

**FASHION** **PASSION** **DEPENDABLE** **PROFITABLE**  
**CONTEMPORARY** **DYNAMIC** **TRUSTED**  
**BRAND** **VALUE** **ENERGETIC**  
**FOR** **DURABLE** **YOUTHFUL**  
**MONEY** **QUALITY** **COMFORTABLE**  
**ASPIRATIONAL** **EFFICIENCY**  
**FAMILIAR** **SUSTAINABILITY**



April 2019

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# Pioneering Commitment



**1<sup>st</sup>** Ranked  
innerwear  
company in  
Volume Terms

**~8%** of  
Annual revenue  
invested in  
Brand  
Promotion

**2,000**  
pieces sold  
every minute

**5,000+**  
SKU's

**1<sup>st</sup>** Ranked  
innerwear  
Brand in Bengal

**14-15%**  
Market share in  
Organized  
Men's  
Innerwear  
Market

More than  
**100** products  
across **12**  
Brands

Manufacturing  
Capacity of  
**2,000 lac**  
garments pieces  
a year

**1<sup>st</sup>** Ranked  
Indian exporter  
of Innerwear

**47** Number of  
countries  
products are  
exported to

Enjoys a fill rate  
of **95%**  
against Industry  
Avg. of **80%**

**6**  
Manufacturing  
Facilities

Opportunities are  
never coincidental.

# Market Opportunity



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
MOZZE  
COTT's  
WOOL  
COZI  
TOUCH  
VENUS  
GENX  
GLO  
ONNO

# Exponential Opportunities....

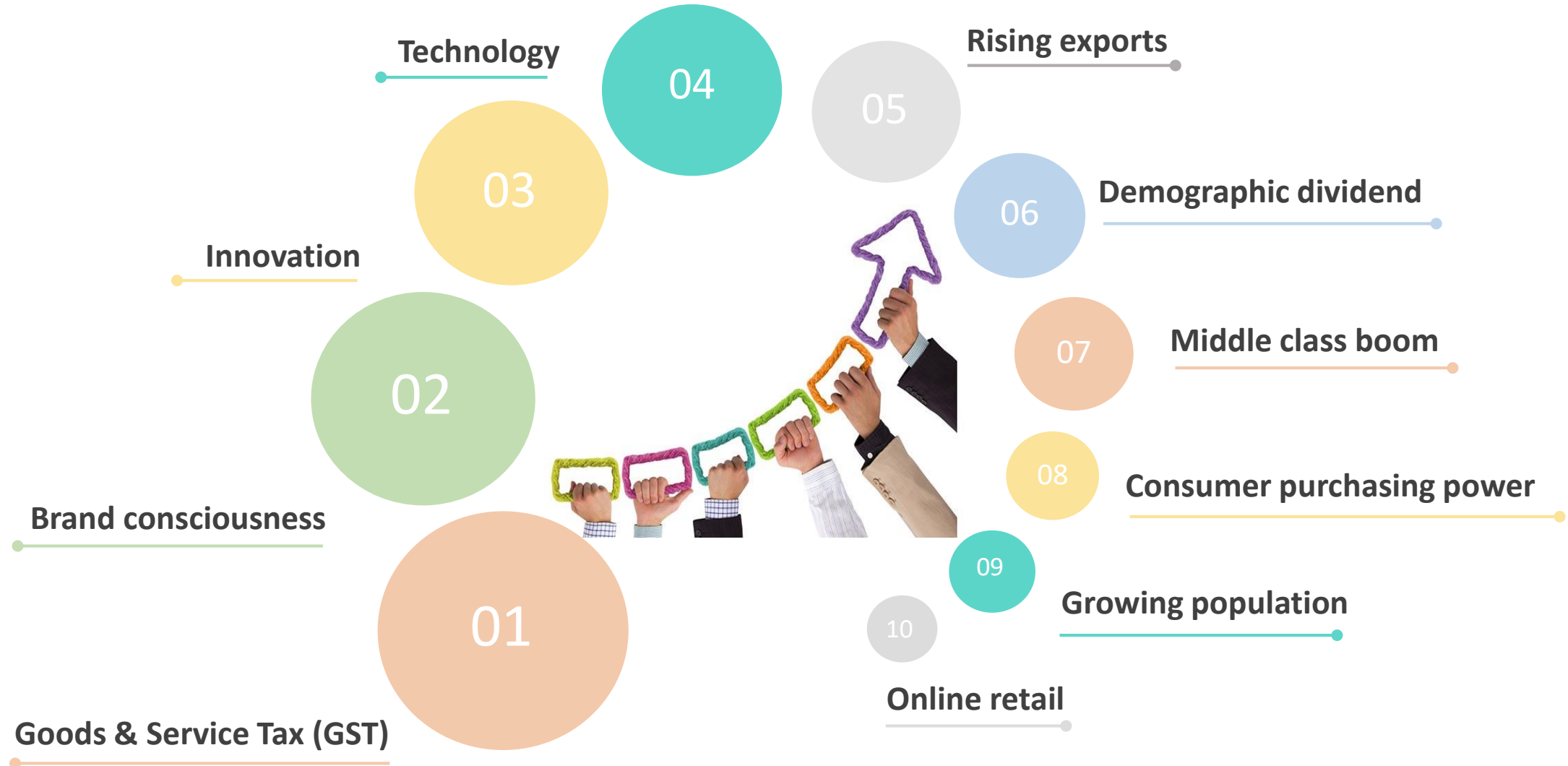


## Presence across Categories



- ✓ Addressed **Men and Women** wear categories
- ✓ At the cusp of rapid growth; per capita inner wear expenditure **expected to double to Rs. 300**
- ✓ Innerwear market of Rs. 24,000 Cr (2015) projected to grow to **Rs. 47,000 Cr by 2020**
- ✓ Enhanced **Manufacturing Automation** (ultrasonic cutting systems) increasing efficiency and global competitiveness
- ✓ Emergence of purpose-specific innerwear (sporty, casual, fashionable) **Widening the Market**
- ✓ Widening **Customer Needs**; increasing product extensions
- ✓ Growing scope of **E-commerce**
- ✓ Growing traction from **Africa, Arab countries and Middle East**

# ....poised to Grow

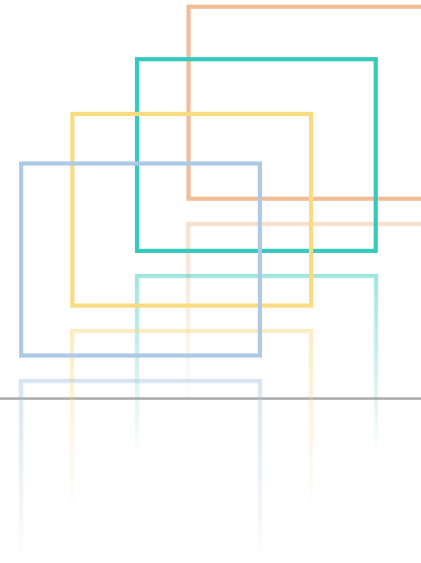






A house is only as strong  
as its foundation

# Strong Foundation



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
GENX  
COTT's  
WOOL  
COZI  
TOUCH  
VENUS  
GLO  
MOZZE  
ONNO

