

Date: October 6, 2017

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

Dear Sirs,

Subject: Intimation of Schedule of Analyst / Institutional Investor meetings under the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015.

Pursuant to the relevant provisions of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, we would like to inform you that the officials of the Company will be attending the following Conference of institutional investors.

Date	Event	Organized by	Place
October 9, 2017	Kolkata Day	Antique Stock	Kolkata
		Broking	

Also, please find attached the copy of Investor Presentation – October 2017 for the information of your members and the public at large. The copy of the Investor Presentation will also be uploaded on the website of the Company www.luxinnerwear.com. The said presentation will be shared with Investors at the conference.

This information is submitted to you pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015

Kindly note that changes may happen due to exigencies on the part of Host / Company.

Thanking you.

Yours faithfully, For Lux Industries Limited

Smika Mishra

Smita Mishra (Company Secretary & Compliance Officer) M. No. ACS 26489 Encl: As above.

LUX INDUSTRIES LTD





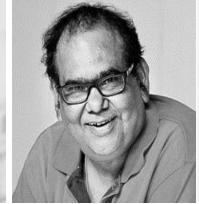














DEPENDABLE PROFITABLE DYNAMIC TRUSTED CONTEMPORARY VALUE SE STATE OF THE SE STATE FOR MONEY **ASHION** COMFORTABLE

ASPIRATIONAL EFFICIENCY SUSTAINABILITY FAMILIAR



October 2017

Safe Harbor



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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

of **95%**against Industry
Avg. of **80%**

6Manufacturing
Facilities

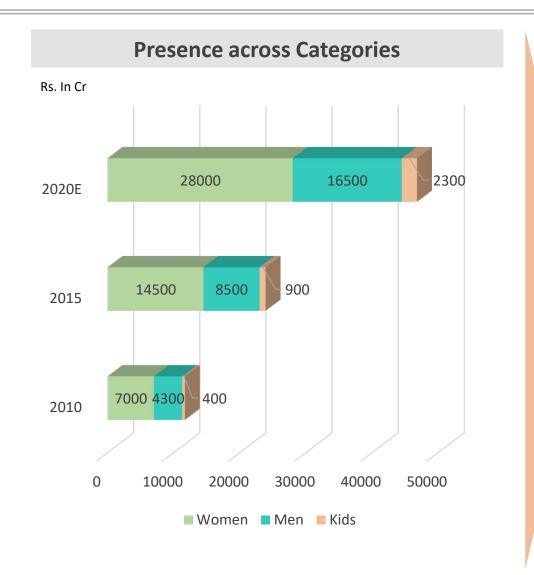






Exponential Opportunities....

