

Q4 & FY23 Financial Overview & Corporate Presentation

KILLER>K



● this
is us

35
years
of dominance

Denim + Fashion

KILLERX
this is us

LAWMAN Pg³

easies
BY KILLERX

Integrati

DÉSI BELLE

Q4 & 12M FY23 - Performance Highlights



Q4 & 12M FY23 : Key Financial Highlights

Op. Revenue

EBIDTA

PAT

Q4

₹ Cr

17.6%



Q4 FY22



Q4 FY23

21.3%



Q4 FY22

19.0%



Q4 FY23

19.6%

27.4%



Q4 FY22

14.3%



Q4 FY23

15.3%

28.3%



FY22



FY23

51.9%



FY22

16.5%



FY23

19.5%

46.1%



FY22

13.1%



FY23

14.8%

Standalone basis



Profitability Highlights

Particulars (₹ Cr)	Q4 FY23	Q4 FY22	Y-O-Y % Change	Q3 FY23	FY23	FY22	Y-O-Y % Change
Revenue from Operations	199.5	169.6	17.6%	199.1	779.5	607.6	28.3%
COGS	110.3	97.0		118.2	448.9	358.7	
Gross Profit (GP)	89.2	72.6	22.8%	80.9	330.6	248.9	32.8%
GP Margin	44.7%	42.8%		40.6%	42.4%	41.0%	
Employee Expenses	25.3	22.8		25.3	97.9	79.8	
Administrative & Other Expenses	8.5	8.6		9.7	36.3	35.4	
Selling & Distribution Expenses	16.3	9.1		12.4	44.5	33.7	
EBIDTA	39.0	32.2	21.3%	33.6	151.9	100.0	51.9%
EBIDTA Margin	19.6%	19.0%		16.9%	19.5%	16.5%	
Other Income	7.6	3.5		6.6	20.2	16.9	
Depreciation & Amortisation	2.4	1.8		2.3	8.7	7.0	
EBIT	44.2	33.9	30.5%	37.9	163.5	109.9	48.8%
EBIT Margin	21.4%	19.6%		18.4%	20.4%	17.6%	
Finance Cost	1.8	1.1		1.7	6.4	4.5	
Profit before Tax	42.4	32.8	29.2%	36.2	157.1	105.3	49.1%
PBT Margin	20.5%	19.0%		17.6%	19.6%	16.9%	
Tax	10.8	8.0		9.2	37.8	23.7	
PAT	31.6	24.8	27.4%	27.0	119.3	81.7	46.1%
PAT Margin %	15.3%	14.3%		13.1%	14.9%	13.1%	



Standalone basis

Balance Sheet Overview

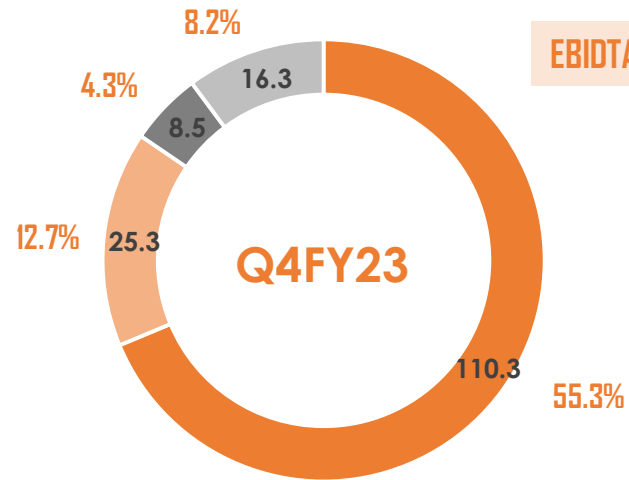
Particulars (₹ Cr)	As at Mar 2023	As at Mar 2022
ASSETS		
Non-Current Assets		
Property, Plant and Equipment	83.9	77.7
Right of Use Asset	16.0	6.8
Capital work-in-progress	1.3	0.9
Investment Property	1.3	1.3
Other Intangible Assets	0.2	0.3
Financial Assets		
Investment in Subsidiary & Joint Venture	8.5	8.5
Investments Others	22.5	18.8
Loans	2.9	0.1
Other Financial Assets	20.1	15.1
Deferred Tax Assets (Net)	0.3	0.4
Non Current Assets (Net)	0.1	0.1
Other Non Current Assets	2.5	0.2
Total - Non-Current Assets	159.6	130.1
Current Assets		
Inventories	165.6	113.0
Financial Assets		
Investments	126.9	118.5
Trade Receivables	169.9	170.9
Cash and Cash Equivalents (c)	170.3	191.2
Bank balance other than (c) above	0.1	0.6
Other Financial Assets (incl. Loans)	1.3	2.7
Other Current Assets	23.4	16.1
Total - Current Assets	657.6	613.0
TOTAL - ASSETS	817.2	743.1

Particulars (₹ Cr)	As at Mar 2023	As at Mar 2022
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	61.6	61.6
Other Equity	485.8	416.6
Total - Shareholders' funds	547.4	478.2
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liabilities	11.8	4.4
Provisions	0.1	0.1
Total - Non-Current Liabilities	11.8	4.5
Current Liabilities		
Financial Liabilities		
Borrowings	50.8	76.6
Lease Liabilities	3.4	0.9
Trade Payables	48.1	53.4
Other Financial Liabilities	18.9	18.8
Other Current Liabilities	41.2	21.6
Provisions	94.6	89.1
Current Tax Liabilities (Net)	0.9	-
Total - Current Liabilities	257.9	260.5
TOTAL - EQUITY AND LIABILITIES	817.2	743.1

