

Siyaram Silk Mills Limited Mumbai, India

THE INDIAN TEXTILE MARKET - AN OVERVIEW

- ❖ **Indian textile industry is one of the oldest and most significant industries in the country**
- ❖ **It provides employment to over 35 million people**
- ❖ **It accounts for about 4 % of Gross Domestic Product (GDP), 14 % of Industrial Production & over 17 % of the country's total Export earnings**
- ❖ **It is expected to grow to USD 221 billion by 2021 according to Technopak's textile & Apparel Compendium, 2012**
- ❖ **Garment exports from India is expected to touch US\$ 60 billion over the next 3 years.**
- ❖ **Growth rate of the Industry is now 8-9 % pa in place of 3 – 4 % earlier**

Vertically integrated textile major manufacturing :

- **Blended Fabrics**
- **Dyed, Twisted & Fancy Yarns**
- **Garments**
- **Furnishing**
- **SKD (Salwar Kurta & Dupatta)**



PRODUCT MIX

FABRICS

- **Poly Viscose**
- **Poly Cotton**
- **Poly Wool**
- **Poly wool Lycra**
- **Wool Lycra**
- **Poly viscose Lycra**
- **Lenin Blends**
- **100% Wool**



DYED YARN

- **100% Poly Filament**
- **100% Cotton**
- **100% Spun Polyester**
- **Poly Cotton Blend**
- **Poly Viscose Blend**
- **Melange**



GARMENT

- **100% Cotton**
- **Poly Cotton**
- **Denim Fabrics**



➤ One of the largest producers of polyester viscose blended fabrics producing over:

- ◆ 65 million meters of fabrics annually
- ◆ 2.7 million kgs of dyed yarn
- ◆ 3 million nos of Garments

- ISO 9001:2000 certified company
- Multi locational production facilities
- Equipped with ultra modern weaving machines like Airjet, Picanol, Somet Dornier & Prepratory like Auto Drawing Machine, Auto Warping Machines Etc
- Strong R & D function generates new designs each month
- Design library with 30 years data of fashion trends
- Strong brand image



CAPABILITIES

- Wrinkle free finish
- Teflon finish
- Anti Microbil finish
- Deodorant finish
- Insect repellent finish
- Scented finish
 - Calendaring finish
 - Enzyme biopolishing finish
 - Anti static finish
 - Soil repellent finish
 - Brushing finish
 - Peaching finish





BRAND BUILDING

Siyaram spends Rs. 460 Million for its brand building exercise

Brand Ambassadors : International Style Icons:

- ❖ **M S Dhoni, Hrhitik Roshan**
- ❖ **Saif Ali Khan, Manish Malhotra**
- ❖ **Priyanka Chopra, Neil Nitin Mukesh**
- ❖ **Lara Dutta, Mahesh Bhupati,**
- ❖ **Leander Paes, Boris Becker**
- ❖ **Jeffory Boycot**



LEADING BRANDS

SIYARAM'S

Common household name, caters to popular mass segment, provides real-value-for-money fabrics

MISTAIR

Fabrics for the new age man, is a product led by attribute related fabrics

MiSTAIR^T
TROUSERING & SUITING

Kuch toh naya hai

J. HAMPSTEAD

Lifestyle brand, caters to premium audiences, delivers quality products in wool and woolen blends



J. HAMPSTEAD

FEATHERZ

Specially created using fiber dyed technology, in various blends making it soft, supple, elegant like no other fabric offering

FEATHERZ
Superfine Suitings

enjoy the touch

LEADING BRANDS

Royal Linen	Royal Linen fabrics have high luster & having highly absorbent. Specially created for new age fashion conscious.
Casa Moda	It fulfils the need of all ethnics and contemporary taste with focus on design and ever changing requirement of the fashionable home textile industry.
Zenesis	Inspired by nature and are crafted from pure Cotton and cotton blends that excludates confidence. The fabrics comes in crisp, cool, fresh colours and design.
Moretti	Superfine cotton fabric manufactured at State of art technology. It is nothing but Cotton at its best for new age fashion.

