



June 04, 2024.

To, <b>The Secretary,</b> <b>National Stock Exchange of India Ltd.,</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 <u>Symbol: LUXIND</u>	To, <b>The Secretary,</b> <b>BSE Limited,</b> P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542
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Dear Sir,

***Sub: Investor Presentation.***

Please find enclose herewith Investor Presentation of the Company. The Investor Presentation is also available on the website of the Company.

This is for your information and record.

Thanking You,

Yours faithfully,  
***For Lux Industries Limited***

***Smita Mishra***  
***(Company Secretary & Compliance Officer)***  
***M.No:26489***

***Encl: As above***

## **LUX INDUSTRIES LIMITED**

PS Srijan Tech - Park, 10th Floor, DN - 52, Sector - V, Saltlake, Kolkata - 700 091, India. P: 91-33-4040 2121, F: 91-33-4001 2001, E: info@luxinnerwear.com  
Regd. Office: 39 Kali Krishna Tagore Street, Kolkata - 700 007, India, P: 91-33-2259 8155, Website: www.luxinnerwear.com • CIN : L17309WB1995PLC073053



LUX INDUSTRIES LIMITED

CORPORATE PRESENTATION | FY'24

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# MARKET OUTLOOK & COMPANY UPDATE

## Economy & Market Update

- Sluggish export demand
- Trends similar to preceding Quarters
- Brands continue to expand strategically in key markets
- Q4 began with modest consumer sentiments as discretionary spends moderated in the inflationary environment.
- Yarn prices remain stable
- 'Omni channel' being driven by players as their core strategy
- Higher discounts to channel partners for better working capital management

## Brand Performance

- Clear shift towards organized segment
- Strong brand recall felt – Power brands performing well despite inflationary pressures
- Menswear brand Cozi witnessed volume growth ~5% & Venus ~15% (YE YoY) ↑
- Womenswear brand 'Lyra' delivered consistent volume growth ~ 11% (YE YoY) ↑

## Operational Highlights

- Launched rainwear category under the brand 'Lux Venus'.
- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal became operational
- Strategically broadening its reach within established markets.
- Increased focus on modern trade and e-com.



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C O R P O R A T E

IDENTITY

# ENSURING EVERYDAY COMFORT FOR DECADES

## Lux group

## Unique in its value proposition



### Leadership

**No.1**

Indian innerwear company  
(volume terms)

**₹ 2,324 crores**

Consolidated revenue  
from operations\*



### Scale

**34 crore**

Garment pieces\*  
manufacturing capacity  
across 9 state-of-the-art  
plants

**2 lakh+**

Retailer network across  
India

**46+**

Country export presence



### Prominence

**~15%**

Share in organized  
men's innerwear market

**95%**

Fill rate against industry  
average of 80%

**3,300+**

Employees

**5K+**

SKUs; among industry's  
largest innerwear  
ranges. It will be 13K+ if  
color and size counted  
separately

**100+**

Products spanning  
innerwear, outerwear  
and athleisure wear  
categories

\* YE Mar'24

Lux Industries Limited

# BUILDING ON A RICH LEGACY

## 1957

- Shri Girdhari Lal Todi founded Biswanath Hosiery Mills

## 1993-1995

- Export commenced across the Middle East, Africa and Europe
- Lux Industries Ltd was incorporated as a Public Ltd Company

## 2003

- IPO launched- oversubscribed 4 times

## 2010-2012

- Shah Rukh Khan became brand ambassador for ONN
- Lux Industries launched womenswear brand 'Lyra'

## 2015-2016 (Contd.)

- Shares listed on the BSE and NSE

## 2019 (Contd.)

- Kartik Aaryan was onboarded as brand ambassador for Lux Inferno and Taapsee Pannu for Lyra.

## 2017-2018

- Varun Dhawan roped in as brand ambassador of Lux Cozi
- Amitabh Bachchan became face of the brands of Lux
- Launched 'Lyra' lingerie
- Lux Classic & Lux Venus Classic relaunched

## 2015-2016 (Contd.)

- Commissioned Eastern India's largest hosiery product manufacturing plant in Dankuni
- Became Kolkata Knight Riders' primary sponsor

## 2019 (Contd.)

- Launched India's first scented vest Lux Cozi
- Launched One8 brand

## 2021

- Merger of J.M. Hosiery and Ebell Fashions with Lux Industries

## 2022

- Setting up of new manufacturing facility at Hosiery Park, Kolkata
- Relaunched brand 'Lux Venus' and onboarded Salman Khan as brand ambassador
- Onboarded Sourav Ganguly for Lux Cozi
- Boman Irani and Satish Kaushik were signed as the face of the brand for Lux Inferno and Lux Cott'swool respectively.

## 2024

- Manufacturing Facility at Jagadishpur, Hosiery Park, West Bengal has become operational
- Launched Rainwear and Lingerie category under the brand 'Lux Venus'
- Brand 'Lux Cozi' got Brand of the Year 2023-24.
- Shri Ashok Kumar Todi, Chairman of the Company received "Bharat Samman Award, 2023" at The House of Lords (UK Parliament), London

## 2023

- Roped in Janhvi Kapoor as brand ambassador for 'Lyra' and Urvashi Rautela for 'GenX'
- Onboarded Jacqueline Fernandez and Vijay Deverakonda as brand ambassador's for Lux Cozi



# LUX PRODUCT PORTFOLIO



## Men's Innerwear

Vest  
Brief  
Trunk  
T-Shirt

## Kidswear

Vest  
Mega  
Brief  
Trunk  
Half Pant  
Track Pants  
T-Shirt



## Men's Innerwear

Briefs  
Vests  
Boxers  
T Shirts



## Womenswear Innerwear

Brassieres  
Panties  
Camisole  
Shapewear



## Mens Innerwear

Vest  
Brief  
Trunk  
Thermals



## Mens Outerwear

T- Shirt  
Track Pant  
Jackets  
Sweatshirt  
Half Pant  
Joggers  
Socks

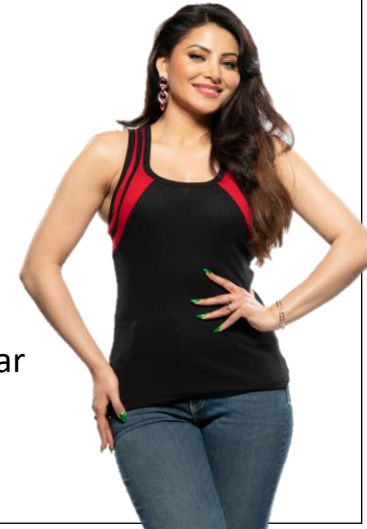
## Kidswear

T- Shirt  
Track Pant  
Sweatshirt  
Jackets



## Men's Innerwear

Vests  
T Shirts  
Track Pants  
Briefs & Trunks  
Boxers  
Shorts  
Winterwear



## Womenswear Outerwear

Leggings  
Jeggings  
Kurti Pant  
Palazzo  
T-shirts  
Night-suits  
Sweatshirts  
Tracks

# WIDENING AND DEEPENING REACH

1,170+ dealers'  
network

Available in 2 lakh+ multi-  
brand stores and 9 EBOs

Stronger e-retail platform  
presence

13 Depots drive faster  
distribution in India

550+

Sales teams drive offtake

19

Warehouses (12 states)

Strategically located  
manufacturing units  
(West Bengal, Punjab,  
Tamil Nadu and Uttar  
Pradesh) to address  
growing markets

Lux Industries Dankuni Factory



Participated in  
highly  
anticipated  
Apparel &  
Textile Fair in  
Dubai, to pave  
our way for  
future success in  
global market.

# TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House  
recognition  
by  
Government  
of India



24

New countries added in  
past 5 years

46+

Country-wide presence

60

Targeted country-presence  
by 2025

Market traction in  
tropical countries  
(including GCC  
region and Africa)

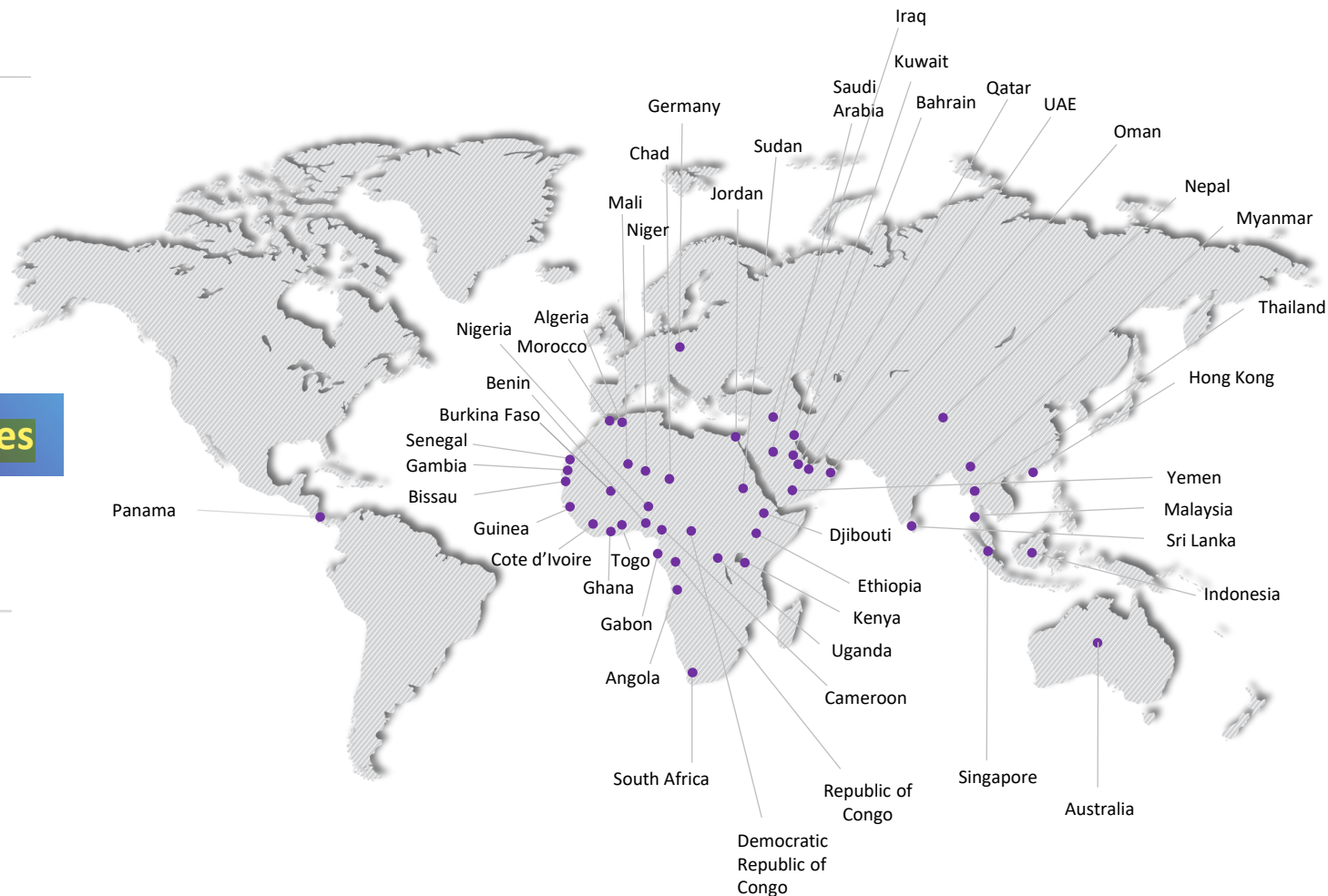
## Geography-wise sales

94%

Domestic

6%

Exports





# ADVANCING WITH GOOD GOVERNANCE

## Experienced Board

- Promoter-Directors with 25+ years of average industry experience; expertise- Sales & Marketing, Brand Promotion, Product Development, Board service & Governance
- Independent Directors with expertise in Accounting & Finance, Legal, Product Development & Packaging and Strategy.

- **E&Y continuing as Internal Auditor**
- **S.K. Agarwal and Co. is the Statutory Auditor**

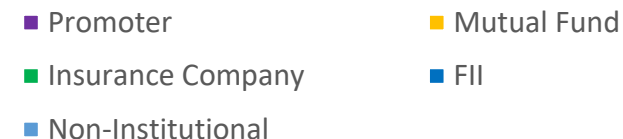
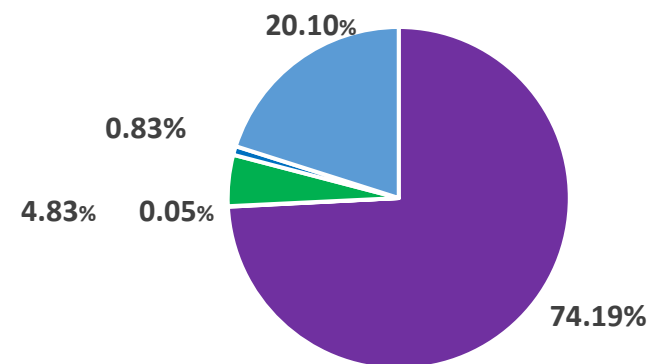
## Strong Management Team

- Inducted several new members in the recent years
- New members include:  
**Ajay Nagar**– Chief Financial Officer  
**Pradip Kumar Kandar** – General Manager, Secretarial & Legal

## Growing Trust

- Marquee investors like Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital

## Shareholding Pattern as on 31.03.2024



## 2/12

Women Independent Directors

## 50%

Share of Independent Directors on Board

# STRENGTHENING INTERNAL CONTROLS

## Robust risk-management framework

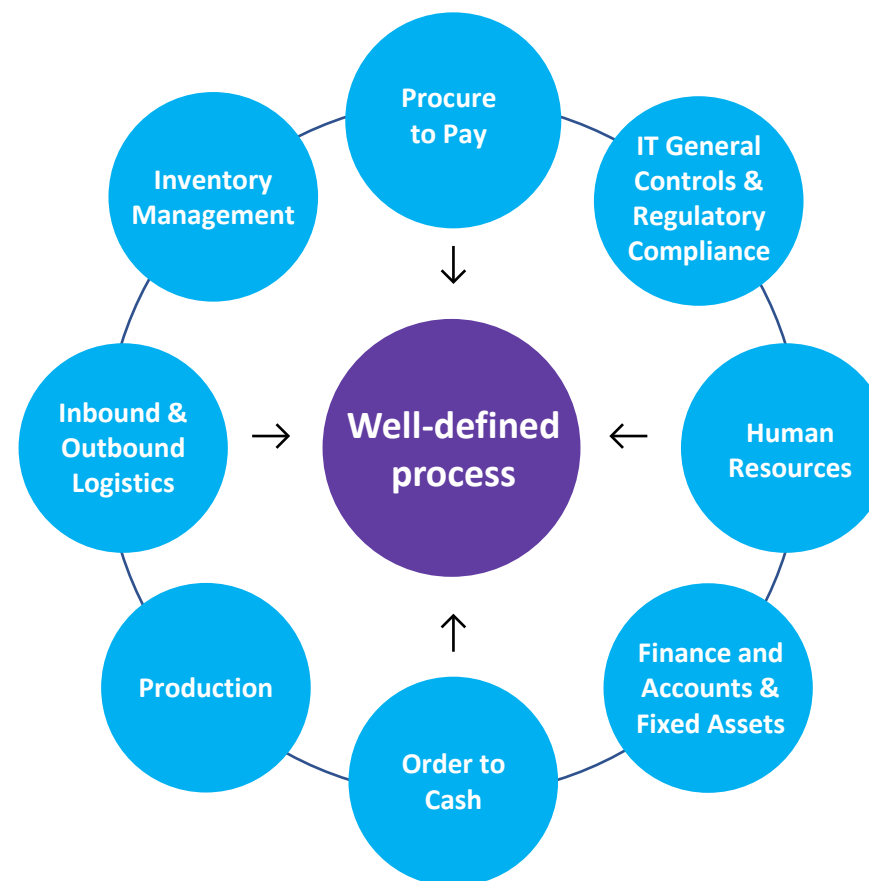
- Minimal manual interventions
- Well implemented Cyber Security framework