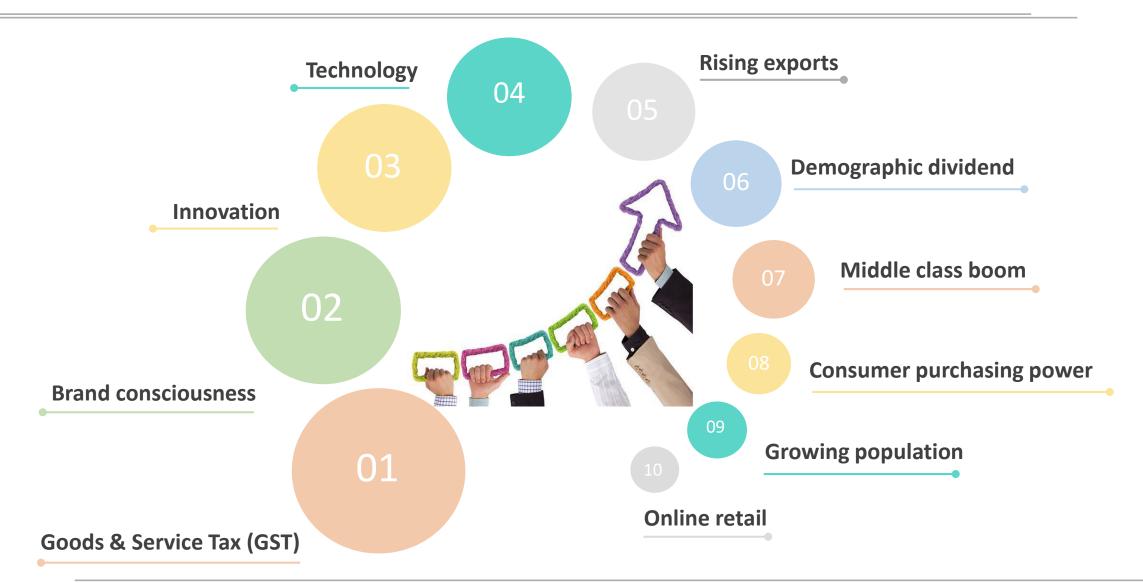




- ✓ Addressed **Men and Women** wear categories
- ✓ At the cusp of rapid growth; per capita inner wear expenditure expected to double to Rs. 300
- ✓ Organised innerwear market of Rs. 15,870 Cr (2015 2016) projected to grow to Rs. 47,000 Cr by 2020
- ✓ Enhanced **Manufacturing Automation** (ultrasonic 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















We are gaining
Market Share 99

We have created Brand Equity





1993

Vests & Briefs



1995

Vests & Briefs



1997

Panties, camisoles & leggings



1998

Panties, camisoles & leggings



2000

Designer vests and casual inners



2001

Innerwear



2003

Premium Trunks



2005

Thermals and Outwear



2007

Quilted Thermals



2009

Premium Socks



2010

Premium Wear



2016

Vests, Briefs & Drawers

Our Products are Bare Necessities



Diverse Product Portfolio

01

✓ Mass, Semi Premium & Premium

- ✓ Men's innerwear to Men's & Women's outerwear
- ✓ Complementary Products like socks & children's wear

02



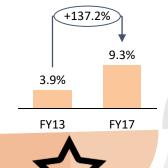
Fresh Initiatives

- ✓ GLO Range underwear: Neon & Bright for increasing youth appeal
- ✓ Manufacture leggings for women
- ✓ Invested in quality material and contemporary designs (European and American influences)

Premiumization

✓ ONN Brand growing revenues at 30%

✓ Increase in Premium Brand contribution to revenue & Expanding Margins



K

Widest Consumer Range

✓ The Products range from Rs. 38 – Rs. 1,350

05

✓ Over 5,000 SKU's , among the largest innerwear ranges in the Industry, thus graduating into a onestop destination

Milestone Achieved

- ✓ Lux Cozi helped sectorial transformation from unorganized to brand driven
- ✓ Enjoys the recall of being a Pioneer in the launch & styling of premium products
- ✓ Largest in the space of Semi-premium Indian Brands which contributes 10% to revenue for FY17



Our Products satisfy Customer needs



Presence across Categories

Revenue: 10% EBITDA Margin:

20%

Revenue: 45% EBITDA Margin: 8%

Revenue: 45% EBITDA Margin: 15%

Lux Cozi is one of the strongest and fastest growing men's innerwear brands (economy and midsegment)

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

Mass

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

Presence across various Price Points



... From Semi Premium to Premium

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

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









TIRUPUR



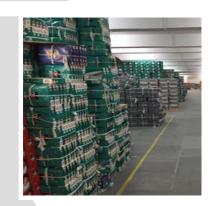
B. T. ROAD



DHULAGARH



LUDHIANA



DANKUNI

State-of-the-art Equipment in creating Topnotch 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





Manufacture 100% of our products inhouse with zero outsourcing

State-of-the-art Machines from









Up-gradation and replacement of old machines is done as and when required in order to maintain high quality of output



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.



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

We have right distribution setup to Support Growth





Large Format Stores

Distributors with

over 35 years of

Relationship

☐ Enable to showcase entire product range and portfolio under a single roof

Exclusive Brand Outlets

Amongst the few companies in **Innerwear Sector** to have presence through EBOs

Merchandise Strength

☐ Core strength lies in 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"

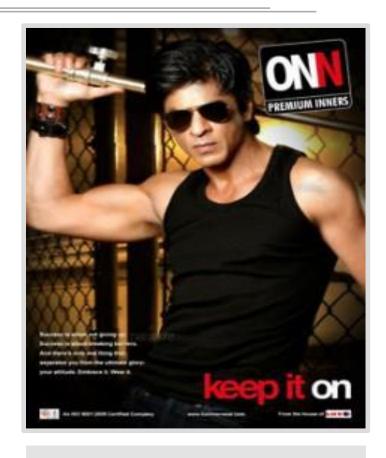
LUX is available where customers are...

