



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



January 2018

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Lux Industries Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Pioneering Commitment



1st Ranked
innerwear
company in
Volume Terms

~8% of
Annual revenue
invested in
Brand
Promotion

2,000
pieces sold
every minute

5,000+
SKU's

1st 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
1825 lac
garments pieces
a year

1st 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

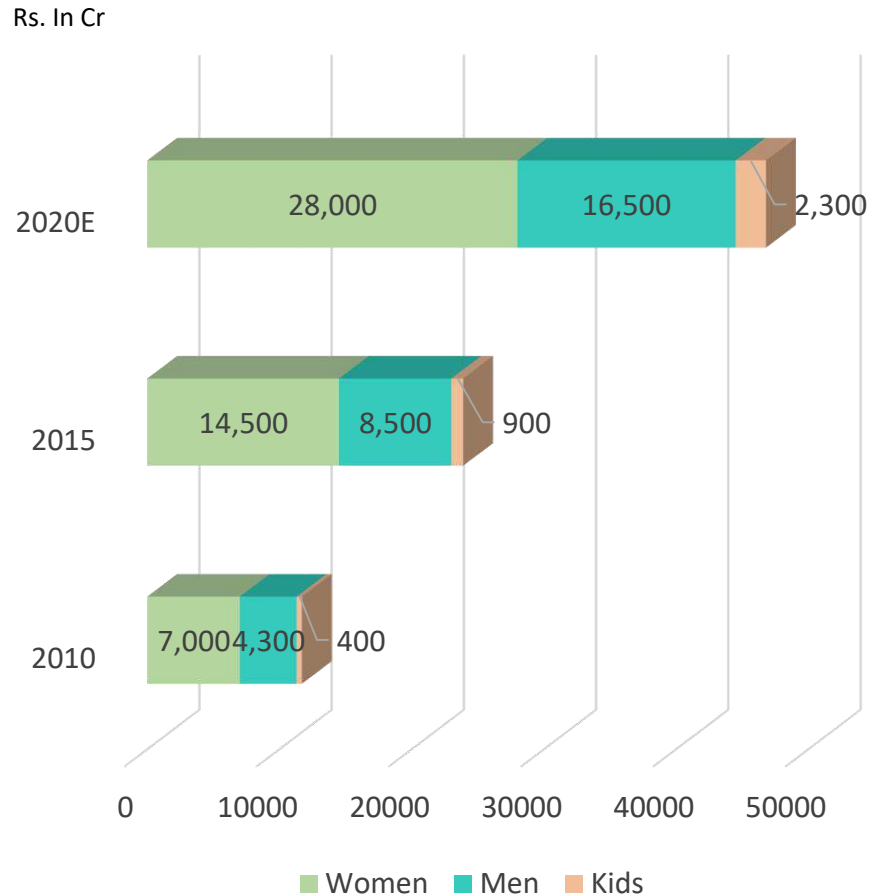


KARISHMA
BIG SHOT
CLASSIC
INFERNO
MOZZE
COTT's
WOOL
COZI
TOUCH
VENUS
GENX
GLO
ONNO

Exponential Opportunities....