## Organisation-wide accountability

### Execution excellence through:

- Digital capability
- Streamlined processes
- Higher transparency

## SOP driven culture



## 15 Opportunity landscape



# OPPORTUNITIES



# RESPONDING TO MARKET OPPORTUNITIES

**1,170+**

Strong distribution channel

**3,300+**

Employee workforce

**20+ years**

Longstanding dealer relationship

**₹40 crores**

Near-term investment to augment production through internal accrual

**₹24 to ₹1790**

Price range of products

**~15%**

Existing market share in men's innerwear

**₹259 crores**

Gross cash balance

**674+**

Districts-presence in India



Lux industries Tiruppur factory

Lux Industries Limited

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FAST-TRACK

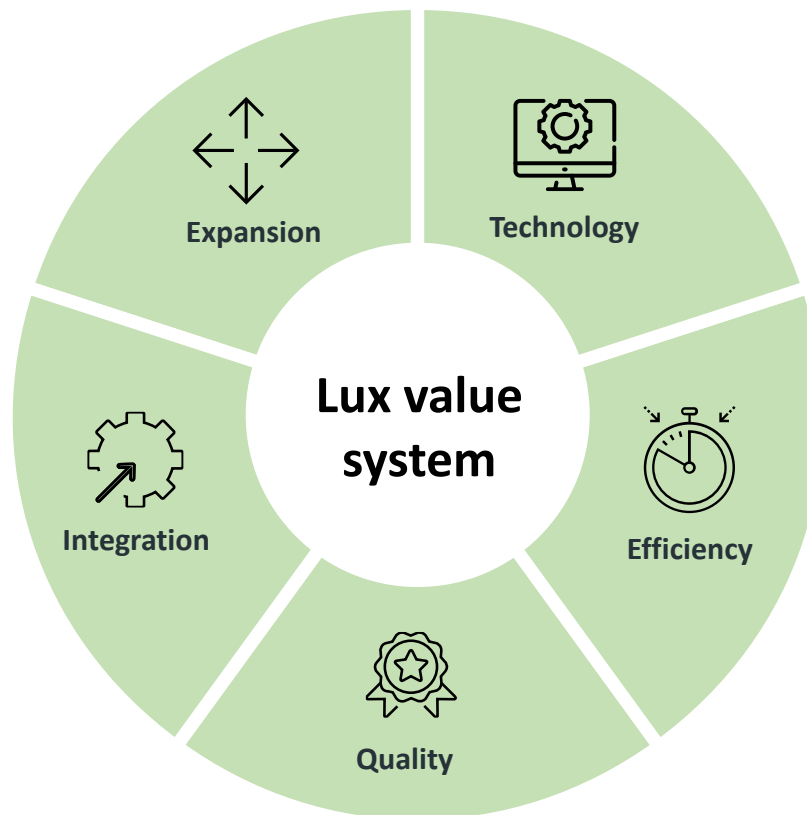
PROGRESS



# GROWTH INITIATIVES

**Expansion:** Foraying into new segments and geographies and expanding multi-channel footprint

**Quality:** Creating new benchmarks for quality and comfort



**Technology:** Augmenting digital capability with investments in automation (SAP HANA) for enhanced operational control

**Efficiency:** Presence across value-chain and scale driving organisation-wide efficiency



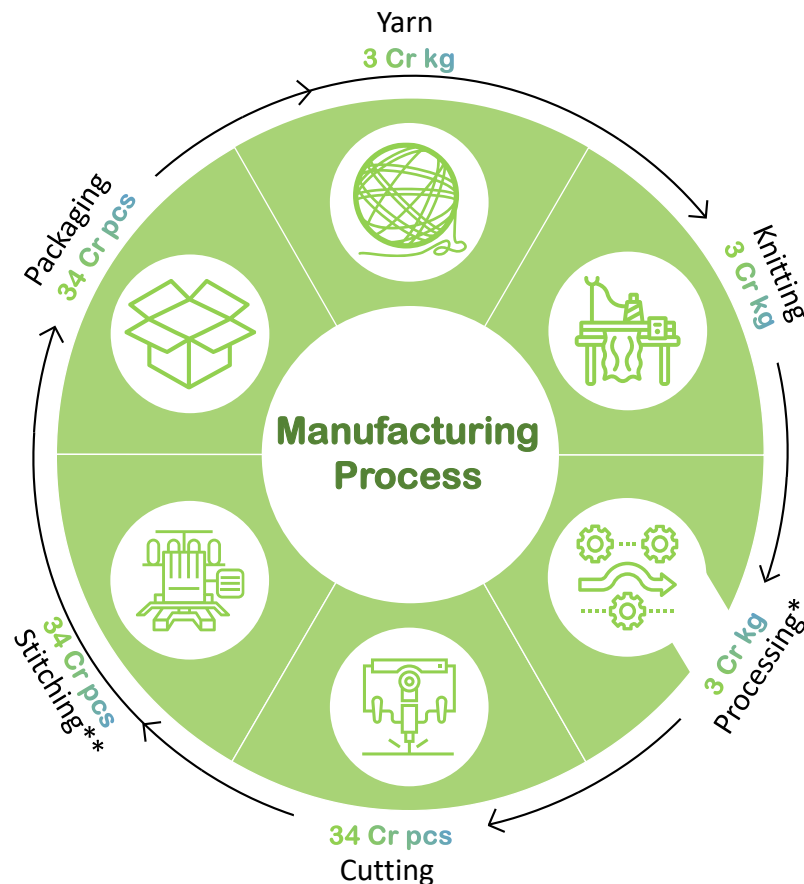


# ENHANCING MANUFACTURING CAPABILITIES

**Demonstrated manufacturing excellence for over 3 decades**

**Ability to consistently deliver high quality products on timely basis**

**Investment on machines from Italy, Germany, and Singapore**



**Flexible core manufacturing process**

**Key focus areas: quality, cost effectiveness and innovation**

**Completed upgradation and replacement of old equipment**



Note \*\*Outsourced to job workers with strong company control

**Lux Industries Limited**

# VENTURING INTO NEWER REGIONS AND SEGMENTS

From an innerwear pureplay to a mix of athleisure and outerwear player

Launched new campaign for “Lux Cozi Boyz” to promote kid’s wear.

Introduced new thermal product under the brand “Lux Cozi Garam”

Focus on premium innerwear range:  
- ₹279 Crore in YE Mar’24

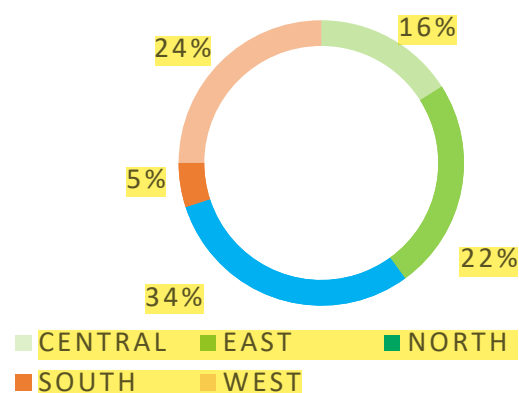
Future growth in women’s wear sector  
- ~11% volume growth in YE Mar’24

- Expected to cross ₹600 Crore by FY25

Diversify product portfolio in female (innerwear and outerwear) and kids segment

Launched men’s outerwear segment under the brand “Lux Cozi” to diversify the product portfolio in men.

Domestic Sales (%)



Launched Rainwear category under the brand ‘Lux Venus’

Introduced 'Lux Venus Her' lingerie line, expanding our esteemed 'Lux Venus' brand to cater to women’s innerwear needs too.

Unveiling 'Lux Nitro': Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.