Standalone basis

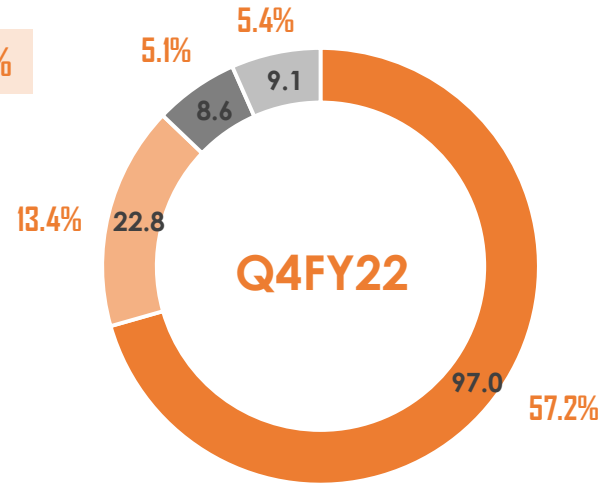


Operational Matrix



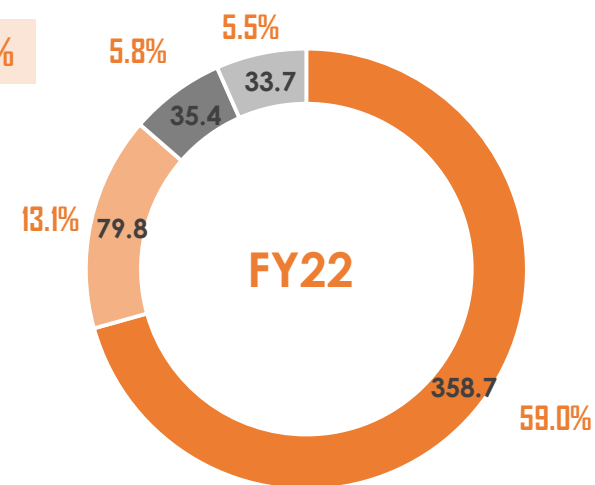
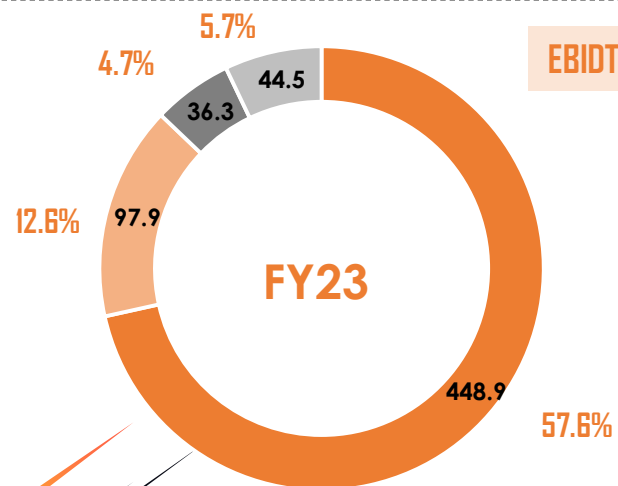
EBIDTA : 19.6%

EBIDTA : 19.0%



EBIDTA : 19.5%

EBIDTA : 16.5%

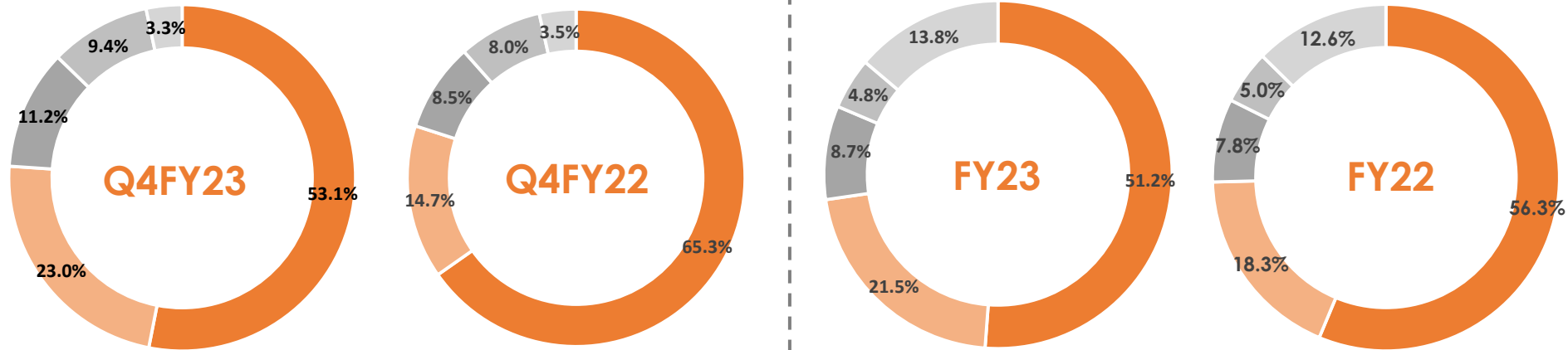


- COGS ■ Employee Exp.
- Admn & Oth. Exp. ■ S&D Exp.

Product Category Performance

Product Wise Sales Contribution

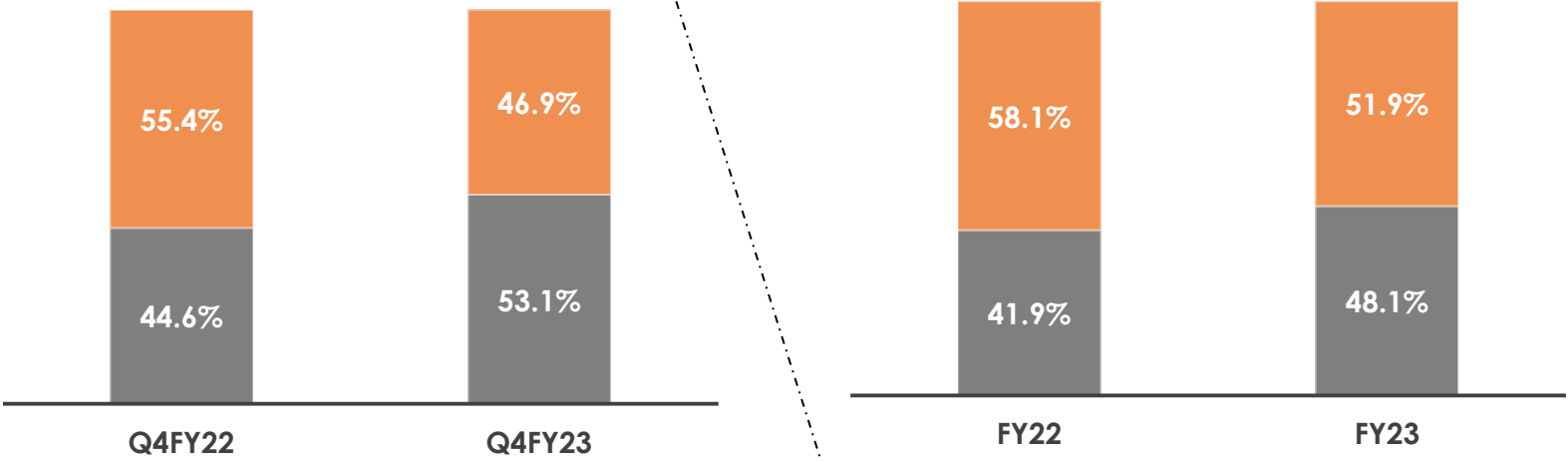
■ Jeans
 ■ Shirts
 ■ Trousers
 ■ T-Shirts
 ■ Others



Qty Sales / Sales Realisation	Q4 FY23	Q4 FY22	FY23	FY22
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	29.4	24.8	110.7	89.8
Apparel Units (% of Total Qty Sales)	73.5%	74.8%	72.7%	76.2%
Sales Realisation (₹ per unit)	673	679	700	674



Channelwise Sales Performance



■ Retail : EBD / LFS
■ Non-Retail : MBD / E-Com / Exports / Factory & Seconds

Q4FY22

EBO Network Update

EBO Addition – Q-o-Q FY23

Particulars	COCO/COFO Nos.	FOFO Nos.	Total Nos.
As on 1 April 2022	25	331	356
Q1 FY23	26	355	381
Q2 FY23	29	390	419
Q3 FY23	27	411	438
Q4 FY23	28	425	453
As on 31 March 2023	28	425	453

Mix of COCO / COFO / FOFO stores (with FOFO model dominant)

Totally spread over an approx. area of more than

~2,89,000 sq.ft spread across India

Break up of EBOs

- K-Lounge : 206
- Killer Brand EBOs : 222
- Other Brand EBOs : 24
- Factory Outlet : 1