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)	Has done his post graduation in Brand Management and has eminent knowledge in marketing Sr. Vice President				
Mr. Udit Todi Sr. Vice President (Marketing)	 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	 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	 □ 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	 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)	 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)	 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	 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	 ☐ 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	 □ 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



2013



2014



Asia's Most Promising Brands

The Master Brand

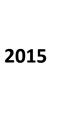
The Master Brand

2016

2014-15



The Admired Brand of India



THE WORLD'S GREATEST BRANDS 2015 ASIA & GCC

MISSANCHIC LUDING Inventor Seniors 100000187 (Inventor Action) 19000018 (Inventor Ac

The World's Greatest Brands



Asia's Greatest Brands



Market Penetration Strategy



Multi-Product & Multi-Brand Approach



Quality at Low Costs Premiumization Only 20% of the innerwear market accounted for by the premium □ 100 products under 12 brands for a growing family's needs Quality and Semi-premium Segments, offering significant headroom for □ 5000 SKUs across all major brands Premiumisation Product offerings across ages, genders, geographies and seasons Product & ☐ Lux's ONN is a premium brand growing at ~ 30% every year Extensive Vertical Integration with 100% manufacturing in-house Lux GLO in the mid-premium segment introduced in January 2017 ☐ Cost leadership through ability to manufacture the largest Revenues from premium brands increased from 3.90% in FY13 to innerwear volumes at one of the lowest costs 9.25% in FY17 ☐ Pan India Footprint – Strong Presence in Western & Central India **Market Penetration** ☐ First Indian innerwear brand to extend its product portfolio from with highest absolute sales from Madhya Pradesh, U. P. and innerwear vests to outerwear cum related products Uttarakhand Product offerings across ages, genders, geographies and seasons Exports to nearly 50 countries largely comprising the Middle East, Present in high-growth segments of active wear and sportswear Africa, Australia and Europe ☐ Vests, briefs, trunks, boxers, thermal wear, Panties, camisoles, □ Sales focussed in tropical countries with demographics similar to leggings, lounge wear, t-shirts and socks 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

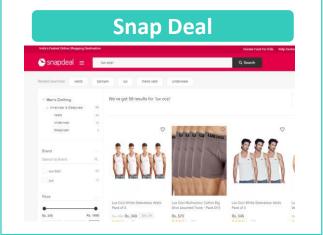


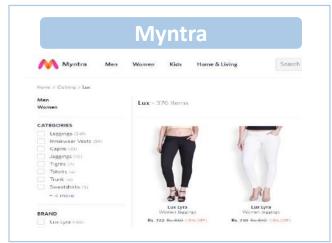
The New Age Distribution: E - Commerce

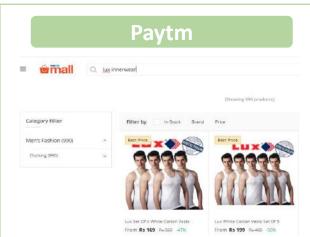


☐ Company is creating an online presence through e-commerce websites, enhancing access and image













Other Presence:

- ☐ Keep It On
- ☐ Jabong
- ☐ Lime Road
- ☐ Tata Clic

Focus on Demographics with Huge Potential





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

Our Goal - Sustained Brand Investments....







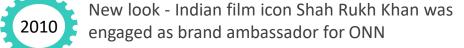
Lux sponsored the KKR team in the IPL, now an international cricket event, enhancing visibility and respect

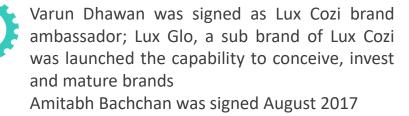


Lux also sponsored the Bollywood Awards Ceremony TOIFA in Vancouver in 2016, strengthening its pan-India visibility

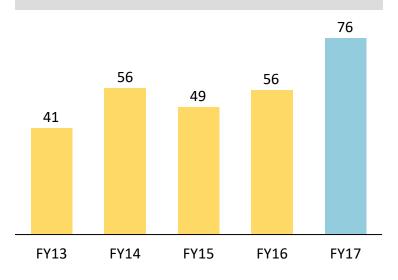








Marketing Spend (Rs. In Cr)



- ☐ 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 and LUX Cott's wool

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

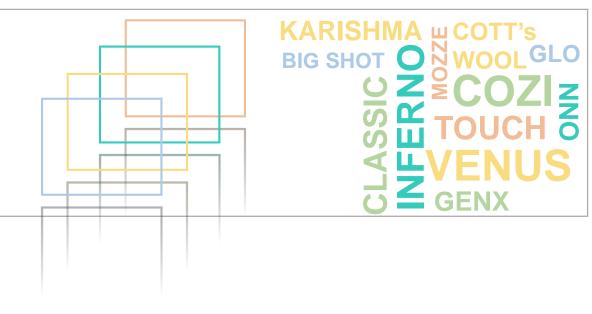
- ☐ Venus is one of the largest innerwear brands in India and Cott'swool is synonymous to winter wear in India
- Will launch Mr. Bachchan as its ambassador through an extensive campaign from February 2018 across a mix of media like Television, Online, Print and Out-of-Home media



