

KEWAL KIRAN CLOTHING LIMITED

Robust Q1 FY24 Financial Performance

Revenue up by **15.4% y-o-y** at ₹ 178.4 crores

EBIDTA up by **16.4% y-o-y** at ₹ 34.1 crores

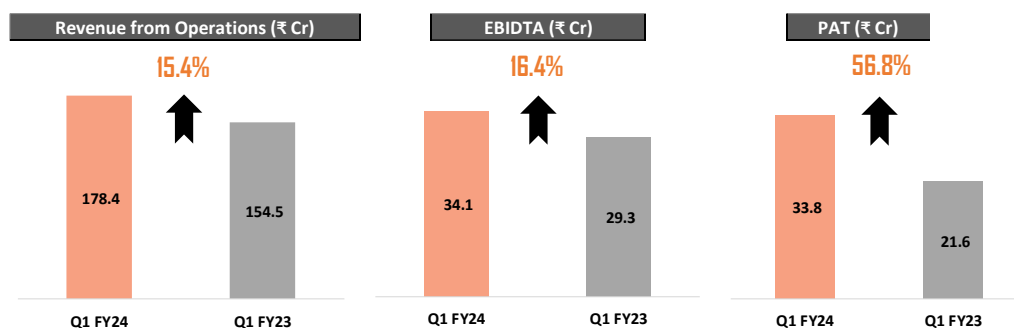
PAT up by **56.8% y-o-y** at ₹ 33.8 crores

Mumbai, August 2, 2023: Kewal Kiran Clothing Limited (KKCL), one of India's leading Lifestyle brand Company, with more than 4 decades of established presence in the Menswear fashion category announced its Audited Financial Results for the three months period ending June 30, 2023.

Key Financial Highlights are as follows :

Particulars (₹ Cr)	Q1 FY24	Q1 FY23	Y-O-Y	Q4 FY23	FY23
Revenue from Operations	178.4	154.5	15.4%	199.5	779.5
Gross Profit (GP)	76.8	66.8		89.2	330.6
GP Margin	43.0%	43.2%		44.7%	42.4%
EBIDTA	34.1	29.3	16.4%	39.0	151.9
EBIDTA Margin (%)	19.1%	19.0%		19.6%	19.5%
PBT	41.4	26.2	58.0%	42.4	157.1
PBT Margin (%)	21.9%	17.0%		20.5%	19.6%
PAT	33.8	21.6	56.8%	31.6	119.3
PAT Margin (%)	17.9%	13.9%		15.3%	14.9%

Standalone Performance highlights for Q1FY24



- Revenue from Operations for Q1FY24 grew by 15.4% to ₹ 178.4 crores as compared to ₹ 154.5 crores in Q1FY23.

- **EBIDTA** for Q1FY24 grew by 16.4% to ₹ 34.1 crores as compared to ₹ 29.3 crores in Q1FY23. **EBIDTA margin** for Q1FY24 stood at 19.1% as compared to 19.0% in Q1FY23.
- **PBT** for Q1FY24 grew by 58.0% to ₹ 41.4 crores as compared to ₹ 26.2 crores in Q1FY23. **PBT margin** for Q1FY24 stood at 21.9% as compared to 17.0% in Q1FY23.
- **PAT** for Q1FY24 grew by 56.8% to ₹ 33.8 crores as compared to ₹ 21.6 crores in Q1FY23. **PAT margin** for Q1FY24 stood at 17.9% as compared to 13.9% in Q1FY23.

KEY INITIATIVES / FOCUS AREAS

- **Enhancing visibility - Aggressive Branding and Advertisement**

Continued focus on branding and advertisement initiatives - Carried out aggressive marketing campaign from outdoor hoardings to in-theatre advertisements.

- **Enhancing Availability - Brand Focused EBO Expansion**

Continuing our strategy towards expanding exclusive Brand Focused EBO's, the Company has had a net addition of 27 Killer Brand EBOs during the quarter taking the total tally of Killer EBOs to 249 and overall EBOs to 454 EBOs as at June 30, 2023.

Further, work on additional identified 50 EBOS is ongoing and expected to be launched in coming months. This expansion aligns with our strategy to bring our products closer to the consumer, enhancing accessibility and convenience.

Commenting on the results and performance, Mr. Kewalchand P. Jain, Chairman & Managing Director said :

"I am happy to inform you that Q1FY24, has reflected upon the positive trends of our ongoing growth initiatives. The Company emerged stronger in a challenging environment exhibiting robust resilience as we saw strong performance with volume and sales growth with consistent margins.

Our recently concluded Brand Trade shows of Killer & Easies, Lawman & Integriti in July 2023 showcasing our "SS'24" style trends received overwhelming response from our channel partners, reiterating the strength of the Company's brands to connect with consumers in providing an unparalleled fashion experience. Our core brands have evolved over time, from being denim-focused brands to lifestyle brands.

Further, we believe that there are indications of the start of a gradual improvement in consumption trends, following the sequential moderation witnessed in commodity and retail inflation, which bodes well for demand generation.

Our comprehensive brand portfolio play in the Indian fashion industry and new initiatives have demonstrated signs of success with the inherent strength of our balance sheet. We are confident that we are on the right path to execute the growth strategy. Our robust distribution model is well supported by the drive for expansion of Product Categories backed by in-house manufacturing capabilities which has assisted us emerge stronger and be more committed to pursuing sustainable and profitable growth while catering to the rising demand.”

About Kewal Kiran Clothing Limited: Kewal Kiran Clothing Limited (“KKCL”), a menswear focused apparel player with more than four decades of success led journey. With its integrated operations comprising of Designing - Manufacturing - Branding – Retailing, the Company has been able to penetrate through its targeted consumer base with its 4 iconic menswear brands of **Killer, Integriti, Lawman & Easies**. With 454 Exclusive Brand Outlets and 80+ Distributors covering 3,000+ MBOs spread across India and presence across national chain stores, the Company has a widespread distribution in India.

Disclaimer : *Certain statements in this “Release” may not be based on historical information or facts and may be “forward looking statements” within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This “Release” does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company’s shares. The financial figures in this “Release” have been rounded off to the nearest ₹ One Crore. The financial results are standalone financials unless otherwise specified.*

Investor Relation Advisors
Marathon Capital Advisory Private Limited Dr. Rahul Porwal / Bhavin Ranawat Tel : +91 9967576900 / +91 98193 45619 Email: rahul@marathoncapital.in / bhavin@marathoncapital.in www.marathoncapital.in