We successfully forayed into the exclusive brand outlet (EBO) segment



Launched 17 EBOs, four each in Delhi & Punjab, two each in Madhya Pradesh & Maharashtra, one each in Rajasthan, Gujarat, Uttar Pradesh, Haryana & Odisha



EBO set up under the FOFO model (Franchise-owned franchiseoperated)

## 125

**Targeted EBOs by 2026** 













## **STRATEGIC PARTNERSHIP FOR** SUSTAINABLE GROWTH

#### Joint Venture with G.O.A.T

- We entered a 51-49 JV with G.O.A.T Brands Lab Pte for Pepe Jeans Inner fashion Pvt. Ltd.
- G.O.A.T Brands Lab Pte acquired 50% stake of Pepe and additional 2% non-voting equity
- Multi-brand distributor for men, women and kids' undergarments under athleisure, sportwear, lingerie, leisure wear, sleepwear, lounge wear made of natural fibres and MMF
- Would undertake business operations in the regions of India, Sri Lanka, Bhutan, Nepal and Bangladesh

#### **Expected outcomes**

- Opportunity to widen our supply of finished goods directly to end consumers through D2C channels.
- Go for in-organic growth or brand acquisition.
- Set a foot mark in Super Premium brands











## DIVERSIFYING PRODUCT PORTFOLIO IN ADJACENT SEGMENT

**'Dollar Protect'**, the ultimate rainwear line that combines elegance with unbeatable protection!

A wide range of raincoats for men, women and kids, made from premium fabric with additional leak-proof stitching of comprehensive waterproofing.







**ATHLEISURE** 



**'Dollar Woman'** celebrates the freedom of spirit every woman deserves with its newly launched lingerie line with a varied range of products like Everyday Bra, T-shirt Bra, Sports Bra, Beginners Bra, Strapless Bra, Sleep Bra, Nursing Bra.





## RESULTING IN TRANSFORMATIONAL CHANGES

PERCEIVED AS A BRAND FOR ALL



- Revenue contribution from Project Lakshya distributors~70% by FY26
- Distributors under channel financing ~60% by FY26





 Replenishment-based sales model (ARS) leading to a Demand-Pull environment





- Active retailers per distributors 150-200 by FY26
- Share of revenue from modern retail 8% by FY26