Mumbai – Phoenix Marketcity Mall



★ Under Development EBOs : 49

Bilasipara, Assam



Srikakulam, Andhra Pradesh



Varanasi, Uttar Pradesh



Ratlam, Madhya Pradesh



Select Recent EBO Openings



Bengaluru, Karnataka



Phoenix Marketcity – Kurla
Mumbai, Maharashtra



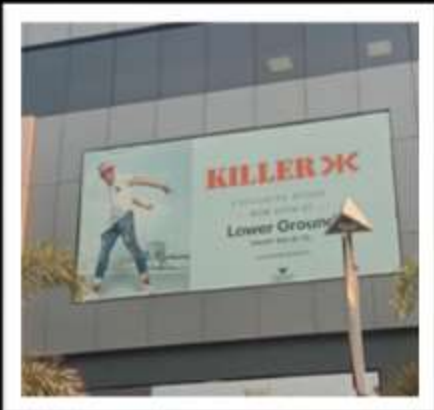
Saharsa, Bihar



Gandhidham, Gujarat



Q4FY23 : Select Brand Promotion Campaign





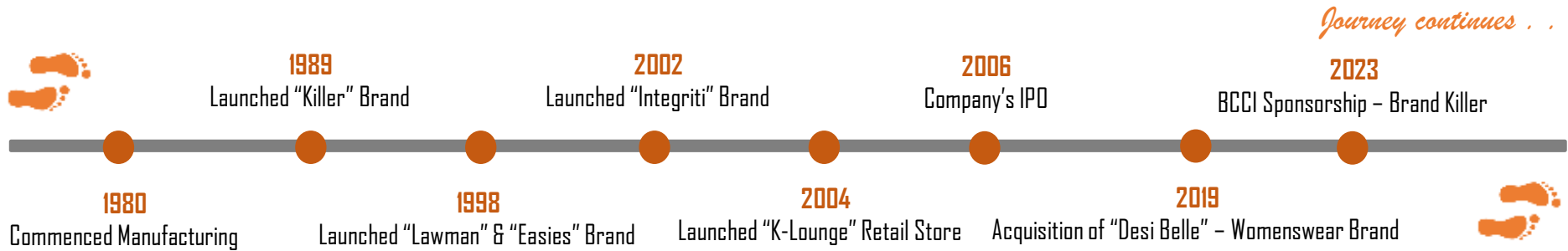
- ⌘ Strategic partnership with **Board of Control for Cricket in India (BCCI)** as the Indian Cricket Team's "Official Partner".
- ⌘ **Brand 'KILLER'** displayed on the right upper chest of the Indian Cricket Team's jersey.
- ⌘ Key Objectives :
 - Reach out to the millions of cricket fans that are spread across the country and overseas and
 - Enhance "Killer" Brand's visibility and aspirational value

KKCL : Corporate Overview



Designing Success - Since 1980's

Journey from a Denim Focused Brand to establishing Lifestyle Brand(s)



1st Flagship Store at Dadar (Mumbai, India)



- Amongst few **home grown successful Apparel Fashion Brand** with roots dating back to 1980's
- Prides itself in contribution to the evolving **Denim culture** in India with its Brand(s)
- **Integrated Play** across Value Chain : **Designing - Manufacturing - Branding - Retailing**
- **Established Widespread Distribution** : Presence and reach across India with channel mix across EBOs, LFS Stores, E-commerce and the traditional MBO channel



Driven by Sustainable Business Ethos

MISSION :

- ❖ Driving excellence through - people, business partners and other stakeholders
- ❖ Focusing on consumer satisfaction and executing a customer-centric business module
- ❖ Adopting international standards and best practices across our operations
- ❖ Executing the business based on the three core growth principles of 3S

Financial Sustainability driven Decision Making

Key Driver for achieving the 3 Key "S" of Business

- Business **Stability**
- Business **Sustainability**
- Business **Scalability**



Leading to :

Consistently Profitable

+

Rich Dividend Payment History

VISION :

To be a world-class business organization which enables value, best services and enhancement of net worth for all the stakeholders

BUSINESS ETHOS



MORALITY



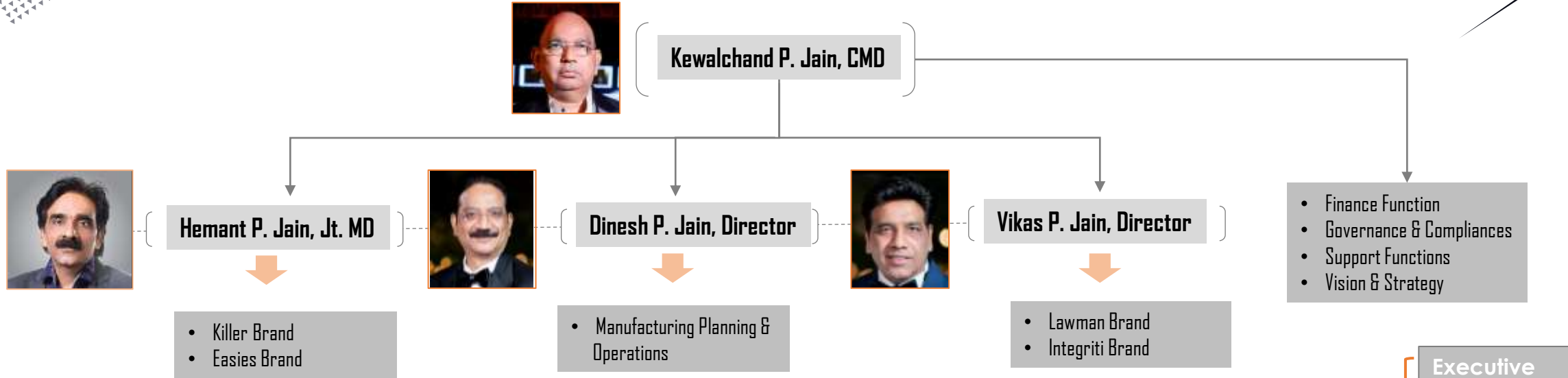
RIGHTNESS



ETHICAL PRACTICES



Supported by Focused & Experienced Board



Executive

Independent



Dr. Prakash A. Mody
Independent Director

– CMD of Unichem Laboratories Limited



C.A. Mr. Yogesh A. Thar
Independent Director

– Senior Partner in Banshi S. Mehta & Co., a reputed CA Firm
– 31+ years of rich work experience



Mr. Nimish G. Pandya
Independent Director

– Founding Partner at Pandya Juris LLP, International Lawyers & Tax Consultants and Proprietor at Pandya and Co. Advocates and Notary