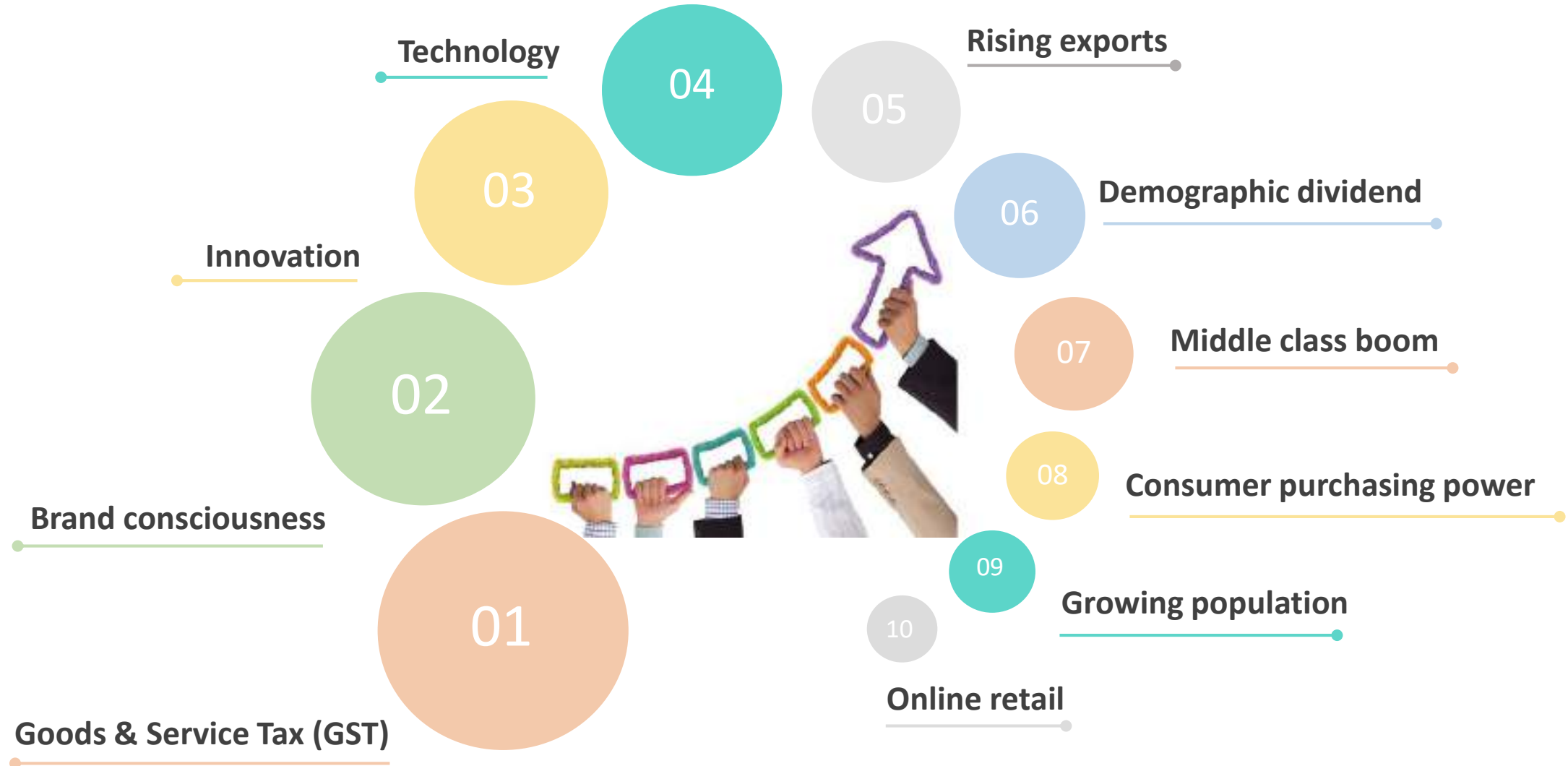


Presence across Categories



- ✓ 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 COTT's
BIG SHOT WOOL GLO
CLASSIC INFERNO COZI
MOZZE TOUCH ON
VENUS
GENX

**SUNO
TOH
APNE
DIL KI**

*Vaani
Dhanu*



“We are gaining
Market Share”

We have created Brand Equity



LUX[®]
VENUS[™]
VESTS • BRIEFS

1993

Vests & Briefs

LUX[®]
Classic
VESTS • BRIEFS

1995

Vests & Briefs

LUX[®]
Karishma
Pantie, Camisole & Leggies

1997

Panties,
camisoles &
leggings

LUX
Touch
INNERWEAR FOR WOMEN
Pantie, Camisole & Leggies

1998

Panties,
camisoles &
leggings

GenX
DESIGNER VEST CASUAL INNERS

2000

Designer vests
and casual
inners

LUX[®]cozi
INNERWEAR

2001

Innerwear

LUX[®]cozi
BIG SHOT
PREMIUM TRUNKS

2003

Premium Trunks

LUX[®]
COTT'S WOOL
THE BEST WARMER TO YOUR SKIN

2005

Thermals and
Outwear

LUX[®]
Inferno
— QUILTED THERMALS —

2007

Quilted
Thermals

LUX
MAZZE
The premium socks range

2009

Premium Socks

ONN[®]

