



PAGE INDUSTRIES LIMITED.

A faint, dotted world map is centered in the background, overlaid on a grid of latitude and longitude lines. The map is rendered in a light gray color, providing a global context for the company's operations.

PAGE INDUSTRIES LIMITED

CORPORATE PRESENTATION

Contents

Company Overview

Industry Overview

Brand Jockey

Brand Speedo

Key Financials

Growth Strategy



 **JOCKEY**TM *speedo*[®] 



JOCKEY®

is the company's flagship brand.....

and a market leader in the Innerwear category.....



Page Industries



Brand JOCKEY[®]

**have pioneered the Innerwear
industry on many fronts.....**

- ❑ Established the premium segment in the Innerwear category through brand Jockey
- ❑ Introduced high quality products delivering the best in fit and comfort
- ❑ Developed an organized and extensive network of distributors pan India
- ❑ Changed the rules of retailing innerwear- Product display modules, Attractive box packaging, Lifestyle Point of Sale imagery
- ❑ Brought the category 'out of the closet' using '*first-of-its kind*' international brand communication
- ❑ First innerwear brand to set up Exclusive Brand Stores

Page Industries : Infrastructural Facilities

- ❑ Production facilities spread over 1.78 Million sq. ft. floor area across 13 locations (Nine in Bangalore and one each in Mysore, Hassan, Gowribidanur and Tiptur)
- ❑ 18,000 employees engaged in the manufacturing process
- ❑ Annual manufacturing capacity of 225 million pieces as of end Dec'15 with a broad plan to enhance the capacity step by step to 400 million pieces by Dec'19









Our Products

Innerwear (Men)

- Vests
- Briefs
- Boxer Briefs
- Trunks
- Boxer Shorts
- Inner Tees
- Thermal Wear

Innerwear (Women)

- Brassieres
- Sports Bra
- Panties
- Camisole
- Crop Top
- Tank Tops
- Shapewear
- Thermal Wear

Socks

- Formal
- Casual
- Sports
- Performance

Leisure Wear (Men & Women)

- Bermudas
- Track Pants
- Lounge Pants
- Sports Shorts
- T- shirts
- Polo T-shirts
- Gym Vests
- Yoga Pants
- Sleepwear

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BCG

THE BOSTON CONSULTING GROUP

The Tiger Roars

Capturing India's Explosive Growth in Consumer Spending



BCG

THE BOSTON CONSULTING GROUP

The Tiger Roars

Capturing India's Explosive Growth in Consumer Spending

Amitabh Mall, Kanika Sanghi, Abheek Singhi, and Arvind Subramanian

February 2012

Boston Consulting Group, in Feb 2012, conducted a nationwide research program to capture 'India's Explosive Growth in Consumer Spending'

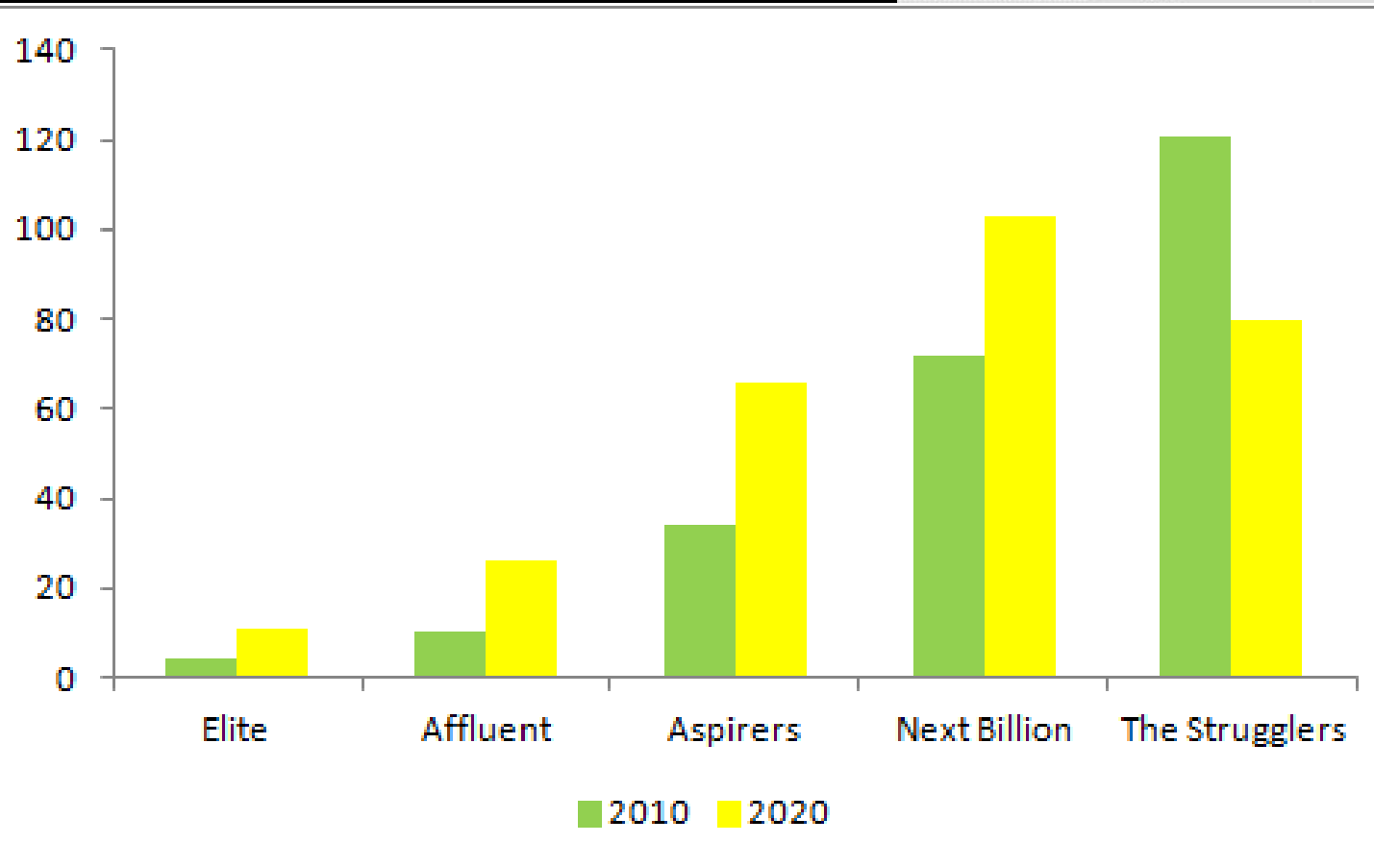


Let's see a representation from their study,

ON DISTRIBUTION OF HOUSEHOLDS BY INCOME
IN THE YEAR **2010**

AND PROJECTED TO THE YEAR **2020**

| | | Distribution of Households by Income in Millions | | |
|--------------------------|------------------------|--|------|--------|
| Consumer Classifications | Income Band 2010 (INR) | 2010 | 2020 | CAGR |
| Elite | 1,700,000 and above | 4 | 11 | 10.65% |
| Affluent | 850,000 to 1,700,000 | 10 | 26 | 10.03% |
| Aspirers | 345,000 to 850,000 | 34 | 66 | 6.86% |
| Next Billion | 152,000 to 345,000 | 72 | 103 | 3.65% |
| The Strugglers | 152,000 and below | 121 | 80 | -4.05% |



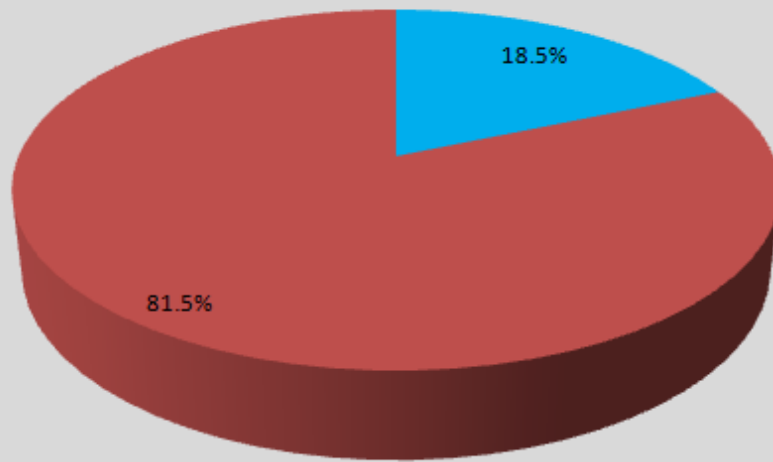
Source : BCG



Our Market Share as of 2014

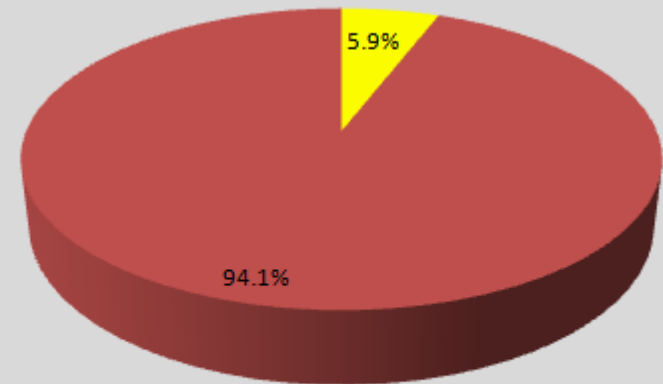
Based on BCG Report, our market share in terms of potential volume in our target market is estimated to be