**SUNO  
TOH  
APNE  
DIL KI**

*Vaani  
Dhanu*



**“We are gaining  
Market Share”**



# We have created Brand Equity



## Economy Segment



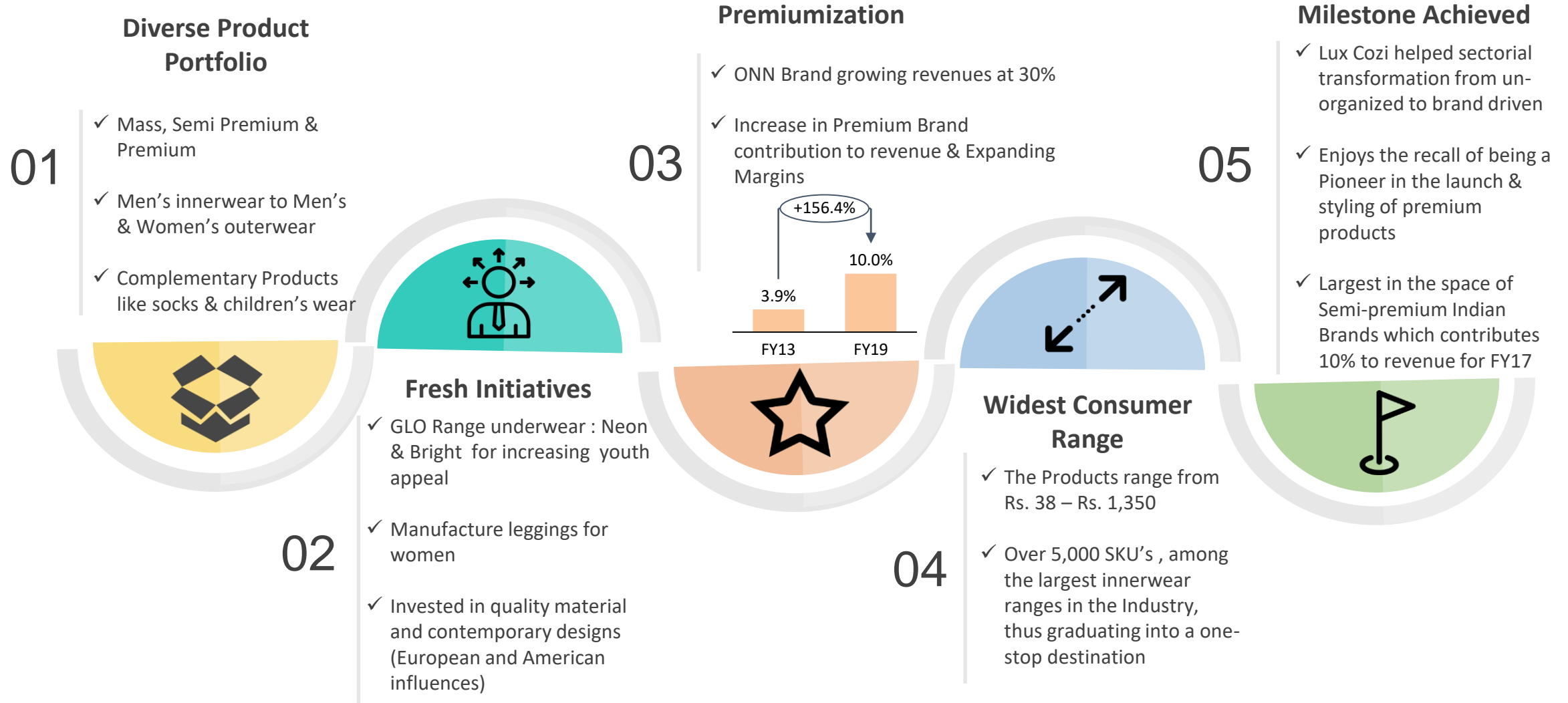
## Mid Premium Segment



## Premium Segment



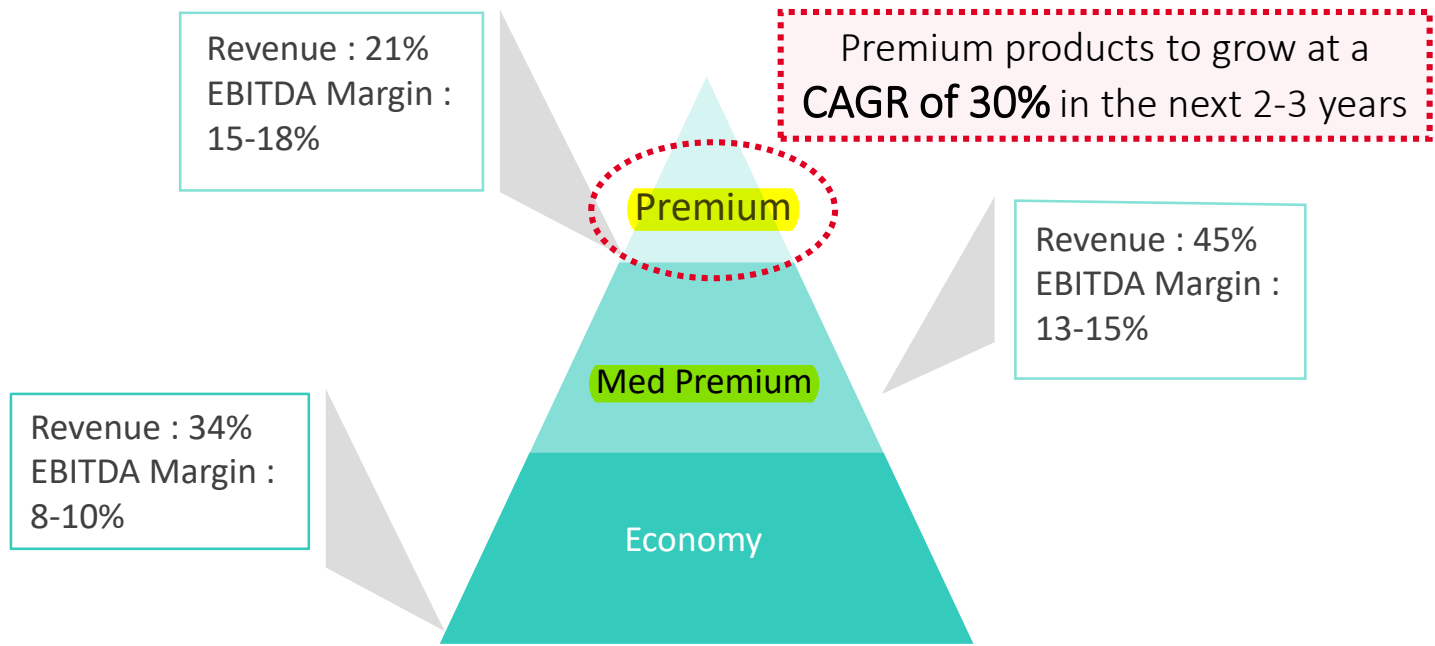
# Our Products are Bare Necessities



# Our Products satisfy Customer needs



## Presence across Categories



## Presence across various Price Points



... From Semi Premium to Premium

... From Men's innerwear to Men's and Women's outerwear

**Lux Cozi** is one of the strongest and fastest growing men's innerwear brands (economy and mid-segment)

**Lux Cozi GLO** is a durable player in the economy to mid-brand segment

**Lux Venus** is one of the largest vest brands in the economy category

**Lux Cozi Bigshot** is a preferred consumer brand in the boxer/ briefs segment

**ONN** is emerging as one of the most promising mid-to-premium men's innerwear brands

# We manufacture to maintain High Quality Standards



## Process

Raw material	→	Yarn
Step - 1	→	Knitting
Step - 2	→	Pocessing
Step - 3	→	Cutting
Step - 4	→	Stiching
Step - 5	→	Packaging

100% Knitting, Cutting done in-house

## One of Lowest Manufacturing Cost

- ❑ 100% of our products in-house with zero Outsourcing
- ❑ Invested extensively in manufacturing integration and scale with the objective to reduce costs

## Largest Employer in Sector

- ❑ Our pool of 1,496 employees (as on 31 March 2019) makes us one of the largest employers in the sector

## Critical Processes done in-house

- ❑ Lux has concentrated on large, technology driven manufacturing
- ❑ Outsourcing processes such as stitching, we are able to keep our asset profile and employee base light

# We have advanced Manufacturing Facilities



State-of-the-art  
Equipment in  
creating Top-  
notch Products  
for consumers

350  
circular  
Knitting  
machines

Fully  
Automated  
in-house  
Stitching  
units

Ahead of the  
trends due to the  
expertise  
of its in-house  
design team

1. Ludhiana
2. Agarpara
3. B.T.Road
4. Dankuni
5. Dhulagarh
6. Tiruppur

“  
Manufactured 20 crore  
garment pieces a year which is  
one of the largest in the Indian  
innerwear sector  
”



# We deliver Quality to generate Loyalty



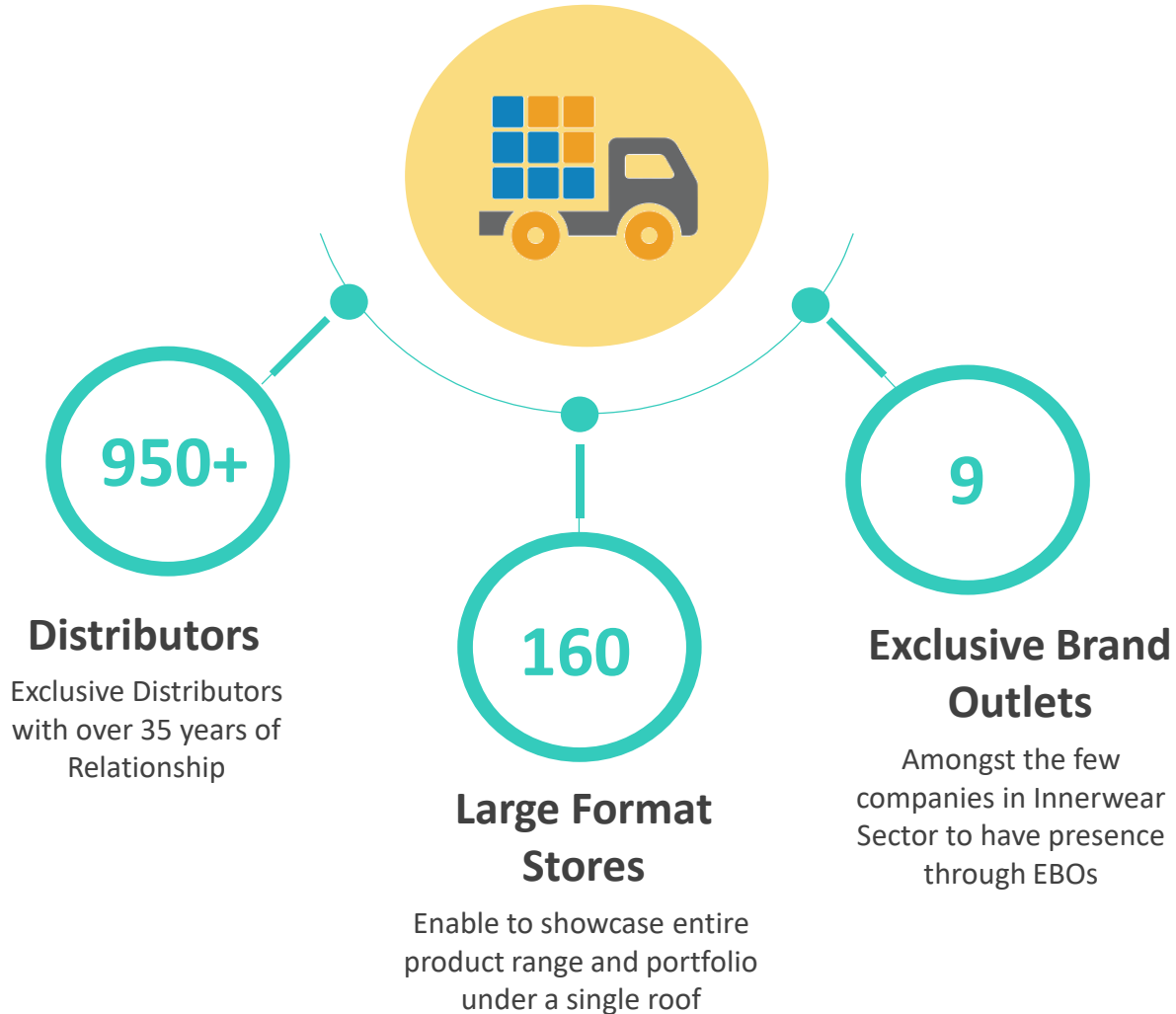
- 01 Manufacture **100%** of our products **in-house** with **zero outsourcing**
- 02 Company invested in cutting machine from **Morgan Technica SPA, Italy**, and knitting machine from **Mayer & Cie, Germany**, and **United Texmac Pte Ltd Singapore**
- 03 **Up-gradation and replacement of old machines** is done as and when required in order to **maintain high quality of output**
- 04 To keep creating **new benchmarks for quality and comfort**, the two fundamentals that lay the foundation of our company and take it to the epitome of success.