C.A. Ms. Drushti R. Desai
Independent Director

– Partner in Banshi S. Mehta & Co., a reputed CA firm
– 20+ years of experience

Riding on Key Competitive Success Factors



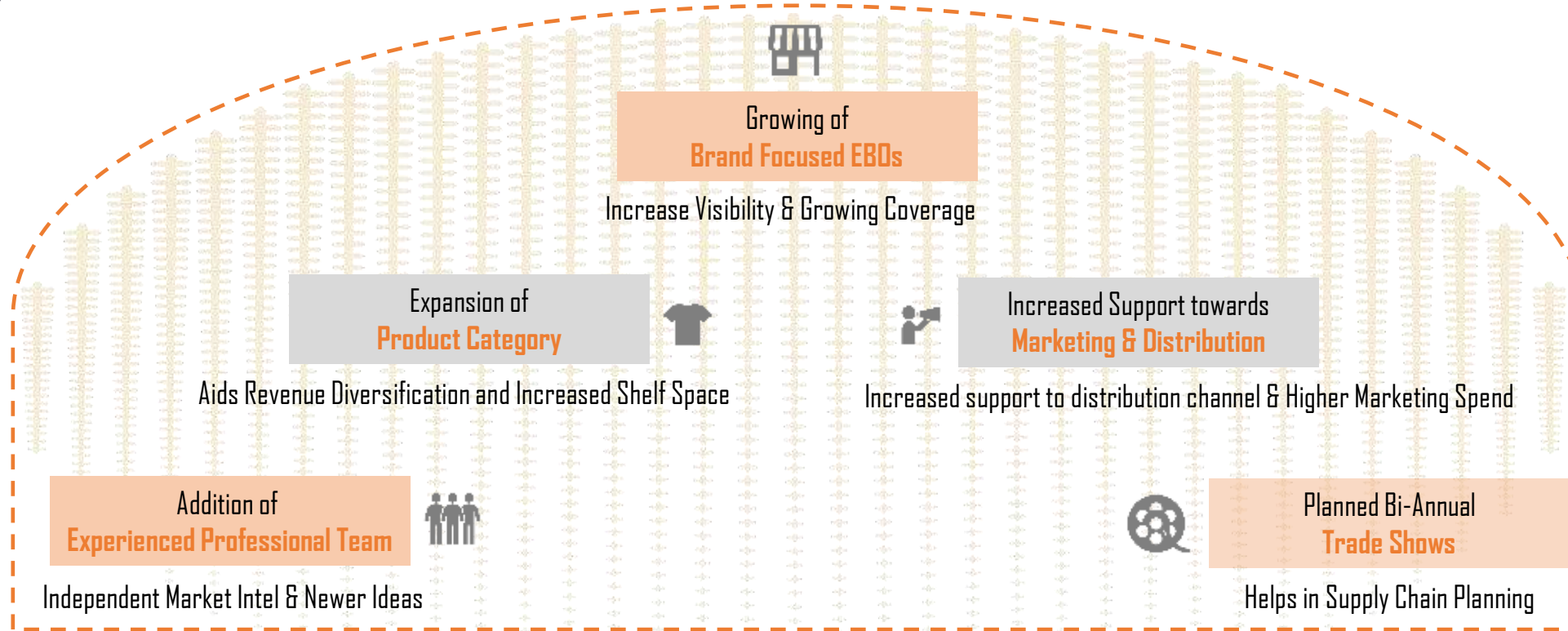
Leading to



Benefiting End Consumer
Attractive Quality Products
at
Sharp Prices



KKCL's New Dawn of Growth



FOCUSED ON HIGH SALES GROWTH WITH SUSTAINABLE MARGINS



Mr. Kewalchand P. Jain, CMD

Growth Focus: We believe Indian market would continue to provide opportunities to grow and the segment we serve have potential to absorb newer products from established brands