Mens



Jockey Other Brands

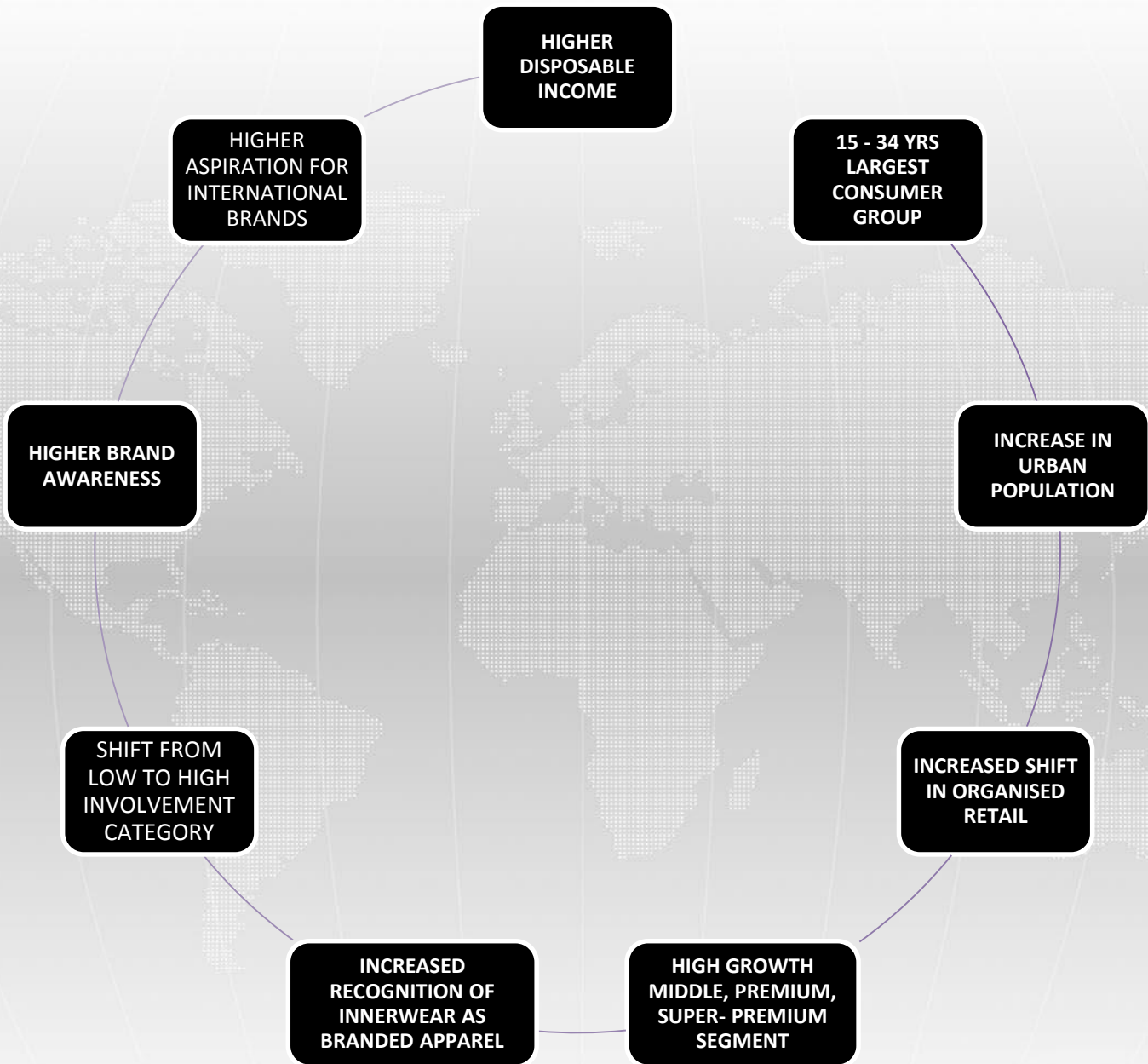
Womens



Jockey Other Brands

A light gray world map is centered in the background, overlaid with a grid of thin white latitude and longitude lines. The map uses a dot-matrix style for the continents.

Industry Growth Drivers



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Brand History and Philosophy



A HISTORY OF INNOVATION

1876



Jockey is founded by **Samuel T. Cooper** whose goal was to revolutionize socks and hosiery.

1900



Samuel Cooper's sons expand the business **from socks to underwear.**

1909



The Cooper Underwear Company™ (now known as Jockey) creates the **"Klosed Krotch™"** union suit. It was the single greatest advancement in underwear at the time.

1910s



Coopers puts its underwear in fine packaging & **displays it on major retailers' sales floors** – an industry first. Prior to this underwear was kept in boxes behind the counter for modesty's sake.

1930s



The Company pioneers the use of **athletic celebrities** to endorse its underwear, which would include Babe Ruth, Jim Palmer and Pete Rose.

1934



Coopers invents **the first men's brief**, called "Jockey ° Shorts", forever changing the underwear landscape.

1935



Jockey improves on the brief design with the **Y-Front®** brief, the brief design is improved enhancing the "masculinized support" function of the garment. In the same year, the company introduced **cellophane packaging – an industry first – and patented the boxer brief.**

1938

Coopers hosts the first underwear fashion show featuring the **"Cellophane Wedding."** Runway models were swathed in cellophane while modeling underwear, an effort to skirt decency laws of the day. Pictures of the fashion show appeared in every major newspaper and magazine and greatly distressed Hitler, who used the photos as propaganda against the U.S. .



1940

Artist Frank Hoffman creates the first Jockey icon, the **Jockey Boy®**. The icon would last for more than 60 years, with minor updates to keep it fresh.



1947

The Jockey ° brand **name is stitched into the waistband** of the underwear - **another industry first.**



1954



Jockey runs an ad in the very first issue of **Sports Illustrated.**



A HISTORY OF INNOVATION

1958



Jockey is the **first underwear brand advertised on television**, via a live read by Jack Parr, host of the Tonight Show.

1959



The Jockey[®] Skants bikini brief is born and was considered the **first bikini-style men's underwear** sold in the U.S.

1963



The Company developed underwear for **N.A.S.A.'s Apollo program** that included a very unusual feature--elastic bands on the cuffs that looped around one's palms for use in zero gravity.

1971



Coopers officially adopts the name of **Jockey Menswear, Inc.** A year later it would change that to **Jockey International, Inc.**

1976



Jim Palmer and other professional **athletes model Jockey underwear for advertising campaigns** – another industry first!

1982



The introduction of **Jockey for Her** makes the most famous name in men's underwear also the most comfortable name in women's underwear.

2000



Jockey becomes a **founding member of W.R.A.P.**, the Worldwide Responsible Apparel Practice association dedicated to ethical apparel manufacturing.

2001



Jockey brings a seam-free look to women with its instantly-popular **No Panty Line Promise[®]** collection.

2005



Jockey launches **Jockey Person to Person[®]**, a direct sales/party business designed to provide women with the opportunity to enjoy a rich family life while making their dreams come true.

2005



This was a big year for Jockey! The Jockey **3D Innovations[®]** collection – the first underwear designed with 3-dimensional body scanning technology and featuring a unique, 8-way stretch fabric – is launched, demonstrating Jockey's continued commitment to innovation. In the same year, Jockey launched **Jockey Being Family[™]**, the Company's corporate citizenship initiative, designed to support adoptive families. Also in 2005, Jockey introduced its **new Swirl icon**, representing Jockey's forward-looking vision.

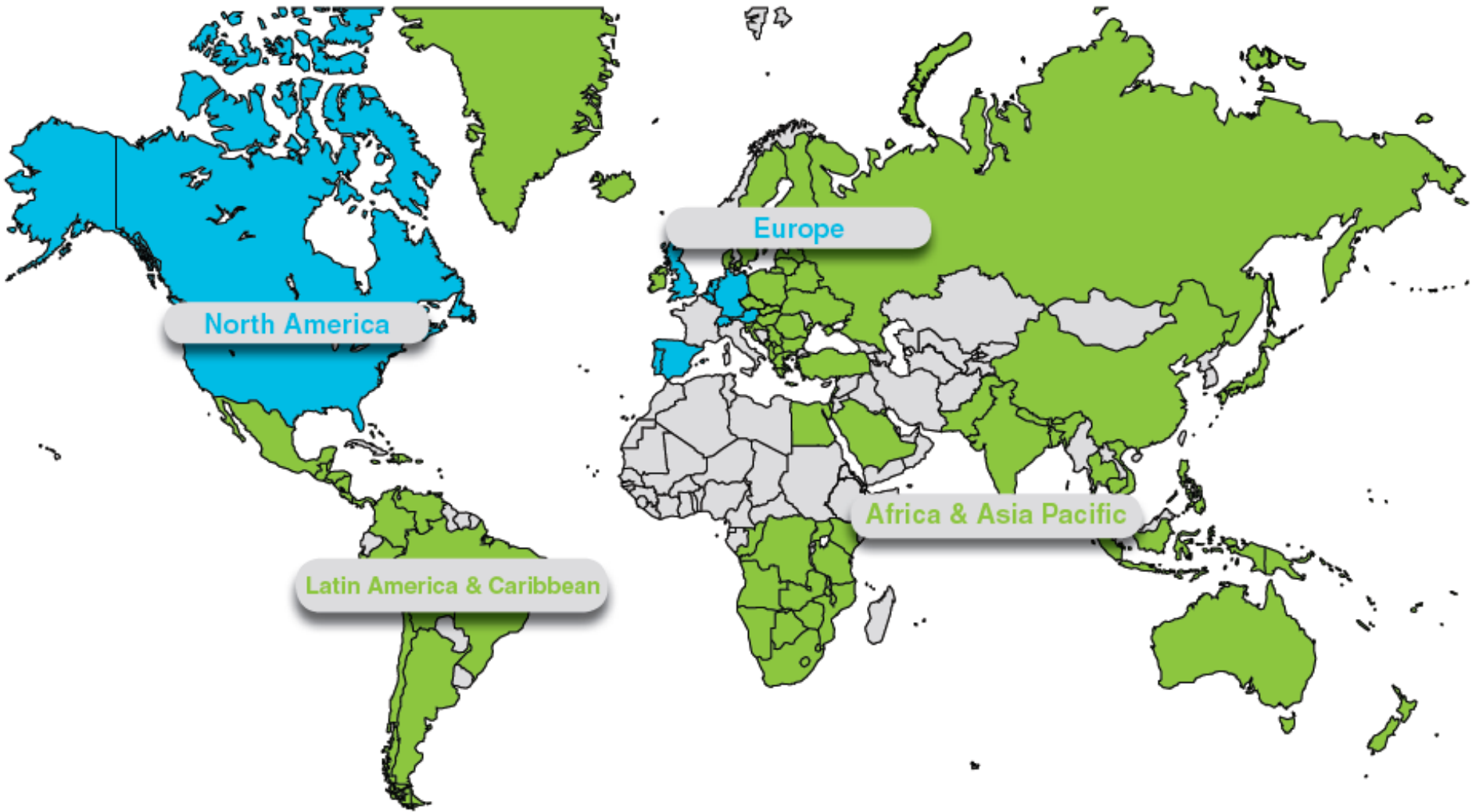




2009



Jockey rolls out its website and key ranges such as **Modern Classic, Colored Y-Front** and **Jockey Sport** on an international level. Jockey also celebrates the **75th Anniversary of having introduced world's first brief.**

Global Distribution Map



-  Jockey Owned
-  International Partners

Our Brand Philosophy





JOCKEY™
BRAND BRIEF



JOCKEY™

stands for

INDIVIDUAL

FREEDOM

LIFE ENTHUSIASTS

living life with open arms



JOCKEY™
BRAND BRIEF

IN A WORLD
WHERE YOU CAN BE
ANYTHING

THE MOST WONDERFUL
THING YOU CAN BE IS
YOURSELF.