MARKETING NETWORK

- ❖ **Excellent nationwide network of about 1600 dealers & business partners, present in every nook & corner of the country**
- ❖ **Company operated F2F showrooms, brand exclusive shops & Franchisees numbering about 160 for retailing Fabrics & Readymade garments**
- ❖ **About 300,000 Multi Brand Outlets selling various Siyaram brands to households**
- ❖ **Supplies to Converters & Export Houses and catering to globally acclaimed names like Mark & Spencer etc.**
- ❖ **Presence in Europe, America, Middle East & Far Eastern Countries**
- ❖ **Dyed Yarn supplies to all important industrial customers**

READY MADE GARMENTS

Siyaram has three brands for Readymade garments in its stable.

◆ **Oxemberg**

◆ **MSD (My Style Destination)**

◆ **J HAMPSTEAD**

- ❖ multi-product men's wear brand
- ❖ offer contemporary and fashionable clothing options
- ❖ exemplify excellent quality and genuine value.
- ❖ established as symbols of quality, trust and excellence
- ❖ stronger presence in Tier II & Tier III cities



FURNISHING

Siyaram has forayed into Value added furnishing –
a sector with tremendous growth potential.

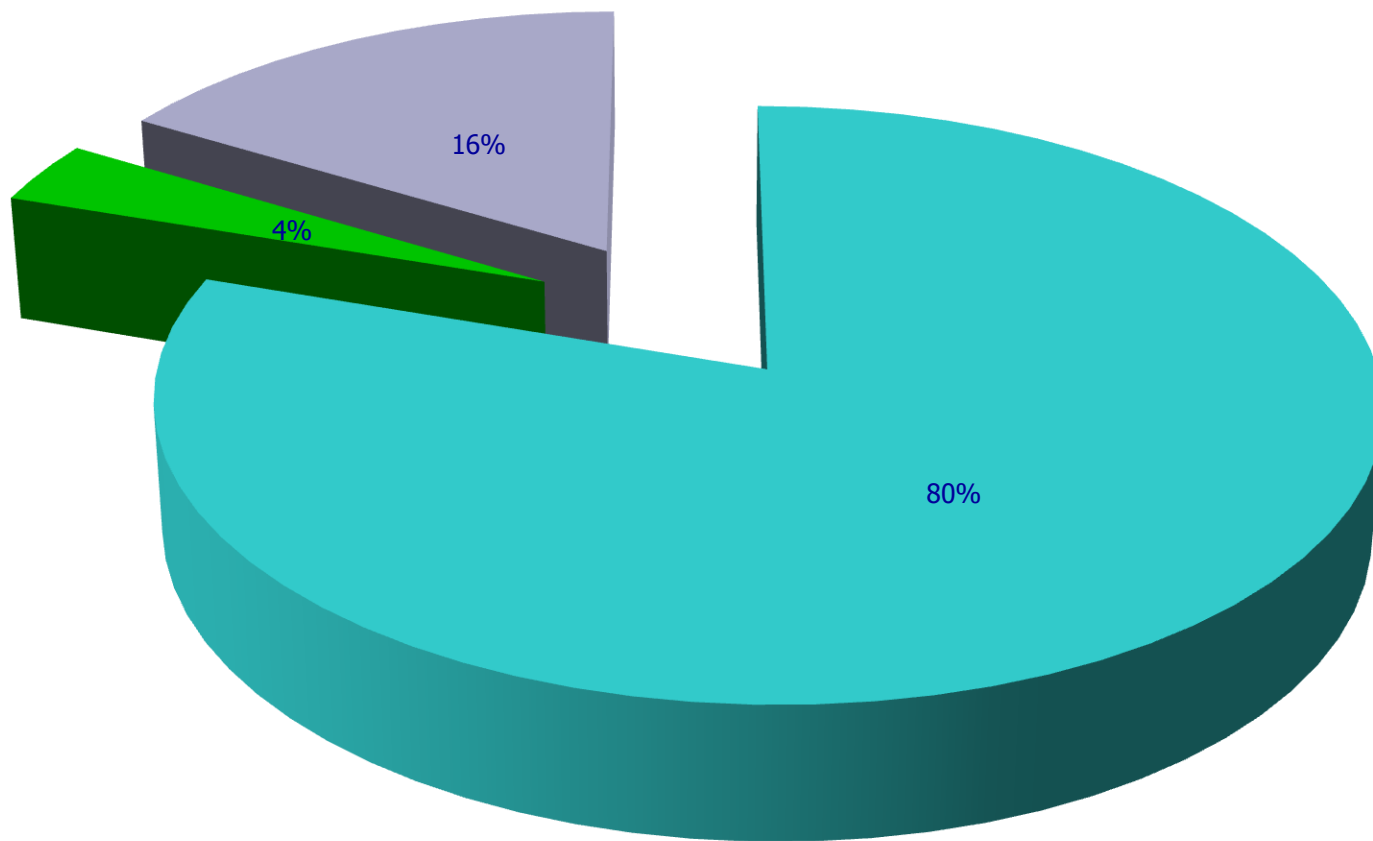
- ❖ Well established furnishing manufacturing facility equipped with state of art machinery at Tarapur.
- ❖ Symbolises excellent quality and genuine value.
- ❖ Capability to produce high end furnishing fabrics.
- ❖ State-of-art design studio for developing contemporary designs for Domestic & International markets.
- ❖ Contributing INR 240 million to the turnover----- slated to increase to INR 300 million next year.



