



Date: May 23, 2025

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

Sub: Investor Presentation

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

This is for your information and records.

Thanking You

Yours faithfully,
for LUX INDUSTRIES LIMITED

Smita Mishra
(Company Secretary & Compliance Officer)
M. No: A26489

Enclosed – as stated above

LUX INDUSTRIES LIMITED

LUX



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MARKET OUTLOOK & COMPANY UPDATE

Economy & Market Update

- Subdued consumption demands because of inflation, etc
- Brands continue to expand strategically in key markets
- Yarn prices remain stable
- 'Omni channel' being driven by players as their core strategy
- Exports sales looks promising

Brand Performance

- Clear shift towards organized segment
- Strong brand recall felt – Power brands performing well despite inflationary pressures
- Menswear brand witnessed volume growth – Lux Cozi ~ 20% & Lux Venus ~11% (FY'25 YoY)↑

Operational Highlights

- Achieved milestone turnover of 2500 Crores.
- Promising response received for brand 'Lux Venus Rainwear' and 'Lux Parker' in its debut season.
- Increased solar power capacity from 1MW to 1.7MW.
- Increased focus on modern trade and e-commerce.

05 At a glance

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C O R P O R A T E

IDENTITY

ENSURING EVERYDAY COMFORT FOR DECADES

Lux group



Leadership

No.1

Indian innerwear company
(volume terms)

₹ 2,583 Crores

Consolidated revenue
from operations*



Prominence

~15%

Share in organized
men's innerwear market

95%

Fill rate against industry
average of 80%

Unique in its value proposition



Scale

34+ crore

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

2 lakh+

Retailers network across
India

46+

Country export presence

4,000+

Employees

5K+

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

100+

Products spanning
innerwear, outerwear,
rainwear and athleisure
wear categories

* YE Mar'25

Lux Industries Limited

BUILDING ON A RICH LEGACY

1957

- Shri Girdhari Lal Todi founded Biswanath Hosiery Mills

1993-95

- Export commenced across the Middle East, Africa and Europe

2003

- IPO launched- oversubscribed 4 times

2010-12

- Shah Rukh Khan became brand ambassador for ONN
- Launched womenswear brand 'Lyra'

2015-16

- Shares listed on the BSE and NSE Commissioned Eastern India's largest hosiery manufacturing plant in Dankuni
- Became KKR primary sponsor

2021

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

2017-19

- 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
- Kartik Aaryan onboarded as brand ambassador for Lux Inferno and Taapsee Pannu for Lyra.
- Launched India's first scented vest Lux Cozi
- Launched One8 brand

2022

- Relaunched brand 'Lux Venus' and onboarded Salman Khan as brand ambassador
- Onboarded Sourav Ganguly for Lux Cozi, Boman Irani for Lux Inferno and Satish Kaushik for Lux Cott'swool.

2023

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

2024

- Launched Rainwear and Lingerie category under the brand 'Lux Venus'
- Shri Ashok Kumar Todi received "Bharat Samman Award, 2023" at The House of Lords (UK Parliament), London

2025

- Launched 'Lux Nitro' & 'Lux Nitro Neo' as a men's innerwear brand and onboarded Kartik Aaryan as the brand ambassador for 'Lux Nitro'
- Installed 700KW rooftop solar plant at Tamil Nadu Facility
- Launched outerwear women range in the brand name "Lux Cozi Pynk" and onboarded Shraddha Kapoor as the brand ambassador
- Launched economy segment innerwear range in the brand name "Lux Parker" and onboarded Sourav Ganguly as the brand ambassador

2024 (Contd.)

- Commissioned manufacturing facility at Jagadishpur, Hosiery Park, West Bengal
- 'Lux Cozi' got Brand of the Year Lyra' was recognized as 'India's Most Desired Bottomwear Brand' by TRA's MOST DESIRED BRANDS

NEW BRAND LAUNCHES



Pynk is a sophisticated mid-premium womenswear brand from the house of Lux Cozi, redefines everyday fashion with its versatile range. From elegant Kurti Pants and classic Churidars to trendy Jeggings and chic Ribbed Palazzos, Pynk offers something for every occasion and style. The Brand boasts an impressive colour palette featuring over 200 vibrant hues, paired with a diverse collection of over 20 product categories, with even more innovative additions on the horizon. Crafted from premium stretch-fabric, Pynk products are designed to provide unmatched comfort, ensuring ease of movement, a perfect fit, and all-day wearability without compromising on style.

PYNK embodies the vibrant, unstoppable spirit of today's young women — fearless, passionate, and purpose-driven. She is as ambitious as she is grounded, leading with both heart and strength.



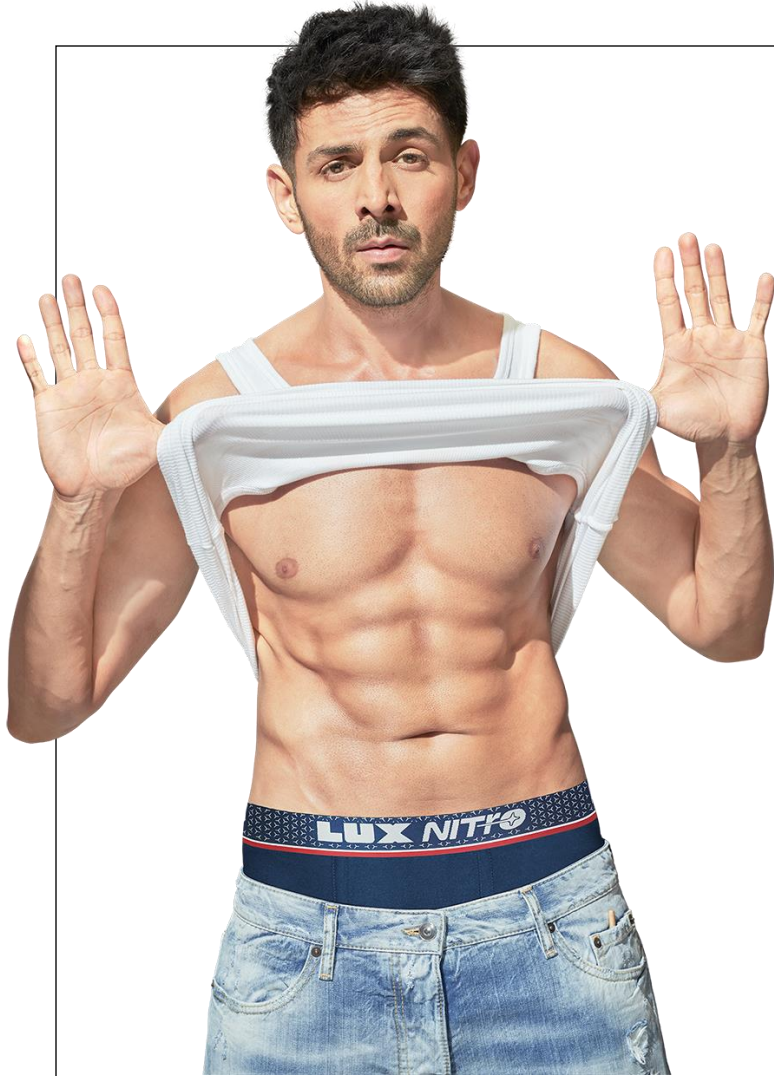
It has been revealed through multiple research and continuous dialogue with thousands of consumers, we uncovered a crucial truth: millions of consumers across India want to experience the ultimate comfort Lux Cozi offers—but for many, the price tag remains a barrier. Thus, a new brand is born.

Introducing Lux Parker, a bold new step into the future of comfort. A new brand in the economy segment with one purpose: to make Lux Cozi's unmatched quality accessible to all. The Lux Parker offers complete range of innerwear and outerwear for men's, women's and kids at a very affordable prices.

For the millions of Indians who need to wear the best, who believe that comfort should be within reach—Lux Parker is the answer. A new chapter. A new experience. Same unwavering commitment to quality. **“Lux Parker – Pehenna Jaroori Hai”**



NEW BRAND LAUNCHES



LUX
NITROTM
HI-PERFORMANCE INNERWEAR

**Yeh Andar
Ki Baat Hai**

Our latest mid-premium men's innerwear brand, Lux Nitro, marks a significant milestone, symbolizing a bold step forward to reinvigorate the market with a fresh and youthful personality. Lux Nitro aims to redefine the innerwear segment by combining superior quality, cutting-edge technology, and contemporary style, making it the ultimate choice for today's youth.