WE ARE

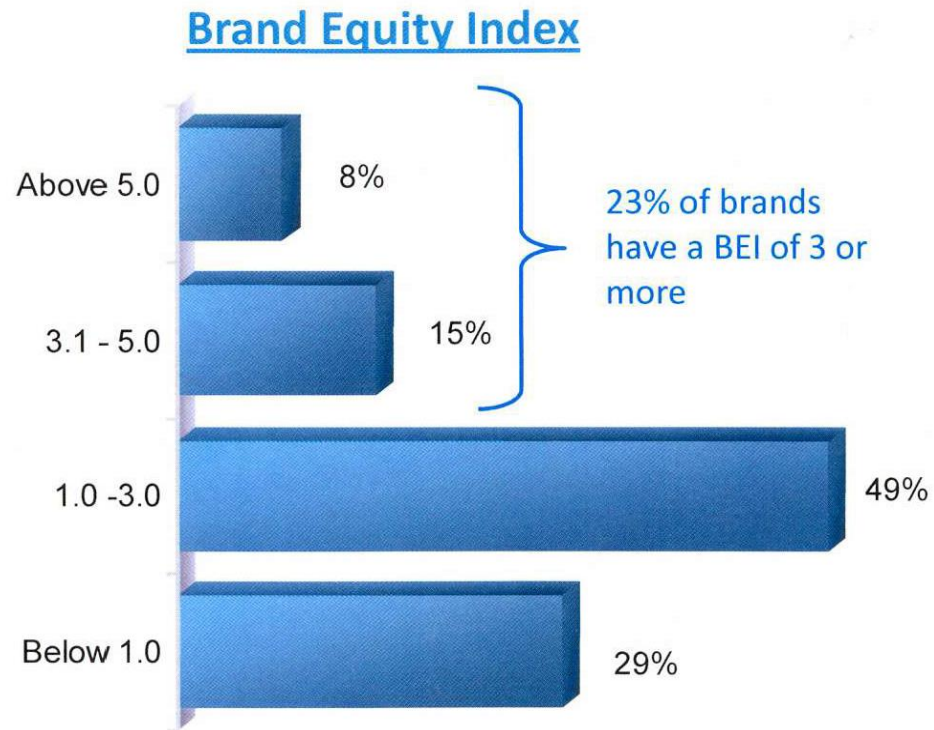
**PLAYFUL
SPONTANEOUS
EFFORTLESS
WHOLESOME
FOR EVERYONE
FREE SPIRITS
DRIVEN BY INSTINCTS**

VS

WE ARE NOT

**NOT CHILDISH
ROUTINE DRIVEN
ATTENTION SEEKING
DRIVEN BY LUST
FOR THE FEW
CONFINED
RULED BY CONVENTION**

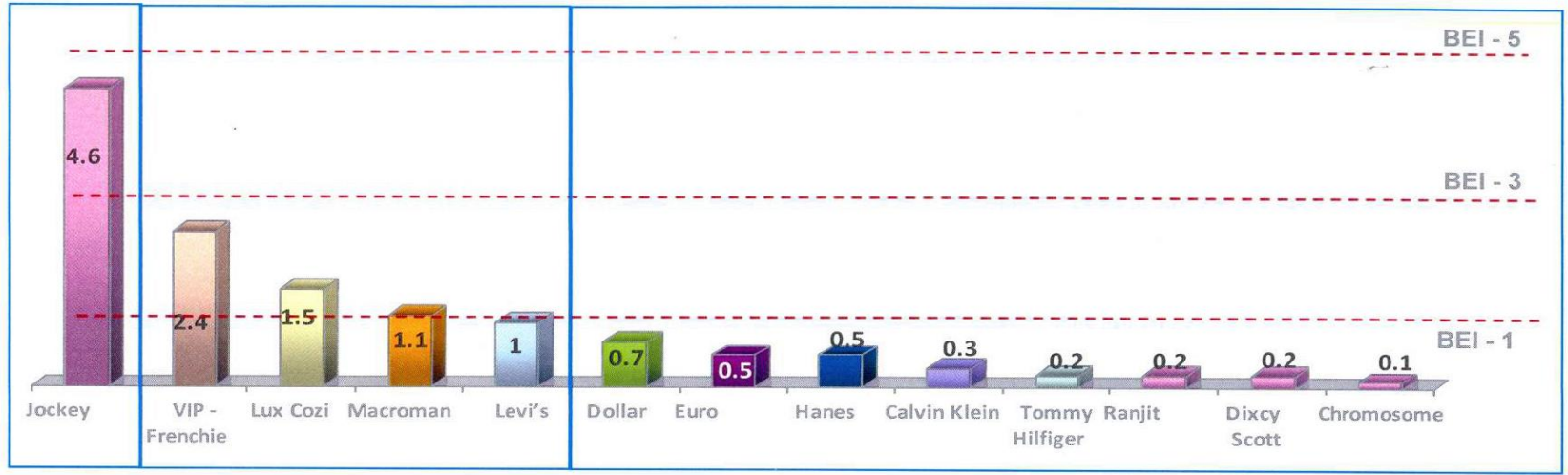
Jockey : Brand Equity



Source: ACNielsen | Winning Brands normative database

MEN'S INNERWEAR

Brand Equity Index – The Pegging Order



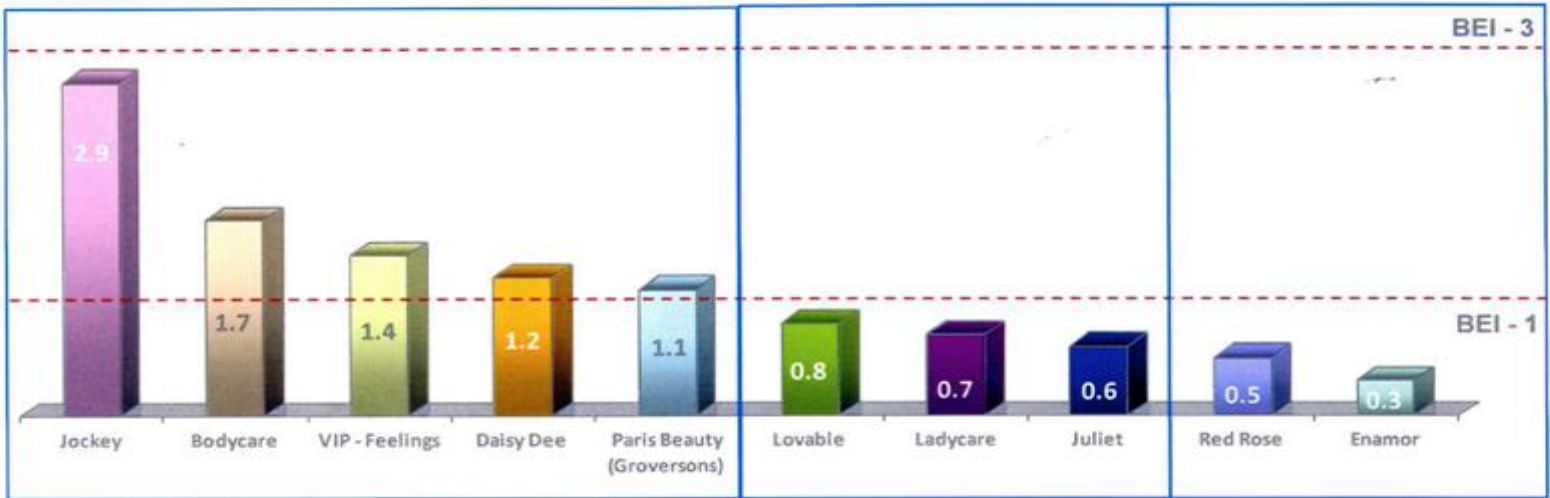
A difference of 0.3 is considered significant

| | | | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Metros | 4.8 | 3.3 | 1.5 | 0.8 | 0.9 | 0.5 | 0.5 | 0.5 | 0.2 | 0.4 | 0.4 | 0.2 | 0.2 |
| Non-Metros: | 4.5 | 1.5 | 1.5 | 1.4 | 1.2 | 0.8 | 0.5 | 0.4 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 |
| North | 5.1 | 1.6 | 2.2 | 0.8 | 1.0 | 1.8 | 0.4 | 0.6 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 |
| West | 4.1 | 2.7 | 1.9 | 1.5 | 0.7 | 0.4 | 0.6 | 0.3 | 0.3 | 0.2 | 0.7 | 0.3 | 0.2 |
| East | 3.7 | 1.2 | 2.3 | 1.4 | 0.3 | 0.3 | 0.7 | 0.2 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 |
| South | 5.1 | 3.5 | 0.1 | 0.7 | 1.6 | 0.0 | 0.4 | 0.7 | 0.2 | 0.5 | 0.0 | 0.3 | 0.2 |

- There is a clear branding of brands in the men's innerwear market, with 5 brands having a BEI of 1 and above
- Jockey is a very strong brand in the category – especially in the North and South. VIP-Frenchie is also a strong brand in metros and the West and South.

WOMEN'S INNERWEAR

Brand Equity Index – The Pegging Order



A difference of 0.3 is considered significant

| | | | | | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Metro | 3.2 | 1.7 | 1.3 | 1.3 | 0.6 | 1.0 | 0.7 | 1.0 | 0.7 | 0.4 |
| Non-Metro | 2.6 | 1.7 | 1.5 | 1.1 | 1.7 | 0.5 | 0.7 | 0.3 | 0.2 | 0.3 |
| North | 2.6 | 3.2 | 0.8 | 0.6 | 3.3 | 0.7 | 1.0 | 0.1 | 0.2 | 0.2 |
| West | 3.6 | 1.4 | 1.6 | 0.3 | 0.4 | 0.8 | 0.8 | 0.8 | 1.0 | 0.5 |
| East | 1.4 | 0.8 | 0.8 | 0.6 | 0.9 | 0.4 | 0.2 | 0.1 | 0.1 | 0.1 |
| South | 3.2 | 1.0 | 2.1 | 2.8 | - | 1.0 | 0.6 | 1.3 | 1.5 | 0.4 |

- There is a clear branding of brands in the women's innerwear market, with 5 brands having a BEI above 1
- Jockey stands clearly ahead of the other brands – especially in the West and South. Bodycare and Groversons are strong in the North and Daisy Dee is strong in the South.

Brand Positioning



Super Premium/Lifestyle Brands

Premium / Aspirational Brands

Mid Premium Brands

Mass Brands

India Operations

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Sales and Distribution

SALES ARCHITECTURE



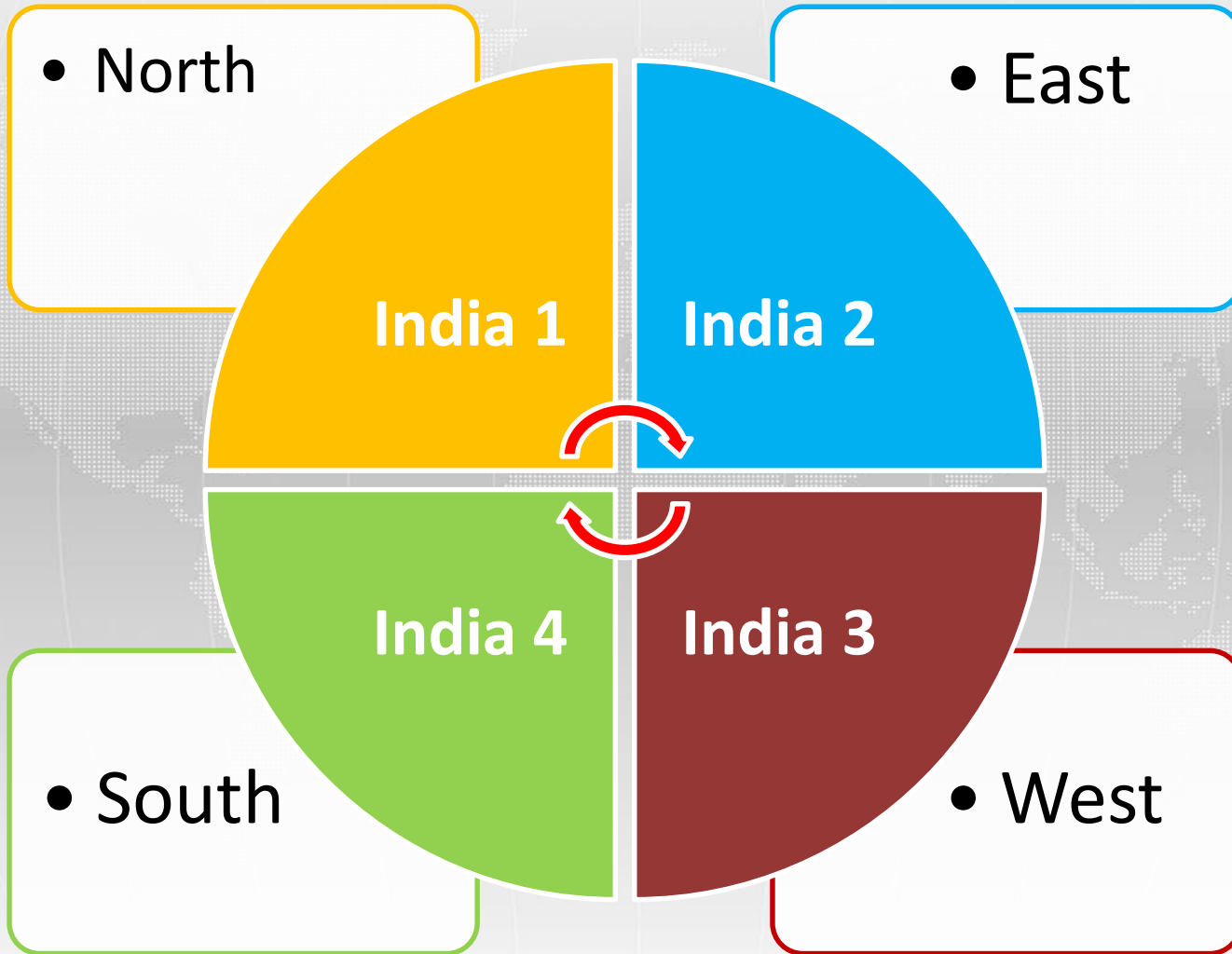
A light gray world map is centered in the background, overlaid on a grid of thin white latitude and longitude lines. The map uses a dot-matrix or halftone style for shading.