## State-of-the-art Machines from



**MORE THAN PRODUCTS; A QUALITY ASSURANCE OF THE BEST MANUFACTURING AND QUALITY STANDARDS**

# We have right distribution setup to Support Growth



## Merchandise Strength

- ❑ Core strength lies in the goodwill that we enjoy among distributors, dealers and retailers rather than machines and products

## Capitalizing Opportunity

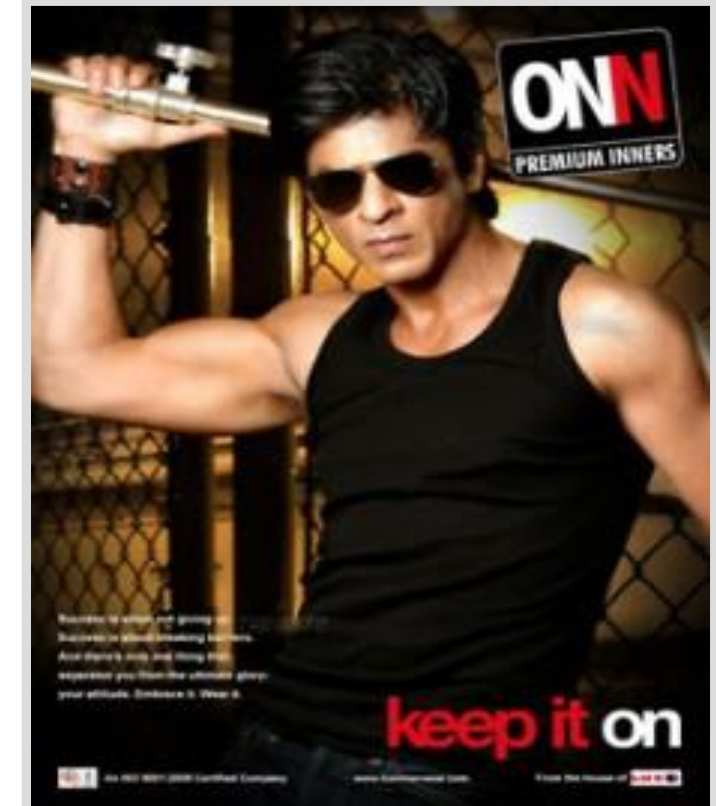
- ❑ First Indian innerwear company to organize distributor and owner conferences within and outside India



*" There is less than 1% attrition among distributors "*  
*" Available from Distributors ,Retailers to small clusters in India "*

***LUX is available where customers are...***

# We have Celebrity Endorsements



Lux's profit from every rupee invested in brand spending increased from **5.74%** in FY13 to **7.47%** in FY19



# We are led by Experienced Leadership



## Mr. Ashok Kumar Todi

- ❑ His forte lies in Marketing of the products and formulating various policies for Growth & Expansion of the business on pan India basis
- ❑ He has rejuvenated with exploring schemes for distributors, retailers and even for consumers
- ❑ Has also been associated with various philanthropic organizations of the country



**MR. ASHOK KUMAR TODI**  
**CHAIRMAN**

**MR. PRADIP KUMAR TODI**  
**MANAGING DIRECTOR**

## Mr. Pradip Kumar Todi

- ❑ Presently looking after the Product Development and Production
- ❑ His forte is in developing new patterns, yarn combinations, knitting technologies
- ❑ He has helped the Company to introduce new products with new styles from time to time
- ❑ He has immense acquaintance in technical know-how in hosiery industry
- ❑ His contribution in decreasing production costs helped the Company to enhance profits

# We are supported by Strong Management Team



<p>Mr. Saket Todi</p> <p>Sr. Vice President (Marketing)</p>	<ul style="list-style-type: none"> <li>❑ Mr. Saket Todi, son of Shri Ashok Kumar Todi, aged 27 years</li> <li>❑ Has done his post graduation in Brand Management and has eminent knowledge in marketing</li> <li>❑ His contribution towards strengthening the premiumisation of brand “Lux” is significant</li> <li>❑ Has been associated with the Company since 2014 with his in-depth knowledge in marketing which has helped the Company to achieve greater success and increase profitability</li> </ul>	
<p>Mr. Udit Todi</p> <p>Sr. Vice President (Strategy)</p>	<ul style="list-style-type: none"> <li>❑ Mr. Udit Todi, son of Shri Pradip Kumar Todi, aged 27 years</li> <li>❑ He is Master of Science in Finance from The London School of Economics and Political Science (LSE)</li> <li>❑ Has been associated with the Company since 2014 and has expertise in the field of finance and his proficiency in the management of marketing area of the Company is remarkable</li> </ul>	
<p>Mr. Ajay Patodia</p> <p>Chief Financial Officer</p>	<ul style="list-style-type: none"> <li>❑ He is qualified as FCA, FICWA, DISA (ICAI), SAP (FI), and IFRS(C)</li> <li>❑ He has expertise in the field of finance along with high command in the area of taxation</li> <li>❑ He is associated with the Company since 2005</li> </ul>	<p>Mrs. Smita Mishra</p> <p>Company Secretary &amp; Compliance Officer</p> <ul style="list-style-type: none"> <li>❑ She is an Associate Member of The Institute of Company Secretaries of India (ICSI)</li> <li>❑ She ensures efficient administration of the company with regard to compliance of statutory and regulatory requirements</li> <li>❑ She is associated with the Lux group since 2009</li> </ul>
<p>Mr. Narendra Panjwani</p> <p>Head Of Quality Control</p>	<ul style="list-style-type: none"> <li>❑ He has many years of experience in hosiery industry, as he had worked with Maxwell Industries Limited for 21 years</li> <li>❑ He has done Bachelor of Science</li> <li>❑ He is associated with the Company since 2013</li> </ul>	<p>Mr. Surendra Kumar Bajaj</p> <p>Vice President (Marketing)</p> <ul style="list-style-type: none"> <li>❑ He has worked with Khaitan Group of Companies before joining Lux and has an extensive experience in marketing</li> <li>❑ He is associated with the Company since 2014</li> </ul>



# We are supported by Strong Management Team



Mr. Sanjay Mittal Vice President (Sales)	<ul style="list-style-type: none"><li>❑ He heads the Sales function and plays an important role in formulating the Sales Strategy</li><li>❑ He is associated with the Company since 1996</li></ul>	Mr. Bibekananda Maity IT Head	<ul style="list-style-type: none"><li>❑ He has done post graduation in MBA &amp; MCA and has more than 22 years of experience in IT function of manufacturing sector</li><li>❑ He is associated with the Company since 2015</li></ul>
Mr. Manoj Ghiya Production Manager	<ul style="list-style-type: none"><li>❑ He formulates the Strategy to run the manufacturing processes reliably and efficiently</li><li>❑ He is associated with the Company since 1989</li></ul>	Mr. R.K. Bhutoria HR Manager	<ul style="list-style-type: none"><li>❑ He plays a major role formulating Strategy for Employee Engagement and Empowerment</li><li>❑ He is associated with the Company since 2004</li></ul>