With the tagline "Yeh Andar Ki Baat Hai," the brand emphasizes inner strength and the importance of the right fit in empowering self-confidence.

The product portfolio ranges from briefs, vests, drawers to t-shirts as well. With Bollywood sensation Kartik Aaryan being associated as the brand ambassador for Lux Nitro, his vibrant personality, youthful energy, and widespread appeal aims to connect deeply with young consumers and aligns seamlessly with the brand's ethos of confidence and bold self-expression.

LUX PRODUCT PORTFOLIO

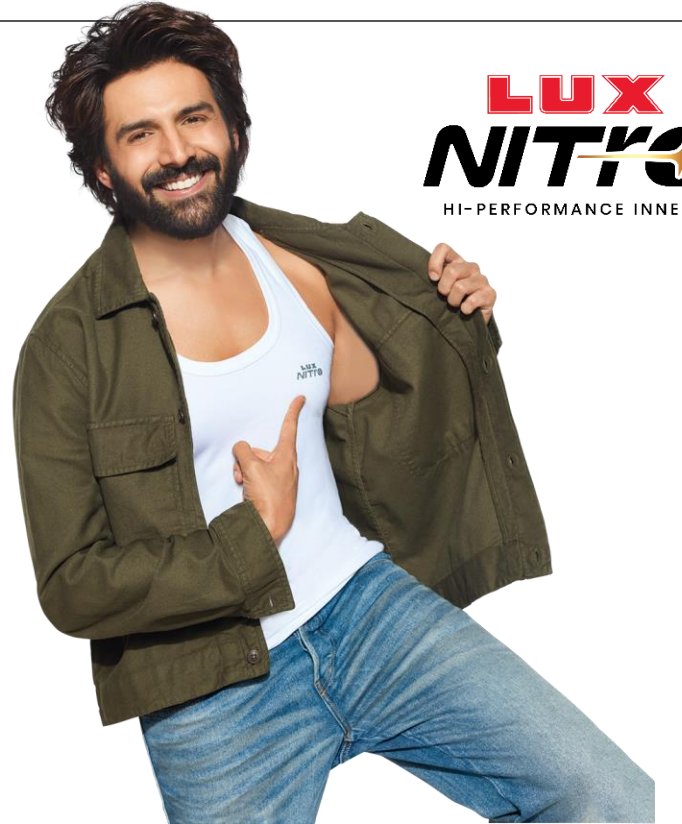


Men's Innerwear

Vest
Brief
Trunk
T-Shirt

Kidswear

Vest
Mega
Brief
Trunk
Half Pant
Track Pants
T-Shirt



Men's Innerwear

Vests
Briefs
Trunks
T-Shirt

Kidswear

Vests
T-Shirt
Underwear



Womenswear Innerwear

Brassieres
Panties
Camisole
Shapewear
Lingerie

Womenswear Outerwear

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

Kidswear

Leggings | Panty

LUX PRODUCT PORTFOLIO




Mens Outerwear

- T- Shirt
- Track Pant
- Jackets
- Sweatshirt
- Half Pant
- Joggers
- Socks

Mens Innerwear

- Vest
- Brief
- Trunk
- Thermals

Kidswear

- T- Shirt
- Track Pant
- Sweatshirt
- Jackets




Men's Innerwear



- Vests
- Briefs
- Drawers

Women's Innerwear

- Panties

Men's Outerwear

- t-shirts

Womenswear

- Leggings
- Jeggings
- Kurti Pant
- Palazzo
- Casual Tees
- Shorts




Men's Innerwear

- Vests
- T Shirts
- Briefs
- Boxers
- Pyjama
- Shorts

New Launches

- Rainwear category
- Lux Venus Her
- Lingerie




Men's Innerwear

- Vests
- T Shirts
- Track Pants
- Briefs & Trunks
- Boxers
- Shorts
- Winterwear

WIDENING AND DEEPENING REACH

1,170+ dealers'
network

Available in 2 lakh+ multi-
brand stores and 15 EBOs

Stronger e-retail platform
presence

13+ Depots drive faster
distribution in India

550+

Sales teams drive offtake

18

Warehouses (12 states)

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



Participated in
India's Biggest
Exhibition on
Gifting &
Promotional
Solutions-
"Gifts World
Expo" in New
Delhi



Lux Industries Dankuni Factory





25

46+

60

Targeted country-presence by 2028

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

Geography-wise sales

93%

Domestic

7%

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, Taxation, Fund raising, Product Development, Packaging and Strategy.

- S.K. Agarwal & Co. Chartered Accountants LLP is the Statutory Auditor.
- MR & Associates has been appointed as the Secretarial Auditor.
- E&Y continues as the Internal Auditor.

Strong Management Team

- Inducted new members in the recent quarters include:

Vertical A:

Mr. Subrata Kumar Roy - Chief Information Officer

Mr. Kaushal Pasari - General Manager, Finance

Vertical B:

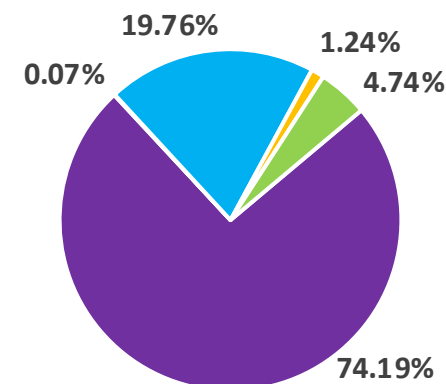
Ms. Bhawna Banthia - Manager, Direct Taxes

Mr. Sameer Suman - Sr. Manager, Indirect Taxes

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 31.03.2025



■ Promoter ■ Mutual Fund ■ Non-Institutional ■ FIIs ■ Insurance Company

25%

Women Independent Directors

50%

Share of Independent Directors on Board

15-16 Opportunity landscape



OPPORTUNITIES

NEW PRODUCTION FACILITY

WEST BENGAL HOSIERY PARK, KOLKATA

Commissioned 4.50 lakh square feet, 'State-of-the-Art' facility which is spread over 5 acres of land, with 30% allocated for manufacturing and the remaining area dedicated to warehousing, storage, and finishing facilities.