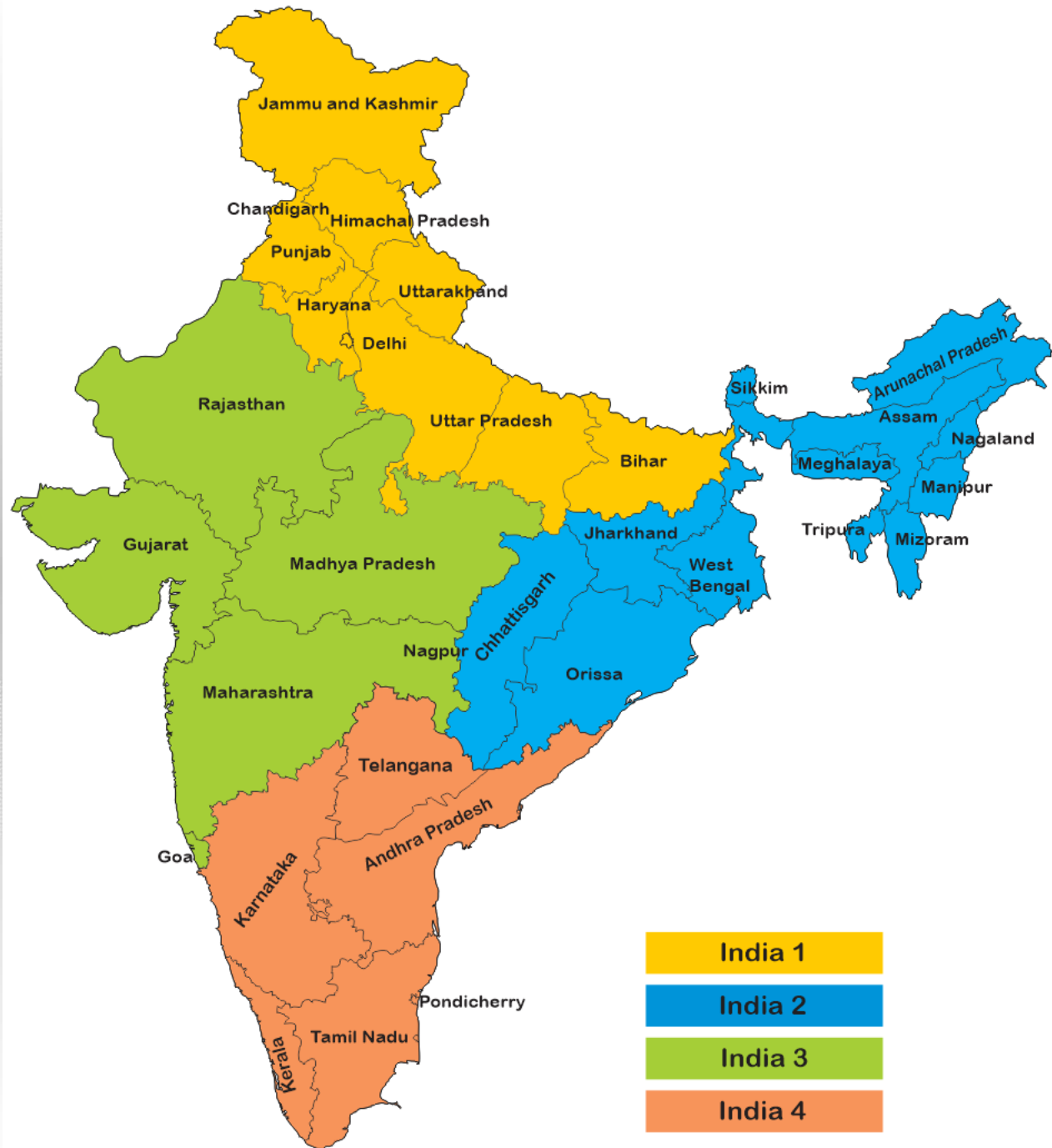
CHANNEL SALES

A light gray world map is centered in the background, overlaid on a grid of thin white latitude and longitude lines. The map is rendered in a dotted or halftone style.

FRONTLINE SALES TEAM : **TERRITORIAL AND MICRO FOCAL** **REPRESENTATION**

NEWS





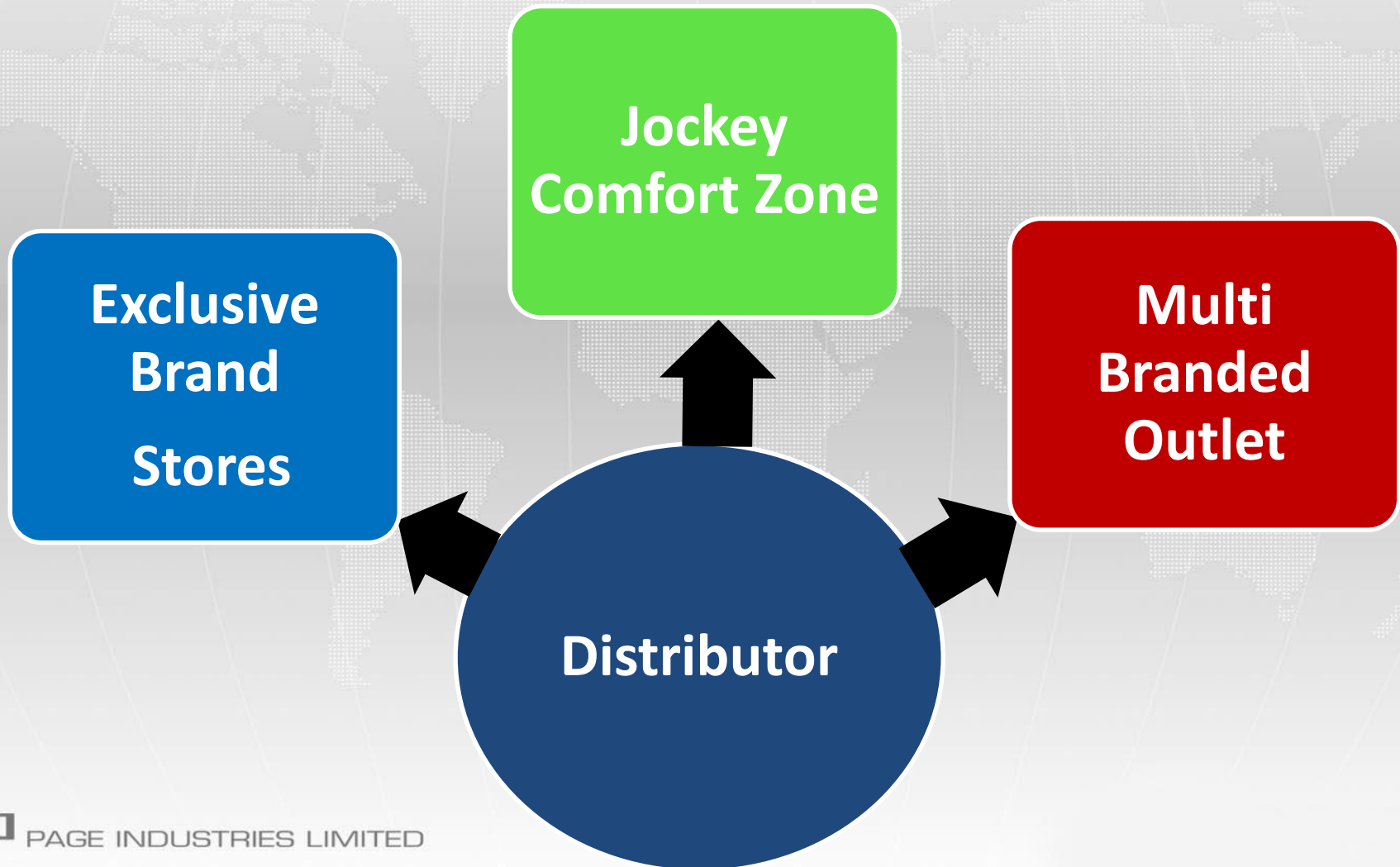
SUPPLY CHAIN



SALIENT FEATURES

- ❑ 1200 plus distributor accounts pan India
- ❑ Retail base of 45,000 plus outlets across 1600 towns and cities
- ❑ Field Sales force comprises of 300 executives across the country

Secondary Sales Outlets



Jockey Comfort Zone



Premium
Retailer

- Brick and Mortar
- Multi branded

Jockey: the key
brand

- More shelf space
- Better Product Range representation

Support @
Store

- Stand Alone Modules
- Point of Sale collaterals

1800 + Comfort Zones and Growing.....