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

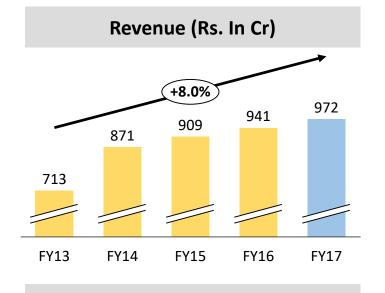


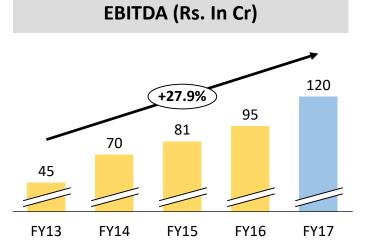


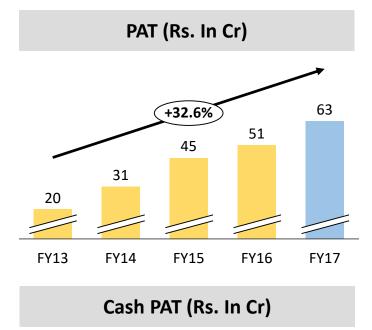


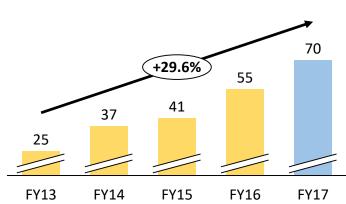
Operating Performance#

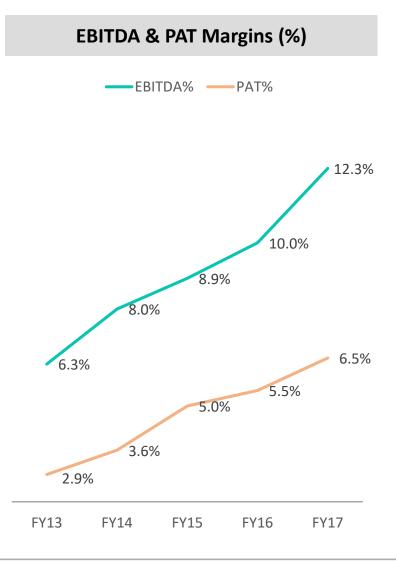






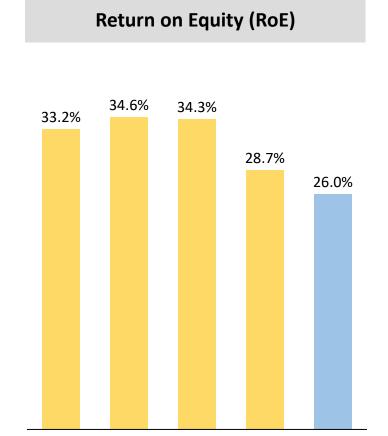




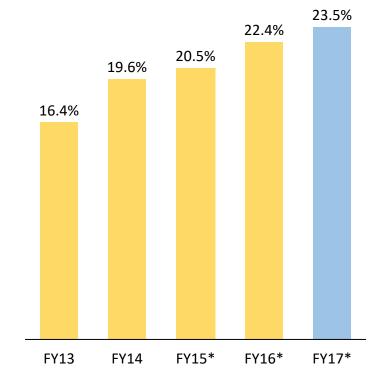


Lean Balance Sheet & Sustained Returns#





Return on Capital Employed (RoCE)



Net Debt to Equity (x)