Key Financial Highlights

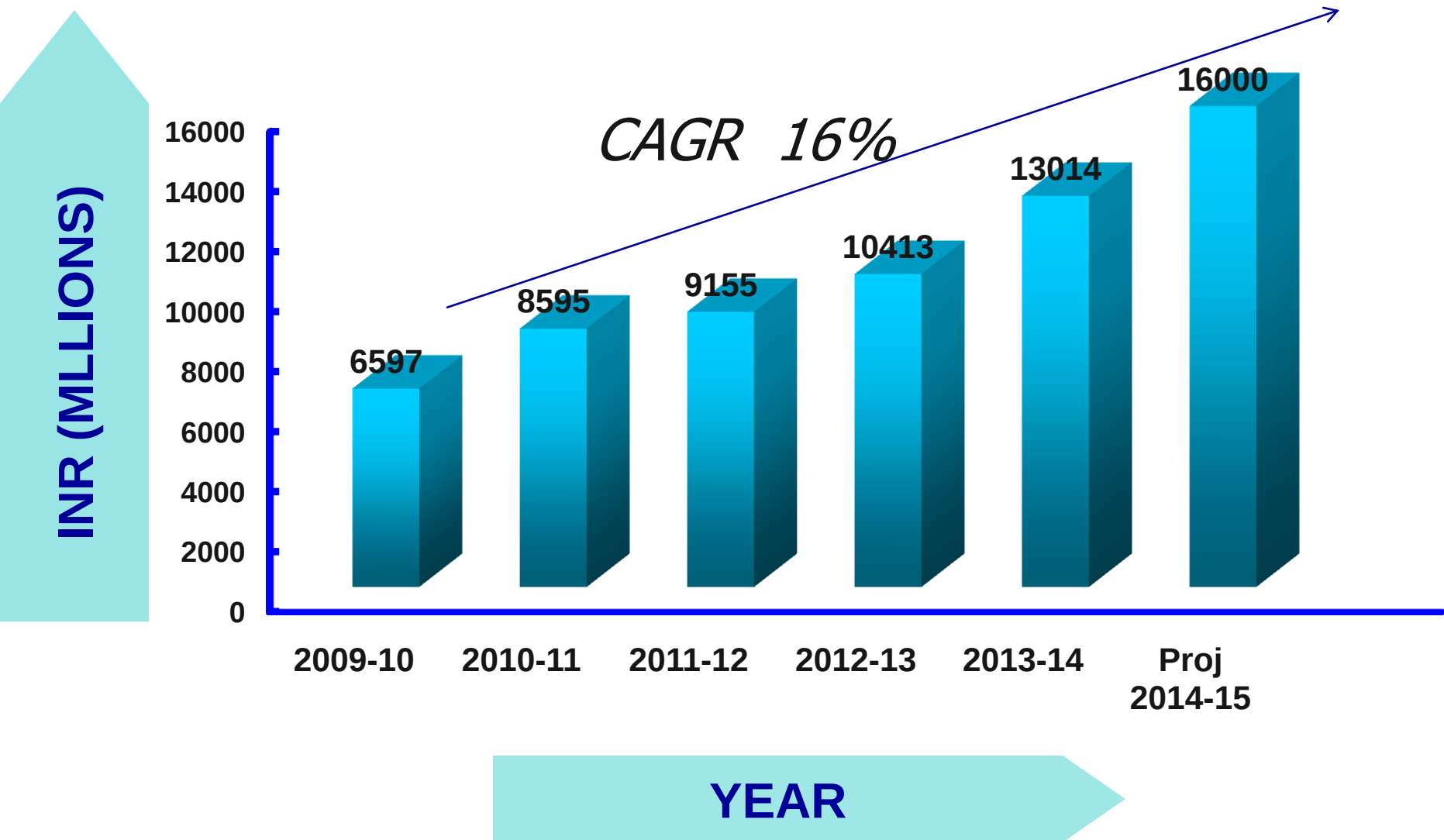


Composition of Sales