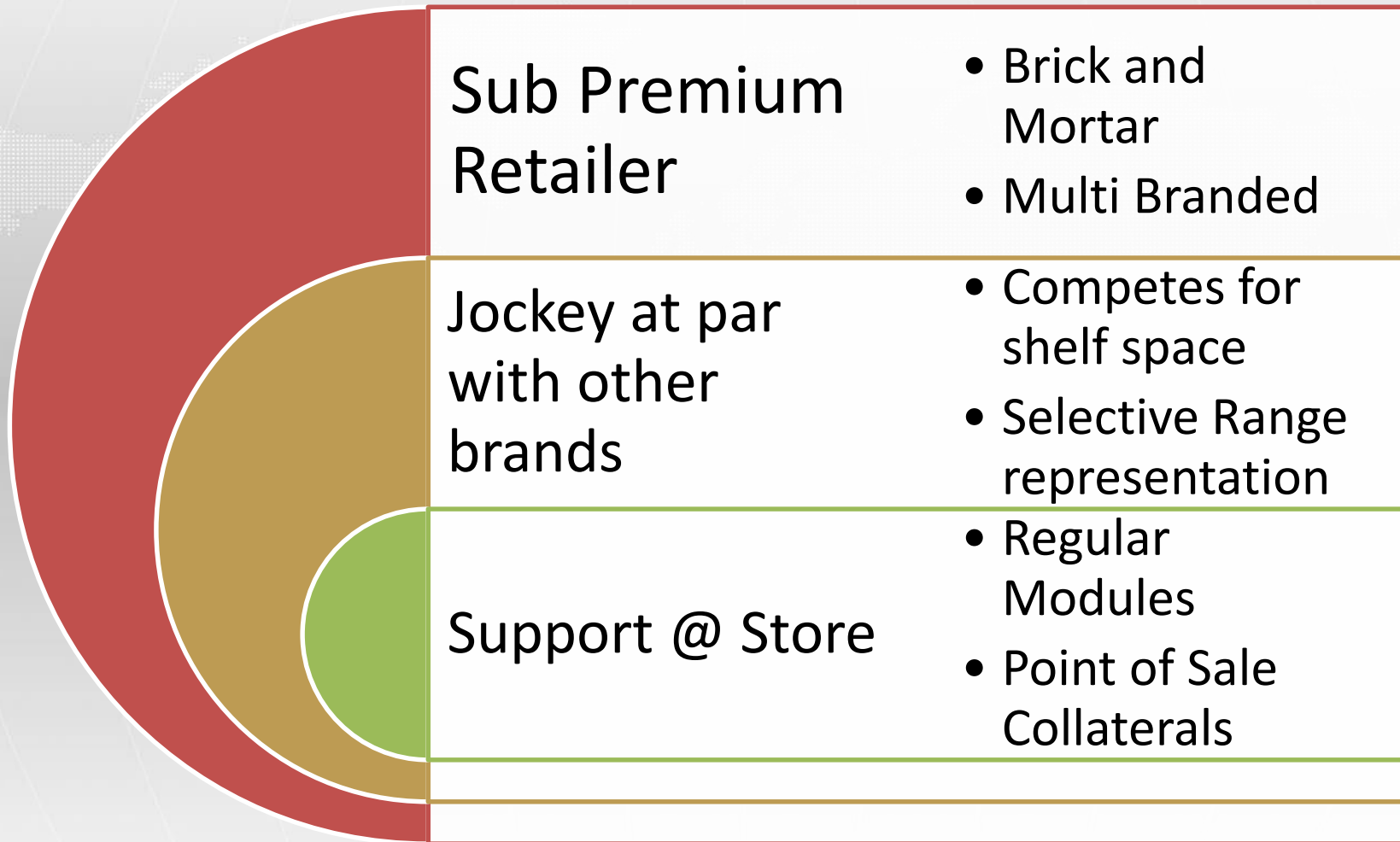
Stand Alone Wall Fixtures – 9' x 7'



Stand Alone Wall Fixtures – 6' x 7'



Multi Branded and Hosiery Stores



45,000 plus across 1600 towns and cities in India...

A faint, dotted world map is centered in the background of the slide, overlaid on a grid of latitude and longitude lines. The map shows the outlines of continents in a light gray, dotted style.

Exclusive Brand Stores



In store propositions
and
experiences for our consumers every day,
across

277 Plus Exclusive Brand Outlets



Stores Located at.....





A light gray world map with a dotted texture is centered on the page. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The background is a light gray color with faint vertical lines.

Womens Section







Mens Section







ADDONS
women

LUXURY
BEYOND
ONE

JOCKEY

INDIAN TERRAIN

WILLS LIFESTYLE

VAN HEUSEN

WILLS LIFESTYLE

 **JOCKEY**









A light gray world map is centered in the background, overlaid on a grid of latitude and longitude lines. The map is rendered in a dotted or halftone style.

Exclusive Womens Store







Large Format Stores

- **21** Large Format partners
- **874** Shop-in-Shops across the country





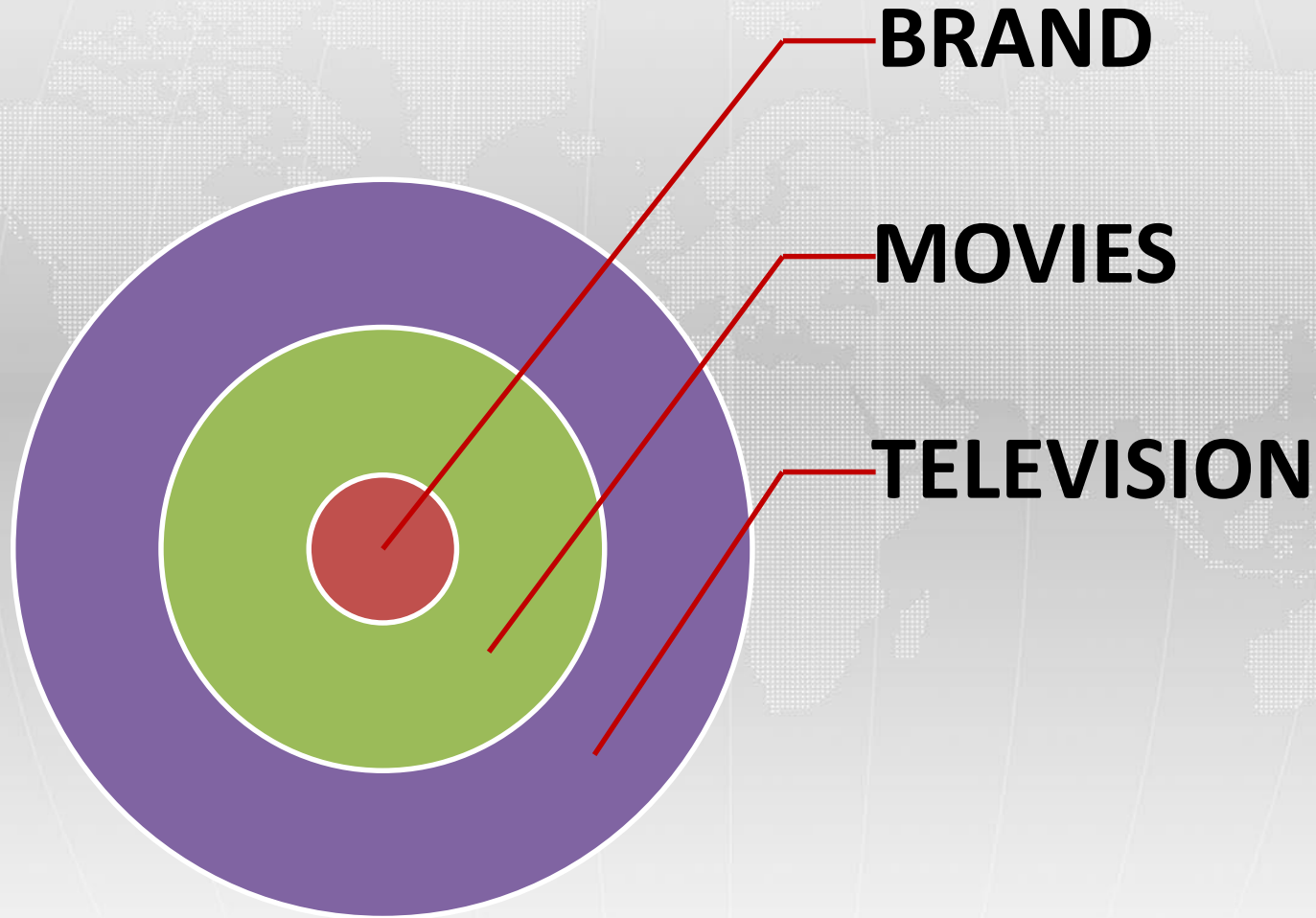




Marketing Brand Jockey to a Diversified India

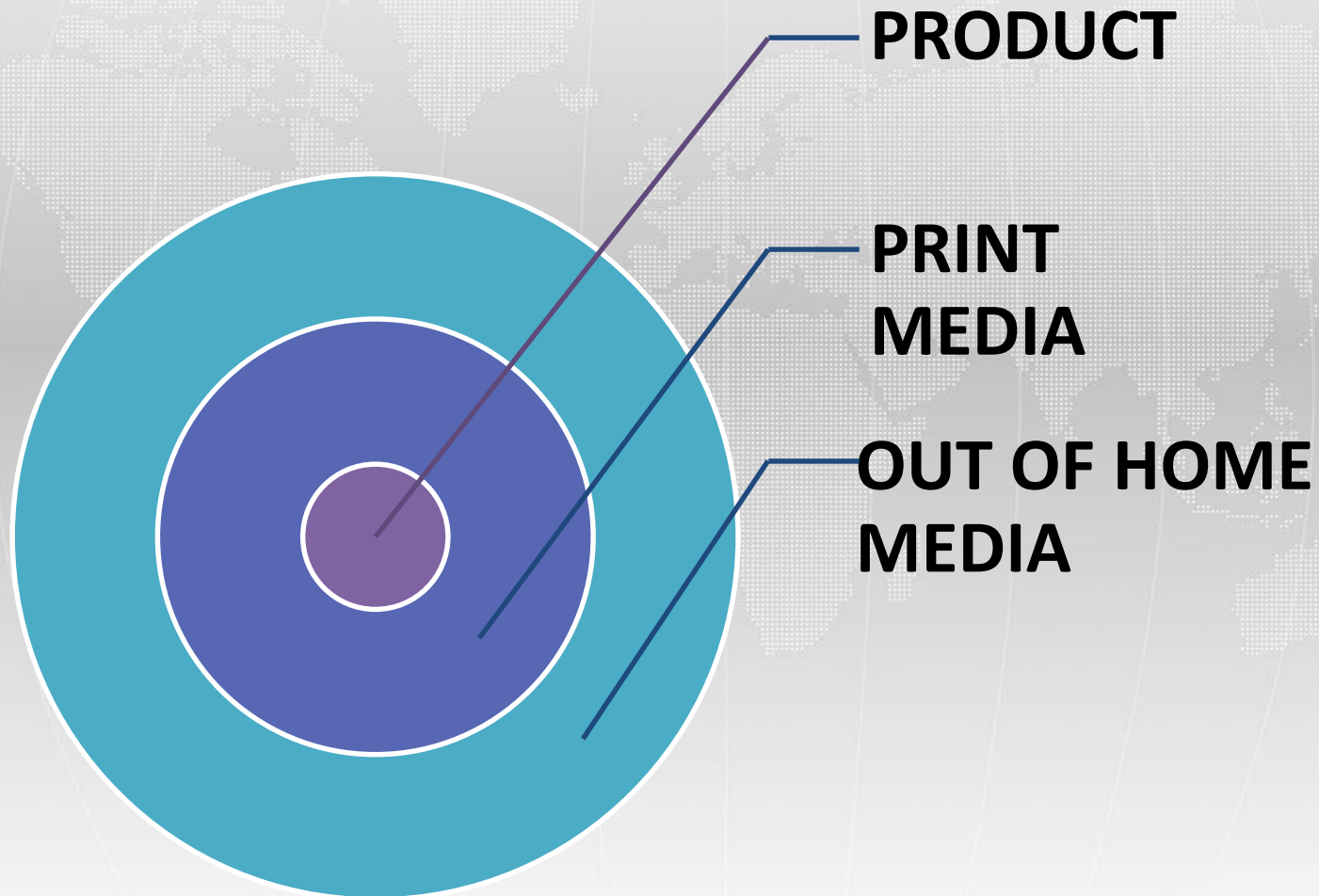


Media Strategy : Brand



Actionables : Focus on Relevance, not on Rating Points

Media Strategy : Product



PRINT MEDIA



A faint, dotted world map is centered in the background, overlaid on a grid of latitude and longitude lines. The map is light gray and serves as a backdrop for the main text.