Lux Industries Jagdishpur Hosiery Park Facility
Lux Industries Limited

RESPONDING TO MARKET OPPORTUNITIES

1,170+

Strong distribution channel

4,000+

Employee workforce

30+ years

Longstanding dealer relationship

₹55+ 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

₹237 crores*

Gross cash balance

674+

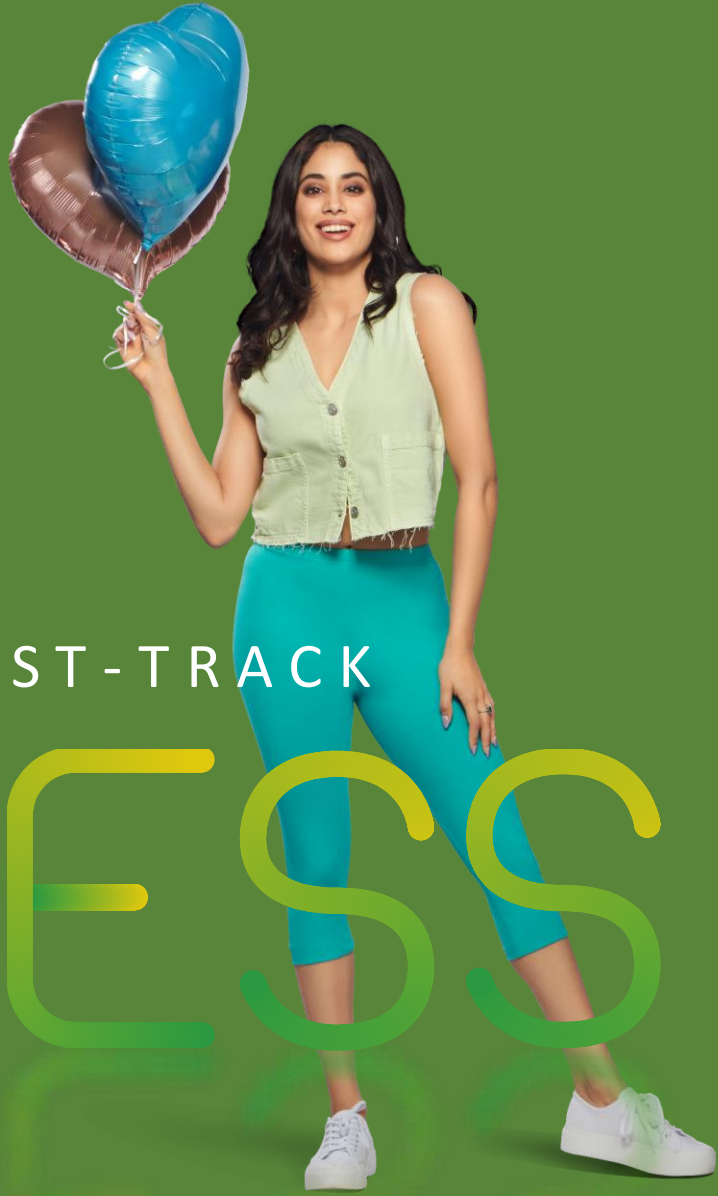
Districts-presence in India



*YE Mar'25

Lux Industries Limited

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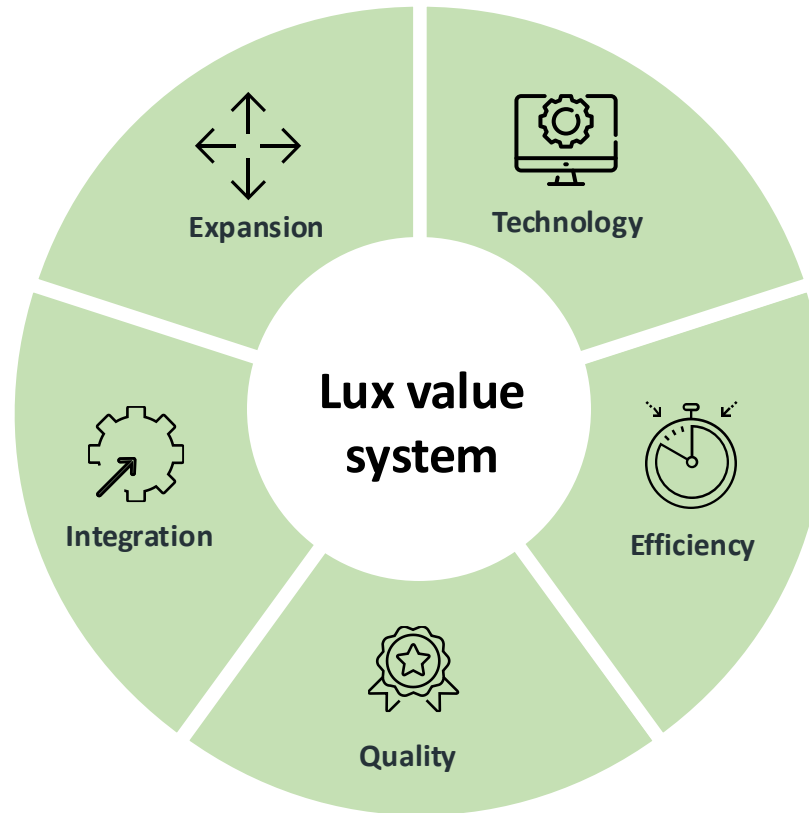
FAST-TRACK

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

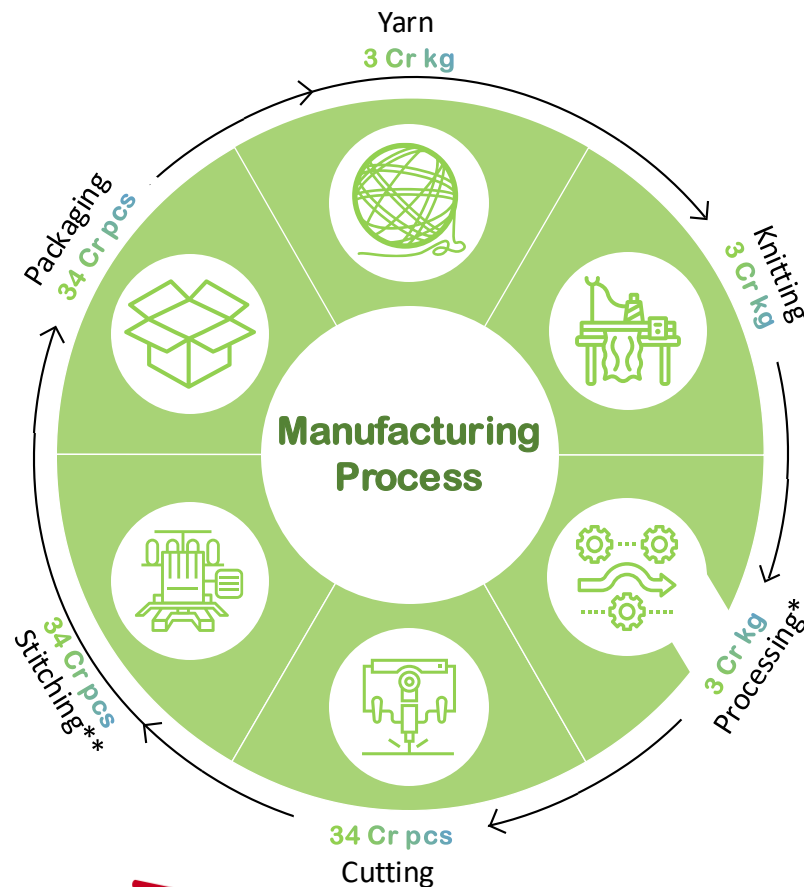


ENHANCING MANUFACTURING CAPABILITIES

Consistent 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



*Year ended Mar'25

**Outsourced to job workers with strong company control

VENTURING INTO NEWER REGIONS AND SEGMENTS

Launched “Lux Cozi Pynk” in women outerwear range expanding our “Lux Cozi” brand in all range of products

Onboarded Shraddha Kapoor as the brand ambassador for “Lux Cozi Pynk”

Launched “Lux Parker” in economy segment innerwear for millions of consumers at affordable prices

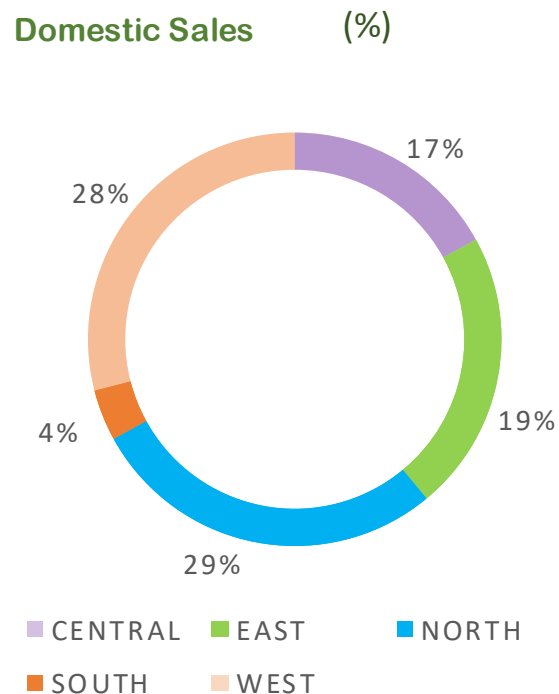
Onboarded Sourav Ganguly as the brand ambassador for “Lux Parker”

Becoming an all-season brand is about being a reliable choice, meeting consumer needs every day of the year.

Catering to apparel needs of members of a Family

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

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



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.

Onboarded Kartik Aaryan as the brand ambassador for ‘Lux Nitro’

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, Tata Cliq, Myntra and AJIO, among others



#FOFO: Franchise-owned-franchise operated

Adopting investment-light #FOFO model.