# EXPANDING THROUGH MULTI-CHANNEL FOOTPRINT

- Growing wholesale market presence
- Association with 1,170+ dealers with focused engagement initiatives

Strong presence in multi-brand outlets and large format stores

Enlarging e-commerce footprint with Amazon, Flipkart, Myntra and AJIO, among others



#FOFO: Franchise-owned-franchise operated

Adopting investment-light #FOFO model

Target revenue of ₹100 Cr from online sales in next 3 years



<1%

Dealer attrition

9

Exclusive brand outlets (EBOs)

4,000+

Average daily online orders

160+

Large store formats to showcase the entire product range





# CRAFTING 360° BRANDING INITIATIVES

Building brands judiciously

Salman Khan, Sourav Ganguly, Jacqueline Fernandez, Vijay Deverakonda, Varun Dhawan, Boman Irani, Janhvi Kapoor are brand endorsers

Sponsored KKR team in the IPL to enhance brand respect and visibility worldwide



₹940 crores

Branding investments in the last seven years including YE Mar'24

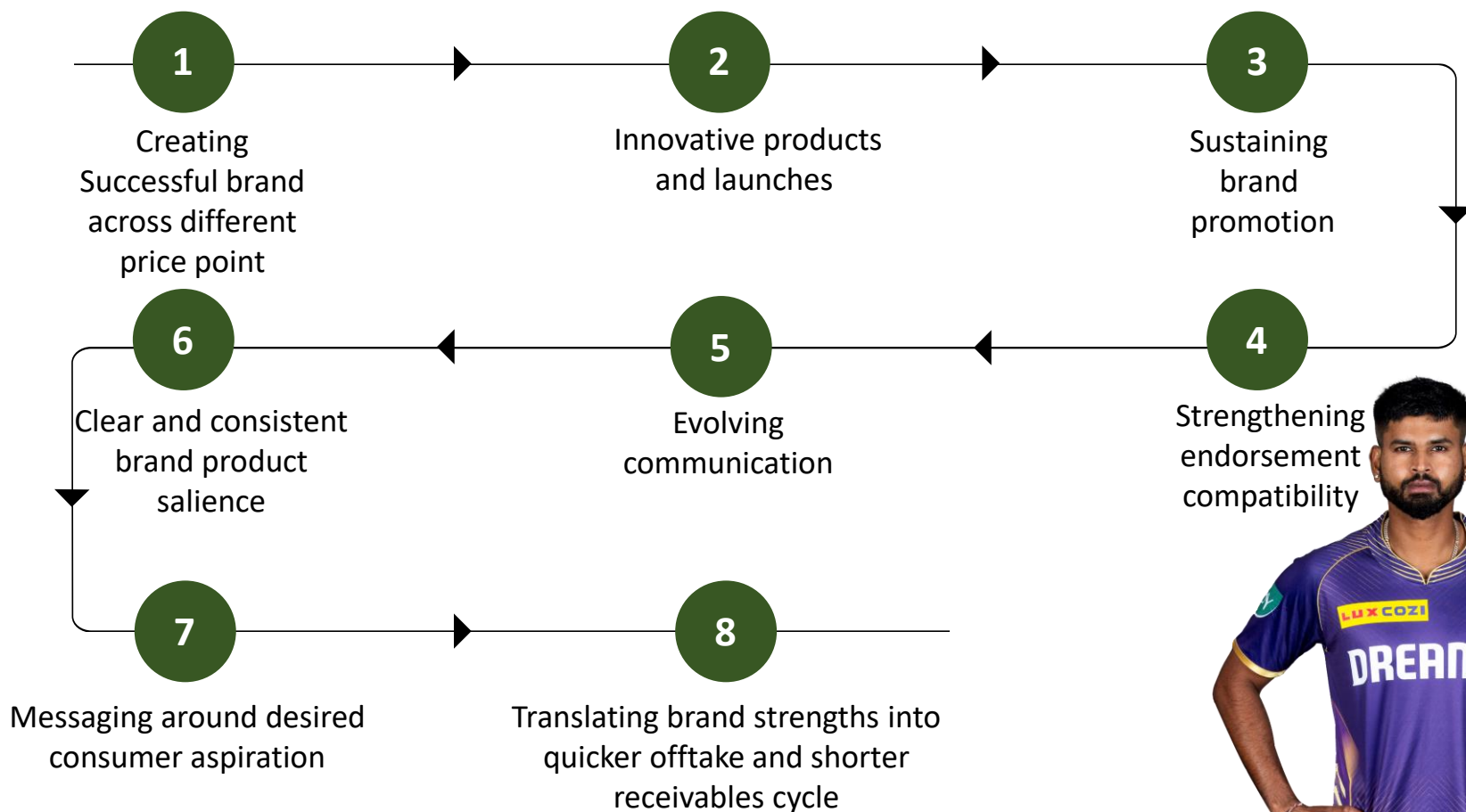
8%

Average share of revenues spent on branding (FY18- YE Mar'24)

₹13

Return on every rupee spend on A&P for YE Mar'24

# CREATING SUCCESSFUL BRAND STRATEGY



# ACCELERATING DIGITAL ADOPTION

IT New Initiatives by developing new age solutions for better customer experiences – led by Prateek Agarwal and his team.

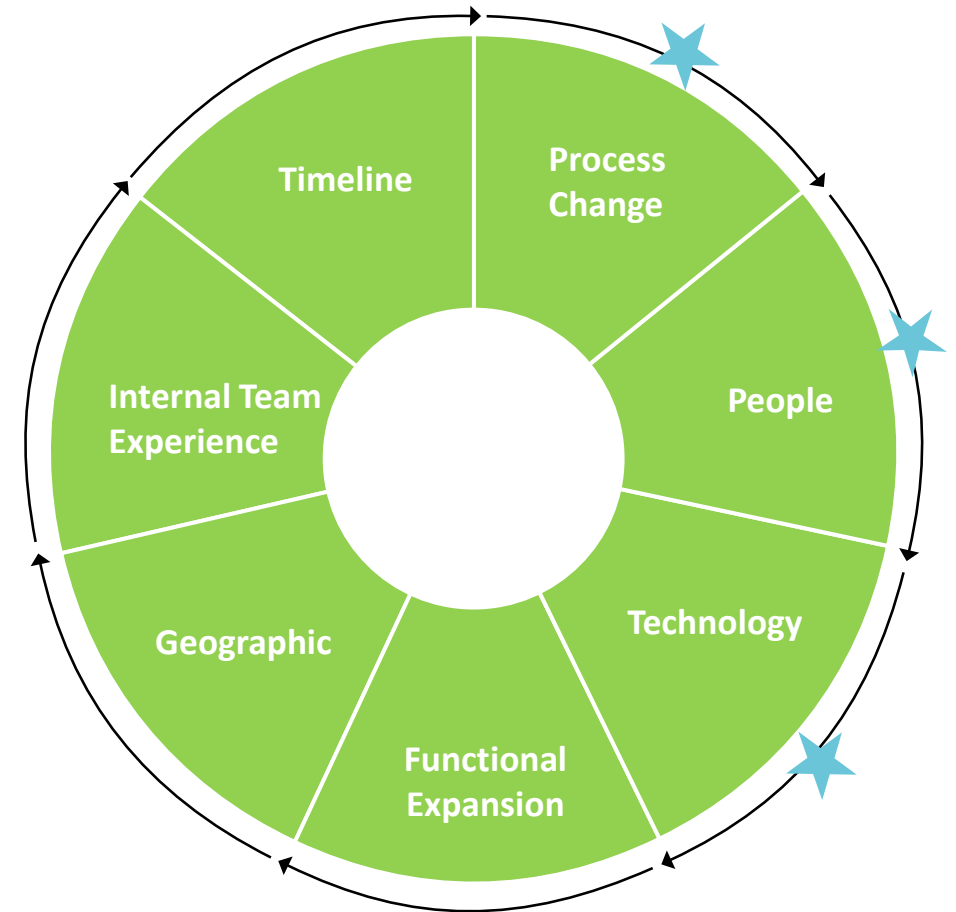
Led by Bibek Maity, CIO and his 25-member team

End-to-end IT solutions through dealer integration systems

Launched 'Lyra Connect' Retailer App- a first of its kind app to directly connect with its retailers

Rollout new website "www.onninternational.com" direct ONNline platform for customers

Enhanced MIS system for business visibility; data-based decision-making





# STRENGTHENING FINANCIALS

Overhauled credit policy to strengthen working capital

**12.14%**

ROCE, YE Mar'24

Deleveraged balance sheet and created strong liquidity buffer

**₹259 crores**

Gross cash and cash equivalents, YE Mar'24

Aggressive investment in brand building with focus on premiumization and brand recognition

Working Capital days has improved marginally on account of better inventory management.