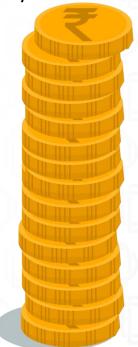


 Rs. 20,000 Mn revenue by FY26





 High Margin Product contribution to increase from 27% in FY24 to 33% by FY26











## CONTRIBUTING TOWARDS A GREENER FUTURE

## **ENVIRONMENT**

**SOLAR POWER** 

## 100 LAKH UNITS/YEAR

Power generation capacity of the solar power plant in Tirupur

### **8 MW**

Total power generation capacity as on Dec'24

**WIND POWER** 

## 70 LAKH

Total power generated annually

### 4.95 MW

Total power generation capacity of our four windmills

ZERO LIQUID DISCHARGE

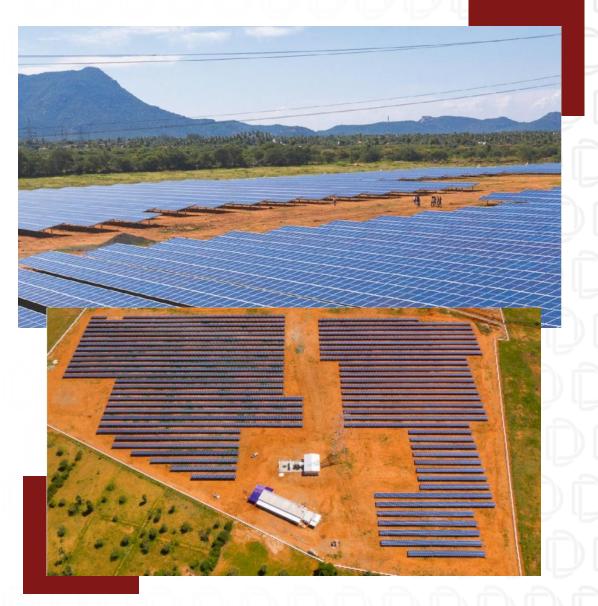
**13.5** 

#### **TONNES**

Daily production capacity of our effluent treatment plant

### 1000 KL

Zero liquid discharge capacity with multiple evaporators





## EMPOWERING OUR BIGGEST ASSET

SOCIAL



## EMPLOYEE ENGAGEMENT

Engaging with our employees on a daily basis to address their grievances



#### SKILL DEVELOPMENT

Conducting regular on-the-job and off-the-job training sessions to upskill our employees



## WOMEN EMPOWERMENT

Working towards reducing the gender gap and creating a safe working environment



## DIVERSITY AND INCLUSION

Implementing anti-harassment and anti-discrimination policies across all verticals of our Company



## BEING A RESPONSIBLE CORPORATE

## SOCIAL



Donated ~Rs 147 lakhs to schools in UP, Rajasthan, Chhattisgarh and Odisha, to ensure underprivileged children have access to quality education



Donated ~Rs 25 lakhs to cutting edge Cancer Care Centre in Tirupur for upgradation of medical facilities and equipment



Installed water huts and kiosks across the states of Delhi NCR, Odisha, Rajasthan, Uttar Pradesh and Tamil Nadu, among others



Donated sanitary napkins to the underprivileged women residing in the slums of Kolkata and girl schools