2010

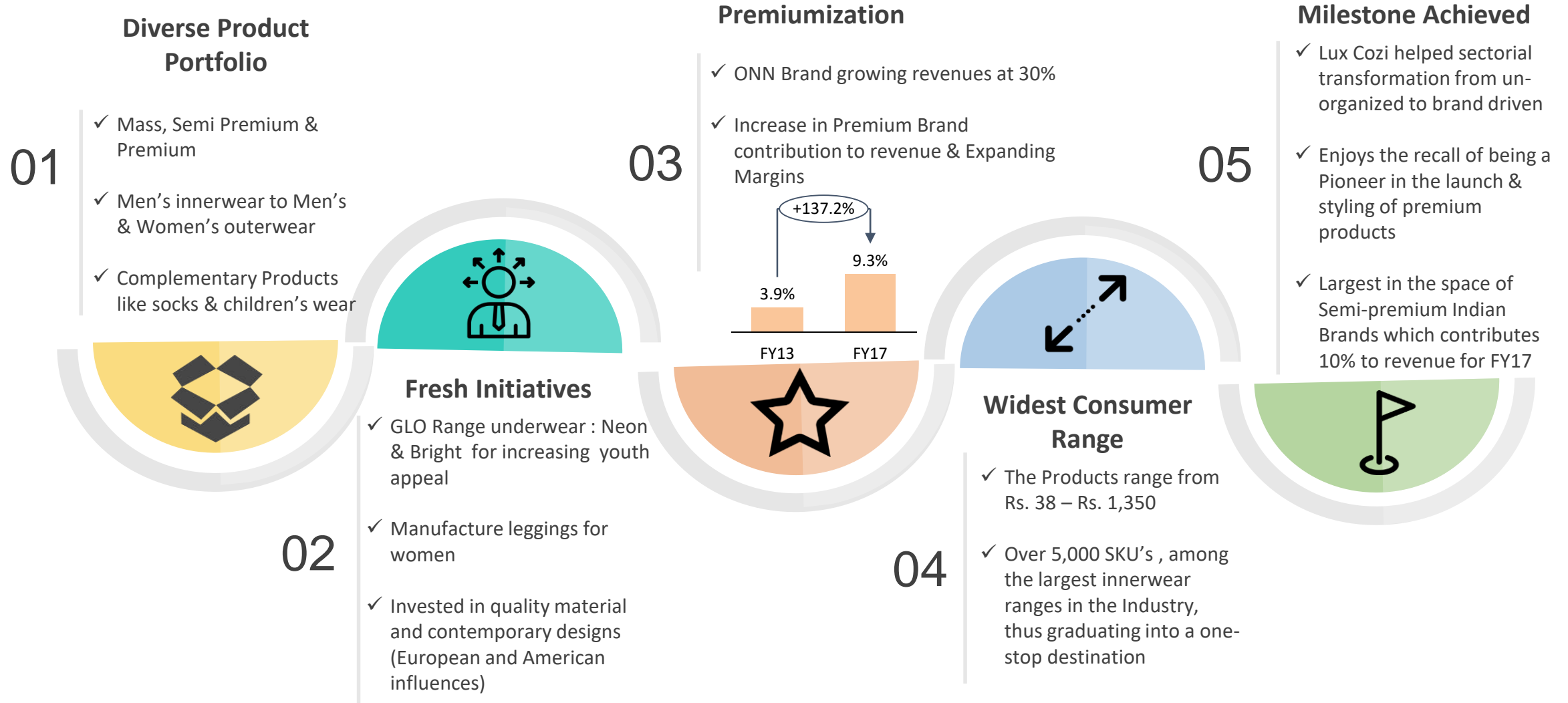
Premium Wear

LUX[®]cozi
GLO
COLLECTION

2016

Vests, Briefs &
Drawers

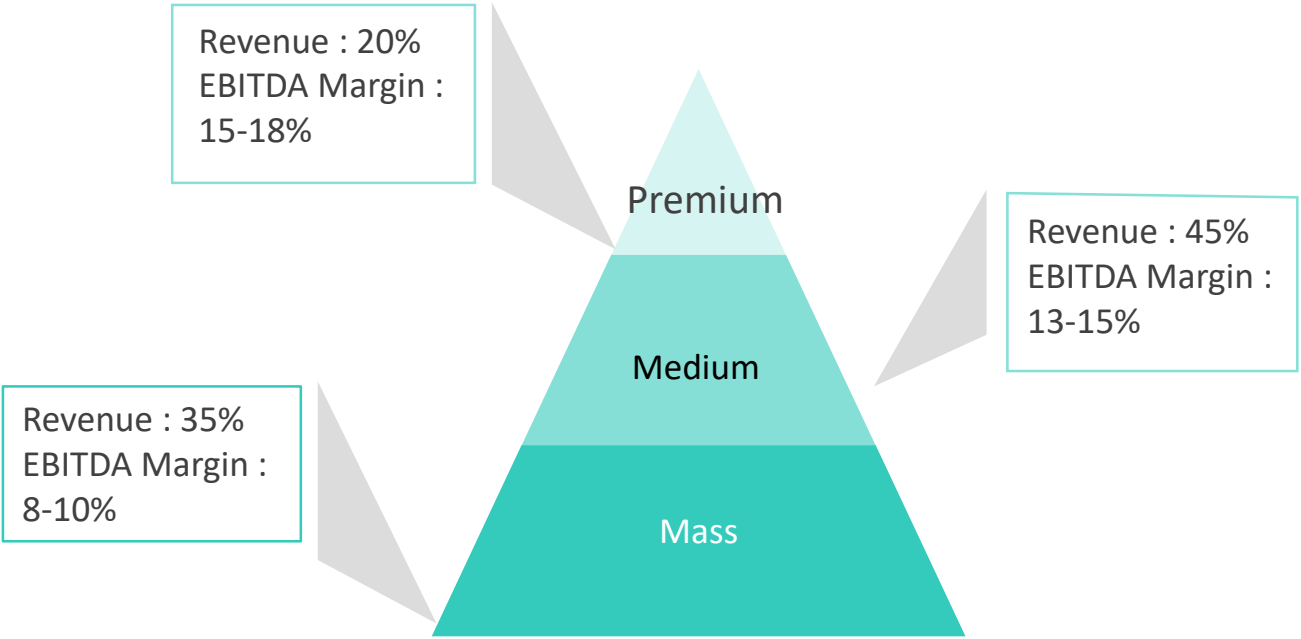
Our Products are Bare Necessities



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



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 907 employees (as on 31 March 2017) 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



AGARPARA



TIRUPUR



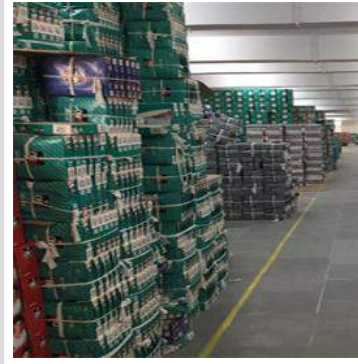
B. T. ROAD



DHULAGARH



LUDHIANA



DANKUNI

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

“

Capacity to manufacture 18.25 Cr
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

Distributors Stickiness & Easily Accessible

Number	FY00	FY05	FY10	FY15	FY17
Distributors	300	400	650	900	900
Retailers	75,000	120,000	260,000	450,000	450,000