Expanding ONN EBOs at Airports. Live at Chennai, Pune and Srinagar

Target revenue of ₹200 Cr from online sales in next 3 years



<1%

Dealer attrition

4,000+

Average daily online orders

15

Exclusive brand outlets (EBOs)

160+

Large store formats to showcase the entire product range



CRAFTING 360° BRANDING INITIATIVES

Building brands
judiciously

Salman Khan,
Sourav Ganguly,
Jacqueline
Fernandez,
Kartik Aryan,
Varun Dhawan,
Shraddha
Kapoor, Janhvi
Kapoor, Pankaj
Tripathi and
Urvashi
Rautela are the
brand
endorsers



₹1,137 crores

Branding investments in the last
eight years including YE Mar'25

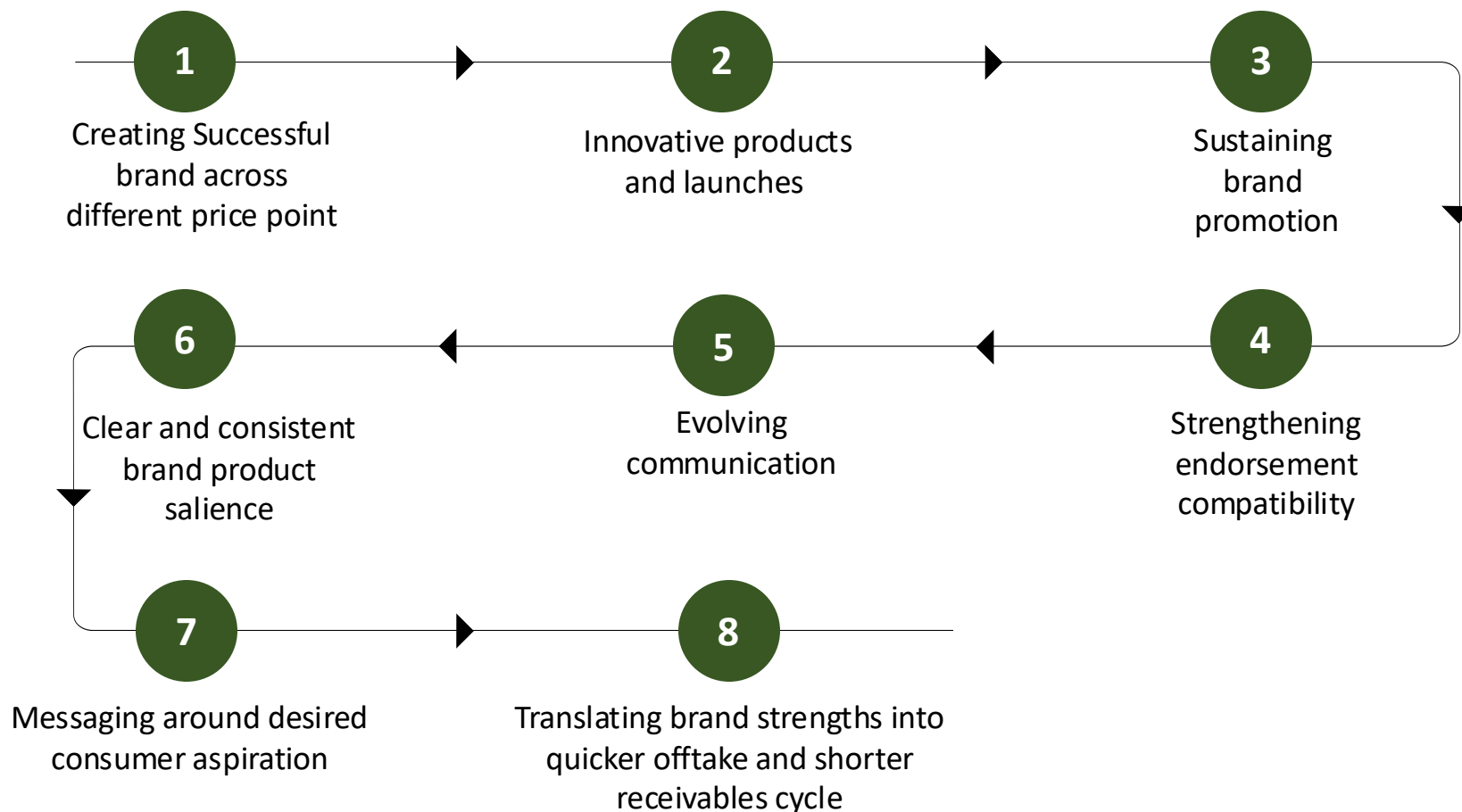
8%

Average share of revenues
spent on branding
(FY19 - YE Mar'25)

₹13

Return on every rupee spent
on Brand promotion for YE
Mar'25

CREATING SUCCESSFUL BRAND STRATEGY



ACCELERATING DIGITAL ADOPTION

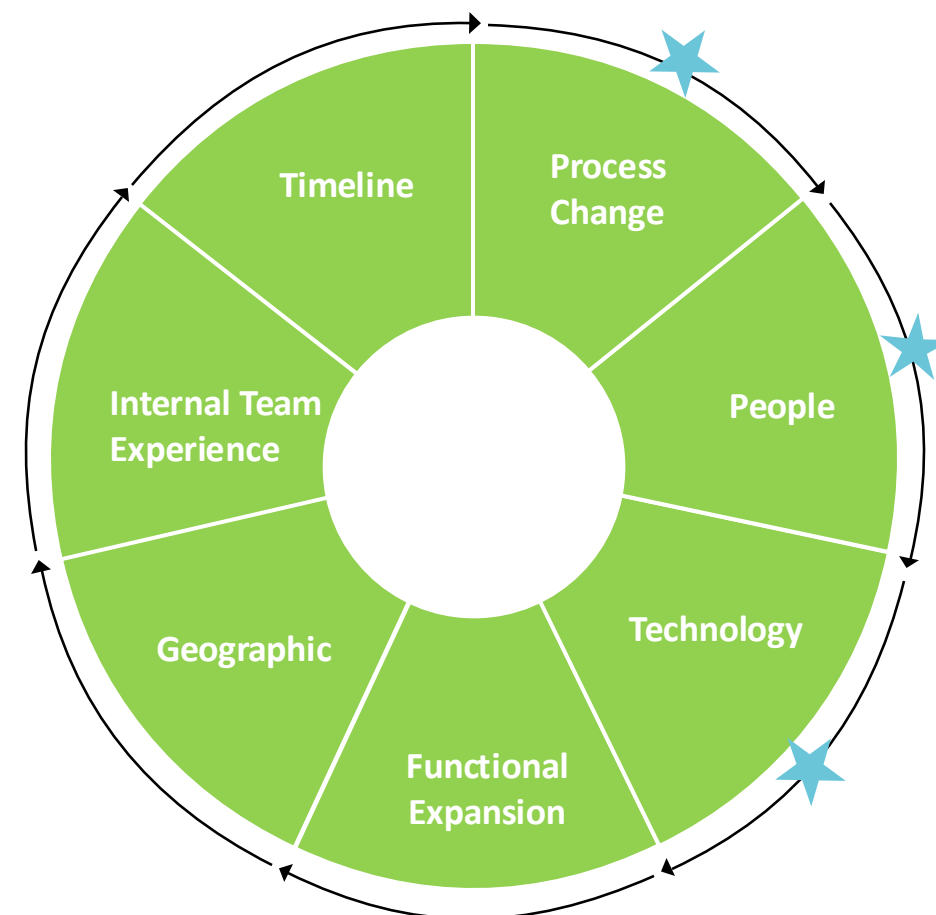
IT New Initiatives by
developing new age solutions
for better customer experiences
– led by Subrata Kumar Roy for
Vertical A and Prateek Agarwal
and his team for Vertical B

Launched ‘Venus Connect’
Retailer App- to directly
connect with its retailers

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
“onninternational.com” direct
ONNline platform for
customers