### **STRENGTHS** THAT DRIVE

### **GOVERNANCE**







### **GUIDED** BY EXPERIENCED DIRECTORS



**Mr. Vinod Kumar Gupta**Managing Director



**Mr. Binay Kumar Gupta**Managing Director



**Mr. Krishan Kumar Gupta**Whole-time Director



**Mr. Bajrang Kumar Gupta**Whole-time Director



**Mr. Gopal Krishnan Sarankapani**Whole-time Director



**Mr. Rajesh Kumar Bubna**Independent Director



**Ms. Vibha Agarwal** Independent Director



**Mr. Sandip Kumar Kejriwal**Independent Director



**Mr. Srikumar Bandyopadhyay**Independent Director



**Mrs. Divya Newatia**Independent Director

### DOLLAR WEAR THE CHANGE

### GLORIOUS

### **SUPPORTED BY AN EXPERIENCED TEAM**



**Mr. Ankit Gupta**President, Marketing



**Mr. Gaurav Gupta**Vice-president, Strategy



**Mr. Aayush Gupta**Vice-president, Sales



Mr. Ajay Kumar Patodia
Chief Financial Officer



**Mr. Sanjay Srivastava**General Manager – Sales



**Mr. Abhishek Mishra**Company Secretary



**Mr. Shantanu Banerjee**General Manager – Marcom
and Branding



**Mr. Vedpal Verma**General Manager – Fabric
Division



**Ms. Aditi Ghosh**Deputy General Manager –
HR and Admin



**Mr. Ratnesh Trivedi**National Sales Head –
Lakshya





Q3 & 9M FY25

### FINANCIAL SUMMARY



## **SUMMARY PROFIT & LOSS**

**₹ Million** 

Particulars	Q3 FY25	Q3 FY24	YoY Change	Q2 FY25	QoQ Change	9M FY25	9M FY24	YoY Change	FY24
Operating Income	3,807	3,316	14.8%	4,469	(14.8%)	11,613	10,723	8.3%	15,723
Gross Profit	1,355	1,123	20.7%	1,497	(9.5%)	4,040	3,528	14.5%	5,059
Gross Profit (%)	35.6%	33.9%	172 bps	33.5%	209 bps	34.8%	32.9%	188 bps	32.2%
Operating EBITDA	416	326	27.6%	489	(14.9%)	1,261	1,015	24.3%	1,586
Operating EBITDA  Margin (%)	10.9%	9.8%	109 bps	10.9%	(2 bps)	10.9%	9.5%	140 bps	10.1%
Other Income	17	12	40.6%	11	50.7%	36	24	47.1%	45
Finance Cost	74	49	51.0%	71	3.0%	212	122	73.4%	185
Depreciation	95	62	53.1%	90	5.0%	269	146	83.8%	213
PBT	271	227	19.5%	342	(20.8%)	828	754	9.8%	1,217
PAT	200	177	12.8%	265	(24.7%)	618	571	8.2%	902
PAT Margin (%)	5.2%	5.3%	(10 bps)	5.9%	(70 bps)	5.3%	5.3%	(1 bps)	5.7%
EPS² (₹)	3.52	3.12	12.8%	4.67	(24.7%)	10.89	10.07	8.2%	15.90

<sup>1.</sup> Previous Years' numbers are strictly not comparable due to inclusion of a subsidiary in this Financial Year

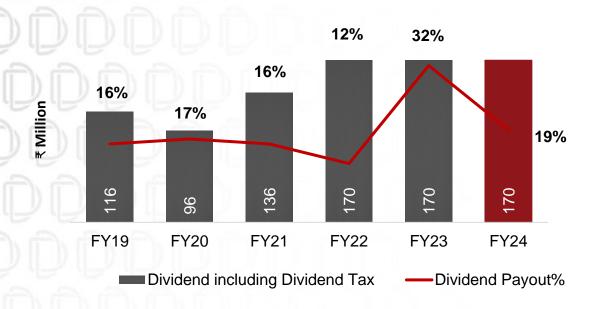
<sup>2.</sup> EPS figures are not YTD annualized



### FOCUS ON SHAREHOLDER VALUE CREATION

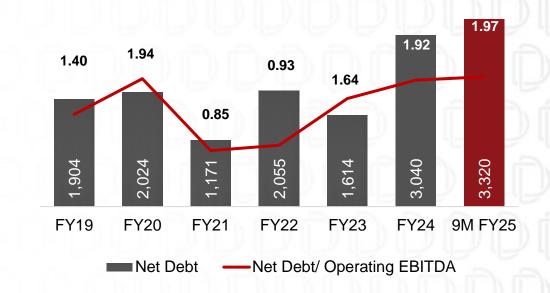
₹ Million

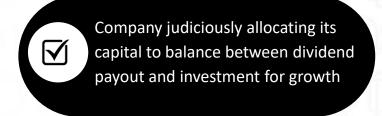
#### **DIVIDEND PAYOUT**



Consistent dividend payout

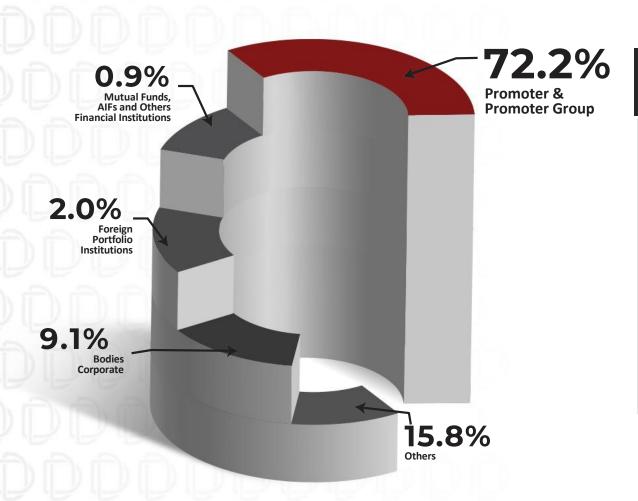
#### NET DEBT AND NET DEBT/OPERATING EBITDA