“ 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 **7.76%** in FY17

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



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

We are supported by Strong Management Team



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

We are honoured by Awards & Recognitions



2012-13



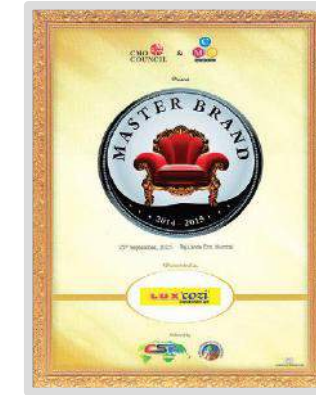
Asia's Most Promising Brands

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



Great leaders inspire
greatness in others

Market Penetration Strategy



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

Multi-Product & Multi-Brand Approach



	Quality at Low Costs	Premiumization
Product & Quality	<ul style="list-style-type: none"> ❑ 100 products under 12 brands for a growing family's needs ❑ 5000 SKUs across all major brands ❑ Product offerings across ages, genders, geographies and seasons ❑ Extensive Vertical Integration with 100% manufacturing in-house ❑ Cost leadership through ability to manufacture the largest innerwear volumes at one of the lowest costs 	<ul style="list-style-type: none"> ❑ Only 20% of the innerwear market accounted for by the premium and Semi-premium Segments, offering significant headroom for Premiumisation ❑ Lux's ONN is a premium brand growing at ~ 30% every year ❑ Lux GLO in the mid-premium segment introduced in January 2017 ❑ Revenues from premium brands increased from 3.90% in FY13 to 9.25% in FY17
Market Penetration	<ul style="list-style-type: none"> ❑ First Indian innerwear brand to extend its product portfolio from innerwear vests to outerwear cum related products ❑ Product offerings across ages, genders, geographies and seasons ❑ Present in high-growth segments of active wear and sportswear ❑ Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, leggings, lounge wear, t-shirts and socks 	<ul style="list-style-type: none"> ❑ Pan India Footprint – Strong Presence in Western & Central India with highest absolute sales from Madhya Pradesh, U. P. and Uttarakhand ❑ Exports to 47 countries largely comprising the Middle East, Africa, Australia and Europe ❑ Sales focussed in tropical countries with demographics similar to India thereby offering a huge potential
	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 a cutting machine from Singapore

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

~80% Manufacturing Capacity achieved as on March 2017; accounts for 35% of its overall manufacturing capacity



The New Age Distribution: E - Commerce



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

Amazon



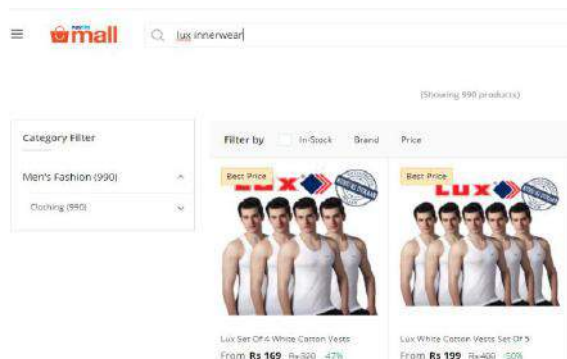
Snap Deal



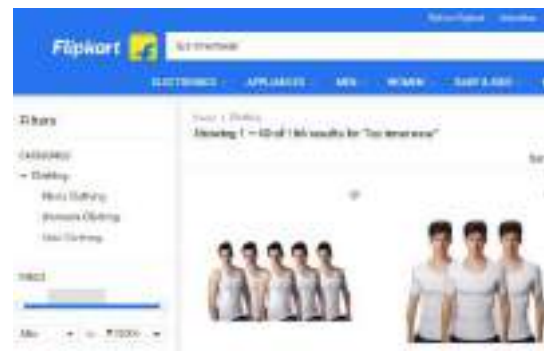
Myntra



Paytm



FlipKart



Shopclues



Other Presence:

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

Focus on Demographics with Huge Potential



❑ For FY16-17 export contribution to revenue was 9.46 %

Increase in the number of countries exported to from 22 to 47 over the past 5 years

Our Goal - Sustained Brand Investments....

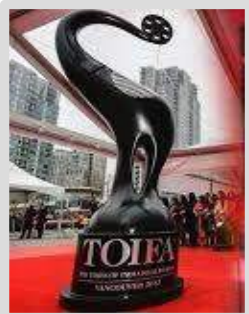


12
Brands

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



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



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

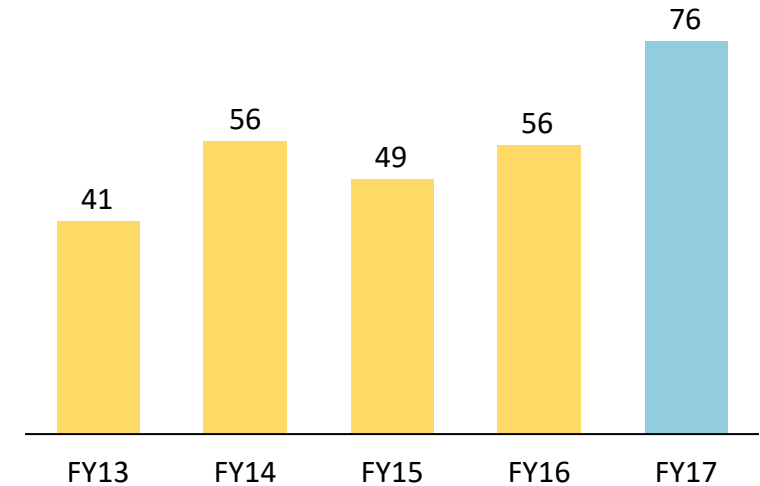


New look - Indian film icon Shah Rukh Khan was engaged as brand ambassador for ONN



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. 277 Cr in our brands across the 5-years ending FY17
- ☐ Sustained brand investments at 8% of turnover

....Mr. Amitabh Bachchan signed up



Brand Ambassador for LUX Venus

*Mr. Amitabh Bachchan as a brand ambassador for the **First Time** by any **Hosiery Brand in India***

*Mr. Bachchan's iconic legacy as an actor, **the brand appeal synergizes with his personality** which is liked by people of **all demographics***

In Line with our Market Penetration Strategy

- ❑ Venus is one of the largest innerwear brands in India
- ❑ Will launch 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

“

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

”