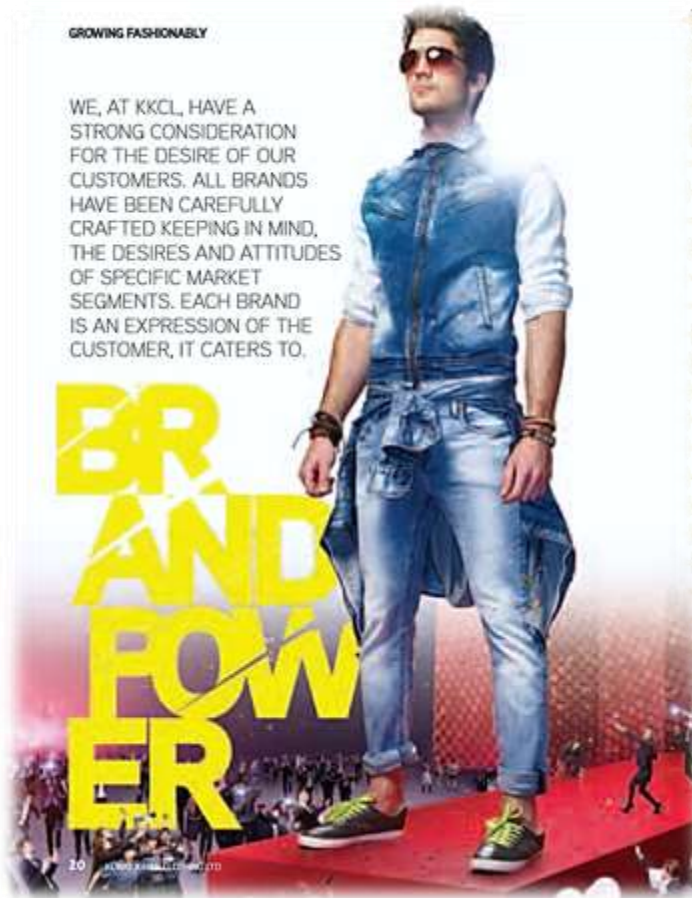


1

KKCL : Established Brand Portfolio



KKCL : Brand Powerhouse



1

Flagship Brand catering to Premium Luxury segment

KILLER >K<
this is us

2

Premium Mid Market Segment Brand

easies
BY **KILLER >K<**

3

Fashion/Partywear Brand Focused on Mid Market Segment

LAWMAN Pg³
BE THE STAR

4

Targeted Premium Mass Market Brand

Integrati
SPIRIT
YOUTH

5

Focused Women Wear Brand

DÊSI BELLE
BREAK FREE



Denims : Label Tagging an important marketing tool

STYLE

Across Age
Across Personality
Across Occasion



2

KKCL : Product Innovation

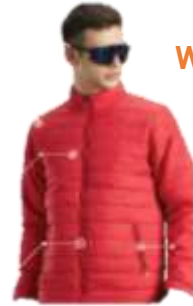


Wide Product Portfolio capitalising on Established Brands

T-shirts



Winterwear



Casual Blazer



Widening Product Portfolio
with **Rising Brand Aspiration**

Shirts



Lifestyle Brand

Bottom wear to Top Wear To Accessories

To being

Athleisure



Trousers



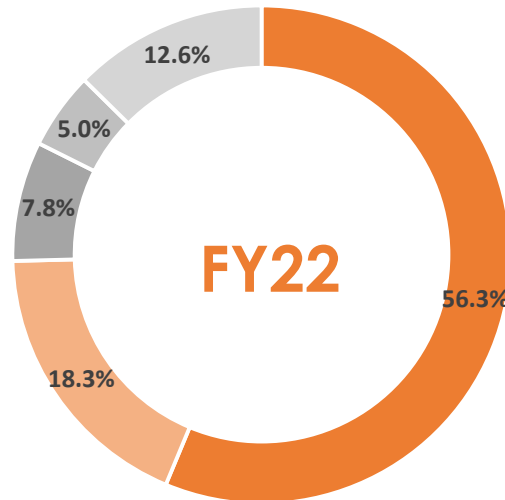
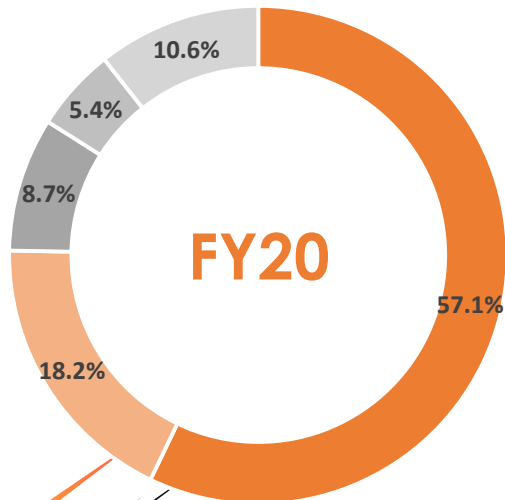
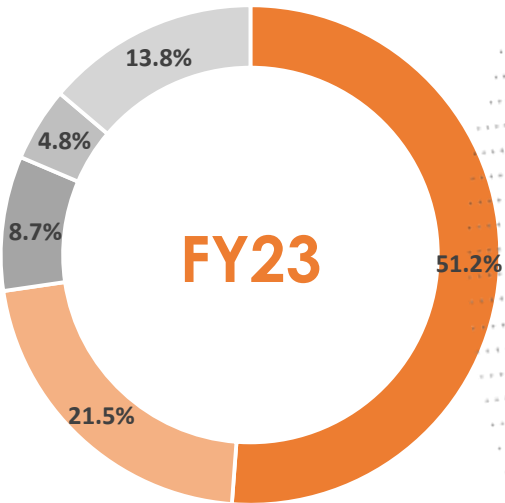
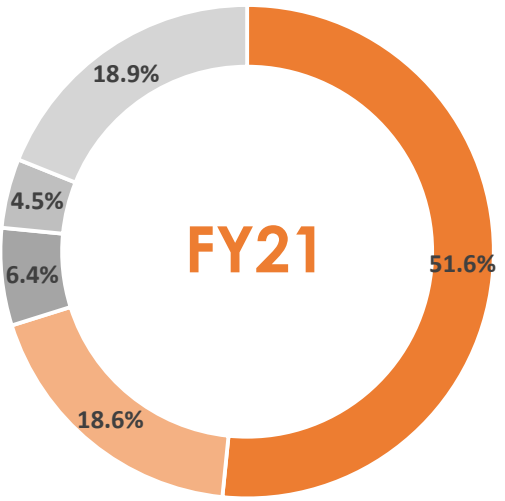
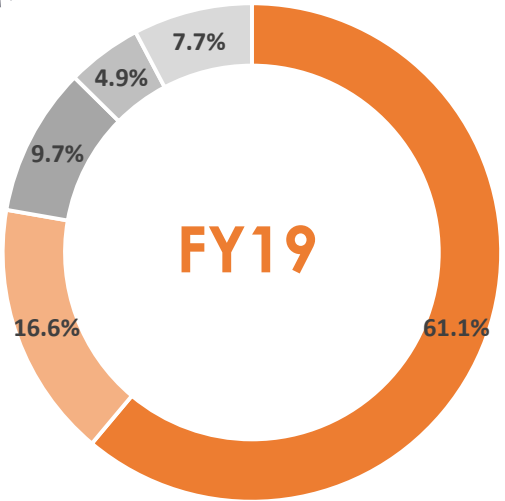
Accessories



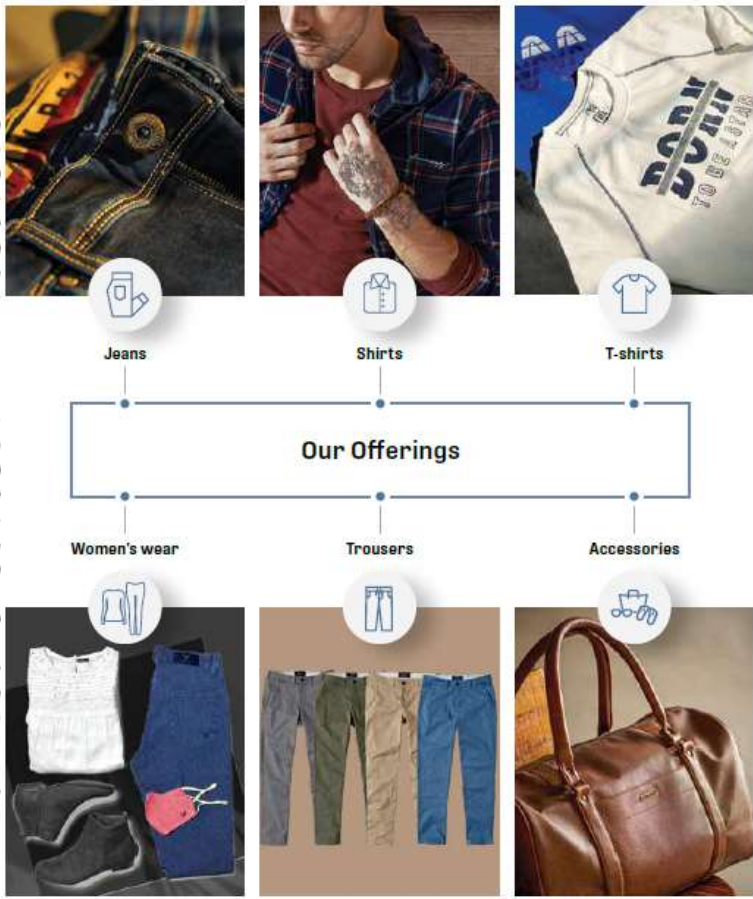
From being
Denim Focused



Product Wise Sales Performance



■ Jeans ■ Shirts ■ Trousers ■ T-Shirts ■ Others



3

KKCL : In-House Manufacturing & Technical Capabilities



Manufacturing : A Key MOAT for KKCL

IN-HOUSE CAPABILITIES : **Designing – Procurement – Washing – Stitching – Labelling – Packing – Retail**



- **State of the Art manufacturing capabilities** : Technology led manufacturing units equipped with advanced machinery, helping us offer the best products to our customers
- **Assisted by international professionals to lead our research and technology wing** allowing us to develop new products and improving existing product range
- Years of Experience in the field of manufacturing has given them a **strong acumen** in terms of **managing supply chain smoothly**
- **Manufacturing facilities are certified ISO 9000:2008 and the Vapi facility is additionally certified ISO 14001: 2004**
- **Balanced approach towards Manufacturing to derive Costs Advantage:** House the key value added processes within the in-house arena and outsource the less critical functions



Latest Mfg. Technology with Environment Friendly Practices



- Use of **High end Machines with objective to Conserve Water, Purify Chemicals** and save resources like time and energy



- **Adopt certified green chemicals**, latest blue technology and energy conservation initiatives to be one of the best environment friendly organisations



- **Use of Ozone System for Denim Wash** : (i) Water Saver (ii) Stain remover with less water and (iii) purify chemicals used during denim manufacturing



**BEST IN CLASS
IN-HOUSE
WASHING
FACILITY**

The Vapi Manufacturing Unit won gold awards in 'FAME Excellence Award 2017' and 'Grow Care' India's Environment Award 2017'.