**176 days**

Working Capital Days in YE Mar'23

**161 days**

Working Capital Days in YE Mar'24

**104 days**

Inventory cycle in YE Mar'23

**100 days**

Inventory cycle in YE Mar'24

**50 days**

Creditor days in YE Mar'23

**52 days**

Creditor days in YE Mar'24

**9x**

Interest cover in YE Mar'23

**9.5x**

Interest cover in YE Mar'24

**0.17**

Debt-equity in YE Mar'23

**0.12**

Debt-equity in YE Mar'24

# OUR LEADERSHIP PROFILE



**Ashok Kumar Todi**  
Chairman

- Visionary, Founder and Promoter
- Commerce Graduate; engaged in the hosiery business for over five decades
- Forte lies in capturing market share, marketing, formulating various policies for growth and expansion
- Introduced attractive schemes for dealers, retailers and consumers
- Associated with various philanthropic organisations in India



**Pradip Kumar Todi**  
Managing Director

- Visionary, Founder and Promoter
- Commerce Graduate
- Primarily focuses on product development and production functions
- Deep technical knowledge of the hosiery industry
- Forte lies in developing new patterns, yarn combinations, and knitting technologies & strong business acumen
- Introduced new styles and optimised production costs

# NEXT GENERATION TAKING VISION FORWARD



**Navin Kumar Todi**  
Executive Director

- Commerce Graduate
- Engaged with the Company for 22 years
- Looking after the brands like GenX and Lux Cozi Her
- Responsible for operations of the Tirupur unit
- Focusing on product premiumisation, new brands and product categories



**Rahul Kumar Todi**  
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 18 years
- Looking after the Production function of the Tirupur Unit
- Handled wide range of responsibilities across businesses
- Overseeing several functions like finance, personnel, operations, among others



**Saket Todi**  
Executive Director

- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 10 years
- Responsible for premium brands in the retail channel - ONN brand and exports market
- Introduced in-house capacity for stitching for better quality and cost control
- Expanded presence by 24+ countries
- Focus on quality; created a loyal customer base



**Udit Todi**  
Executive Director

- MSC in Finance from LSE, Economics (Hons.) from St. Stephens College, Delhi.
- Engaged with the Company for 10 years
- Launched brand Lyra - +300 crore within 5 years making it the market leader.
- Instrumental in setting up the Dankuni facility with cost optimization.
- Setting up new facilities for further growth plans.
- Expanding women's wear segment into a complete range including inner wear and athleisure.



# STRENGTHENING THE MANAGEMENT TEAM

## Professionals in key positions



**Udai Kumar Agarwal**  
Chief Operating Officer (COO)

- Qualified Chartered Accountant and Cost Management Accountant
- 14+ years of experience in Manufacturing Industry, Strategic Planning, Setting up of projects, Business Development and Business Improvement.
- Represented many global companies having recognition worldwide such as Creora, PT. Primayudha Madirijaya, etc.



**Ajay Nagar**  
Chief Financial Officer (CFO)

- Qualified Chartered Accountant
- 20+ years of experience in Corporate Finance, Accounting, Budgeting, Treasury, Due Diligence, Business Partnering, Investor Relations, Financial Planning & Analysis, Fundraising and Audit.
- Prior to this role, he was associated with VIP Industries (Bangladesh) as Finance Controller, instrumental in the growth path through strong business and financial model



**Smita Mishra**  
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 15 years
- Heads the complete compliance functions and ensures efficient administration; compliance with statutory and regulatory requirements
- Played a critical role during listing on NSE and BSE

# STRENGTHENING THE MANAGEMENT TEAM

## Well-defined roles and responsibilities



**Bibek Maity**  
Chief Information Officer

- Postgraduate (MBA & MCA)
- 22+ years of experience in IT
- Associated with the Company for 5+ years
- Responsible for SAP implementation in the Company
- Enabling smoother business decisions by implementing IT-enabled tools



**Vice President (Sales)**  
**Sanjay Mittal**

- Has led and supported various leadership roles for 25+ years at the company
- Heads the sales function and plays a significant role in formulating the Sales Strategy
- Strong understanding of hosiery market and achieving targets, critical role in gaining market share via new launch with incremental topline



**Surendra Kumar Bajaj**  
Vice President (Marketing)

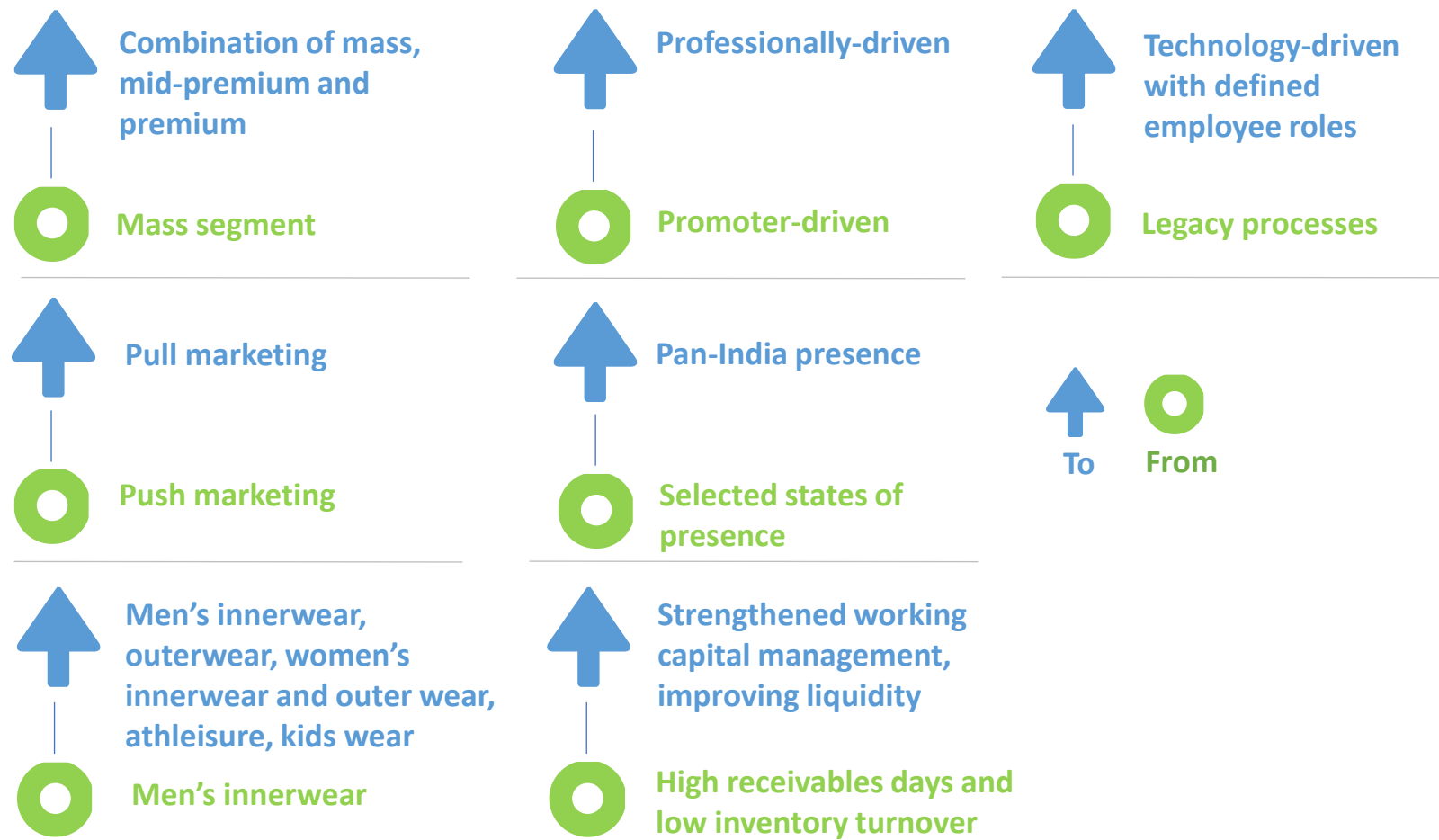
- 35+ years of experience in marketing industry
- Associated with the Company for 6+ years
- Worked with Khaitan Group of Companies before joining Lux
- Instrumental in formulating marketing strategy and plans



**Prateek Agarwal**  
GM – IT & New Initiatives

- Qualified Chartered Accountant and Company Secretary
- 10+ years experience in IT & IT-enabled Business Development
- Worked with companies like Vikram Solar, Century Plyboards.
- Demonstrated history of working towards IT-enabled Business Development, ML, IoT, Salesforce CRM

# PREPARED FOR TOMORROW



- 31 Business Highlights
- 32 Financial performance



PERFORMANCE



# Q4 FY'24 & YE Mar'24 BUSINESS HIGHLIGHTS



## FINANCIAL PERFORMANCE

Volume growth of ~12% FY YoY.