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





The investor of today profits
from the growth of tomorrow

Financial Performance

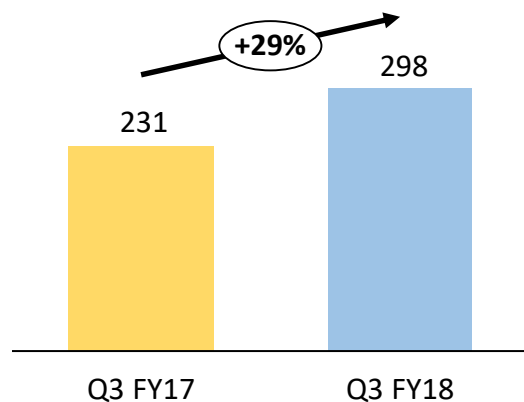


KARISHMA
BIG SHOT
CLASSIC
INFERNO
GENX
COTT's
WOOL
COZI
TOUCH
VENUS
GLO
NO

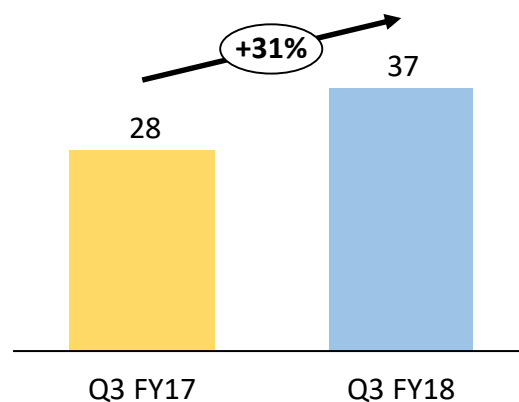
Q3 FY18 Financial Highlights*



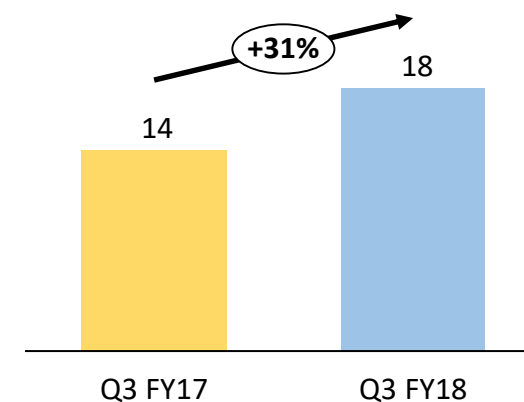
Revenue (Rs. In Cr)



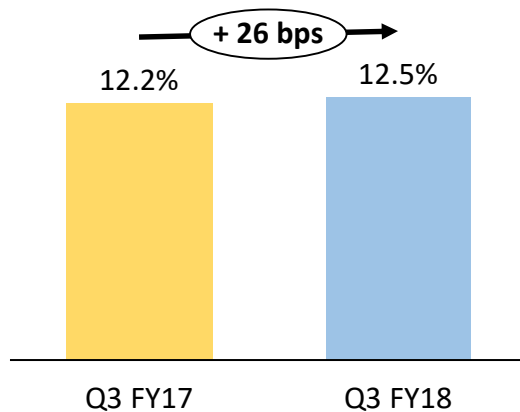
EBITDA (Rs. In Cr)



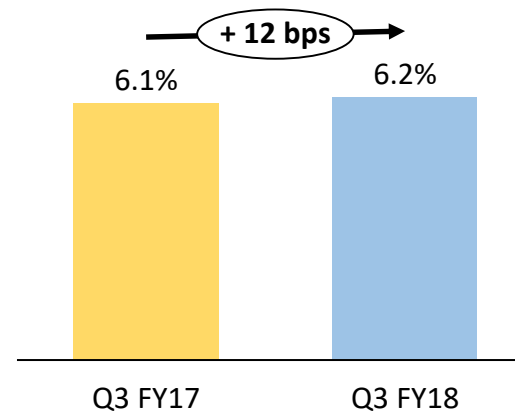
Profit after Tax (Rs. In Cr)



EBITDA Margins (%)



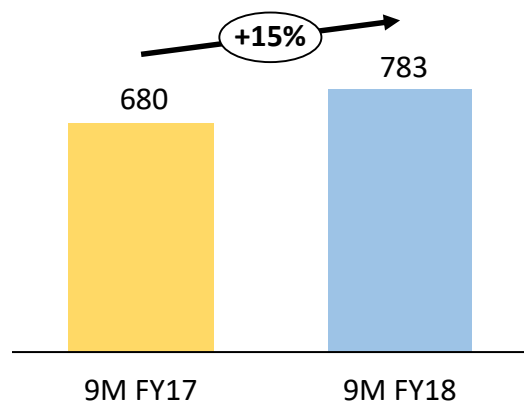
PAT Margins (%)



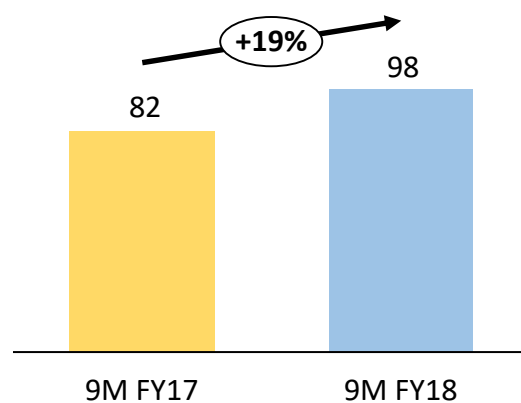
9M FY18 Financial Highlights*



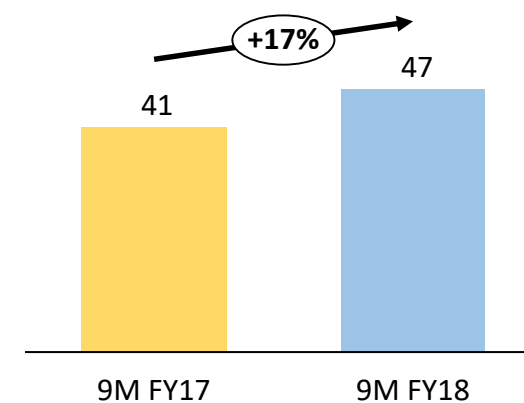
Revenue (Rs. In Cr)