STRENGTHENING FINANCIALS

Leveraged credit policy to
strengthen working capital

13.74%

ROCE, YE Mar'25

Deleveraged balance sheet and
created strong liquidity buffer

₹237 crores

Gross cash and cash equivalents,
YE Mar'25

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

181 days

Working Capital Days in YE Mar'25

161 days

Working Capital Days in YE Mar'24

116 days

Inventory cycle in YE Mar'25

100 days

Inventory cycle in YE Mar'24

61 days

Creditor days in YE Mar'25

52 days

Creditor days in YE Mar'24

11.6x

Interest cover in YE Mar'25

9.5x

Interest cover in YE Mar'24

0.17

Debt-equity in YE Mar'25

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 23 years
- Looking after the brands like GenX and Lux Cozi Her
- Responsible for operations of the Tiruppur unit
- Focusing on product premiumization, new brands and product categories



Rahul Kumar Todi
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 19 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 11 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, London and Economics (Hons.) from St. Stephens College, Delhi.
- Engaged with the Company for 11 years
- Launched the Lyra brand achieving a revenue of over 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



Ajay Nagar
Chief Financial Officer

- 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



Subrata Kumar Roy
Chief Information Officer - Vertical A

- 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

STRENGTHENING THE MANAGEMENT TEAM

Well-defined roles and responsibilities



Sanjay Mittal
Vice President - Sales

- 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



Pradip Kumar Kandar
GM – Secretarial & Legal

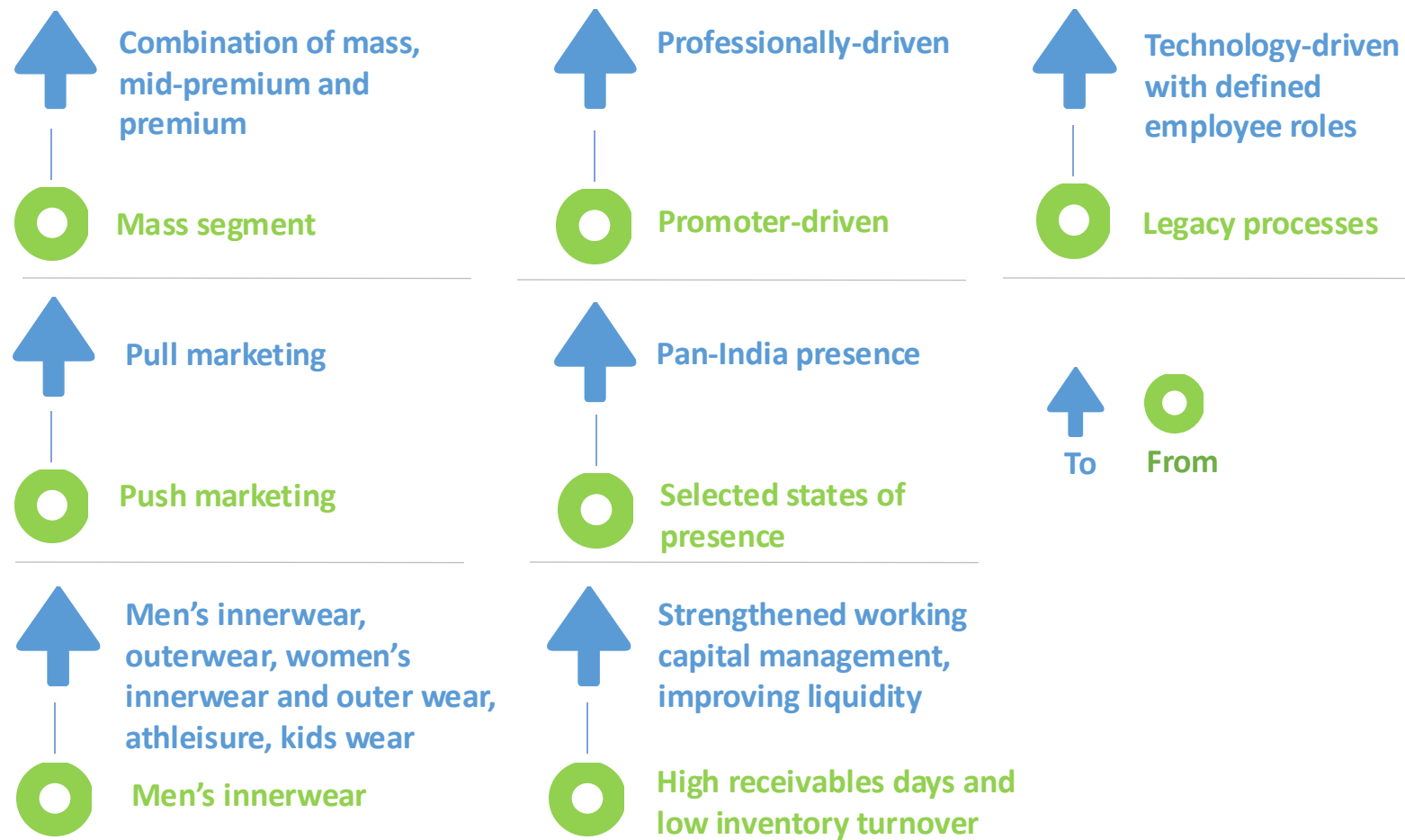
- Qualified Company Secretary with a Master's Degree in Commerce and a Law Graduate
- 20+ years experience in corporate law, SEBI regulations, governance, IPRs, due diligence, and legal matters
- Worked with Manaksia Ltd and Duncan Goenka Group at various leadership positions before joining Lux



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



32 Business Highlights

33-49 Performance



PERFORMANCE

Q4 FY'25 & YE MAR'25 BUSINESS HIGHLIGHTS



FINANCIAL PERFORMANCE

Revenue increased by 15.57% Q4 YoY and 11.13% YoY

PBT margins increased by 111 bps to 8.45% YoY

EBITDA margins increased by 103 bps YoY to 10.17%



POWER BRANDS

Men's innerwear brand, Lux Cozi registered volume growth of ~15% (Q4 FY'25 YoY)

Power brand Lux Venus registering volume growth of ~7% (Q4 FY'25 YoY)

Lyra continued to dominate market in womenswear segment



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

Advertisement spends continue to be ~8%



GROWTH DRIVERS

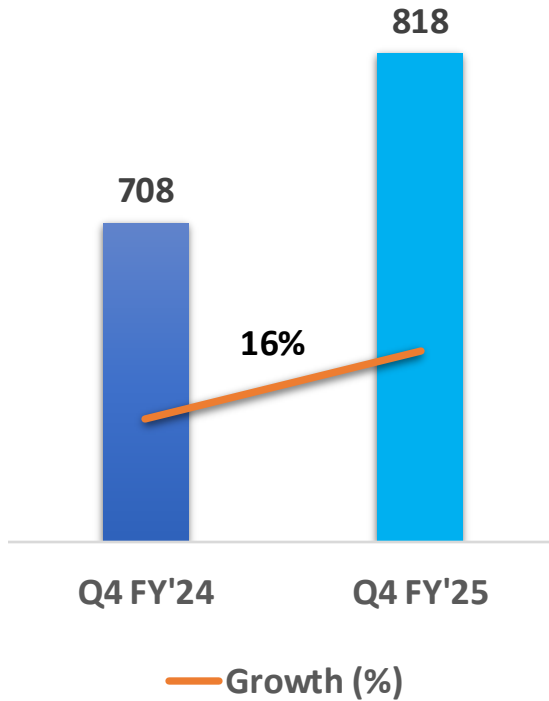
Long Standing Relationships with Distributors.