for F.Y. 2013-14

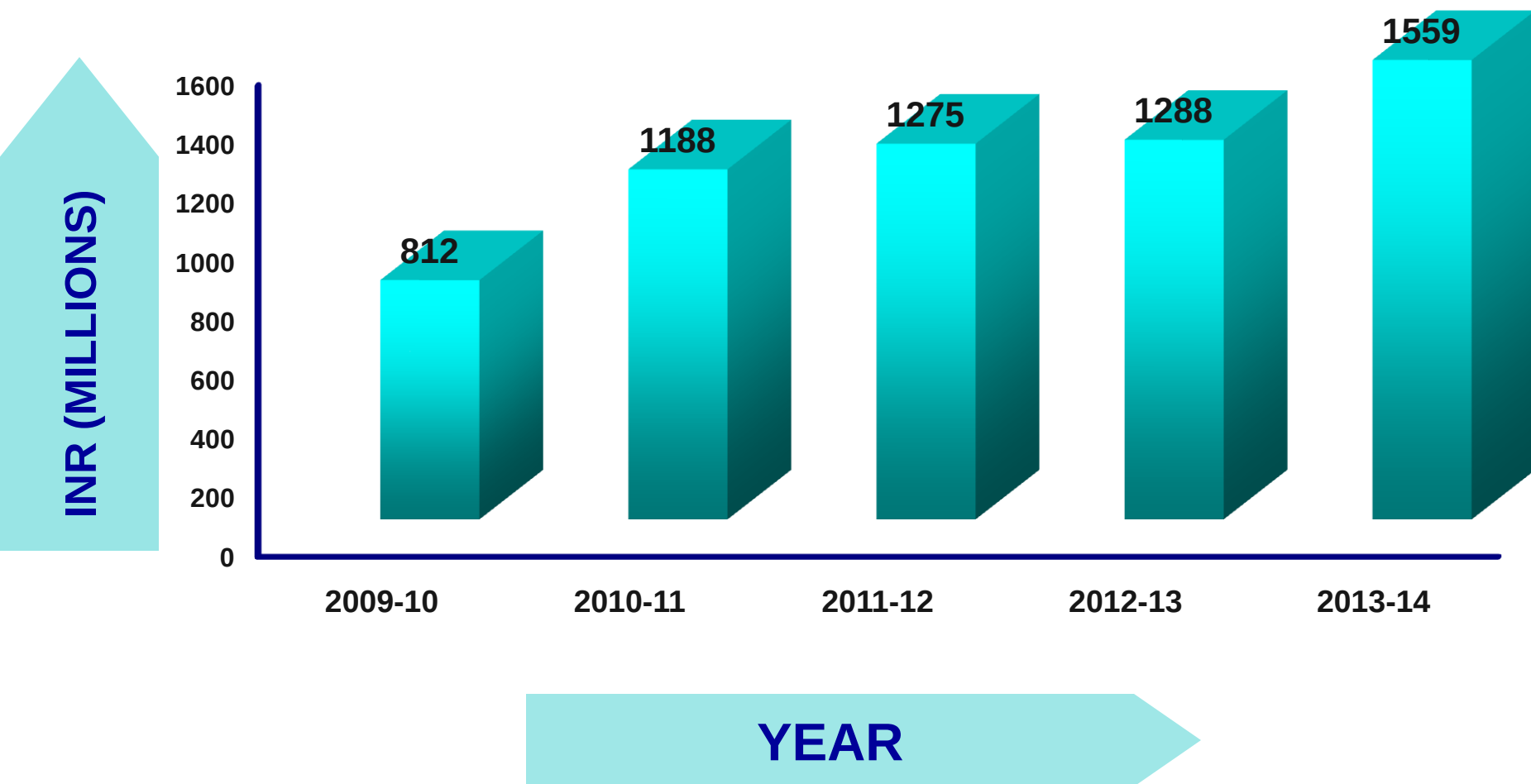


■ Fabric ■ Yarn ■ Garment