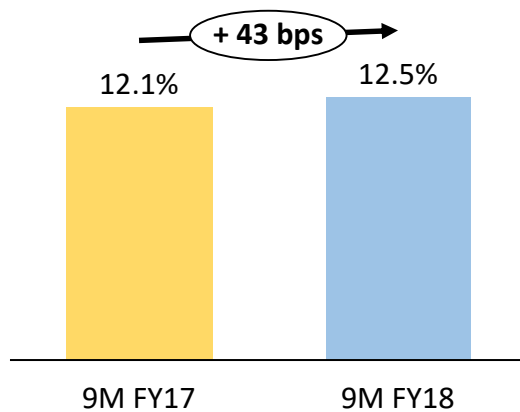
EBITDA (Rs. In Cr)



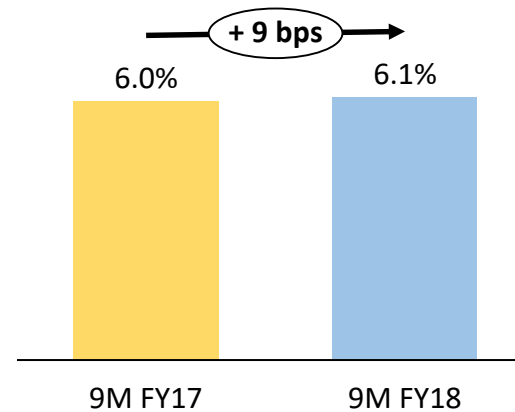
Profit after Tax (Rs. In Cr)



EBITDA Margins (%)



PAT Margins (%)



Quarterly Performance*



Particulars (Rs. In Cr)	Q3 FY18	Q3 FY17	Y-o-Y	9M FY18	9M FY17	Y-o-Y
Revenue from Operations	295.9	230.9		775.3	671.2	
Other Operating Income	1.5	0.3		7.9	8.2	
Other Income	0.1	0.1		0.2	0.3	
Total Income from Operations	297.5	231.3	29%	783.4	679.7	15%
Raw Material Cost	186.7	161.3		482.4	467.0	
Employee Expenses	11.9	6.7		29.2	19.1	
Other Expenses	61.8	35.1		173.6	111.4	
EBITDA	37.1	28.3	31%	98.1	82.2	19%
EBITDA Margin %	12.48%	12.23%	26 bps	12.5%	12.1%	43 bps
Depreciation	2.5	2.0		7.1	5.0	
EBIT	34.7	26.3	32%	91.1	77.2	18%
EBIT Margin %	11.7%	11.4%	27 bps	11.6%	11.4%	27 bps
Finance Cost	6.4	5.4		18.2	14.3	
Profit before Tax	28.3	20.9		72.9	62.9	
Tax	9.8	6.8		25.4	22.3	
Profit After Tax	18.5	14.1	31%	47.5	40.6	17%
PAT Margin %	6.2%	6.1%	12 bps	6.1%	6.0%	9 bps
Other Comprehensive Income	0.0	0.0		0.0	0.0	
Total Comprehensive Income	18.44	14.08	31%	47.43	40.64	17%

* - Ind-AS Financials

Balance Sheet*



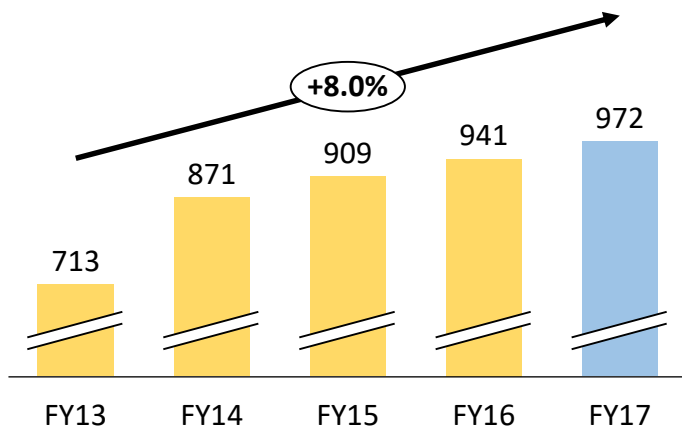
Particulars (Rs. Crs.)	Sep'17
Equity	273.3
Equity Share capital	5.3
Other Equity	268.0
Non-Current Liabilities	63.1
Borrowings	55.0
Deferred tax liabilities (Net)	6.0
Other non-current liabilities	2.1
Current Liabilities	372.3
Borrowings	225.6
Trade Payables	96.5
Other financial liabilities	30.2
Other current liabilities	19.6
Current tax liabilities (Net)	0.4
TOTAL EQUITY & LIABILITIES	708.7

Particulars (in Rs. Crs.)	Sep'17
Non-current assets	127.2
Property, Plant and Equipment	111.3
Capital work-in-progress	12.7
Intangible assets	1.1
Investments	0.8
Loans	0.0
Other financial assets	0.7
Other non-current assets	0.5
Current assets	581.5
Inventories	260.3
Trade receivables	265.9
Cash and cash equivalents	11.3
Other bank balances	3.7
Other financial assets	3.3
Other current assets	37.0
TOTAL	708.7