Growth of 150 bps in Gross margins.

Net Working Capital improved by 15 days consequent to enhanced debtor collections.

Dividend recommended @ 100% i.e. Rs. 2/- per equity share for the FY 23-24. Promoters have waived their right to receive the Final Dividend for the year.



## POWER BRANDS

Power brand Lyra registering volume growth of ~11% (YE YoY)

Mens innerwear brand, Lux Cozi registered volume growth of ~5% (YE YoY) .

Lyra continued to dominate market in womenswear segment

Lux Cozi got Brand of the year 2023-24.



## DIGITAL PLAY

Pivoting from primarily offline to Omni-channel enabled innerwear & Outerwear brand.

Investing in IT infra to build digital platforms and create a connect with the channel partners

Having presence in major ecommerce platforms.



## BRAND INVESTMENT

Substantial investment in brand building

Enhancement of brand appeal through targeted marketing initiatives



## GROWTH DRIVERS

Long Standing Relationships with Distributors.

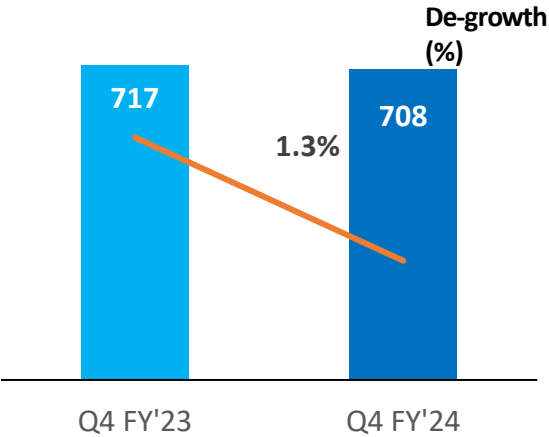
Experienced Board of Directors aided by professional partners

Significant potential and space for growth of our emerging brands

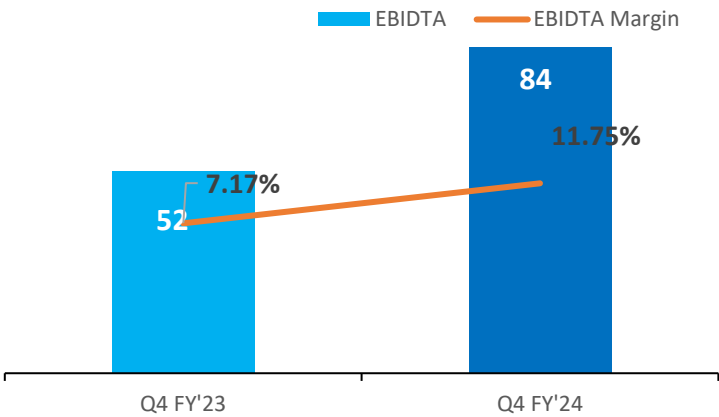
# FINANCIAL SNAPSHOTS- Q4 FY'24 & FY'24

Q4 FY'24

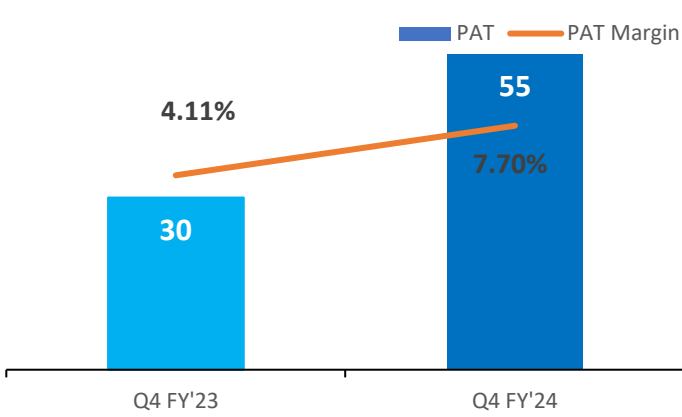
Revenue (₹ In Crores)



EBITDA (₹ In Crores)

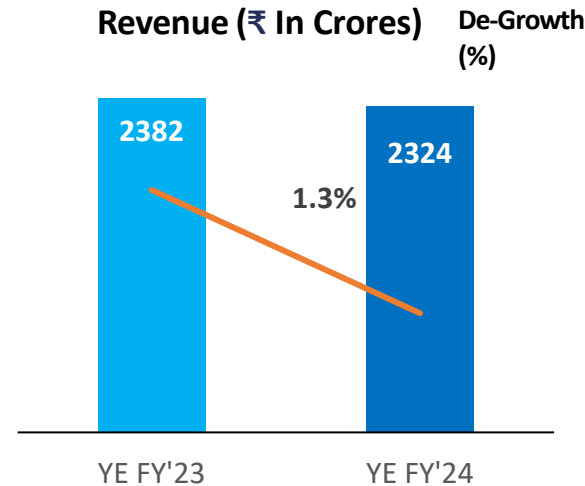


PAT (₹ In Crores)

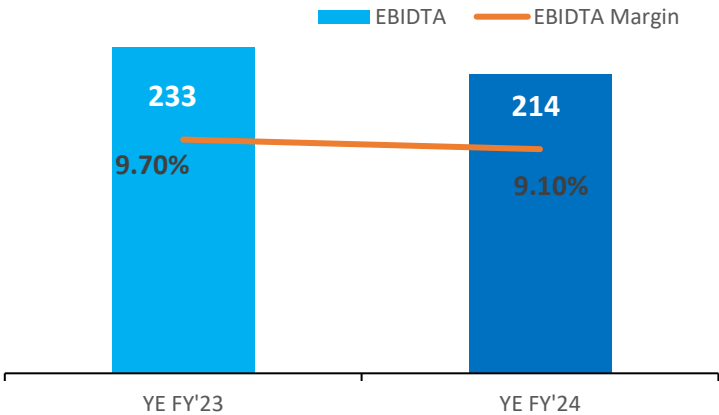


FY'24#

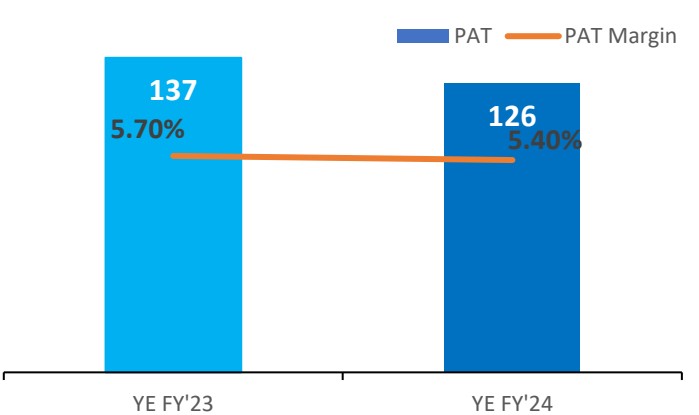
Revenue (₹ In Crores)



EBITDA (₹ In Crores)



PAT (₹ In Crores)



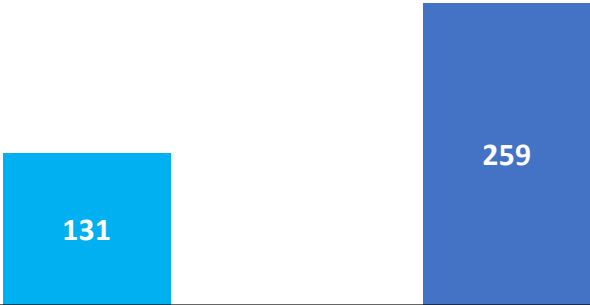
# Dividend recommended @ 100% i.e. Rs. 2/- per equity share for the FY 23-24. Promoters have waived their right to receive the Final Dividend for the year.