# We are honoured by Awards & Recognitions

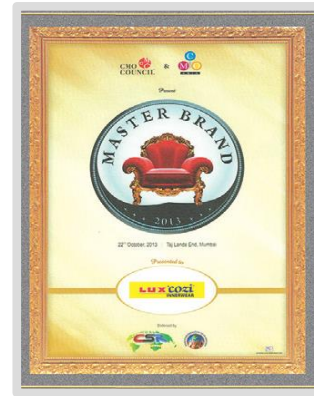


2012-13



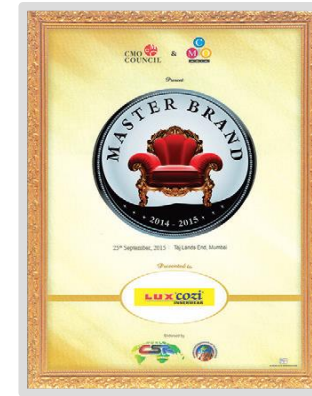
*Asia's Most Promising Brands*

2013



*The Master Brand*

2014



*The Master Brand*

2014-15



*The Admired Brand of India*

2015



*The World's Greatest Brands*

2016



*Asia's Greatest Brands*

2018



*Lux Cozi - Best Brand of the Year*



Great leaders inspire  
greatness in others

# Market Penetration Strategy



KARISHMA  
BIG SHOT  
CLASSIC  
INFERNO  
MOZZE  
COTT's  
WOOL  
GLO  
COZI  
TOUCH  
VENUS  
GENX  
ONN

# Multi-Product & Multi-Brand Approach



	Quality at Low Costs	Premiumization
Product & Quality	<ul style="list-style-type: none"> <li>❑ 100 products under 12 brands for a growing family's needs</li> <li>❑ 5000 SKUs across all major brands</li> <li>❑ Product offerings across ages, genders, geographies and seasons</li> <li>❑ Extensive Vertical Integration with 100% manufacturing in-house</li> <li>❑ Cost leadership through ability to manufacture the largest innerwear volumes at one of the lowest costs</li> </ul>	<ul style="list-style-type: none"> <li>❑ Only 20% of the innerwear market accounted for by the premium and Semi-premium Segments, offering significant headroom for Premiumisation</li> <li>❑ Lux's ONN is a premium brand growing at ~ 30% every year</li> <li>❑ Lux GLO in the mid-premium segment introduced in January 2017</li> <li>❑ Revenues from premium brands increased from 3.9% in FY13 to 10.0% in FY19</li> </ul>
Market Penetration	<ul style="list-style-type: none"> <li>❑ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products</li> <li>❑ Product offerings across ages, genders, geographies and seasons</li> <li>❑ Present in high-growth segments of active wear and sportswear</li> <li>❑ Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks</li> </ul>	<ul style="list-style-type: none"> <li>❑ Pan India Footprint – Strong Presence in Western &amp; Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand</li> <li>❑ Exports to 47 countries largely comprising the Middle East, Africa, Australia and Europe</li> <li>❑ Sales focussed in tropical countries with demographics similar to India thereby offering a huge potential</li> </ul>
	Share of Wallet	Geographical Leadership

# Technologically Advanced Expansion



Integrated Unit across knitting, processing and cutting functions which will strengthening efficiency, productivity & profitability

New state-of-the-art 12 lakh sq. ft (approx) manufacturing facility in Dankuni, West Bengal

Rs.83 Cr investment across 11.48 acres on the outskirts of Kolkata

108 stitching / sewing machines from Singapore; 11 high-speed knitting machines from Germany; 60 sock knitting machines from China and 2 cutting machines from Singapore & Italy

Has the capacity to produce 5 lakh units of finished products a day

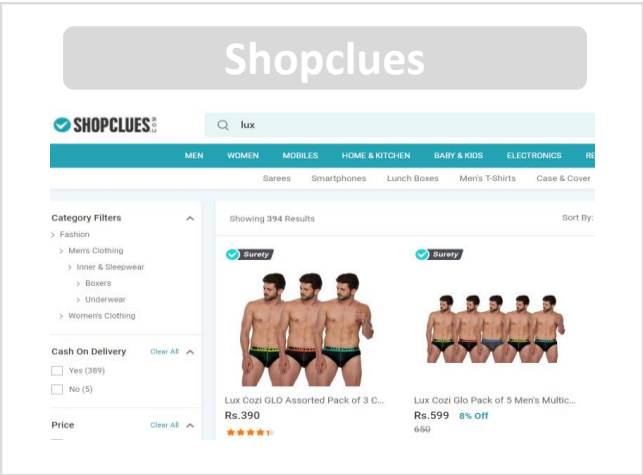
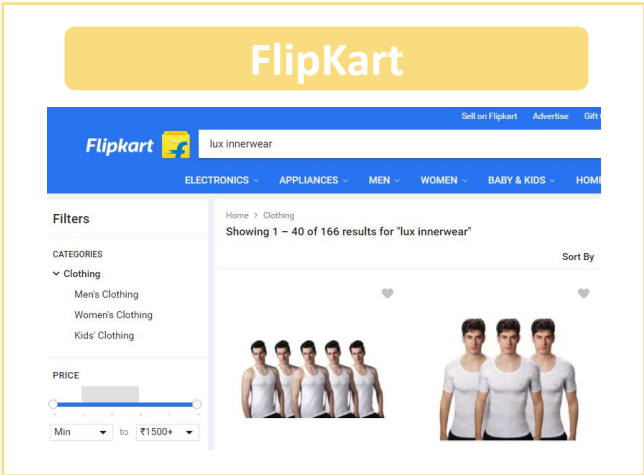
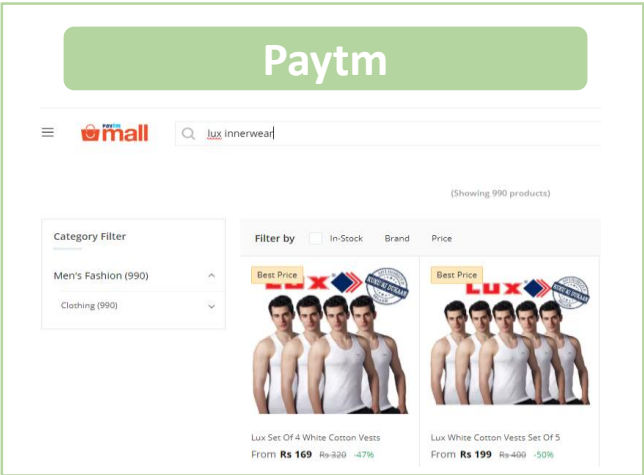
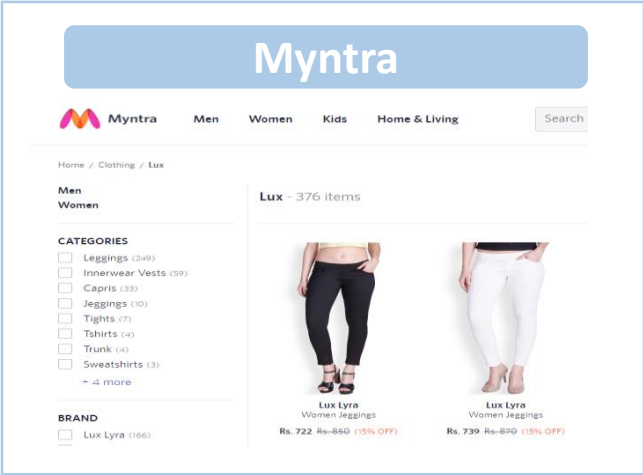
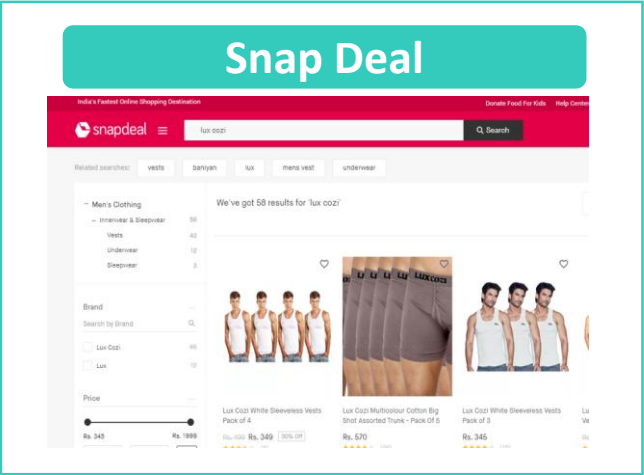
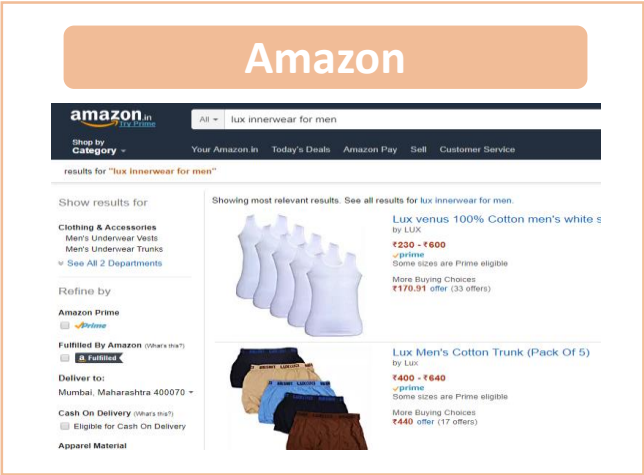
Phase-II expansion to double the production capacity over the next 3-4 years