RANGE : USA ORIGINALS

 USA Originals

**ELVIS NEVER LEFT
THE BUILDING
WITHOUT THEM.**
PRESENTING USA ORIGINALS 2016.

Featured here from the Jockey USA Originals collection, are red & blue striped trunks paired with a denim-inspired tank vest, made from super combed cotton.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING



USA Originals



**EARN YOUR
STRIPES AND WEAR
YOUR STARS.**
PRESENTING USA ORIGINALS 2016.

Featured here from the
Jockey USA Originals collection,
is a pair of combed cotton boxers
in a flag-inspired print.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING



RANGE : POP COLOUR

POP
COLOUR

THE NEW

POP

SENSATION

*GO NEON WITH
THE POP COLLECTION.*

Featured here from the Jockey POP collection, are black modern briefs made from super combed cotton, with a vivid neon coloured waistline.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**
OR NOTHING

POP
COLOUR

DON'T STOP THE

POP

**GO NEON WITH
THE POP COLLECTION.**

Featured here from the Jockey POP collection, are blue boxer briefs made from super combed cotton, with a striking neon coloured waistline.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING

A faint, dotted world map is centered in the background of the slide, overlaid on a grid of latitude and longitude lines. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia.

RANGE : LEISUREWEAR

LEISURE WEAR

Seize
the day some
other day.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey Leisure Wear collection, is a racerback tank top paired with stretch cotton capri pants for all day comfort.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**TM
woman

LEISURE WEAR

Start
your day with
the day off.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey
Leisure Wear collection, is a
cotton rich V-neck T-shirt paired
with slim fit cotton tracks to
keep you relaxed, all day long.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**TM
OR NOTHING

LEISURE WEAR

Leave
today to
tomorrow.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey Leisure Wear collection, is a stretch cotton T-shirt and lounge pants with contrast detailing for all day comfort.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY**TM
woman

LEISURE WEAR

Work hard
at doing
nothing.

JOCKEY PRESENTS
LAZY LEISURE WEAR.

Featured here from the Jockey
Leisure Wear collection, is a
cotton rich crew-neck T-shirt paired
with checked cotton pyjamas to
keep you relaxed, all day long.

SHOP AT JOCKEYINDIA.COM



 **JOCKEY™**
OR NOTHING

A faint, dotted world map is centered in the background, overlaid on a grid of latitude and longitude lines. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia.

Out of Home : Larger than Life



21.12.2015 14:10

KA03MP3427













18/08/2015



SLEEPWEAR

IT'S LIKE
A HUG
YOU WEAR
ALL NIGHT

KNOWLEDGE UP WITH THE PEACH FEEL
FABRIC OF JOCKEY SLEEPWEAR

JOCKEY
woman

CONTACT
988 159 1119

19 08 2015

Optimized by www.ImageOpti

Television



BRAND TVC

JOCKEY

Feels like Jockey

60 sec

21 03 16



**Jockey
Move
30 SEC
18.07.14**



PRODUCT TVC

Jockey
Active Bra
30 SEC
21.07.14



OUR PURPOSE AND VISION

"To satisfy the human need for comfort; by ensuring our consumers always get the most comfortable and innovative products at the best possible quality and value for money."

OUR MISSION

"To be the largest and most profitable premium innerwear/leisurewear brand within the men, women and kids segments in our licensed markets"

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About Speedo

- ❑ **Speedo International Ltd.** is a manufacturer and distributor of swimwear and swim-related accessories based in Nottingham, UK
- ❑ Founded in Sydney, Australia in 1914, the industry leading company is now a subsidiary of the British Pentland Group
- ❑ Speedo products include Swimwear, Equipment, Water shorts, Apparel and Footwear

About Speedo and PIL

- ❑ **Speedo International Ltd.** appointed Page Industries Ltd as their sole licensee for the manufacturing, marketing and distribution of the SPEEDO brand in India
- ❑ The license period officially commenced on January 2012
- ❑ We have achieved annual turnover of INR 160 Million in 2012 – 2013
- ❑ We have achieved annual turnover of INR 196 Million in 2013 – 2014
- ❑ We have achieved annual turnover of INR 235 Million in 2014 – 2015
- ❑ We have achieved annual turnover of INR 295 Million in 2015 – 2016

A faint, dotted world map is centered in the background of the slide, overlaid on a grid of latitude and longitude lines. The map is rendered in a light gray color against a white background.

Contributing Factors for Swimming in India

Contributing Factors for Swimming in India

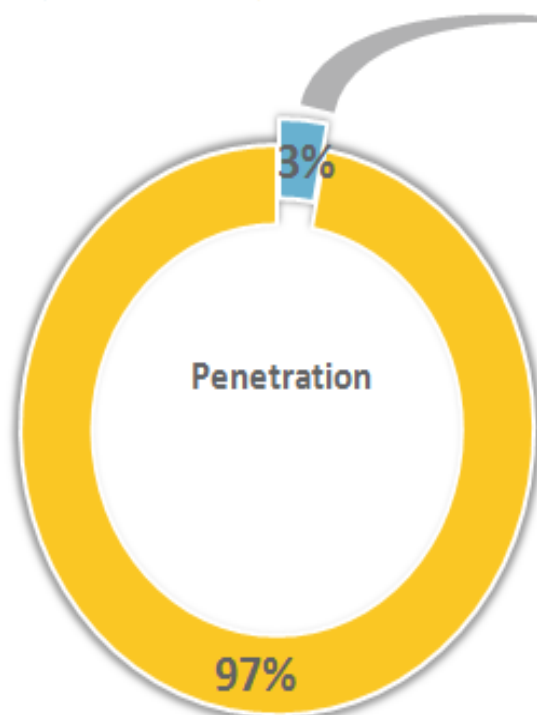
- Most parents and schools now recognize swimming as an important life skill and want their kids to learn swimming
- Most modern high rise apartment complexes in metro cities provide swimming pool access for their residents
- 20% of swimmers surveyed swim at their community clubs. Traditionally, while community clubs are for the 'very elite and privileged', it still is playing a fairly significant form of access
- Reasons for swimming
 - ❖ Healthy Living & Weight Management
 - ❖ Refreshment / Relaxation
 - ❖ Fitness
 - ❖ Hobby
- Swimming is being recognized as rehab for physical ailments
- Swimming is a social activity shared with family and friends
- Holiday occasions to Beach / Resort destinations are on the rise
- All 5 star hotels have pools
- 24% of the non-swimmers surveyed, demonstrated 'likelihood to swim in the future' which shows that there is a fairly large potential of non swimmers 'who are willing to swim'.

Page commissioned AC Nielsen to conduct a comprehensive study on the swimwear category & consumer behavior of swimmers in India

NO. OF SWIMMERS' – PROJECTION (ADULTS ONLY)

Penetration swimmer definition- Swimmers defined as those swimming twice a week in summer season

- SWIMMERS
- NON SWIMMERS



PROJECTION

~3.1 million swimmers in an urban population of 102 million in audience of SEC A/B, 12-45 yrs of age group at an all India Level across both gender groups

Source: Quantitative Module (Random Phase)- Base (Household level) for Penetration nas and IRS data for achieving the population nas

TOTAL NUMBER OF SWIM CONSUMERS IN TARGET GROUP (ADULT + KIDS)

Population of INDIA = 1.21 Billion

Urban Population of India = 377 Million

ADULTS

Urban SEC A* and SEC B* population (age 12 – 45) = 102 Million**

TG Speedo (3% of 102 M) = 3.1 Million Target Consumers

KIDS

Urban SEC A and SEC B population – Kids (age 0 – 11) = 26 Million***

TG Speedo (3% of 26 M) = 0.78 Million Target Consumers

ADULTS + KIDS

Total Urban SEC A and SEC B population (age 0- 45) = 128 Million

TG Speedo (3% of 128 M) = 3.88 Million Target Consumers

*** The Total Urban SEC A/B (ages 12 – 45) population of 102 million people is provided by AC Nielsen*

****Using the above figure and the India Population Census report, Page was able to derive the Total Urban SEC A/B (Kids {ages 0 – 11 year}) population of 26 million kids*

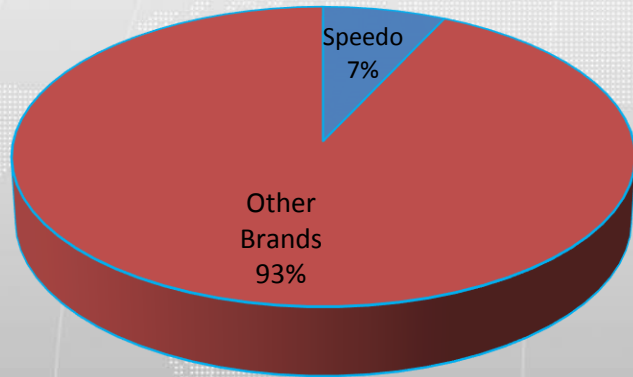
Volume Potential (per annum)

| Category | No. of Units Purchased by Swimmer per annum | No. of Swimmers | Total Volume |
|-----------|---|-----------------|--------------|
| Swimwear | 1 | 3,894,324 | 3,894,324 |
| Equipment | 1 | 3,037,573* | 3,037,573 |
| | | | 6,931,897 |

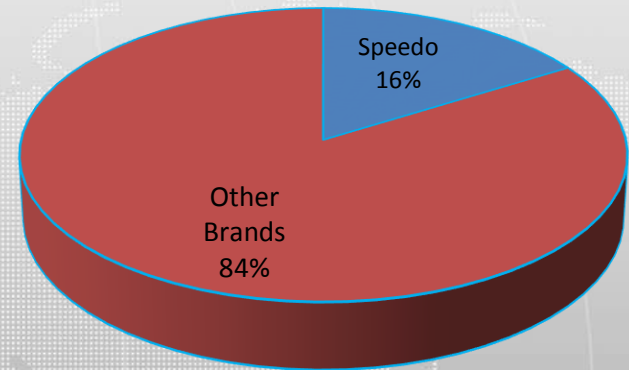
**As per AC Nielsen study, 22% of swimmers do not own any equipment. Therefore, our assumption is that 22% of swimmers will not purchase any equipment. In other words, 78% of swimmers will purchase equipment.*

Brand Market Share - 2014

Volume



Value



| | Volume | Market Size at Retail (in USD) | Avg MRP/Unit (in USD) |
|--------------|-----------|-----------------------------------|----------------------------|
| Total | 6,931,897 | 29,386,129* | 4.24* |
| Speedo | 488,119 | 4,773,896 | 9.78 |
| Other Brands | 6,443,778 | 24,612,233 | 3.82 |

* Average market wholesale price per piece x total volume potential (units) = market size (value)

* To estimate total market size (value), we assumed that average market wholesale price per piece for entire market to be 43% of Speedo wholesale price per piece