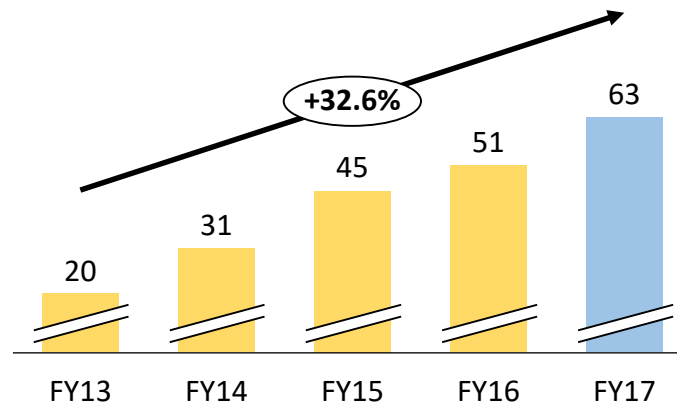
Operating Performance[#]



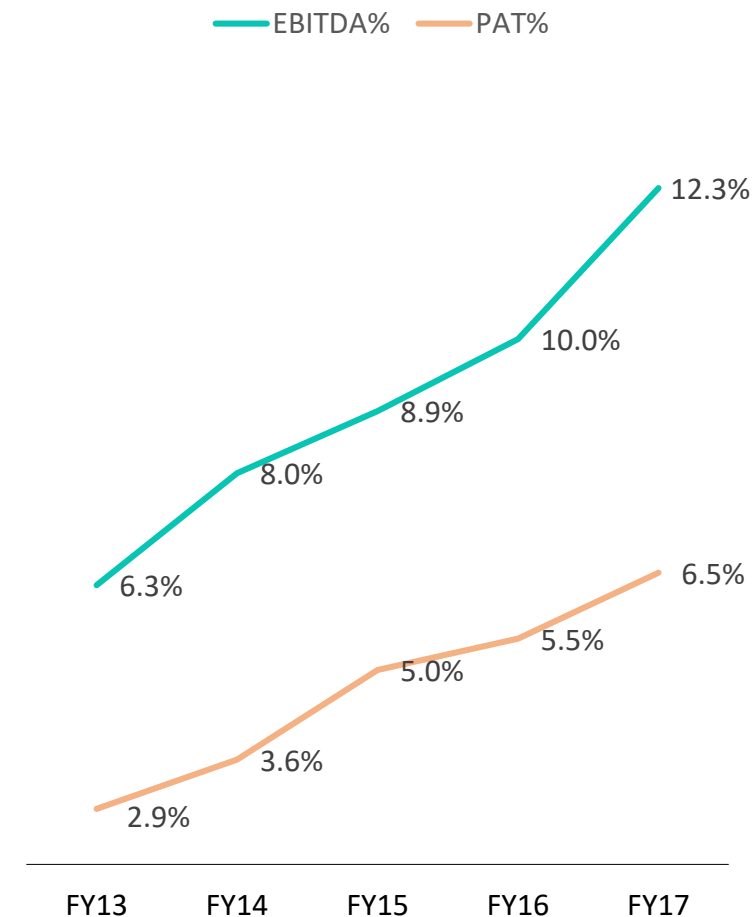
Revenue (Rs. In Cr)



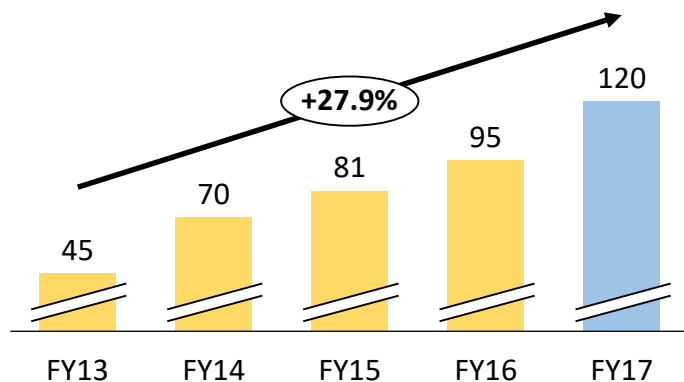
PAT (Rs. In Cr)



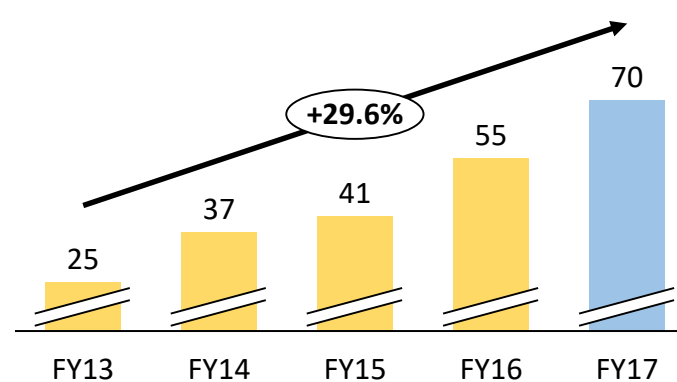
EBITDA & PAT Margins (%)



EBITDA (Rs. In Cr)



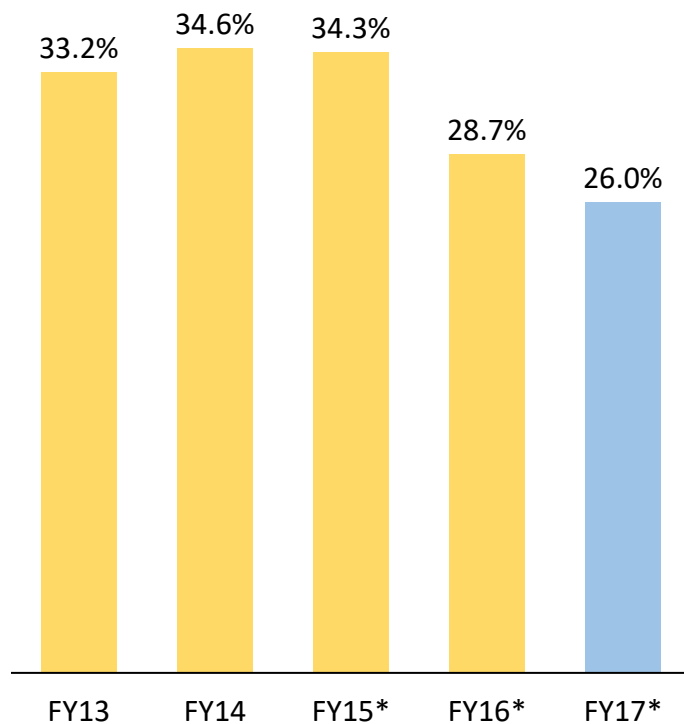
Cash PAT (Rs. In Cr)