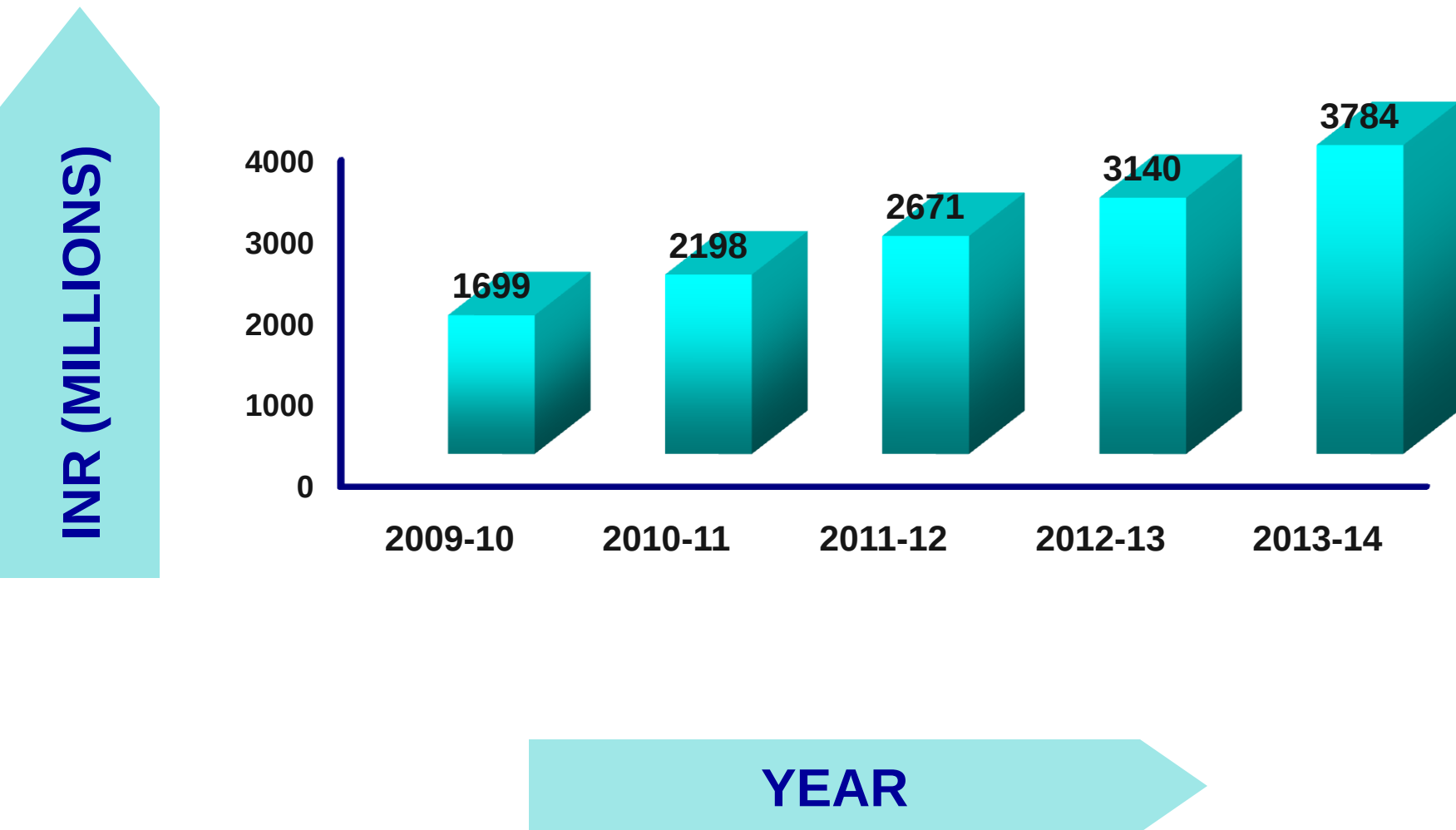
NET SALES - MILESTONES



GROWTH IN E.B.I.D.T.