# PERFORMANCE FOR FY'24

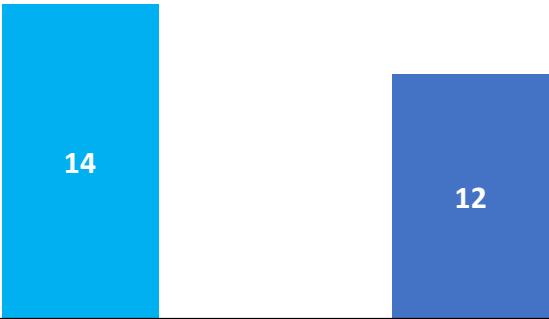
Capital Employed (₹ In Crores)



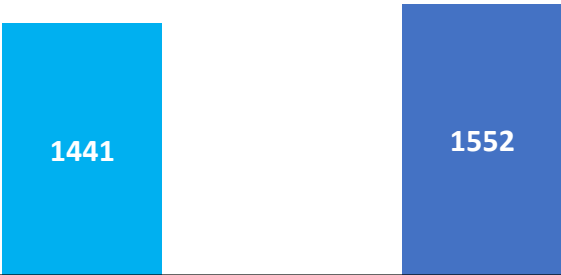
Gross Cash including investments (₹ In Crores)



RoCE (%)



Net Worth (₹ In Crores)



# SEGMENT REVENUE & RESULTS- Q4 & FY'24

	Q4 (Rs. cr.)			YE (Rs. cr.)		
Particulars	FY24	FY23	YoY growth	FY24	FY23	YoY growth
<b>Segment Revenue</b>						
a) Vertical A	291	315	-7.5%	928	1009	-8.1%
b) Vertical B	296	289	2.6%	1050	1023	2.7%
c) Vertical C	121	113	6.0%	346	350	-1.1%
<b>Revenue from operations</b>	<b>708</b>	<b>717</b>	<b>-1.3%</b>	<b>2324</b>	<b>2382</b>	<b>-2.4%</b>
<b>Segment Result {Profit(+)/Loss(-) before Tax}</b>						
a) Vertical A	32	14	129%	60	74	-18.9%
b) Vertical B	43	15	187%	114	99	15.4%
c) Vertical C	9	6	55%	19	28	-31.4%
d) Other un-allocable (expenditure) net of un-allocable income #	-8	6	-	-21	-12	-
<b>Profit before Tax</b>	<b>76</b>	<b>41</b>	<b>87%</b>	<b>172</b>	<b>189</b>	<b>-8.8%</b>

# The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".



# SEGMENT ASSETS & LIABILITIES- FY'24

Particulars	YE (Rs. cr.)		
	FY24	FY23	YoY growth
<b>Segment Assets</b>			
a) Vertical A	840	823	2.1%
b) Vertical B	924	835	10.7%
c) Vertical C	275	279	-1.3%
d) Un-allocable #	150	182	-17.6%
<b>Total Assets</b>	<b>2189</b>	<b>2119</b>	<b>3.3%</b>
<b>Segment Liabilities</b>			
a) Vertical A	283	305	-7.0%
b) Vertical B	238	212	11.9%
c) Vertical C	78	96	-18.7%
d) Un-allocable #	38	65	-41.0%
<b>Total Liabilities</b>	<b>637</b>	<b>678</b>	<b>-6.0%</b>

# The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

PERFORMANCE



# BRIEF DETAIL VERTICAL A

OUR  
FACILITIES

Dankuni, Sankrail Industrial Park (W.B.), Tajpur Road (Punjab)



BRANDS

Lux Cozi, Lux Cozi - Bigshot, Lux Cozi - Touch, ONN, Lux Cott's Wool, Lux Mozze, One8



OUR  
OFFICE

17th floor Adventz Infinity, Kolkata - 700091



# KEY BUSINESS HIGHLIGHTS- VERTICAL A

Particulars	Amount (Rs. in cr)		Amount (Rs. in cr)	
	FY 24	FY 23	Q4 FY 24	Q4 FY 23
Revenue From Operation	927.9	1,009.2	291.2	314.7
Other Income	7.4	4.7	2.5	0.4
<b>Total Income</b>	<b>935.4</b>	<b>1,013.9</b>	<b>293.6</b>	<b>315.1</b>
COGS	613.0	691.9	195.4	227.3
Gross Margin	322.3	322.0	98.2	87.9
Gross Margin %	34.5%	31.8%	33.4%	27.9%
Employee Cost	62.7	57.8	16.2	17.1
Advertisement Expenses	95.7	98.5	20.0	27.8
Other Expenses	88.1	80.9	26.4	24.5
<b>EBITDA</b>	<b>75.8</b>	<b>84.8</b>	<b>35.6</b>	<b>18.5</b>
<b>EBITDA Margin %</b>	<b>8.1%</b>	<b>8.4%</b>	<b>12.1%</b>	<b>5.9%</b>
Finance Cost	7.1	5.0	1.3	2.0
Depreciation	8.5	5.6	2.2	2.5
<b>Profit Before Tax</b>	<b>60.2</b>	<b>74.2</b>	<b>32.1</b>	<b>14.0</b>
<b>PBT Margin %</b>	<b>6.4%</b>	<b>7.3%</b>	<b>10.9%</b>	<b>4.5%</b>

## Note

- ❖ Q4 FY24 PBT is 11% due to efficiency in production and advertisement cost.
- ❖ Volume up by 9% reflects gain in market share.

Volume (in pcs)

13.06 crores



9%

Gross Margin %

34.5%



2.7%

EBITDA % (without advertisement)

18.3%



1.4%

# BIRD’S-EYE VIEW- VERTICAL A

Category	Year ended				
	NSV (Rs Crs.) FY'24	NSV (Rs Crs.) FY'23	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Cozi	591	594	-1%	5%	-5%
Lux Premium	104	144	-28%	-25%	-4%
Onn Premium	127	142	-11%	-6%	-5%
Lux Winter	54	66	-18%	-17%	-1%
One8	7	23	-68%	-56%	-27%
Others	40	28	41%	269%	-62%
Total	924	997	-7%	9%	-15%

# VERTICAL A: KEY PERFORMANCE INDICATORS

Inventory Turnover (days)



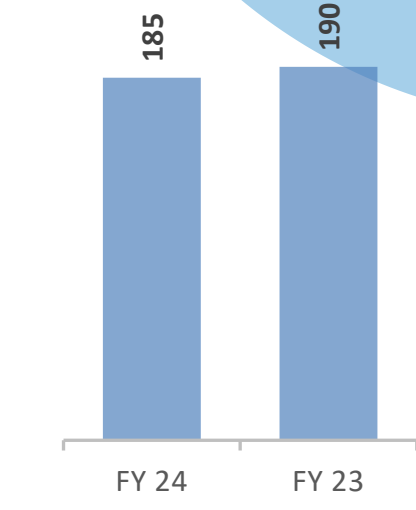
Creditor Turnover (days)



Debtor Turnover (days)



Working Capital Turnover (days)





Mr. Udit Todi

OUR  
FACILITIES

Hosiery Park,  
B.T. ROAD  
(W.B.)

Rahon Road  
(Punjab)

Tronica City  
(Ghaziabad)

Avinashi  
(Tiruppur)



BRANDS

**LUX**  
**VENUS**  
INNERWEAR

**LUX**  
**Inferno**  
QUILTED THERMALS

*Lyra*  
WOMEN'S WEAR

**LUX**  
**NITRO**  
COMFORT WEAR

OUR  
OFFICE

Corporate Office, 10th Floor, PS Srijan Tech Park,  
Salt Lake, Kolkata - 700091



# KEY BUSINESS HIGHLIGHTS- VERTICAL B



*Launch of Rainwear category*

Q4 '24

Revenue from Operations

Rs. 296 crores



PBT

Rs. 44 crores



EBITDA

Rs. 46 crores



FY '24

Revenue from Operations

Rs. 1050 crores



PBT

Rs. 114 crores



EBITDA

Rs. 120 crores



- Launch of Rainwear category to explore new territories.
- Expanded into women'swear economy segment through launch of 'Lux Venus Her'
- Higher margins due to reduction in raw material prices, which have now stabilized.
- Increase in Treasury from Rs. 102 crores as on 31st March, 2023 to Rs. 190 crores as on 31st March, 2024.