# The New Age Distribution: E - Commerce



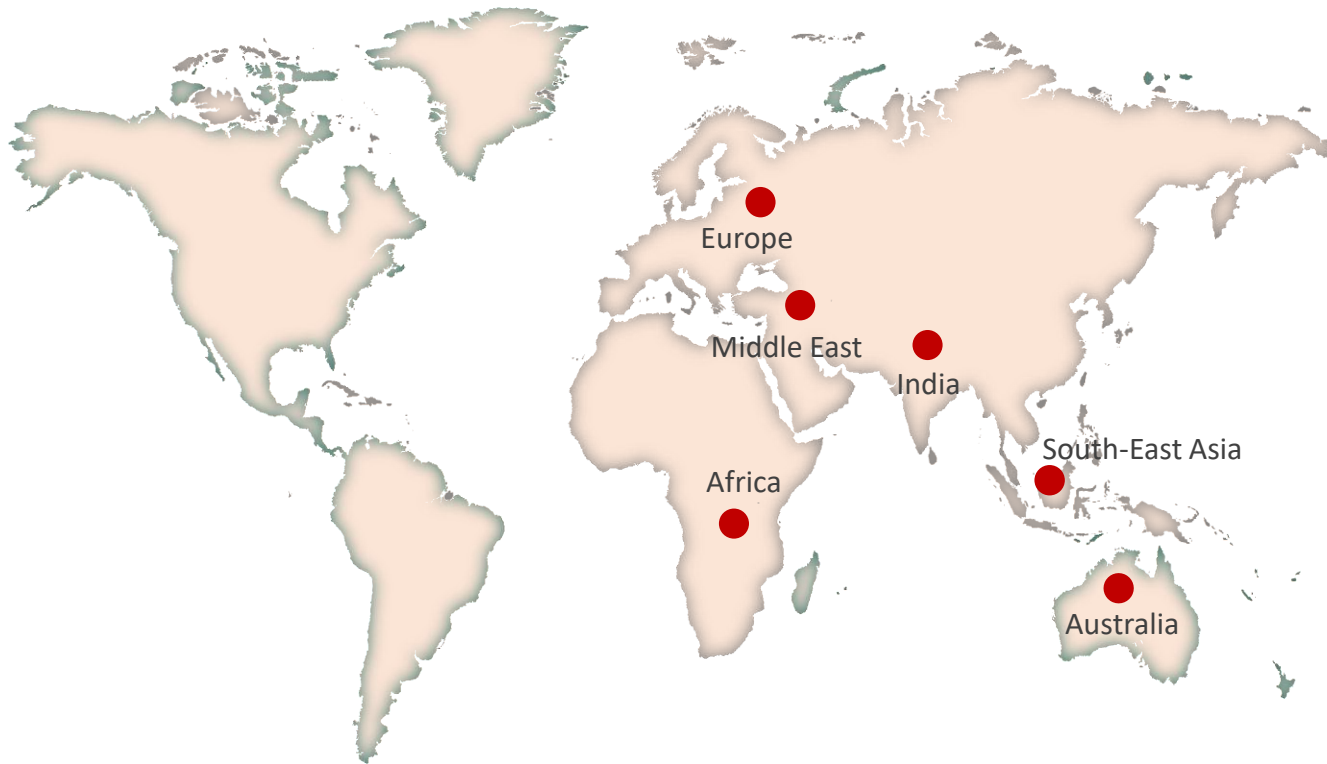
❑ Company is creating an online presence through e-commerce websites, enhancing access and image



Other Presence:

- ❑ Keep It On
- ❑ Jabong
- ❑ Lime Road
- ❑ Tata Cliq

# Focus on Demographics with Huge Potential



- ✓ For FY 2018-19, Export Contribution to Revenue was 11%
- ✓ Increase in the number of countries exported to from 22 to 47 over the past 5 years

**Exports of Rs. 136 crores in FY19 to reach Rs. 175 crores in FY20**

- ✓ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products
- ✓ Product offerings include Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks across ages, genders and seasons
- ✓ Present in high-growth segments of active wear and sportswear
- ✓ Pan India Footprint – Strong Presence in Western & Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand
- ✓ Sales focussed in tropical countries with demographics similar to India thereby offering a huge potential

# Sustained Brand Investments



12  
Brands

100+  
Products



Lux sponsored the KKR team in the IPL, now an international cricket event, enhancing visibility and respect



Lux also sponsored the Bollywood Awards Ceremony TOIFA in Vancouver in 2016, strengthening its pan-India visibility

1992

Ye Andar Ki Baat Hai the first television advertisement featuring Sunny Deol was launched.

2001

Face of Lux Sunny Deol was signed as Lux Cozi's brand ambassador

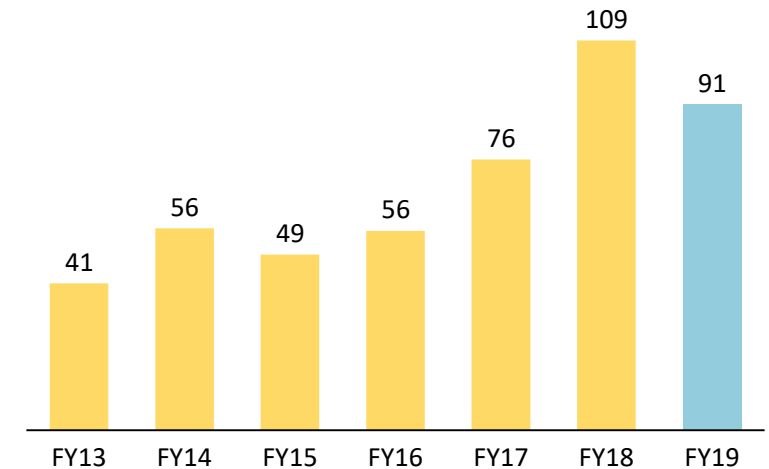
2010

New look - Indian film icon Shah Rukh Khan was engaged as brand ambassador for ONN

2017

Varun Dhawan was signed as Lux Cozi brand ambassador; Lux Glo, a sub brand of Lux Cozi was launched the capability to conceive, invest and mature brands  
Amitabh Bachchan was signed August 2017

## Marketing Spend (Rs. In Cr)



- ✓ Invested Rs. 477 Cr in our brands across the 7-years ending FY18
- ✓ Sustained brand investments at 8% of turnover

# Capturing Market Share of the Unorganised Space



## GST to aid faster customer transition from the Unorganised Space to the Organised one...



- ✓ Have signed Mr. Amitabh Bachchan as the Brand Ambassador for our brand 'Venus'. It is one of the largest innerwear brands in India. We have also signed him for our winter wear brand 'Inferno'
- ✓ Launched Mr. Bachchan as its ambassador through an extensive campaign from January 2018 across a mix of media like Television, Online, Print and Out-of-Home media
- ✓ *Mr. Bachchan's iconic legacy as an actor, the brand appeal synergizes with his personality which is liked by people of all demographics*



*Endorsement of LUX products will further strengthen the bond with the masses, give our users a greater sense of purpose and help the brands scale newer heights over the course of next few years*



- ✓ Have signed Mr. Varun Dhawan as the new brand ambassador for LUX Cozi. By signing Dhawan, LUX Cozi is repositioning itself within the young audience
- ✓ LUX Cozi is one of the most popular and the largest market share holder in the economy to the mid-segment of men's innerwear.
- ✓ The style and fashion sense makes him endearing to all sections of the audience cutting across age groups, especially the youth



*I am delighted to be the brand ambassador for LUX Cozi; their innerwear products stand for comfort and quality and I really liked the vibe of the ad campaign when I met with the creative team.*

*- Varun Dhawan*





# Product Innovation – India's First Scented Vest



**INDIA looks good, feels good and smells good!!**

Landmark Product in the Men's Innerwear Category

Creating value based products keeping in mind the essential necessity and aspirational style quotient of India

Unique feature of these vests is the fact that they retain their fragrance even after continued washes

“ Lux Cozi has been synonymous with quality, comfort and durability. I am very excited to be a part of the launch of their next big product - India's first scented vests. With the onset of summer, this innovative product will revolutionise the vest game

- Varun Dhawan





# Continuous Strategic Innovation



Artimas Fashions  
Private Limited  
(Wholly Owned  
Subsidiary of Lux  
Industries)



CSE Consulting  
LLP  
(License Owner of  
One8) – Brand of Virat  
Kohli

**LUX Industries will be manufacturing and marketing a unique collection of socks, innerwear and sleepwear for One8, globally**



## Synergies

- ✓ Aim at providing superior product quality coupled with comfortable feel that will grab instant attention of the youth
- ✓ Fill the need-based vacuum that is created in the premium innerwear
- ✓ Provide knowledge and expertise in manufacturing, designing, marketing and retail for the brand

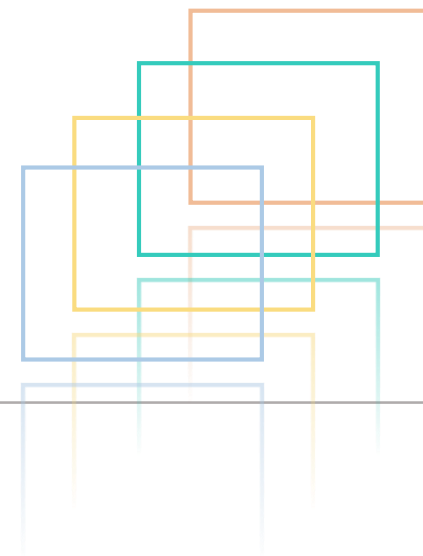


*With One8, we aim to disrupt the premium innerwear segment through innovative product offerings. We feel extremely confident that the about our distribution and resource strength, coupled with the youth appeal of Virat Kohli will make One8 the most preferred brand in the premium category*