4

KKCL : Widespread Distribution



Growing Distribution Coverage

Widespread Distribution across Channels

EBO

453
(Opened 97 EBOs)
(COCO : 28 , FOFO : 425)

MBO

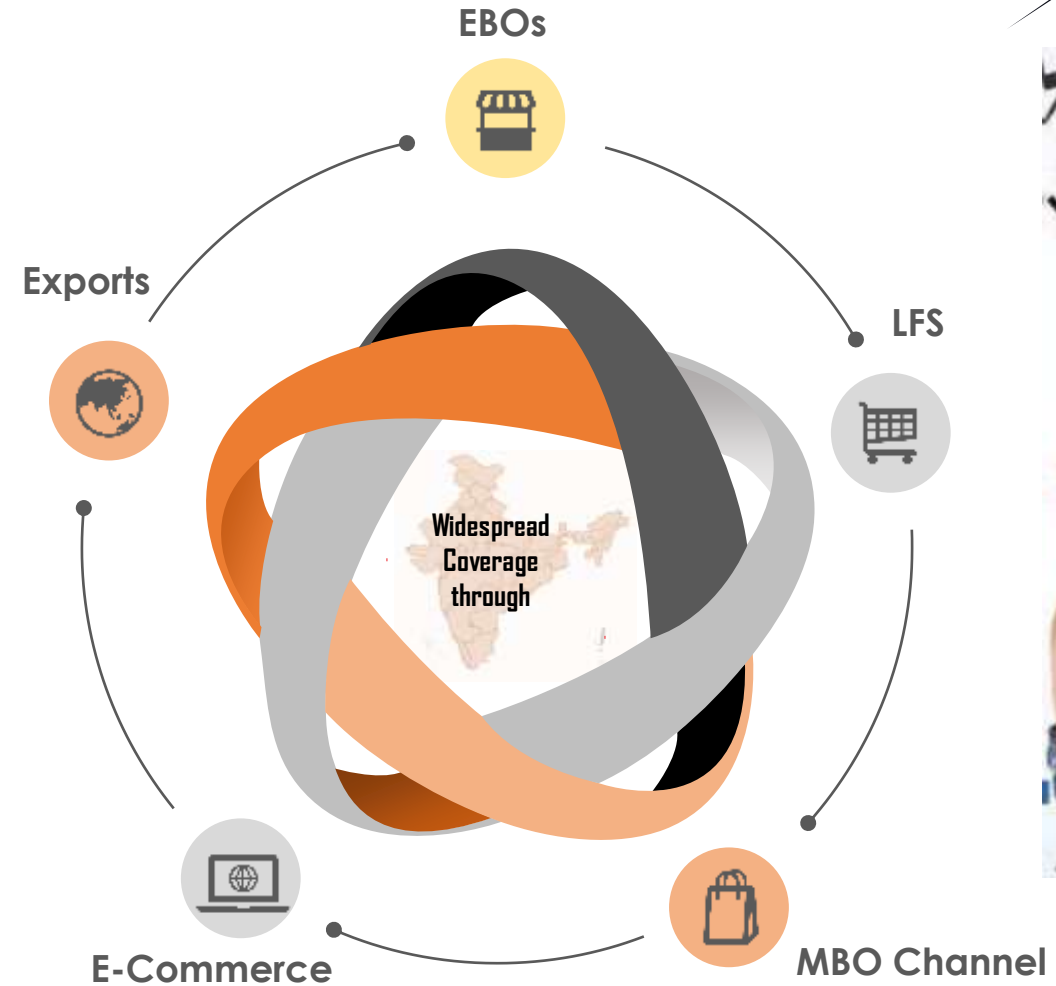
Widespread MBO presence through traditional Distributional Channel : 80+ Distributors covering ~3,000+ MBOs across India

LFS

Select Key Stores: Reliance Retail, Max, Lifestyle, & Others
2000+ counters across regions

E-Comm

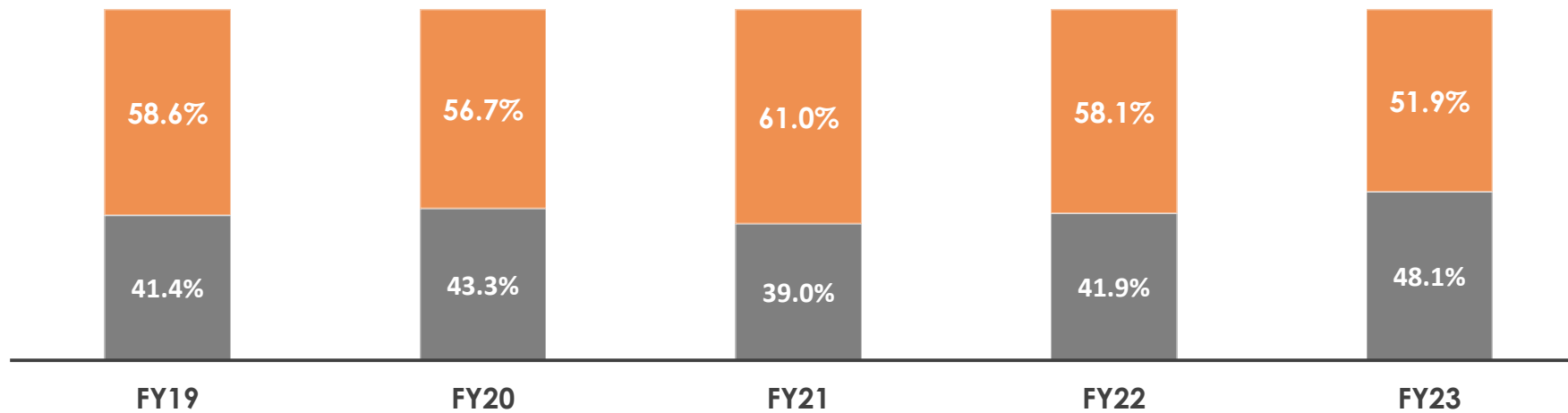
Multiple E-commerce Platform Presence : Flipkart / Amazon