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

FY16*

FY17*

FY15*

FY14

FY13

^{* -} Excl. Preference Share Capital of Rs. 56 crores

Profit & Loss Statement#



FY17	FY16	FY15	FY14	FY13
972.0	940.9	909.0	870.6	713.3
420.4	455.1	479.9	493.1	379.1
25.1	20.5	13.4	12.1	7.1
406.4	370.8	334.3	296.0	282.2
120.0	94.6	81.2	69.5	44.8
12.3%	10.1%	8.9%	8.0%	6.3%
0.5	0.3	0.2	0.5	0.1
7.1	4.1	-4.2	5.7	4.5
113.4	90.7	85.6	64.3	40.4
11.7%	9.6%	9.4%	7.4%	5.7%
17.2	12.0	17.6	17.4	10.7
96.3	78.8	68.0	46.9	29.7
33.4	27.4	22.8	15.5	9.4
62.8	51.3	45.2	31.4	20.3
6.5%	5.5%	5.0%	3.6%	2.9%
24.89	20.33	17.91	12.43	8.06
	420.4 25.1 406.4 120.0 12.3% 0.5 7.1 113.4 11.7% 17.2 96.3 33.4 62.8 6.5%	972.0940.9420.4455.125.120.5406.4370.8120.094.612.3%10.1%0.50.37.14.1113.490.711.7%9.6%17.212.096.378.833.427.462.851.36.5%5.5%	972.0 940.9 909.0 420.4 455.1 479.9 25.1 20.5 13.4 406.4 370.8 334.3 120.0 94.6 81.2 12.3% 10.1% 8.9% 0.5 0.3 0.2 7.1 4.1 -4.2 113.4 90.7 85.6 11.7% 9.6% 9.4% 17.2 12.0 17.6 96.3 78.8 68.0 33.4 27.4 22.8 62.8 51.3 45.2 6.5% 5.5% 5.0%	972.0 940.9 909.0 870.6 420.4 455.1 479.9 493.1 25.1 20.5 13.4 12.1 406.4 370.8 334.3 296.0 120.0 94.6 81.2 69.5 12.3% 10.1% 8.9% 8.0% 0.5 0.3 0.2 0.5 7.1 4.1 -4.2 5.7 113.4 90.7 85.6 64.3 11.7% 9.6% 9.4% 7.4% 17.2 12.0 17.6 17.4 96.3 78.8 68.0 46.9 33.4 27.4 22.8 15.5 62.8 51.3 45.2 31.4 6.5% 5.5% 5.0% 3.6%

- as per IGAAP Financials

Balance Sheet#



Particulars (Rs. In Cr)	March-17	March-16	Particulars (Rs. In Cr)	March-17	March-16
Total Shareholders Fund	297.7	234.9	Total Non-Current Assets	126.7	115.3
Share Capital	61.3	61.3	Tangible Assets	110.7	37.0
Reserves & Surplus	236.4	173.6	Intangible Assets	1.5	0.3
Total Non-Current Liabilities	43.2	94.3	Capital Work in Progress	11.4	72.4
Long Term Borrowings	38.3	92.1	Non Current Investments	0.1	0.1
Deferred Tax Liabilities (Net)	3.2	0.9	Deferred Tax Asset (Net)	0.0	0.0
Long Term Provisions	1.7	1.2	Long Term Loans & Advances	2.0	3.5
Total Current Liabilities	342.8	269.4	Other Non Current Assets	1.1	2.1
Short Term Borrowings	186.5	115.7	Total Current Assets	557.0	483.2
_	120.3	112.6	Inventories	232.8	200.1
Trade Payables			Trade Receivables	274.8	254.6
Other Current Liabilities	35.9	40.2	Cash & Cash Equivalents	7.1	7.2
Short Term Provisions	0.1	0.9	Short Term Loans & Advances	42.4	21.3
Total Equity & Liabilities	683.7	598.6	Total Assets	683.7	598.6

- as per IGAAP Financials

Quarterly Performance*



Particulars (Rs. In Cr)	Q1 FY18	Q1 FY17	Y-o-Y
Revenue from Operations	256.0	178.4	
Other Operating Income	4.1	3.3	
Total Income from Operations	260.1	181.7	43.2%
Raw Material Cost	102.9	72.4	
Employee Expenses	7.9	5.9	
Subcontracting / Jobbing Expense	57.0	49.6	
Other Expenses	60.0	33.7	
EBITDA	32.3	19.9	61.9%
EBITDA Margin %	12.4%	11.0%	
Other Income	0.0	0.0	
Depreciation	2.3	1.2	
EBIT	30.1	18.8	60.0%
EBIT Margin %	11.6%	10.3%	
Finance Cost	6.1	4.2	
Profit before Tax	24.0	14.6	
Tax	8.3	5.0	
Profit After Tax	15.7	9.5	<i>65.0%</i>
PAT Margin %	6.0%	5.2%	
Other Comprehensive Income	0.0	0.0	
Total Comprehensive Income	15.7	9.5	
EPS	6.21	3.77	

^{* -} Ind-AS Financials



Company:



CIN: L17309WB1995PLC073053

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Investor Relations Advisors:

SGA Strategic Growth Advisors

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