# Financial Performance

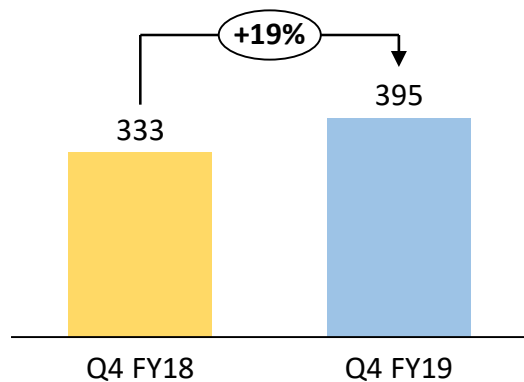


KARISHMA  
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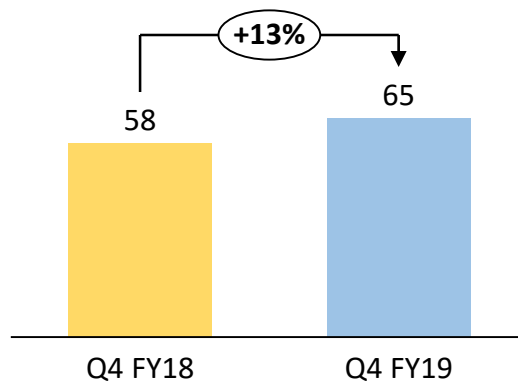
# Q4 FY19 Financial Highlights\*



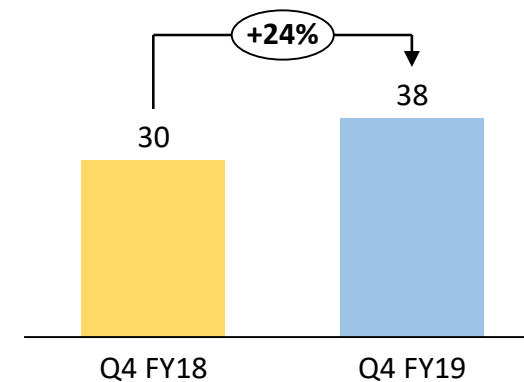
Revenue (Rs. In Cr)



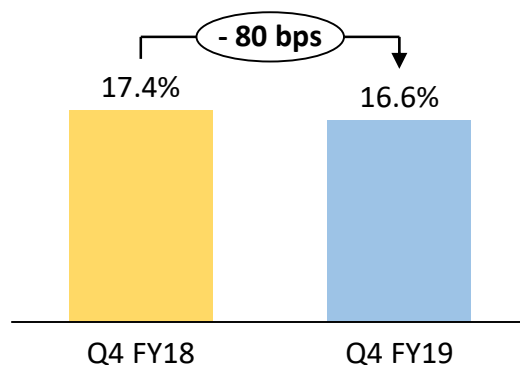
EBITDA (Rs. In Cr)



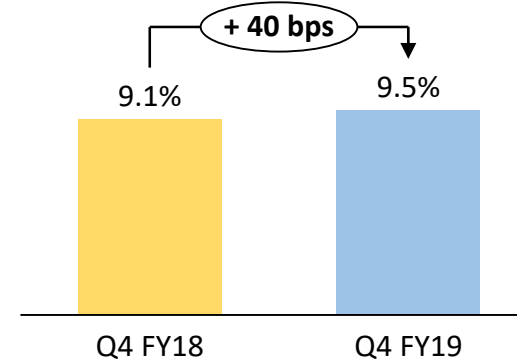
Profit after Tax (Rs. In Cr)



EBITDA Margins (%)



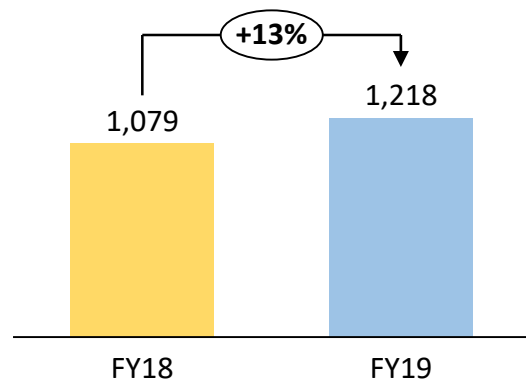
PAT Margins (%)



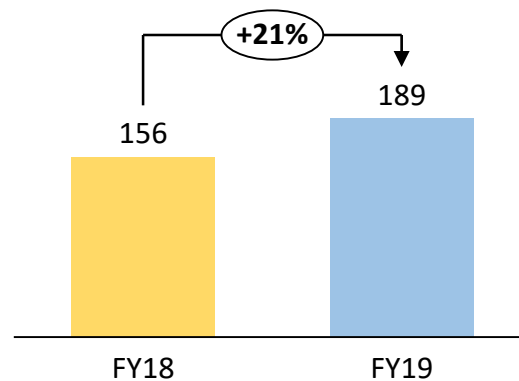
# FY19 Financial Highlights\*



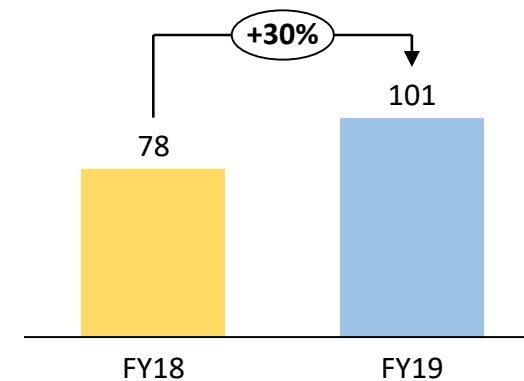
Revenue (Rs. In Cr)



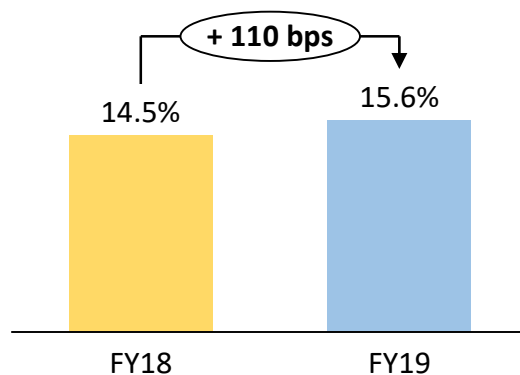
EBITDA (Rs. In Cr)



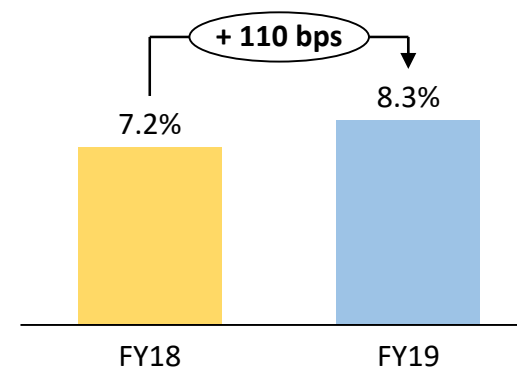
Profit after Tax (Rs. In Cr)



EBITDA Margins (%)



PAT Margins (%)

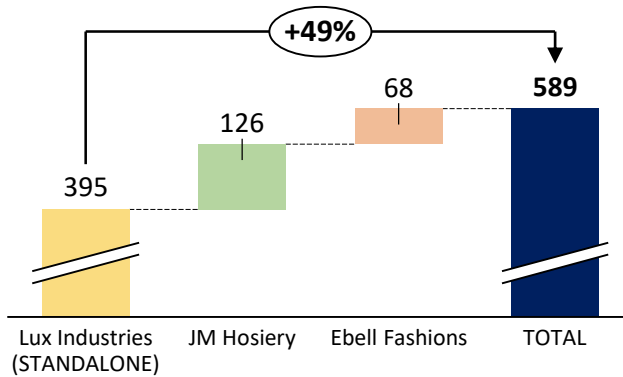


# Proforma Financials



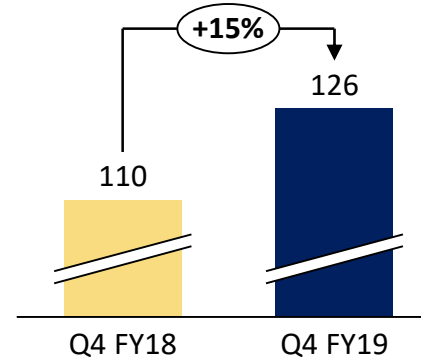
## Revenue (Rs. In Cr)

