

FROM THE CHAIRMAN'S DESK



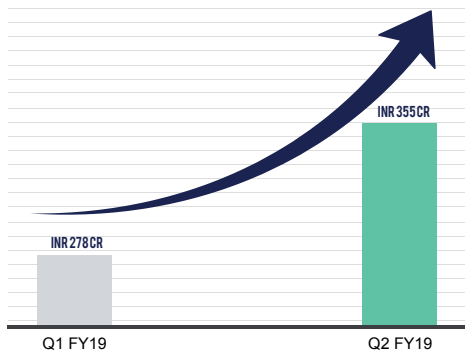
Heartiest congratulations to all for completing yet another successful quarter. The last quarter was indeed a promising one with many significant developments, especially for our winter range, which was launched during the quarter. Apart from many new product

launches, we had quite noteworthy tie-ups to strike the right chord with our consumer base.

Likewise, this quarter too witnessed some amazing tie-ups and developments as we roped in the new-age heartthrob Kartik Aryan for Lux Inferno. Yet again, ONN came up with new products to suit its consumer base and expand its product range. A fresh TVC for Inferno and three new TVCs for Cott'sWool was also launched during the quarter, which is enjoyed by consumers all across.

We are hopeful of many new launches and developments in the coming quarter and create new ethos for our brands to make it the most sought-after in the segment.

QUARTERLY RESULTS



28%

Lux Industries has delivered a robust revenue growth of 28% for the quarter ended 30th September, 2019, which stood at INR 355 Crore as compared to INR 278 Crore in Q2 FY19. Our Earnings Before Interest, Tax, Depreciation And Amortization (EBITDA) for Q2 FY20 stood at INR 54 Crore as compared to INR 43 Crore in Q2 FY19, a growth of 27%. EBITDA Margins stood at 15.3%. Profit After Tax (PAT) for the quarter grew substantially by 95% to INR 41 Crore as compared to INR 21 Crore in Q2 FY19.

WBHA EVENT



On December 20, 2019, West Bengal Hosiery Association (WBHA) celebrated the 125 glorious years of the Knitting Industry. Marking the commemoration, Smt. Smriti Zubin Irani, Minister of Textiles and Women and Child Development and Mr Ashok Kumar Todi, President, WBHA and our Chairman, along with other dignitaries on the dais launched a coffee table book on the prestigious occasion,



titled *Knitting the Success Story of Bengal*. Mr Ashok Kumar Todi, Chairman and Mr Pradip Kumar Todi, Managing Director also received a Hall of Fame award from Smriti Irani for their persistent contribution, involvement and support to the industry. The programme was attended by manufacturers from all over India to be a part of the success and development of the knitting industry.

FEATURES

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- Kartik Aryan joins Mr Amitabh Bachchan for Lux Inferno
- Inferno TVC wins hearts
- Lux Cott's Wool launches 3 TVCs for new season

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- The latest ONN collections are here!
- Lux launches Nitro T-shirts
- Inferno continues to be the best seller for thermals

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- Lux bags yet another award
- QUIZ TIME
- Jumble Up Words
- Puzzle Words

KARTIK AARYAN JOINS MR AMITABH BACHCHAN FOR LUX INFERNO



Lux has roped in the new age heartthrob Kartik Aaryan alongside Bollywood's megastar Amitabh Bachchan for the first time for Lux Inferno. The main idea behind bringing Kartik Aaryan as one of the ambassadors for Inferno is to promote the thermal wear range among its new target group.

As Kartik is quite young and versatile, he is a natural fit to connect largely with his generation. As today's era is defined by comfort, Kartik is undoubtedly the right face to bring in a dash of freshness to the brand and capture the attention of the youth. This iconic pairing has been a huge hit in the small screen and attracted a huge customer base thereafter.

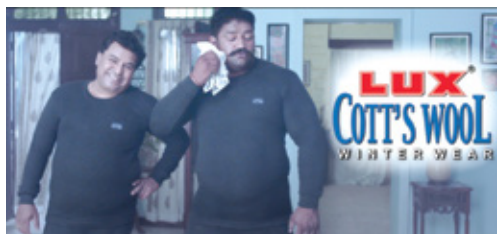
INFERNO TVC WINS HEARTS

This winter, Lux has come out with one of the most entertaining TVCs of the season to promote the thermal wear range to strengthen the brand's appeal among its target audience. The TVC features Amitabh Bachchan and Kartik Aaryan together for the first time for Lux Inferno in a fun-filled *avatar* like never before. In the new commercial, Amitabh Bachchan is seen all warm and comfortable wearing Lux Inferno, while Kartik is seen shivering in cold in his normal pair of clothes. The ad ends on a comic note where Mr. Bachchan rebukes Kartik in a funny way and then hands him Lux Inferno for maximum warmth and comfort.