Experienced Board of Directors aided by professional partners

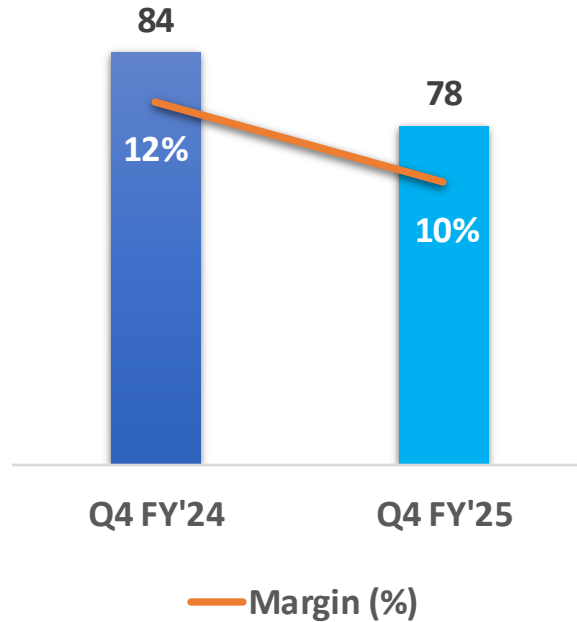
Significant potential and space for growth of our emerging brands

FINANCIAL SNAPSHOTS – Q4 FY'25 & Q4 FY'24

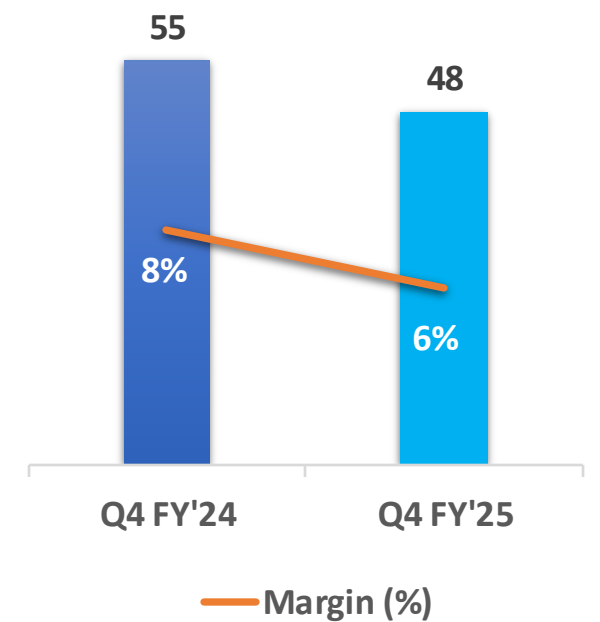
Revenue (₹ in Crores)



EBITDA (₹ in Crores)

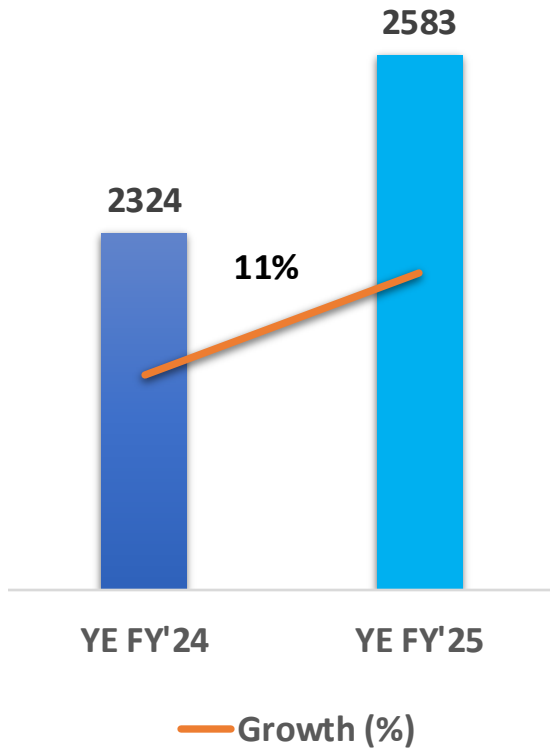


PAT (₹ in Crores)

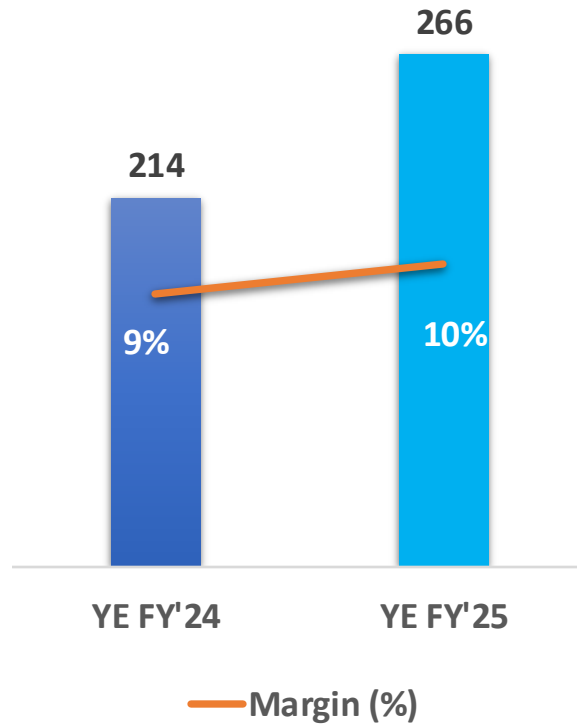


FINANCIAL SNAPSHOTS – YE FY'25 & YE FY'24

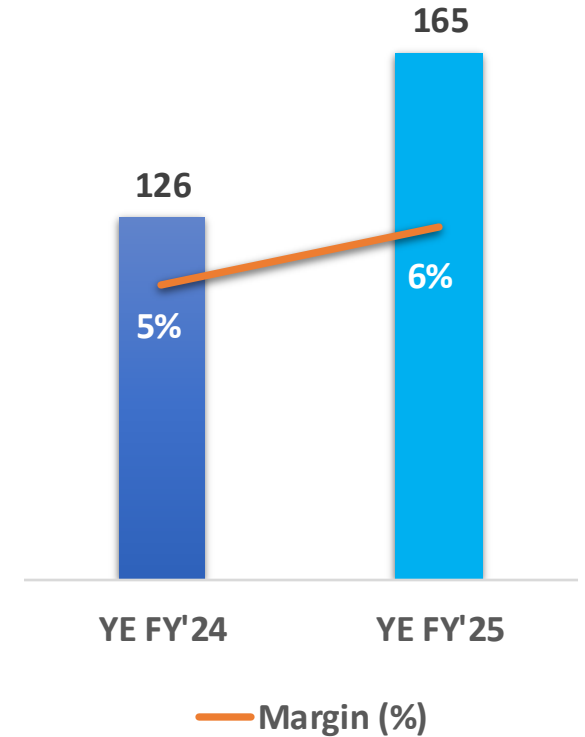
Revenue (₹ in Crores)



EBITDA (₹ in Crores)



PAT (₹ in Crores)



SEGMENT REVENUE & RESULTS- Q4 FY'25 & YE FY'25

	Q4 (Rs. cr.)			YE (Rs. cr.)		
Particulars	FY'25	FY'24	YoY growth	FY'25	FY'24	YoY growth
Segment Revenue						
a) Vertical A	378.55	291.17	30.0%	1112.57	927.91	19.9%
b) Vertical B	333.97	296.11	12.8%	1138.57	1050.24	8.4%
c) Vertical C	105.17	120.27	-12.6%	331.92	346.15	-4.1%
Revenue from operations	817.69	707.55	15.6%	2583.06	2324.29	11.1%
Segment Result {Profit(+)/Loss(-) before Tax}						
a) Vertical A	31.73	32.10	-1.2%	97.06	60.15	61.4%
b) Vertical B	31.04	43.53	-28.7%	118.37	114.22	3.6%
c) Vertical C	7.62	8.82	-13.6%	22.70	18.86	20.4%
d) Other un-allocable (expenditure) net of un-allocable income #	-4.85	-8.10	-40.0%	-17.47	-21.00	-16.8%
Profit before Tax	65.54	76.35	-14.2%	220.66	172.23	28.1%

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- AS ON YE FY'25

Particulars	YE (Rs. cr.)		
	FY25	FY24	YoY growth
Segment Assets			
a) Vertical A	1072.66	840.07	27.7%
b) Vertical B	1067.24	923.68	15.5%
c) Vertical C	307.28	275.43	11.6%
d) Un-allocable #	116.53	150.17	-22.4%
Total Assets	2563.71	2189.35	17.1%
Segment Liabilities			
a) Vertical A	457.43	283.44	61.4%
b) Vertical B	297.60	237.55	25.3%
c) Vertical C	72.11	78.39	-8.0%
d) Un-allocable #	21.78	38.10	-42.8%
Total Liabilities	848.92	637.48	33.2%

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".