NET WORTH

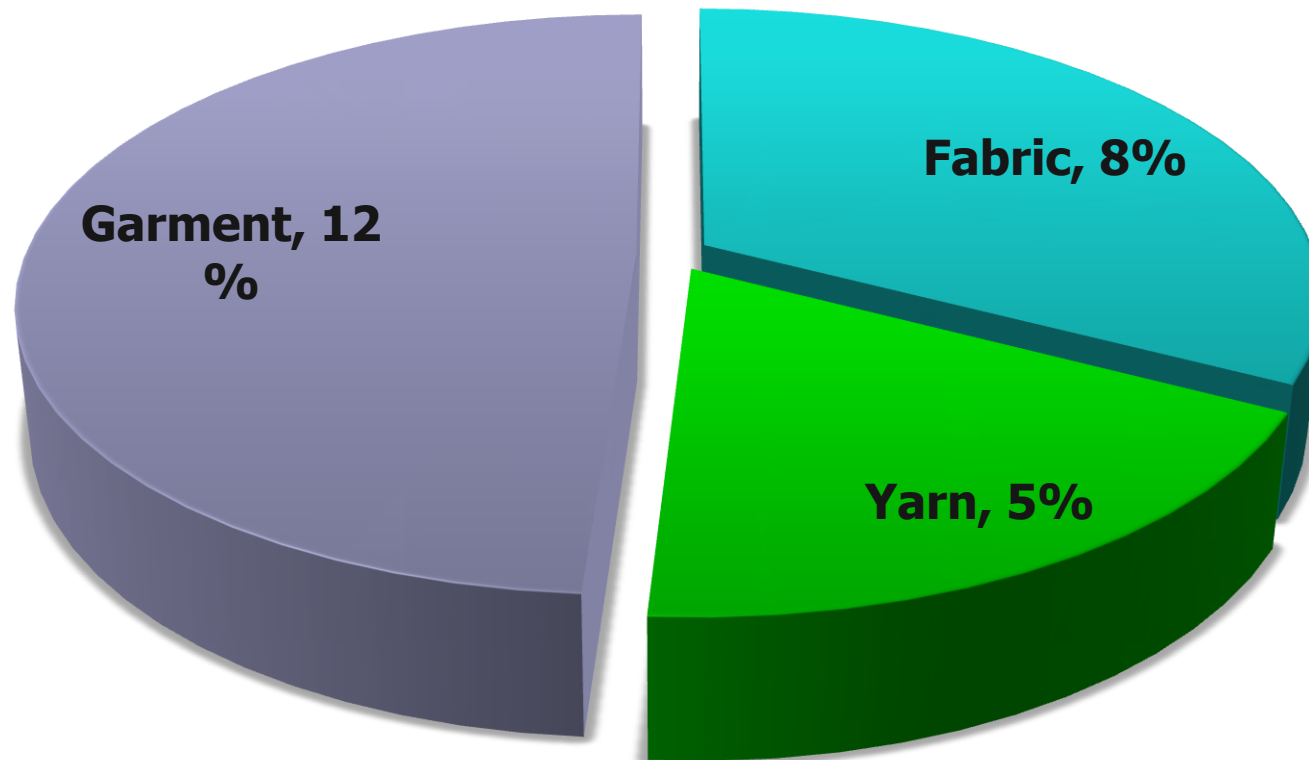


DEBT LEVEL



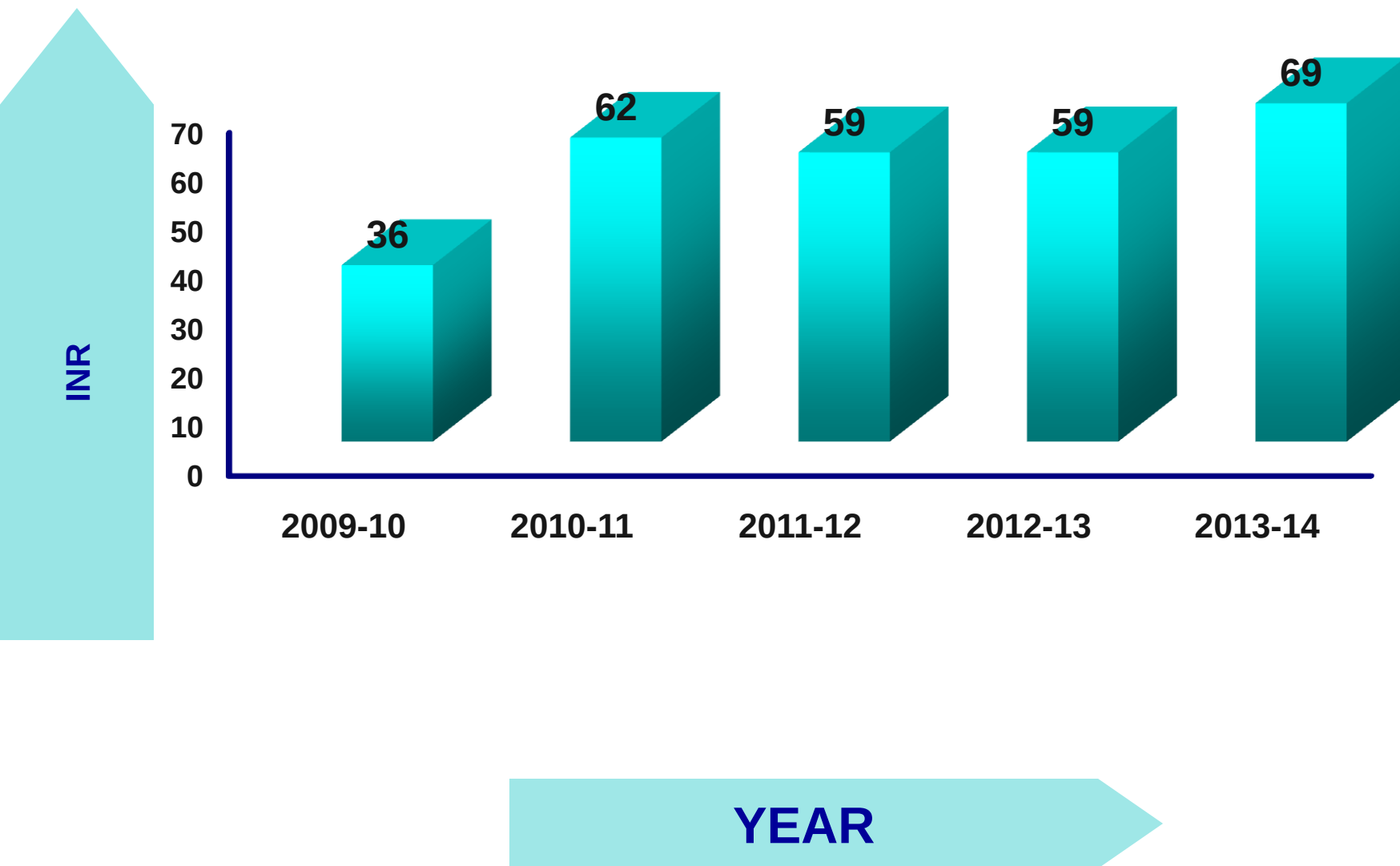
Growth in 2013-14(%) over 2012-13

Total Growth 25 % contributed by



We expect the same growth trend to continue in the next year

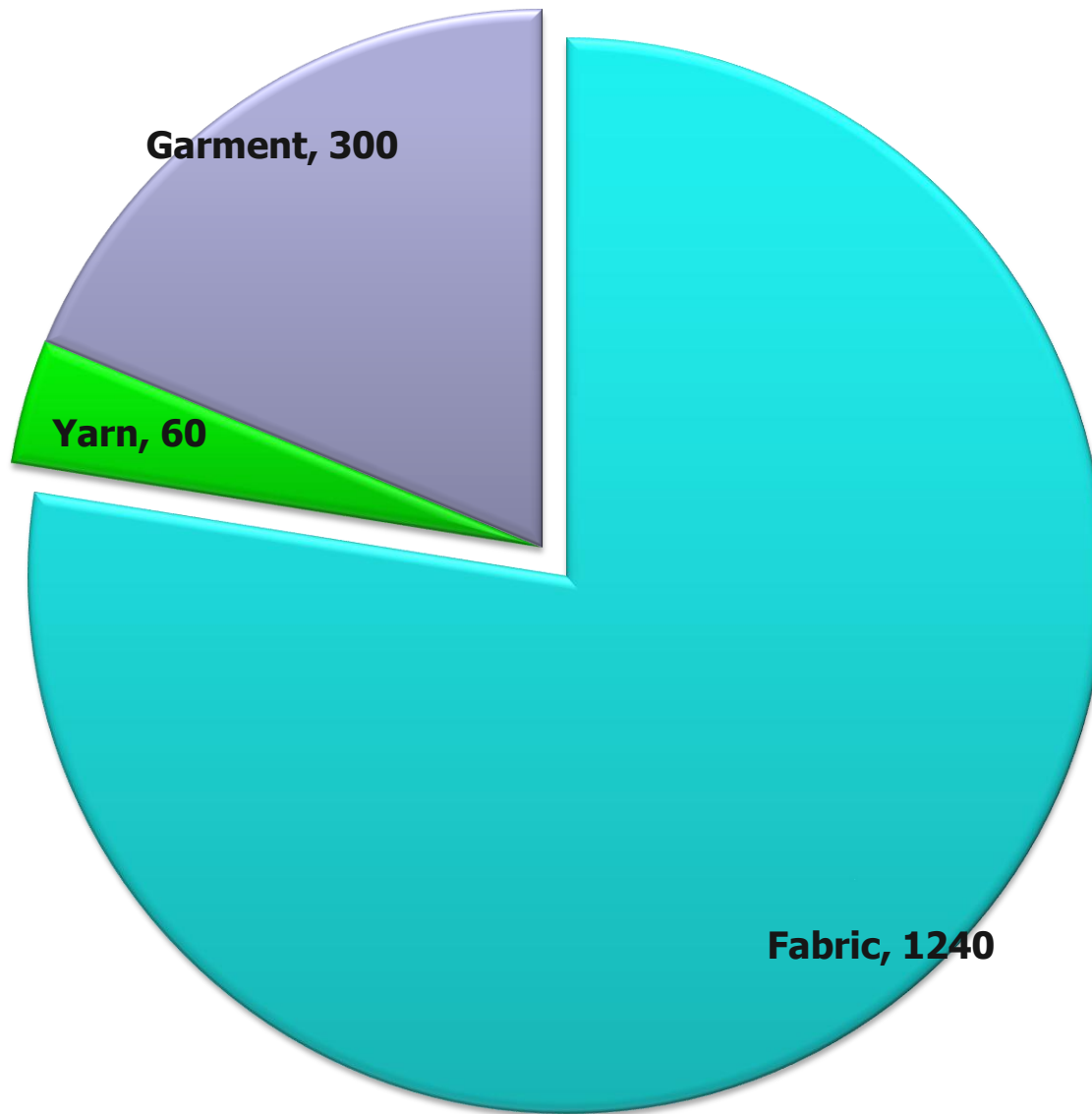
EARNING PER SHARE



FUTURE PLANS

- **Develop respective brands within Siyaram into independent SBUs and concentrate on exploiting growth potential in each market segment thru new brand introduction.**
- **Expansion of state-of-the art production facility to cater to increasingly quality conscious customer.**
- **Increase pace of innovative products to maintain the lead over competition**
- **Penetrate further into new growth areas like Cotton Shirting, Linen Fabrics etc.**