# BIRD'S-EYE VIEW- VERTICAL B

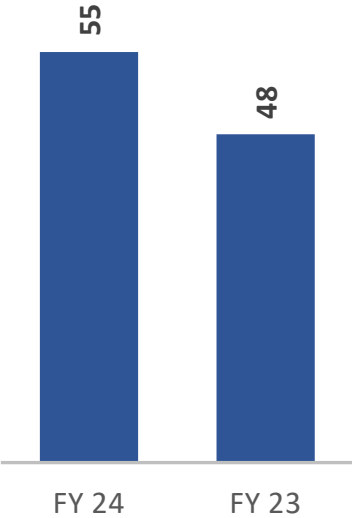
Category	Year ended				
	NSV (Rs Crs.) FY'24	NSV (Rs Crs.) FY'23	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Venus	484	470	3.1%	15.3%	-10.6%
Lyra	370	362	2.1%	10.7%	-7.8%
Lux Inferno	132	134	-1.7%	6.8%	-8.0%
Export	41	41	0.7%	-9.2%	11.0%
Others	21	10	108%	80.9%	14.9%
Total	1048	1017	3.1%	14.3%	-9.8%

# VERTICAL B- KEY PERFORMANCE INDICATORS

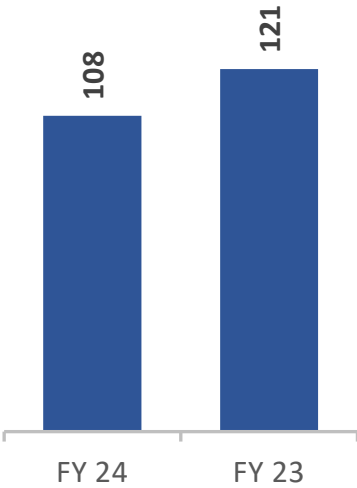
Inventory Turnover (days)



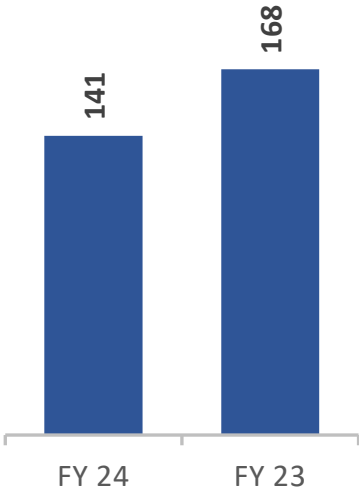
Creditor Turnover (days)



Debtor Turnover (days)



Working Capital Turnover (days)





# VERTICAL C

Mr. Rahul Kr. Todi

RELATED  
FACILITIES

Vengamedu  
(Tiruppur)



BRANDS



OUR  
OFFICE

Related Management Office  
Angeripalayam Main Road, Shastri Nagar, Tiruppur



# KEY BUSINESS HIGHLIGHTS- VERTICAL C



Q4 '24

Revenue from Operations

Rs. 120 crores



6%

PBT

Rs. 09 crores



55%

EBITDA

Rs. 10 crores



35%

FY '24

Revenue from Operations

Rs. 346 crores



1%

PBT

Rs. 19 crores



31%

EBITDA

Rs. 24 crores



30%

- Roped in Urvashi Rautela as the face for brand 'GenX'.
- Lux Classic, endorsed by Pankaj Tripathi, witnessed a volume growth of ~12% YoY.
- Surya Kumar Yadav was onboarded as the brand ambassador for brand 'GenX'

**CHALO  
APNI CHAAL**

# BIRD'S-EYE VIEW- VERTICAL C

Category	Year ended				
	NSV (Rs Crs.) FY'24	NSV (Rs Crs.) FY'23	Sales Growth (%)	Volume Growth (%)	ASP (%)
GenX	114	94	21.5%	47.6%	-17.7%
Lux Classic	148	143	3.3%	12.1%	-7.8%
Lux Amore	18	5	260.0%	274%	-7.2%
Lux Karishma	46	39	15.9%	29.7%	-10.6%
Others	19	67	-71.6%	-71.0%	-2.3%
Total	345	348	-0.8%	11.6%	-11.2%

# VERTICAL C - KEY PERFORMANCE INDICATORS

Inventory Turnover (days)



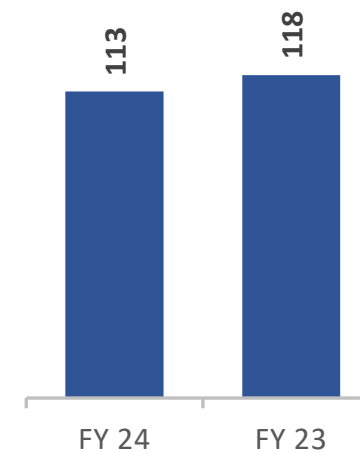
Creditor Turnover (days)



Debtor Turnover (days)



Working Capital Turnover (days)



- 37 ESG
- 38 Sustainability
- 39 CSR
- 43 Environment



# SUSTAINABILITY



# REINFORCING OUR ESG COMMITMENT



- Collaborated with Churchgate Partners to implement ESG
- Provide more transparency in disclosures regarding Environment, Social and Governance related issues
- Guided by the principles to make a difference in society by giving back in equal measures
- Recognizing the need for sustained progress of society to pursue long-term goals that are beneficial for the community

## ESG Public Profile

View ESG details of Lux Industries



# CONTINUING SUSTAINABILITY COMMITMENT



## Action

Our products are made of 100% natural fibre and we use recyclable packaging

Many suppliers manufacture exclusively for us

Manufacturing locally and maximising local sourcing

Embedding sustainability and circularity across the value chain

Social commitment includes sustainability and inclusive growth



## Impact

Hygienic products and reduced environmental impact

Consistent product quality and employment generation

Boosting local economy and well-being in the society

Including sourcing sustainable raw materials, manufacturing processes, supply chain and waste management

Including sustainable raw materials; enhanced workforce management and greater community reach



# WIDENING COMMUNITY IMPACT

Supporting economically backward people through various measures such as by building rest rooms

Addressing environment sustainability

Promotion of Sports by supporting Athlete, Mr. Anush Agarwalla for Equestrian Sport representing India in Paris Olympics 2024

Focusing on animal welfare benefiting 500+ cows

Making available safe drinking water benefiting 1 lakh+ people

Promotion of traditional art & culture

Supporting the education of the daughters of our employees in alignment with Government's initiative Beti Bachao, Beti Padhao

Providing Education to underprivileged Children

**₹6.43 crores\***

Actual CSR expenditure for YE Mar'24

**₹6.82 crores**

Budgeted annual CSR expenditure (approx.)

**2,000+**

Trees planted in 35-40 acres of land

\*Rs. 45 lakhs has been transferred to CSR unspent A/c for the FY 23-24





# SPREADING THE SEEDS OF KNOWLEDGE

Commitment for support of ₹ 2 crores towards the building of a free residential school project for over 1000+ unprivileged girls in Joka, WB has been fulfilled.

Built the Saraswati Sishu Mandir School at Bali (Murshidabad)

Contributed ₹ 1.5 crores to Dhanuka Dhunseri Foundation for promotion of Chess activities

Partnership and consultation with NGOs, registered trusts and Section 8 companies

## 100 +

Students enrolled



*Saraswati Sishu Mandir School at Bali (Murshidabad)*

# ENSURING WELL-BEING FOR ALL

Supporting  
Pushpawati Singhanian  
Hospital & Research  
Institute

Reaching healthcare  
through focused  
intervention areas  
(kidney ailments, cardio-  
vascular diseases, cancer  
among others)

Engaging in providing  
treatment to ailing  
population

Providing OPD and IPD  
services to the  
economically  
underprivileged

200+

Bed facility

1,500+

Liver transplants



Tata Medical Center Operation Theatre

Developed one Operation Theatre at Tata Medical Center by contributing ₹ 2.50 crore including infrastructure and medical equipment's



## ELEVATION OF ATHLETIC PURSUITS

The Company has extended its support to Mr. Anush Agarwalla, a talented young athlete representing India in Equestrian Dressage at Paris 2024 Olympics. Mr. Agarwalla is a gold medalist in Asian games 2022 and an Arjuna Awardee. We wish all the best to him.



*Left: Mr. Agarwalla honored with Arjuna Award from the President of India*



*Right: Mr. Agarwalla received a bronze medal at the Asian Games 2022*



# Help Us Help Them Foundation – School Project



Current Status of Project



Proposed



# REDUCING ENVIRONMENTAL FOOTPRINT

1 MW rooftop solar power plant at Dankuni (West Bengal) unit

Process technology help save water

Substantial electricity cost reduction

Reducing carbon footprint

Energy-saving LED lighting systems in our plants save energy

30-40% of our total power requirements met through renewable sources

Installations of Capacitors to reduce plant load

2 lakh litre

Water saved every day through state-of-the-art processing technology



Rooftop solar power plant at Dankuni unit



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