Channel Wise Sales Contribution

Brand recognition driving market **Pull Strategy**

Playing it with a flexible **Profit oriented & Balanced Market Strategy**



- Retail : EBO / LFS
- Non-Retail : MBO / E-Com / Exports / Factory & Seconds

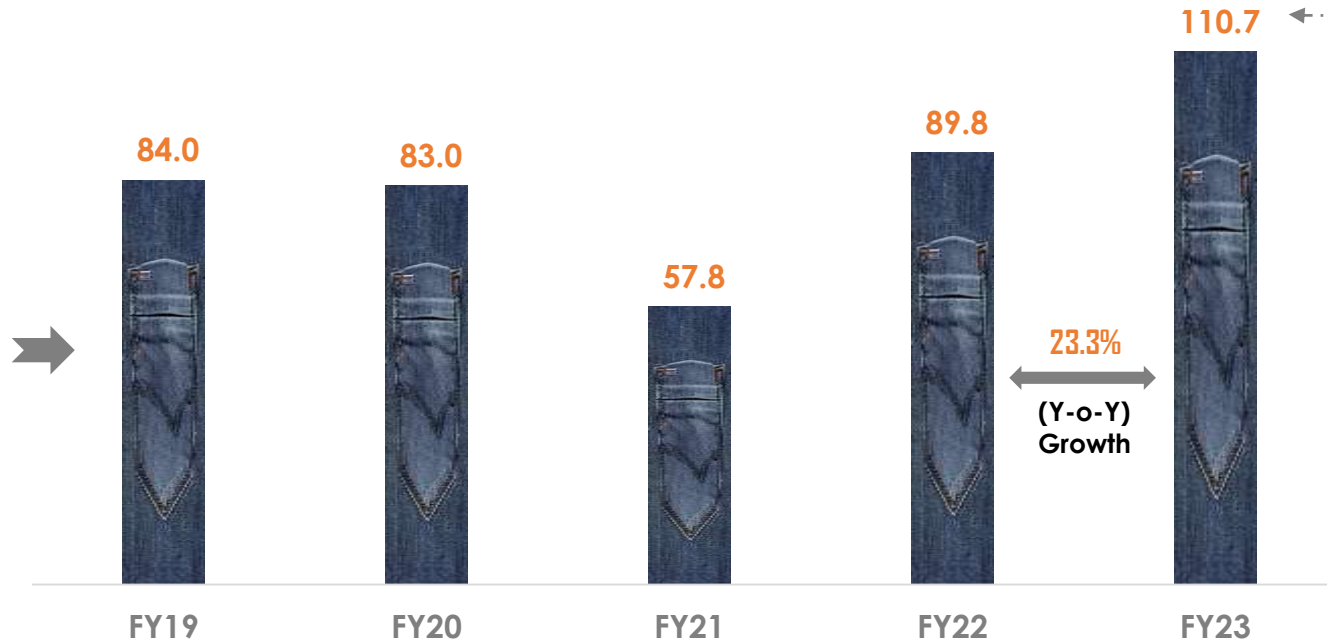


KKCL : Sustainable Financial Performance



Sales Volume & Realisation

Apparel and Lifestyle
Accessories/ Products
Sales Qty
(Units in Lakhs)



Sales Realisation
(₹ per unit)