**Q4 FY19**



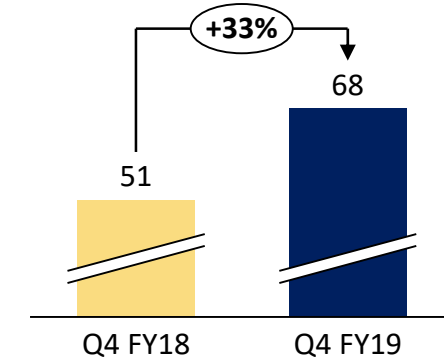
## J. M. Hosiery\*

**Revenues (Rs. Crs.)**



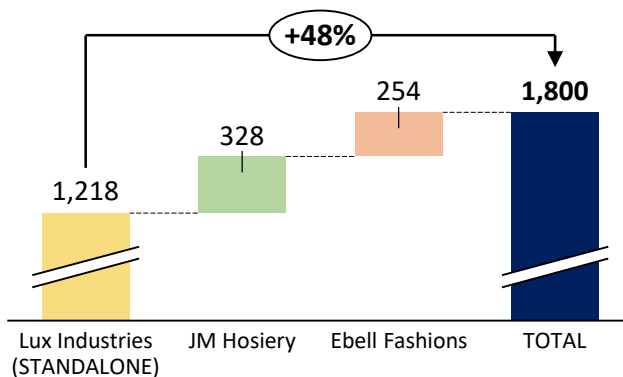
## Ebell Fashions\*

**Revenues (Rs. Crs.)**



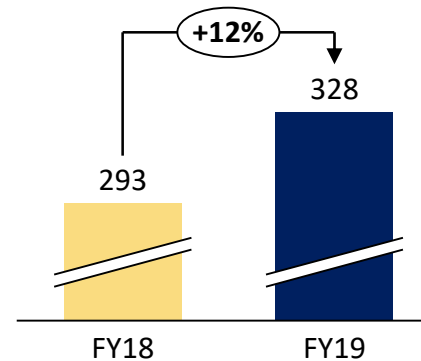
## Revenue (Rs. In Cr)

**FY19**



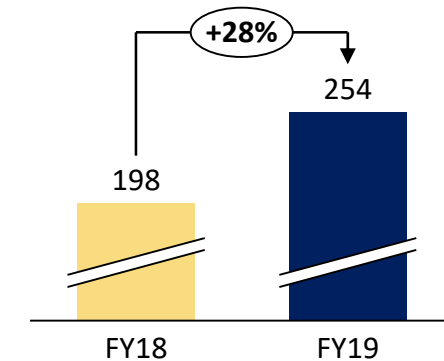
## J. M. Hosiery\*

**Revenues (Rs. Crs.)**



## Ebell Fashions\*

**Revenues (Rs. Crs.)**





# Financial Performance\*



Particulars (Rs. In Cr)	Q4 FY19	Q4 FY18	Y-o-Y	FY19	FY18	Y-o-Y
<b>Total Income from Operations</b>	<b>394.6</b>	<b>332.9</b>	<b>19%</b>	<b>1217.9</b>	<b>1079.4</b>	<b>13%</b>
Raw Material Cost	<b>221.9</b>	<b>157.7</b>		<b>577.0</b>	<b>485.5</b>	
Employee Expenses	11.0	8.2		43.5	37.5	
Subcontracting / Jobbing expenses	56.9	67.0		240.6	221.6	
Other Expenses	39.4	42.1		167.3	178.8	
<b>EBITDA</b>	<b>65.4</b>	<b>57.9</b>	<b>13%</b>	<b>189.5</b>	<b>156.1</b>	<b>21%</b>
<b>EBITDA Margin %</b>	<b>16.6%</b>	<b>17.4%</b>		<b>15.6%</b>	<b>14.5%</b>	
Depreciation	2.9	2.6		11.2	9.6	
<b>EBIT</b>	<b>62.5</b>	<b>55.4</b>	<b>13%</b>	<b>178.2</b>	<b>146.4</b>	<b>22%</b>
<b>EBIT Margin %</b>	<b>15.8%</b>	<b>16.6%</b>		<b>14.6%</b>	<b>13.6%</b>	
Finance Cost	5.1	7.2		23.6	25.4	
<b>Profit before Tax</b>	<b>57.4</b>	<b>48.1</b>	<b>19%</b>	<b>154.6</b>	<b>121.0</b>	<b>28%</b>
Tax	19.8	17.7		53.3	43.1	
<b>Profit After Tax</b>	<b>37.6</b>	<b>30.4</b>	<b>24%</b>	<b>101.3</b>	<b>77.9</b>	<b>30%</b>
<b>PAT Margin %</b>	<b>9.5%</b>	<b>9.1%</b>		<b>8.3%</b>	<b>7.2%</b>	
Other Comprehensive Income	0.2	-0.2		0.1	-0.2	
<b>Total Comprehensive Income</b>	<b>37.9</b>	<b>30.2</b>	<b>25%</b>	<b>101.4</b>	<b>77.7</b>	<b>31%</b>
<b>EPS</b>	<b>14.90</b>	<b>12.04</b>		<b>40.12</b>	<b>30.84</b>	

\* - Ind-AS Financials

# Balance Sheet\*



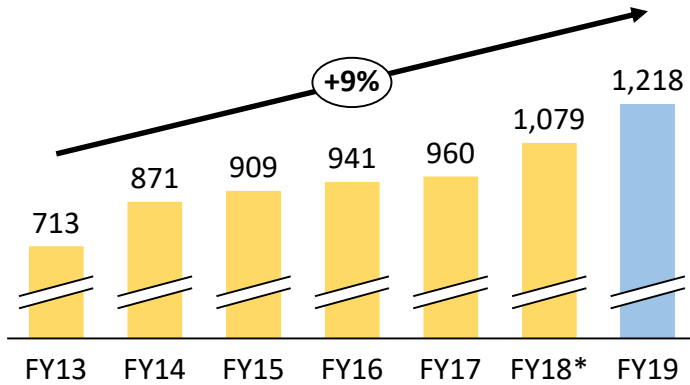
Equity & Liabilities (Rs. Crs.)	Mar-19	Mar-18
<b>Equity</b>	<b>413.9</b>	<b>318.6</b>
Equity Share capital	5.3	5.3
Other Equity	408.6	313.3
<b>Non-Current Liabilities</b>	<b>15.8</b>	<b>13.4</b>
Borrowings	5.3	4.9
Deferred tax liabilities (Net)	7.6	6.2
Provisions	2.9	2.3
<b>Current Liabilities</b>	<b>373.7</b>	<b>540.0</b>
Borrowings	172.4	316.5
Trade Payables	162.7	188.6
Other financial liabilities	25.0	24.1
Provisions	0.6	0.5
Other current liabilities	7.4	9.9
Current tax liabilities (Net)	5.6	0.5
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>803.4</b>	<b>872.1</b>

Assets (in Rs. Crs.)	Mar-19	Mar-18
<b>Non-current assets</b>	<b>140.6</b>	<b>135.9</b>
Property, Plant and Equipment	131.8	125.3
Capital work-in-progress	0.4	5.3
Intangible assets	0.4	1.1
Investments	4.6	0.8
Other financial assets	3.3	2.9
Other non-current assets	0.1	0.5
<b>Current assets</b>	<b>662.8</b>	<b>736.1</b>
Inventories	251.0	299.2
Trade receivables	368.3	389.1
Cash and cash equivalents	1.9	2.1
Other bank balances	0.1	0.1
Loans	3.9	0.8
Other financial assets	2.6	2.4
Other current assets	35.1	42.4
<b>TOTAL ASSETS</b>	<b>803.4</b>	<b>872.1</b>

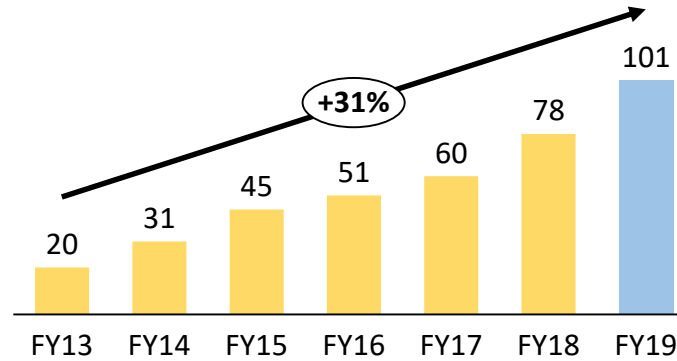
# Operating Performance



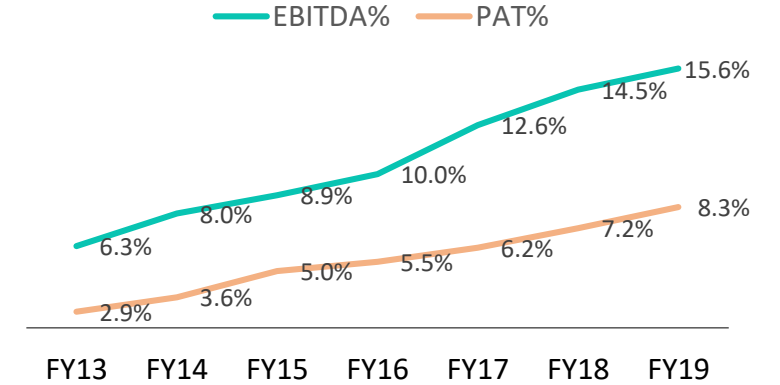
### Revenue (Rs. In Cr)