- **Leverage production facilities to cater to large existing brands**
- **Position Ready Made Garment brands strategically to cater to the needs of Value seeking quality conscious customers**
- **Enter Ladies Garment Segment by establishing new brand "SIYA"**

Projected Net Sales 2014-15 (Brandwise)



ORGANIZATIONAL VISION & VALUES

To grow forever by consistently achieving customer delight and become the most preferred partner to every stakeholder

Siyaram believes in and encourages:

- **Passion**
- **Integrity**
- **Excellence**
- **Team-spirit**
- **Innovation &**
- **Humility**

Disclaimer

- Statements in this “Presentation” describing the Company’s objectives, projections, estimates, expectations or predictions may be “forward looking statements” within the meaning of applicable securities laws and regulations. Actual results may differ materially from those expressed or implied. Important factors that could make a difference include but are not limited to the Company’s operations , demand supply conditions, finished goods prices, input material availability and its prices, cyclical demand and pricing in the Company’s principal markets, changes in Government regulations, tax regimes, economic developments within and outside India and other factors. The Company reserves the right & assumes no responsibility to publicly amend, modify or revise any forward looking statement, on the basis of any subsequent development, information or events, or otherwise.

**We thank you
for being a part of
this magnificent growth story !**

Come Home to Siyarams'...

Thank You