Mr. Saket Todi

OUR
FACILITIES

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



BRANDS



OUR
OFFICE

Head Office, 17th floor Adventz Infinity,
Salt Lake, Kolkata - 700091



KEY BUSINESS HIGHLIGHTS VERTICAL - A

Particulars	Amount (Rs. in cr)		Amount (Rs. in cr)	
	Q4 FY 25	Q4 FY 24	FY 25	FY 24
Revenue From Operation	378.6	291.17	1,112.6	927.9
Other Income	1.2	1.5	7.3	7.4
Total Income	379.7	292.7	1,119.8	935.3
COGS	260.8	195.4	741.7	613.0
Gross Margin	118.9	97.2	378.2	322.3
Gross Margin %	31.3%	33.2%	33.8%	34.5%
Employee Cost	18.6	16.2	74.3	62.7
Advertisement Expenses	24.4	20.0	82.4	95.7
Other Expenses	36.9	24.8	102.4	88.1
EBITDA	39.0	36.3	119.1	75.8
EBITDA Margin %	10.3%	12.4%	10.6%	8.1%
Finance Cost	4.1	2.0	11.7	7.1
Depreciation	3.1	2.2	10.4	8.5
Profit Before Tax	31.7	32.1	97.1	60.1
PBT Margin %	8.4%	11.0%	8.7%	6.4%

Note -

- 1) Revenue from Operation includes Rs.9.17 cr of Export Incentive in FY'25
- 2) Revenue from Operation includes Rs.2.40 cr of Export Incentive in Q4 FY'25

KEY BUSINESS HIGHLIGHTS VERTICAL - A



Consolidated Q4 FY'25 Performance Indicator

Volume (in pcs) 5.58 crores ▲ 28%	EBITDA Rs.39 crores ▲ 7%
Revenue from Operation Rs.379 crores ▲ 30%	PBT Rs.32 crores ▬ -1%

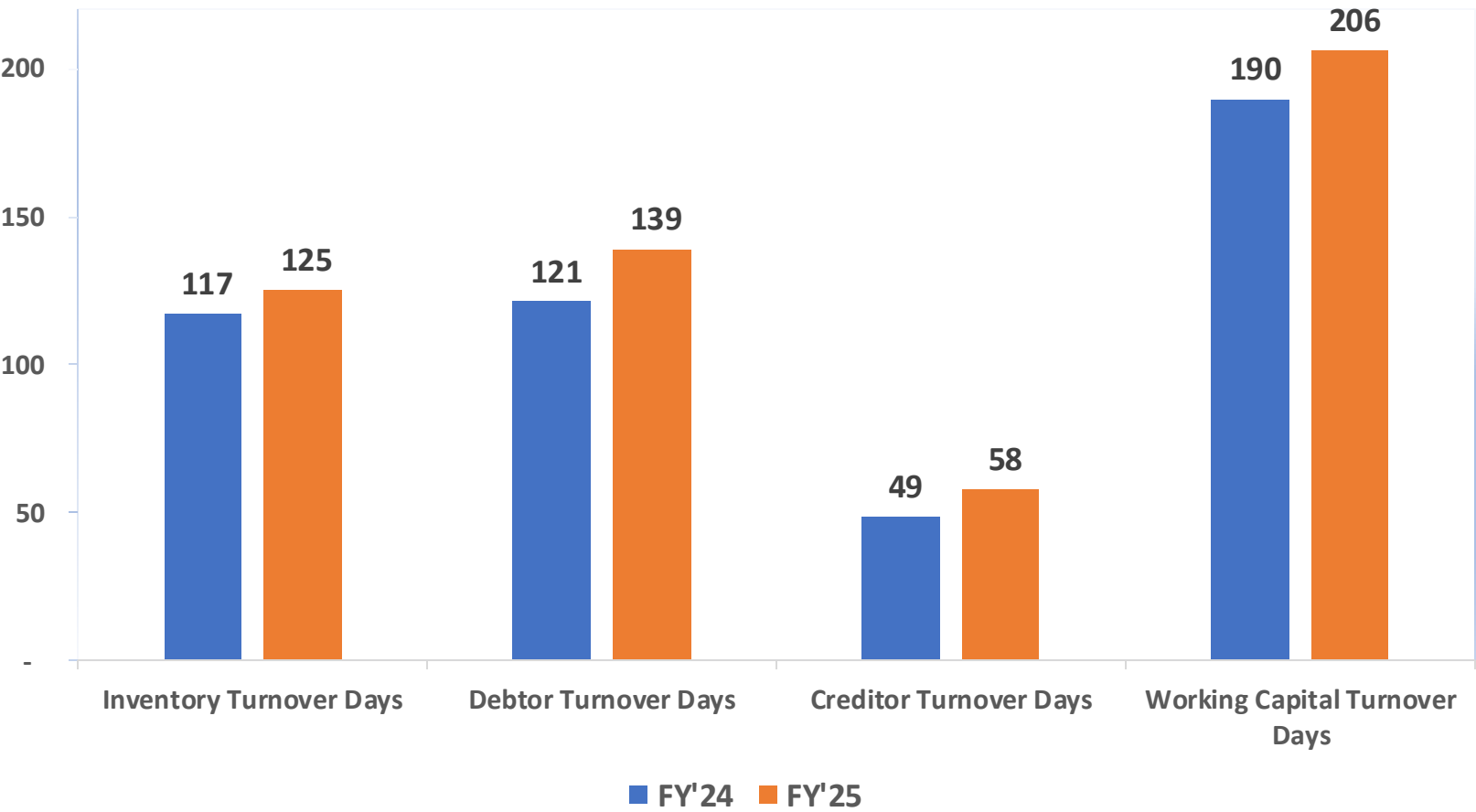
Consolidated FY'25 Performance Indicator

Volume (in pcs) 14.66 crores ▲ 23%	EBITDA Rs.119 crores ▲ 57%
Revenue from Operation Rs.1113 crores ▲ 20%	PBT Rs.97 crores ▲ 62%

BIRD'S-EYE VIEW VERTICAL - A

Category	NSV (Rs Crs.) Q4 FY'25	NSV (Rs Crs.) Q4 FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Cozi	238	208	14	15	-1
Lux Parker Inner	49	0	NA	NA	NA
Lux Pynk	5	0	NA	NA	NA
Lux Winter	3	2	58	106	-23
Onn Premium	31	34	-9	-1	-8
Lux Premium	34	31	9	-1	10
Others	16	12	35	-41	127
Total	376	288	31	28	2

KEY PERFORMANCE INDICATORS VERTICAL - A



Mr. Udit Todi

OUR
FACILITIES

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

Rahon Road
(Punjab)

Tronica City
(Ghaziabad)

Avinashi
(Tiruppur)



BRANDS

LUX
NITRO
HI-PERFORMANCE INNERWEAR

LUX
VENUS
INNERWEAR

Lyra
WOMEN'S WEAR

LUX
VENUS
rainWear

LUX VENUS
Afer
Women's Wear

LUX
Inferno
QUILTED THERMALS

OUR
OFFICE

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



KEY BUSINESS HIGHLIGHTS - VERTICAL B



Q4 FY'25

Revenue from Operations

Rs. 334 crores



11%

Advertisement Spend

Rs. 28 crores



315%

EBITDA

Rs. 34 crores



25%*

YE FY'25

Revenue from Operations

Rs. 1139 crores



8.5%

Advertisement Spend

Rs. 94 crores



62%

EBITDA

Rs. 130 crores



6.2%

- Promising response received for 'Lux Venus Rainwear' and 'Lux Nitro'
- Installation of 300 KW Solar panel in Avinashi Facility
- Launch of 'Venus Connect' App to connect with retailers directly.
- Investments (net of borrowings) stands at Rs. 124 Crores as on March'25