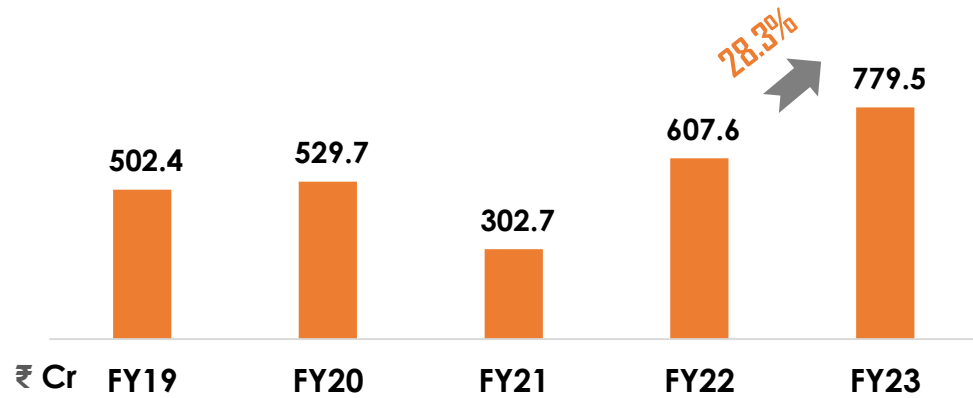


Apparel Sale Qty

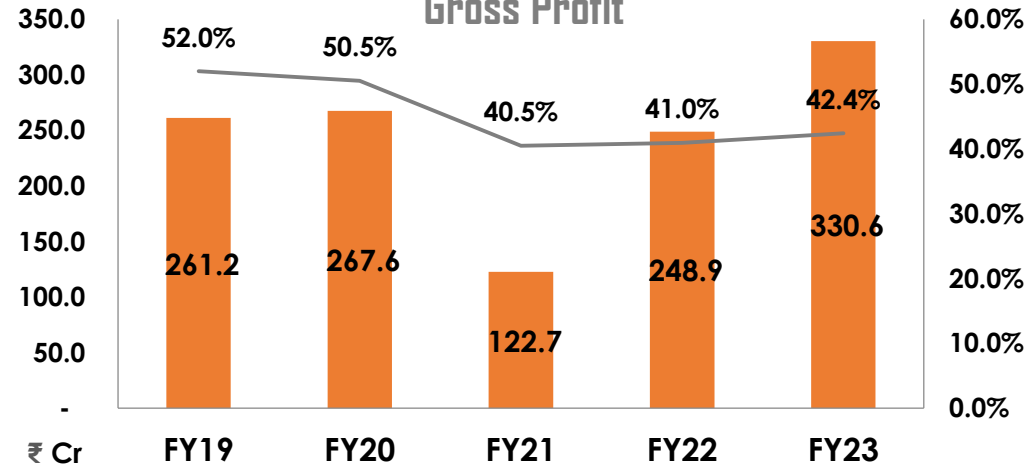


Consistent Robust Financial Performance

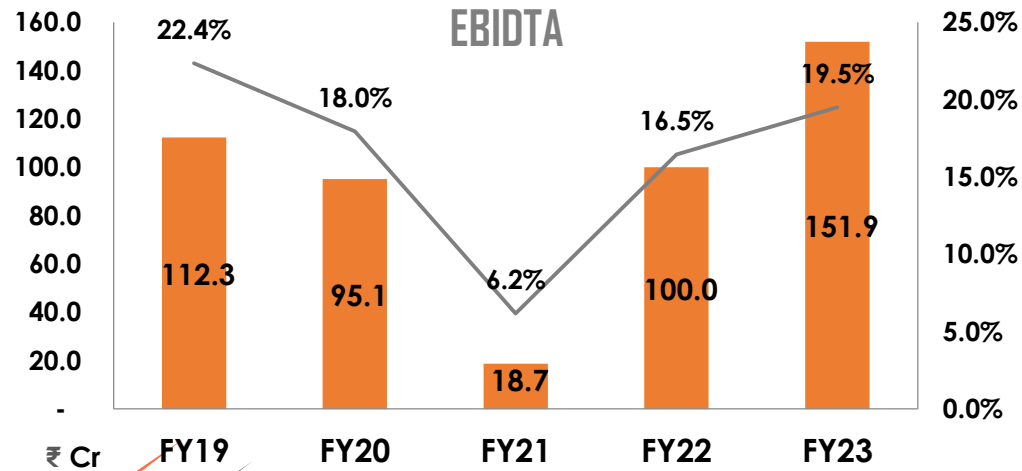
Revenue from Operations



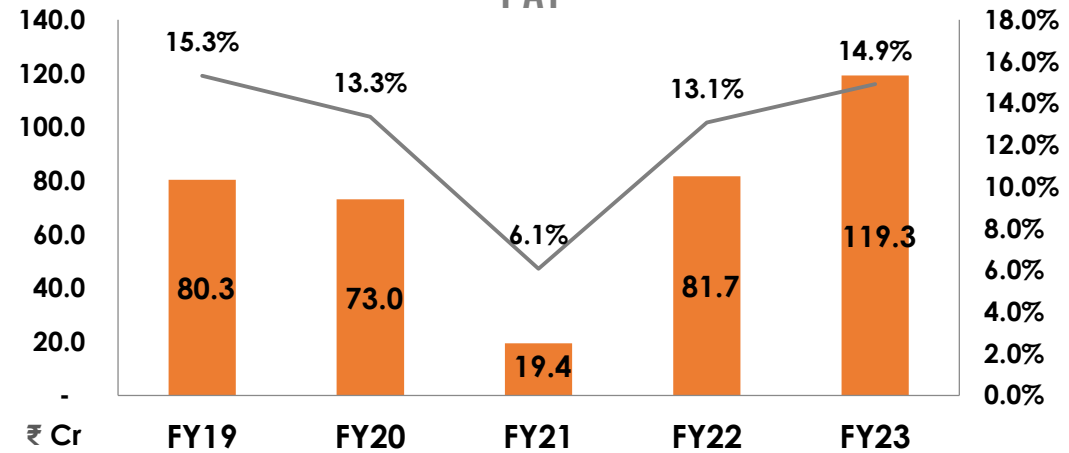
Gross Profit



EBIDTA

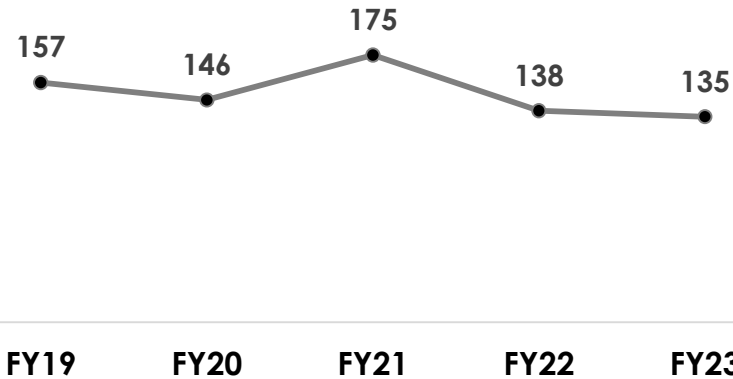


PAT



Consistent Robust Financial Performance (contd.)

Working Capital Days – Improving Efficiencies

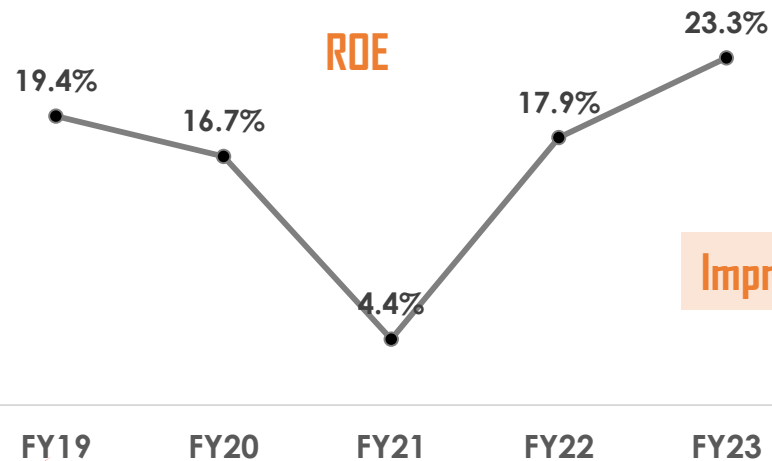


Strong Balance Sheet Strength

₹ Cr

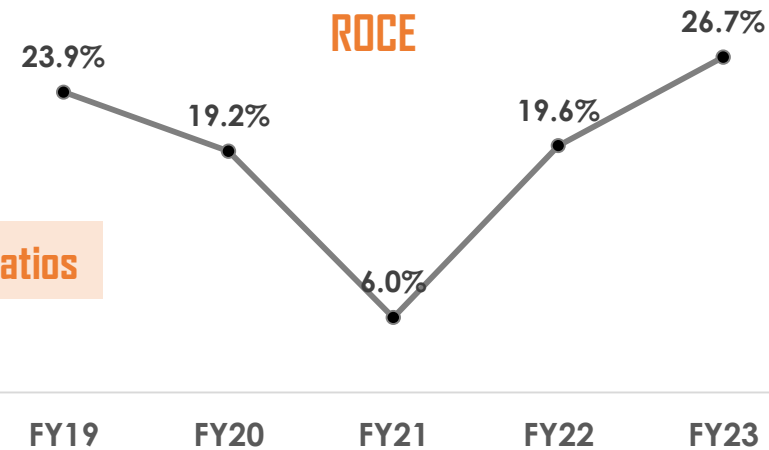
Particulars	FY22	FY23
Cash & Cash Equivalent / Bank Deposits	205.1	181.1
Investments	137.3	149.4
Total Debt	76.7	50.8
Net Cash Position	265.7	279.7

* Investment does not includes investment in Subsidiary & JV



Impressive Return Ratios

ROE : PAT / Average Networth



ROCE : (EBIT – Bank Charges) / Capital Employed (Networth + Borrowings + Lease Liabilities + Net Deferred Tax – Other Intangible Assets)



KKCL : Marketing Focused Approach



Increased Brand Awareness Campaign

Brands are the centre of Communication Strategy

- Brand Positioning
- Brand Traits
- Short term and Long term goals of each Brand

BRAND DNA

KILLER >K	Attitude
easies	Corporate happenings
LAWMAN Pg3	Glamour
Integrati	College Festivals
DESIBELLE	Women Westernwear



- **Made of Advertising :** Preferred mode of advertising differ from brand to brand
 - (i) Print Advertisements, (ii) movies and events sponsorships (iv) sports sponsorships (v) outdoor advertising
- **Current Trending Marketing Focus :** With an objective to create a cult for the customer base and for them to be proud to associate with the brand they aspire, the focus is to leverage Outdoor Advertisements and Large Sports sponsorships and social media collaborations
- **Select Recent Brand Promotions :**
 - Was the official Sponsor for Team India's Cricket Team
 - Title Sponsor of India v/s Bangladesh Cricket Test Series
 - India V/s South Africa In-stadium Brand Advertisement
 - Pro Kabaddi League- Season 9 – Team Sponsorships





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this is us





SS 23

Collection

Strengthening Channel Partnerships

- **Bi-Annual Trade Shows** for Key Fashion Seasons

- Helps to connect in-person with channel partners
- Feedback sharing
- Better Supply Chain planning on account of Order Bookings
- Lesser risks towards dead Inventory



- **Increased Support for Channel Partners**

- EDSS support in form of costs sharing
- Shop-in-Shop arrangement with some channel partners
- Wider Product range catering across categories and across seasons





Recent Awards & Accolades



Economic Times : Asian Business Leaders 2022-23



India's Retail Champ Award – Retailers Association of India (RAI)



Economic Times : Iconic Brands of India 2022



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