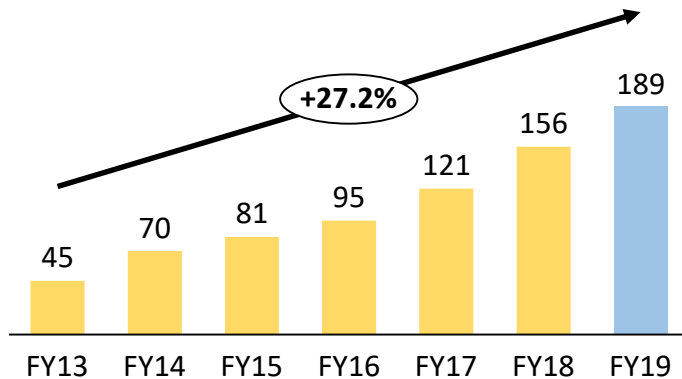
### PAT (Rs. In Cr)



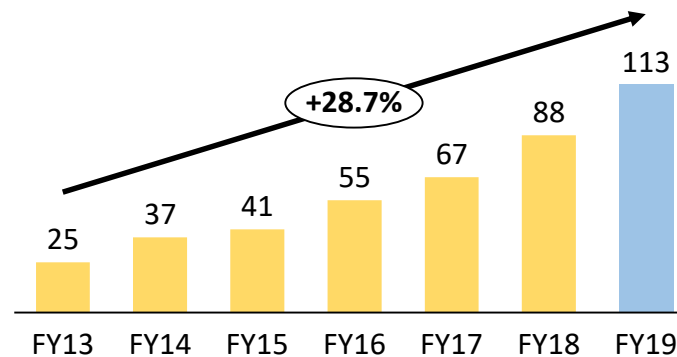
### EBITDA & PAT Margins (%)



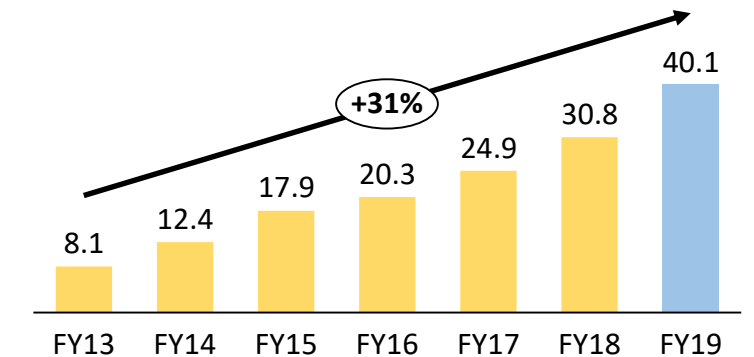
### EBITDA (Rs. In Cr)



### Cash PAT (Rs. In Cr)



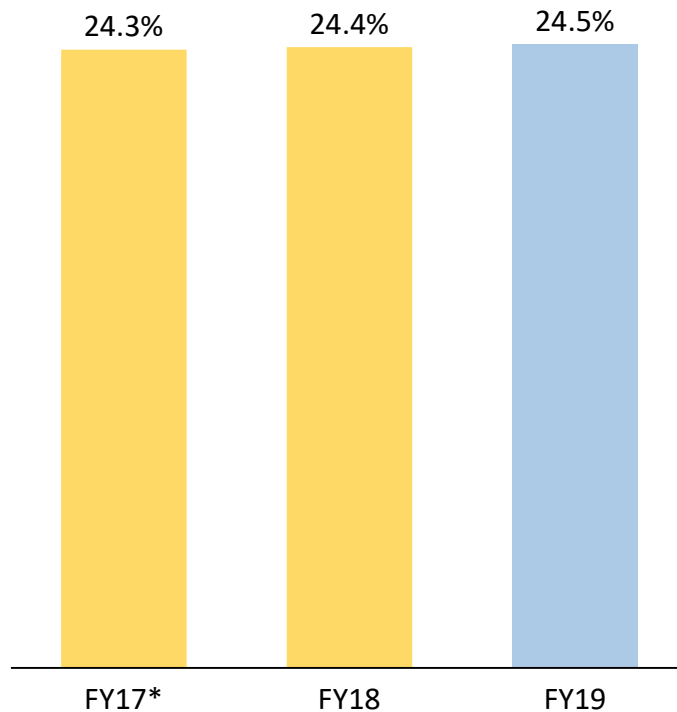
### EPS



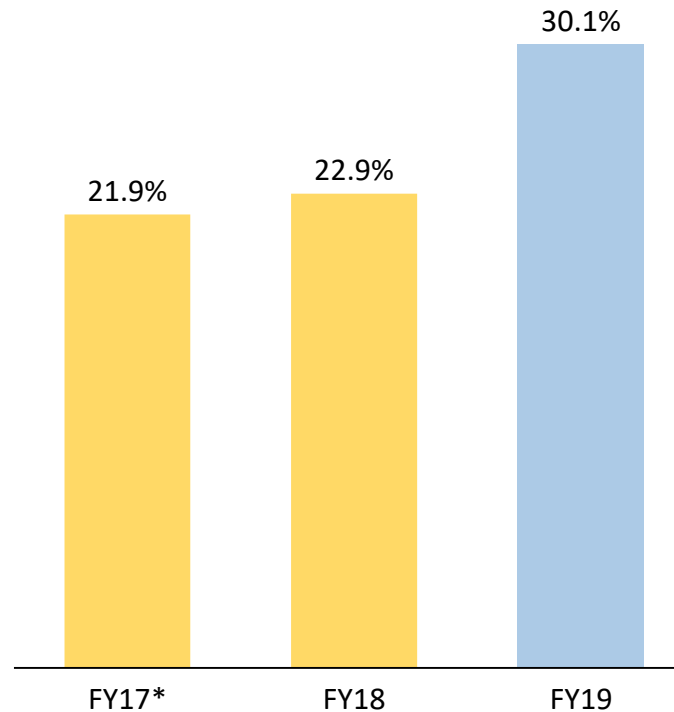
# Lean Balance Sheet & Sustained Returns



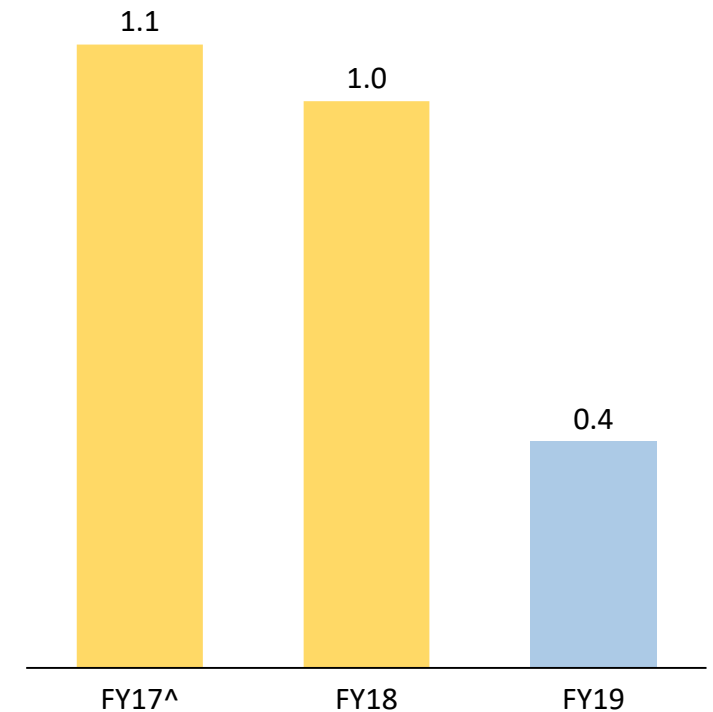
## Return on Equity (RoE)



## Return on Capital Employed (RoCE)

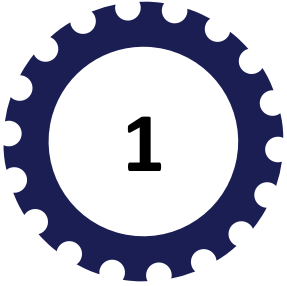


## Net Debt to Equity (x)



\* - Excl. Preference Share Capital of Rs. 56 crores

^ - Preference Share Capital of Rs. 56 crores considered as Debt and is excl. from Shareholders' Fund



**To achieve Revenue of Rs. 1,500 crores; having 13% - 15% annual growth rate**



**Maintaining sustainable growth in EBITDA Margin of 100 to 150 basis points**



**To constantly add new and innovative products for gaining significant market share and to capture various other countries in the world to increase export contribution**



Being accessible  
is being humble.



Company :



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Investor Relations Advisors :

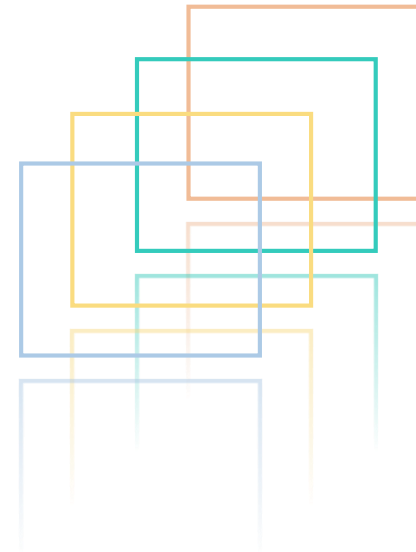
**SGA** Strategic Growth Advisors

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