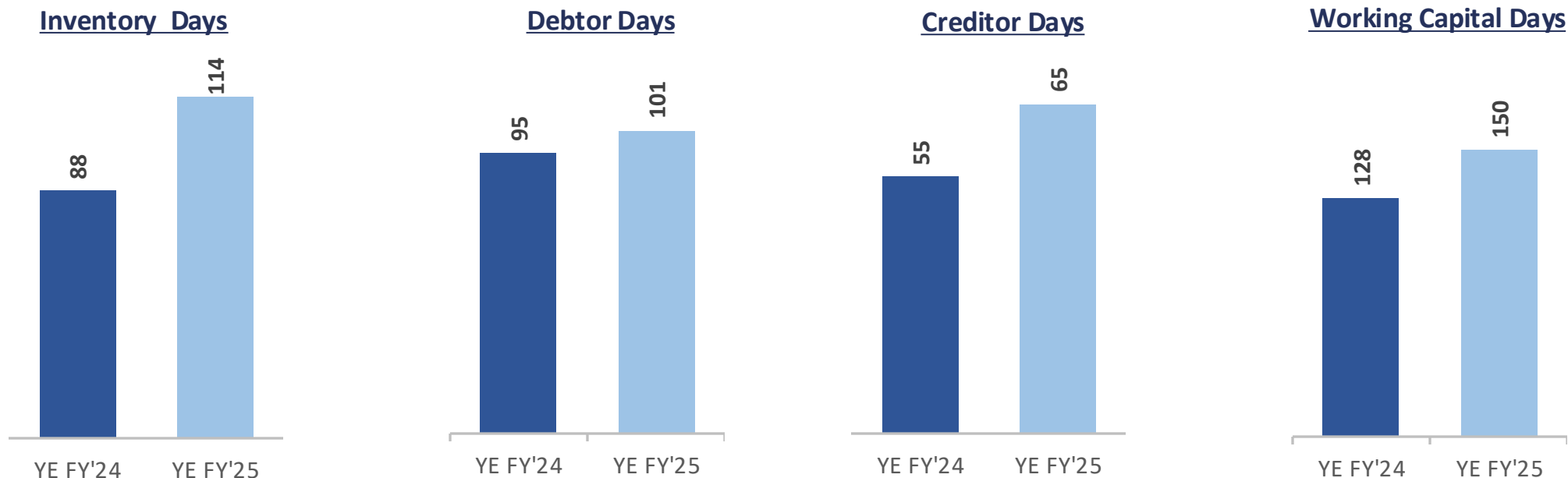
Brand 'Lux Nitro'

* Reduction in EBITDA due to high advertisement spends for launch of new brand "Lux Nitro"

BIRD’S-EYE VIEW - VERTICAL B

Category	YE FY 25 (Rs in Cr.)					YE Q4 25 (Rs in Cr.)				
	NSV FY'25	NSV FY'24	Sales Growth (%)	Volume Growth (%)	ASP (%)	NSV Q4'25	NSV Q4'24	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Venus	521	484	7.7%	11.1%	-3.1%	181	178	1.8%	7.0%	-4.8%
Lux Nitro	43	-	100%	100%	100%	34	0	100%	100%	100%
Lyra	371	370	0.1%	0.5%	-0.4%	90	91	-0.8%	1.0%	-1.7%
Lux Venus Rainwear	12	2	471.5%	393%	16%	1	2	-42.2%	-52.4%	21.4%
Lux Inferno	123	132	-6.5%	0.3%	-6.8%	3	2	35.9%	-38.3%	120.4%
Lux Premium	50	41	22.2%	35.4%	-9.7%	17	17	2.6%	14.8%	-10.7%
Others	15	20	-26.5%	-16%	-12.5%	8	7	5.5%	-23%	37%
Total	1,135	1,049	8.2%	13.8%	-4.9%	334	297	12.4%	17.3%	-4.2%

VERTICAL B- KEY PERFORMANCE INDICATORS



Increase in Inventory days due to inventory carrying of new brand launch Lux Nitro

Working capital days expected to ease out going forward due to better inventory management and faster debtor collection

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 FY'25

Revenue from Operations

Rs. 105 crores

-13%

PBT

Rs. 7.6 crores

-14%

EBITDA

Rs. 9 crores

-13%

YE FY'25

Revenue from Operations

Rs. 332 crores

-4%

PBT

Rs. 22.7 crores

20%

EBITDA

Rs. 27crores

10%

- Migrating into SAP Hanna RISE.
- Installation of 400 KW Solar panel in Tiruppur Office & Facility.

**CHALO
APNI CHAAL**

BIRD’S-EYE VIEW- VERTICAL C

Category	YE FY 25 (Rs in Cr.)					YE Q4 25 (Rs in Cr.)				
	NSV FY’25	NSV FY’24	Sales Growth (%)	Volume Growth (%)	ASP (%)	NSV Q4’25	NSV Q4’24	Sales Growth (%)	Volume Growth (%)	ASP (%)
GenX	68	86	-20.6%	-17.3%	-3.9%	21	28	-23.6%	-32%	12.3%
Lux Classic	141	148	-4.5%	8.2%	4.0%	34	48	-28.9%	-36.3%	11.6%
Lux Amore*	15	18	-19.1%	-19.1%	0.0%	5	6	-19.5%	-20.4%	0.0%
Lux Karishma	42	46	-8.3%	-8.7%	0.4%	14	16	-12.1%	-12.7%	0.6%
Lux Champion	41	28	47.9%	48.0%	-0.1%	22	9	144.7%	139.2%	0.0%
Others	23	18	29.2%	-49.8%	157.5%	6	11	-45.8%	-74.7%	114.1%
Total	331	344	-3.8%	-11.4%	8.6%	104	119	-13.1%	-29.5%	23.3%

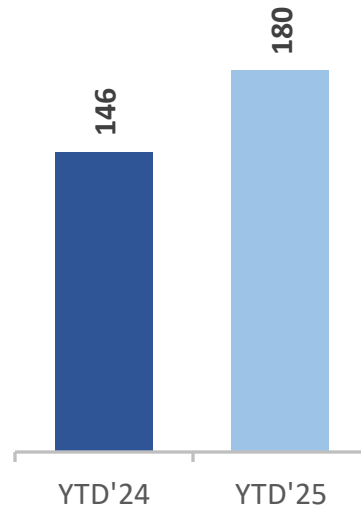
*Launched brand “Lux Amore” in the Q4 FY 23- 24

VERTICAL C - KEY PERFORMANCE INDICATORS

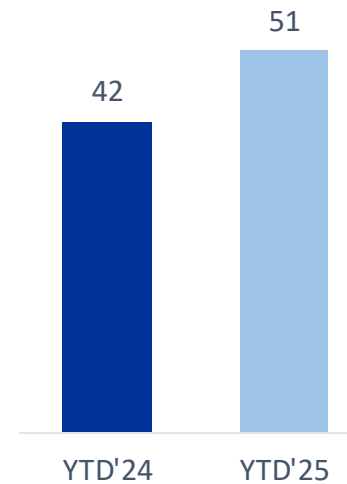
Inventory Days



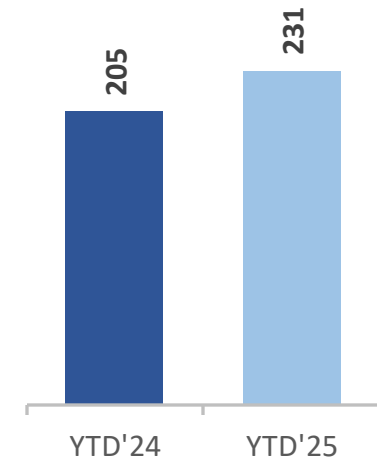
Debtor Days



Creditor Days



Working Capital Days



51 ESG
52 Sustainability
53-57 CSR
58-59 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

Providing medical support by distributing free medicines

Providing Education to underprivileged Children

Maintenance of Burning Ghats, Burial Grounds

₹8.73 crores

Actual CSR expenditure for YE Mar'25

₹5.58 crores

Budgeted annual CSR expenditure (approx.) for FY 24-25

2,000+

Trees planted in 35-40 acres of land



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

ADVANCING HEALTHCARE, INSPIRING HOPES

The Company is proud to extend its support to Shree Vishudanand Hospital & Research Institute, Kolkata towards the development of the General Ward. The newly renovated general wards are equipped with enhanced infrastructure and modern medical equipment, designed to provide a safer, more hygienic, and comfortable environment for patients in need.



Newly renovated General Ward at Shree Vishudanand Hospital & Research Institute, Kolkata

Help Us Help Them Foundation – School Project at Joka, Kolkata



INCREASE IN SOLAR POWER CAPACITY



Substantial electricity
cost reduction

Reducing carbon
footprint

700 KW

700 KW solar panel installation at our Avinashi & Tiruppur Facility



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



Safe Harbor

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