### **SHAREHOLDING SUMMARY**



Share Information As on 31 Dec 2024							
NSE Ticker	DOLLAR						
BSE Ticker	DOLLAR						
Market Cap (INR Cr)	2,783.06						
% Free-float	27.79%						
Free-float market cap (INR Cr)	773.42						
Shares outstanding	5,67,16,120						



### WHY DOLLAR?

#### Wide reach

Channel expansion & Omni Channel strategy



#### **Integrated operations**

Integrated value chain



Multi-brand portfolio covering wider user base Increasing share of non-male users



### Favourable financial positioning

Continuously strengthening financials





### **THANK YOU**





**Chief Financial Officer** Ajay Kumar Patodia



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**Investor Relations Advisor** Sanjeev Sancheti



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### **ANNEXURE**

# VISION, MISSION AND VALUES

#### **Our Vision**

Dollar in everyone's lives.

**Medium-term vision:** We aspire to metamorphise the Company into an aspirational brand by offering premium and super premium products

Long-term vision: To emerge as a complete brand and distribution company present across multiple categories of fashion wear – from garments to innerwear

#### **Our Mission**

- To emerge as India's leading and most-loved innerwear brand
- To make fashionable yet affordable outerwear and innerwear
- To provide our customers with a higher standard of apparel
- To reach out to customers conveniently (modern trade and e-commerce)
- To outperform industry standards in terms of quality of earnings
- To enhance the lives of people centred around Dollar
- To achieve high governance standards

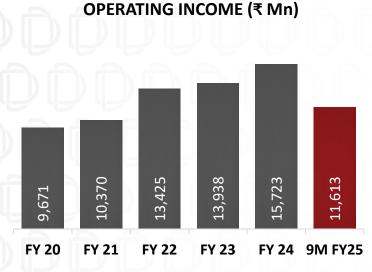
#### **Core Values**

- Insights and constant innovation are a way for Dollar.
   We also add value to the Dollar experience so as to keep it more vibrant and relevant
- The benchmark for Dollar's success is customer satisfaction
- Dollar delights its customers through a range of products that not only deliver comfort, but are constantly upgraded to keep the styling in line with the latest trends
- Business integrity is the way of life at Dollar. The Company is proud to stand by integrity and transparency in all its dealings and ensures adherence to highest standards of business ethics
- At Dollar, we value time and its optimum utilisation for timely decision making

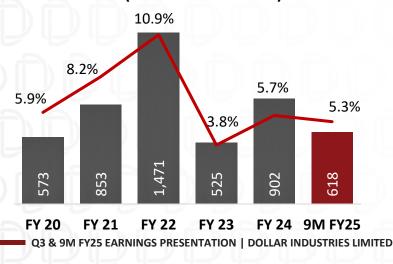




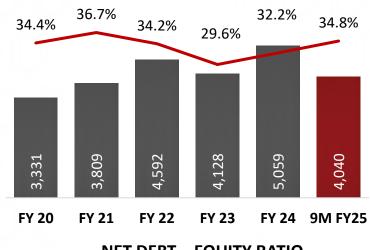
### **PERFORMANCE TRACK RECORD**



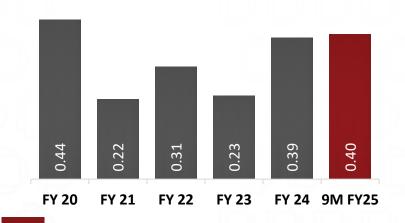
PAT (₹ Mn & % MARGIN)



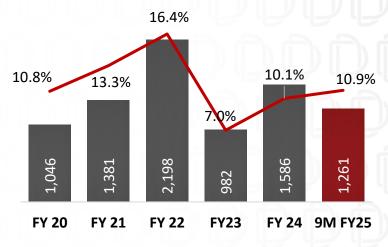
**GROSS MARGIN (₹ Mn & % MARGIN)** 



**NET DEBT – EQUITY RATIO** 



**OPERATING EBITDA (₹ Mn & % MARGIN)** 



**ROCE\* & ROE\*** 