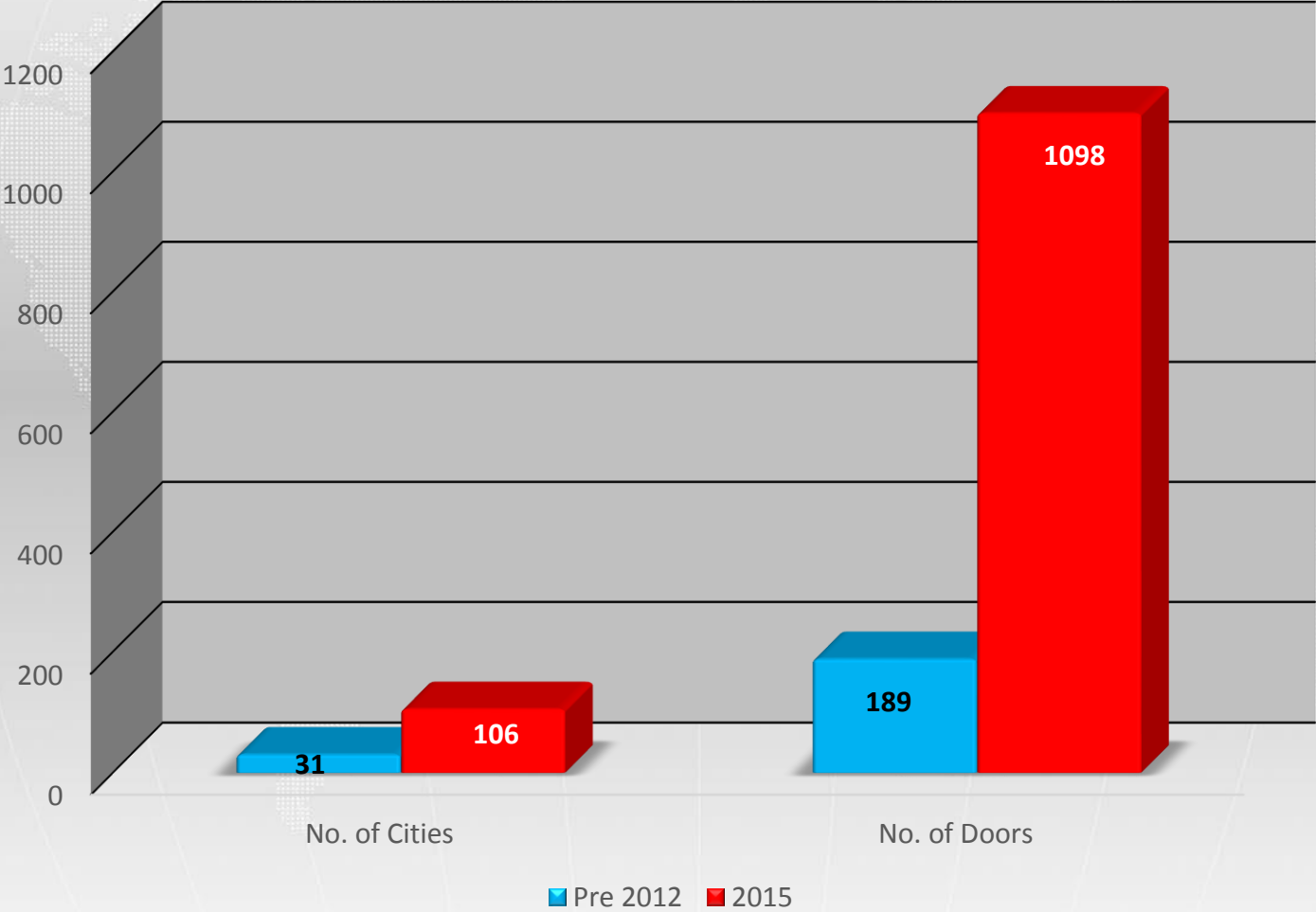
A faint, dotted world map is centered in the background of the slide, overlaid on a grid of latitude and longitude lines.

SPEEDO REACH

THEN AND NOW

(Pre 2012 vs 2015)

Speedo presence (2012 vs.2015)



Snapshot Speedo

17

- Number of Distributors

08

- Number of Exclusive Brand Stores

140

- Number of Doors in Large Format Stores

955

- Retail Presence across India



INDIA

MAJOR CITIES



Speedo footprint
(cities):
Metro - 8
Non Metro - 98



speedo 











OUR PURPOSE AND VISION

“To inspire people to swim; with Speedo”

OUR MISSION

“To be the number one swim brand in our licensed markets, in terms of both market share and profitability”

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Company Overview

Industry Overview

Brand Jockey

Brand Speedo

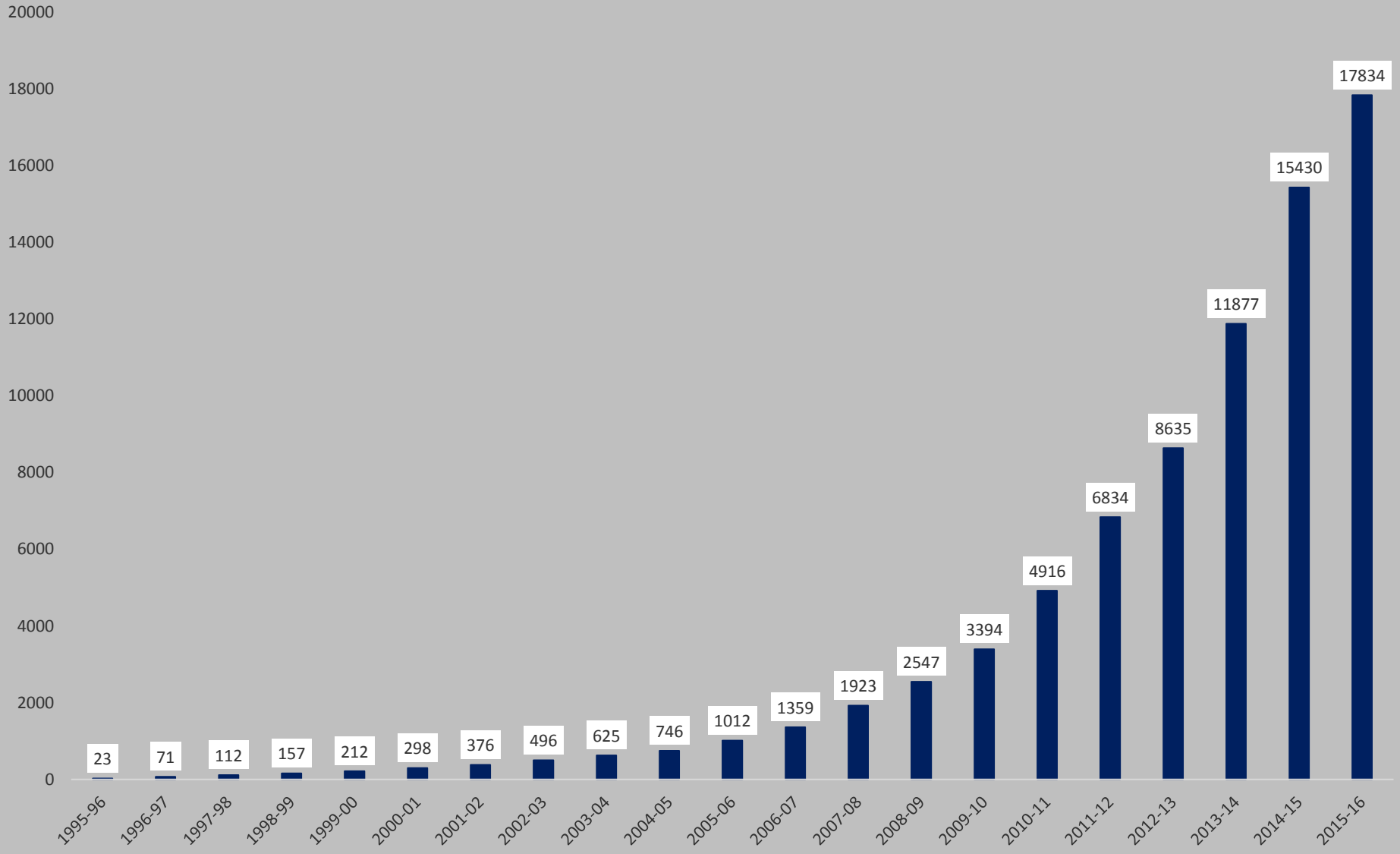
Key Financials

Growth Strategy

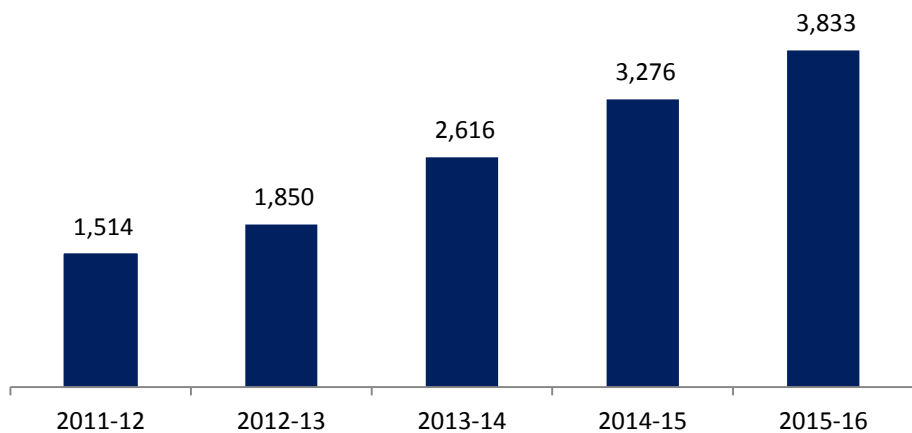
Snapshot (Rs. In Millions)

| PARTICULARS | FY 16 | FY 15 | FY 14 | FY 13 | FY 12 | FY 11 | FY 10 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Total Income | 17896.67 | 15516.32 | 11941.72 | 8842.63 | 7017.65 | 5036.57 | 3457.41 |
| EBIDTA | 3833.37 | 3276.15 | 2615.62 | 1850.20 | 1513.88 | 1028.38 | 704.78 |
| PBT | 3442.76 | 2933.10 | 2334.81 | 1656.79 | 1340.93 | 877.83 | 585.17 |
| PAT | 2326.57 | 1960.24 | 1537.84 | 1125.33 | 899.85 | 585.48 | 396.10 |
| EPS (Rs.) | 208.59 | 175.74 | 137.87 | 100.89 | 80.68 | 52.49 | 35.51 |
| EBIDTA Margin (%) | 21.91 | 21.60 | 22.30 | 21.50 | 22.20 | 20.42 | 20.38 |
| RONW (%) | 46.05 | 50.68 | 53.21 | 52.70 | 54.27 | 47.30 | 42.10 |
| ROCE (%) | 59.91 | 50.73 | 50.11 | 52.25 | 56.81 | 40.27 | 41.60 |

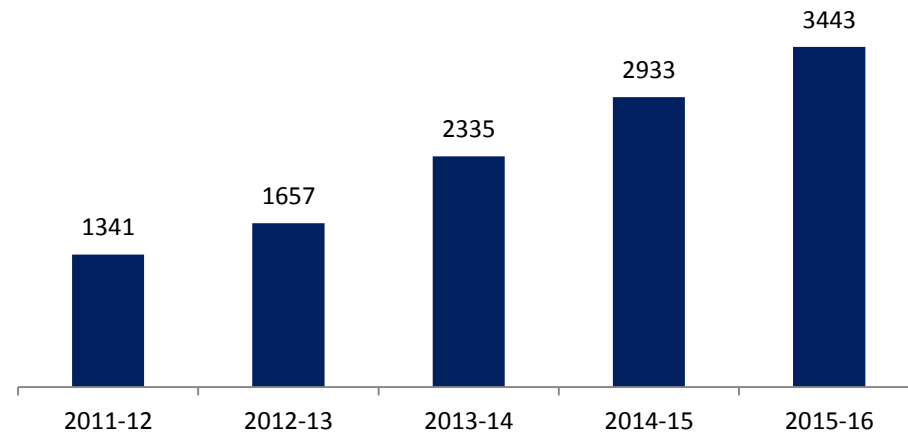
Sales INR (Millions)