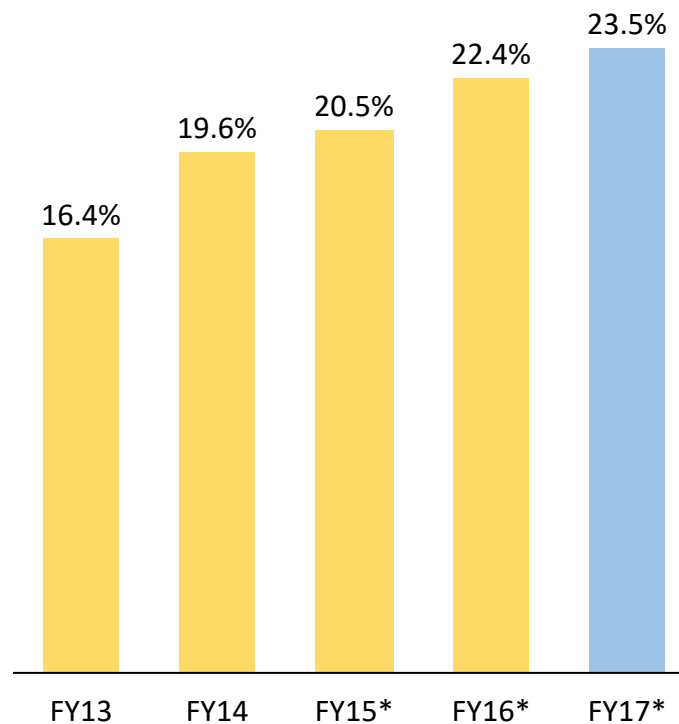
Lean Balance Sheet & Sustained Returns[#]



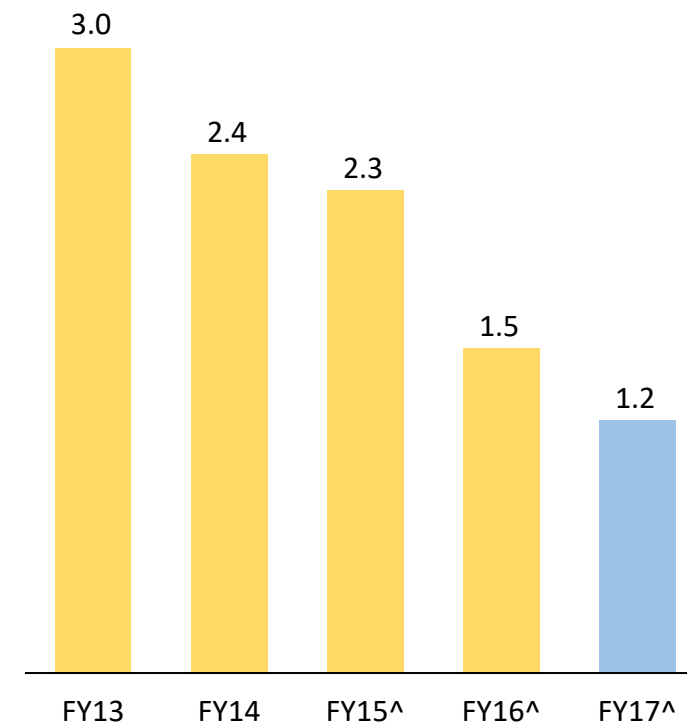
Return on Equity (RoE)



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

Profit & Loss Statement[#]



Particulars (Rs. In Cr)	FY17	FY16	FY15	FY14	FY13
Revenue from Operations	972.0	940.9	909.0	870.6	713.3
Raw Material Cost	420.4	455.1	479.9	493.1	379.1
Employee Expenses	25.1	20.5	13.4	12.1	7.1
Other Expenses	406.4	370.8	334.3	296.0	282.2
EBITDA	120.0	94.6	81.2	69.5	44.8
EBITDA Margin %	12.3%	10.1%	8.9%	8.0%	6.3%
Other Income	0.5	0.3	0.2	0.5	0.1
Depreciation	7.1	4.1	-4.2	5.7	4.5
EBIT	113.4	90.7	85.6	64.3	40.4
EBIT Margin %	11.7%	9.6%	9.4%	7.4%	5.7%
Finance Cost	17.2	12.0	17.6	17.4	10.7
Profit before Tax	96.3	78.8	68.0	46.9	29.7
Tax	33.4	27.4	22.8	15.5	9.4
Profit After Tax	62.8	51.3	45.2	31.4	20.3
PAT Margin %	6.5%	5.5%	5.0%	3.6%	2.9%

Being accessible
is being humble.



Company :



CIN: L17309WB1995PLC073053

Mr. Ajay Patodia
ajay.patodia@luxinnerwear.com

www.luxinnerwear.com

Investor Relations Advisors :

SGA Strategic Growth Advisors

CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya +91 9920602034
jigar.Kavaiya@sgapl.net

Mr. Deven Dhruva +91 9833373300
deven.dhruva@sgapl.net

www.sgapl.net



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