While the dialogues and background score offer fun element and a fresh tone to the TVC, the pairing provides an unabridged dimension to the ad and the brand.

The TVC is still winning hearts all across, leading to a significant increase in the product sale in its segment.

LUX COTT'S WOOL LAUNCHES 3 TVCS FOR NEW SEASON



With commencement of the winter season, Lux Cott's Wool has rolled out three new commercials to promote their winter wear collection among the consumers.

The first commercial portrays how a person can get rid of chilling cold by either calling a pehwan for a hot oil body massage or wear Lux Cott's Wool; the second commercial features how you can apply red chilli paste on your cheeks to

stay warm or wear Lux Cott's Wool; while the third commercial pictures how you can call a Gorilla from the jungle and get warm under his dense fur or wear Lux Cott's Wool.

All the three TVCs gives away the same message, which says *Lux Cott's Wool aapke aas paas ki sardi ko dur bhaga deta hai*. The tag "*Lux Cott's Wool Sardi Bhagane ka Sahi Nuskha*" fits in

appositely with the TVCs thus claiming what the product does.

As Lux understands the power of great TVCs and how it supports in brand expansion, it never fails to come out with such innovative and entertaining TVCs for its thermals. The TVCs are successfully running all across and increasing a good demand for the product in the market.

THE LATEST ONN COLLECTIONS ARE HERE



After receiving a huge response for its hoodies and sweatshirts, ONN has come up with hosiery shorts and printed textile boxers in this quarter. The printed textile boxers are made from 100% cotton for extra durability and makes for a perfect loungewear with pockets on both side and one side zipper. These boxers can be worn as casual wear as well as innerwear and is available in sizes from S to XXL.

The hosiery shorts from ONN are launched under the Active Wear range to provide maximum comfort to the wearers. The hosiery shorts are made from premium combed cotton rich fabric. The shorts comes with attractive features like dual side pocket, zipped back pocket, rib on side pocket, and a broad waist band for better fit. These shorts are available in attractive colours with sizes ranging from S to XXL.

LUX LAUNCHES NITRO T-SHIRTS

Being Fashionable is being comfortable. To upkeep with the latest fashion and style, Lux launched the new Lux Nitro, which is a perfect essential for our daily wear.

The Nitro polo t-shirts promises to provide the ultimate style and comfort as they are made with premium combed cotton rich fabric and has reinforcement on neck for enhanced style and durability. This t-shirt gives a modern fit and can be worn as both loungewear and casual tee. Nitro t-shirts are available in both pocket and without pocket. These t-shirts comes in an array of attractive colours with size ranging from S to XXL.



INFERNO CONTINUES TO BE THE BEST SELLER FOR THERMALS



Lux Inferno, at present enjoys a superior level of consumer awareness and customer loyalty. After successfully establishing itself as the most loved thermal wear in the market, Inferno has now established itself as the best seller in India.

Inferno, since its launch has continued to maintain its brand promise of “Lux Inferno Andar toh Sardi Chhoo Mantar” and evolved as the fastest growing brand in the shortest span. Inferno has witnessed a 50% increase in sales this winter.

Cott’s Wool too witnessed a significant rise in sale during the season.

LUX BAGS YET ANOTHER AWARD

After receiving three awards in its last quarter, Lux Cozi received yet another award in this quarter for its continuous strive to be the best in its segment. Lux Cozi is doing tremendously well and is continuously appreciated for its contribution.

In Asia's Most Trusted Innerwear Brand Category, Lux Cozi was awarded Asia's Most Trusted Brand, 2019 from India region by International Brand Consulting Corporation, USA (IBC) on December 11, 2019.



JUMBLE UP WORDS

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QUIZ TIME

- When is the Universal Children's Day celebrated every year?
- Who was sworn in as the Chief Minister of Haryana for a second term?
- Which city held the first-ever Global Refugee Forum from 16-18 December 2019?
- Which Indian Wrestler has been named the Junior Freestyle Wrestler of the Year by the United World Wrestling?
- What is India's rank on the World Economic Forum's Gender Gap Report 2019?

PUZZLE WORD

Find 3 Brand's Name



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