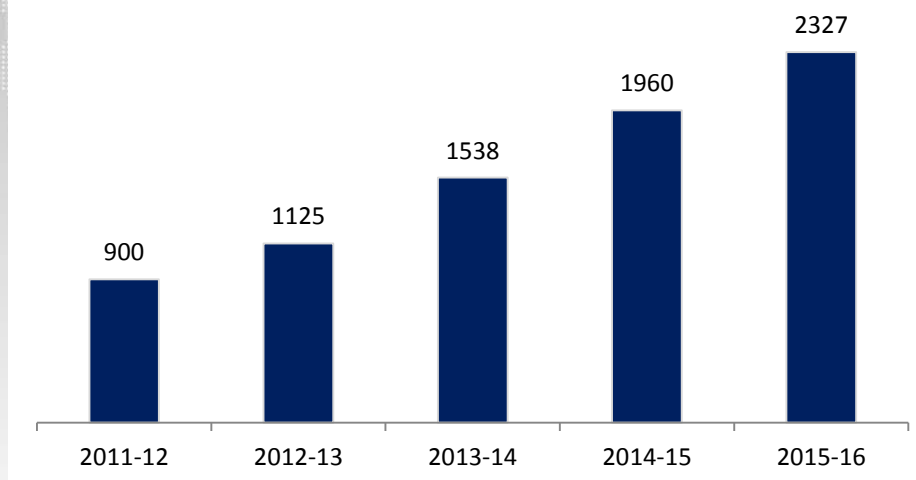
EBIDTA



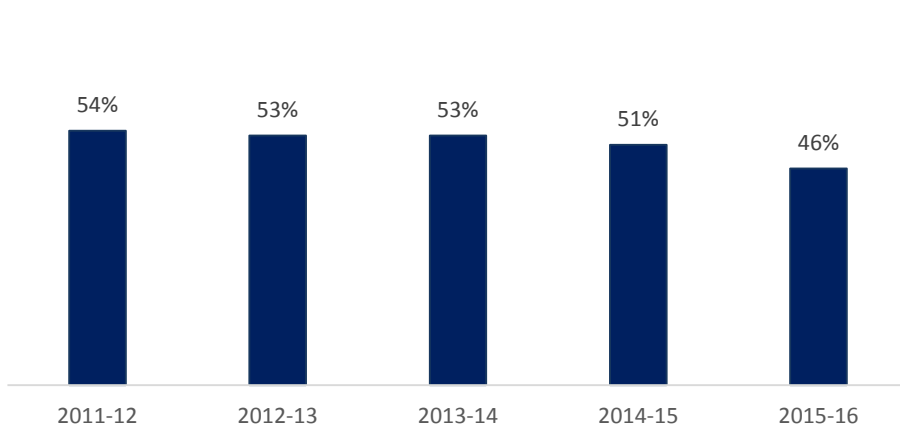
PBT



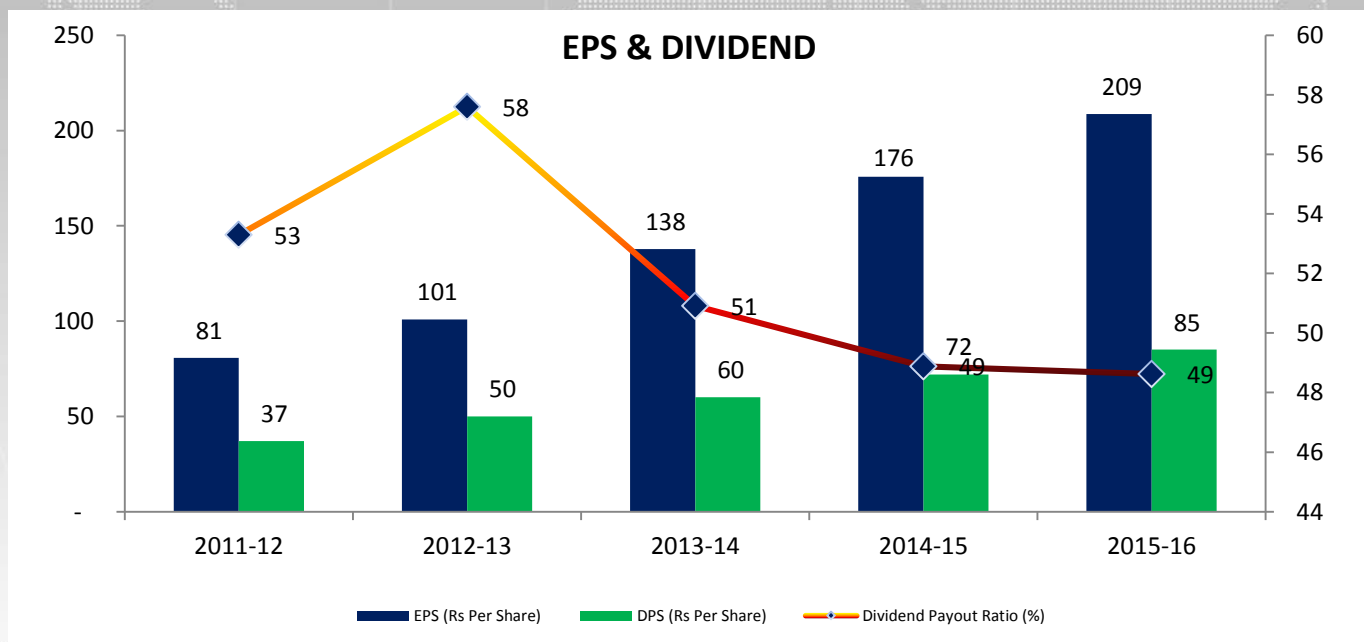
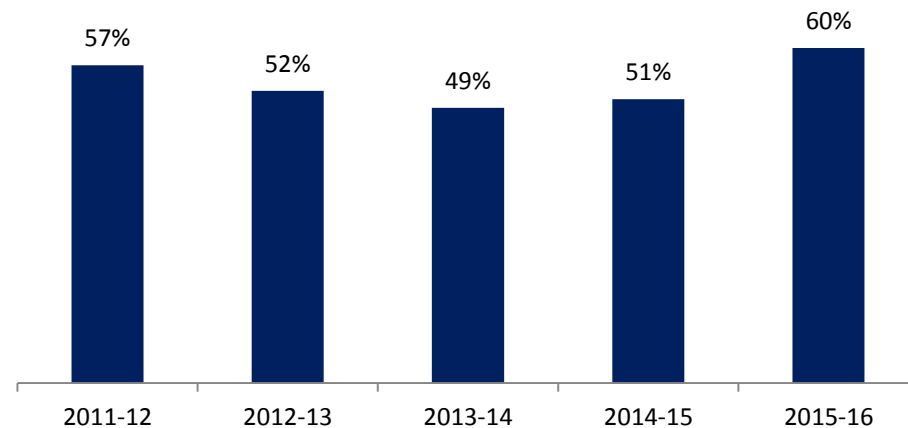
PAT



RETURN ON NETWORTH



RETURN ON CAPITAL EMPLOYED



Financial Highlights for the Financial Year ended 31st March, 2016

Revenue

- Current CY :
Rs.17896.67
million
- Previous PY :
Rs.15516.31
million
- Growth :
15.34%

EBIDTA

- Current CY :
Rs.3833.37
million
- Previous PY :
Rs.3276.15
million
- Growth :
17.01%

PBT

- Current CY :
Rs.3442.76
million
- Previous PY :
Rs.2933.10
million
- Growth :
17.38%

PAT

- Current CY :
Rs.2326.57
million
- Previous PY :
Rs.1960.24
million
- Growth :
18.69%

Quarterly Performance Analysis

Quarterly Performance Analysis

| Quarter | QTR | SALES (Millions) | Growth % | PBT (Millions) | Growth % | PAT (Millions) | Growth % |
|---------|-----|---------------------|-------------|-------------------|-------------|-------------------|-------------|
| 2010-11 | Q1 | 1197.04 | 51 | 142.13 | 40 | 136.96 | 35 |
| 2010-11 | Q2 | 1264.15 | 44 | 213.04 | 53 | 163.59 | 55 |
| 2010-11 | Q3 | 1340.63 | 49 | 241.31 | 101 | 156.23 | 74 |
| 2010-11 | Q4 | 1113.80 | 35 | 267.38 | 10 | 128.70 | 30 |
| 2011-12 | Q1 | 1764.16 | 47 | 156.10 | 103 | 276.89 | 102 |
| 2011-12 | Q2 | 1805.98 | 43 | 433.52 | 55 | 253.33 | 55 |
| 2011-12 | Q3 | 1721.09 | 28 | 375.02 | 09 | 199.14 | 27 |
| 2011-12 | Q4 | 1542.87 | 39 | 290.60 | 55 | 170.50 | 32 |
| 2012-13 | Q1 | 2181.20 | 24 | 241.79 | 13 | 327.63 | 18 |
| 2012-13 | Q2 | 2201.11 | 22 | 491.83 | 19 | 307.53 | 21 |
| 2012-13 | Q3 | 2161.73 | 26 | 446.52 | 29 | 254.20 | 28 |
| 2012-13 | Q4 | 2078.43 | 35 | 375.17 | 42 | 235.95 | 38 |
| 2013-14 | Q1 | 3041.00 | 39 | 343.26 | 33 | 431.05 | 32 |
| 2013-14 | Q2 | 2875.82 | 31 | 655.21 | 36 | 409.28 | 33 |
| 2013-14 | Q3 | 3025.14 | 40 | 607.65 | 40 | 346.31 | 36 |
| 2013-14 | Q4 | 2788.98 | 34 | 526.34 | 59 | 351.21 | 49 |
| 2014-15 | Q1 | 3782.70 | 24 | 545.62 | 24 | 542.95 | 26 |
| 2014-15 | Q2 | 3896.41 | 35 | 809.67 | 23 | 499.01 | 22 |
| 2014-15 | Q3 | 3774.11 | 25 | 744.98 | 32 | 447.10 | 29 |
| 2014-15 | Q4 | 3719.62 | 33 | 695.68 | 25 | 471.18 | 34 |
| 2015-16 | Q1 | 4382.85 | 16 | 682.77 | 19 | 631.81 | 16 |
| 2015-16 | Q2 | 4536.68 | 17 | 961.77 | 24 | 602.95 | 21 |
| 2015-16 | Q3 | 4330.93 | 15 | 740.17 | 06 | 519.18 | 16 |
| 2015-16 | Q4 | 4244.43 | 14 | 813.95 | 19 | 572.63 | 22 |

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Key Financials

Growth Strategy

Growth Strategy

Hire, retain, empower, develop and motivate the best people

Ensure complete alignment of all employees to the Company Value System

Ensure our product is 'best in market' in terms of comfort, quality, style and value

Maintain culture of 'Total Quality Management' across all functions

Enhance the focus within each business vertical

Strengthen our 'virtually vertical' raw material supply chain

Supply the products 'On Time In Full' as per market requirements

Become more scalable, automated and systems driven across the company

Keep costs under control and become operationally excellent

Keep the brand relevant and aspirational

Aggressively expand the retail business in each of the channels

Grow depth and expand width in distribution



Thank You