



Q1FY25



T-shirt

Jeans

Shirts

1

Key Strategic Updates

Focused Lifestyle Brand Power House





- Successfully consummated **acquisition of 50%** in **Kraus Casuals Pvt. Ltd.** for total consideration of ₹166.51 crs on July 18, 2024 – One of the Leading Brands in the Women’s Denim & Casual Wear segment
- **Accelerate entry into the women’s Denim & Casual wear segment**
- Expect the same to be generating enduring value for the years ahead - with likely **positive impact on revenue and profitability**

FY	Turnover*
FY2022	₹ 100 cr
FY2023	₹179 cr
FY2024 (Prov.)	₹ 176 cr

* Historical Business Turnover

- “Junior Killer” - high street kids fashion brand : Now Available @ Stores Near YOU
- Aim to redefine the wardrobe needs of young boys of age 4 to 16 - making Brand Killer a four-to-forever (age-group) brand
- Enables association and brand loyalty at a young age
- Helps to expand our targeted addressable market size

Growing up
or
Growth up?



- Transforming into a brand powerhouse becoming a trailblazer in fashion across age and gender
- Targeting higher wallet share with widening addressable market with focused distribution expansion
- Inherent manufacturing expertise helps quick adaption across portfolio
- Strategy to grow Brand specific EBOs of Killer, Kraus, and Lawman Pg3

Kidswear → From this to that We have it all → *Menswear* *Womenwear*



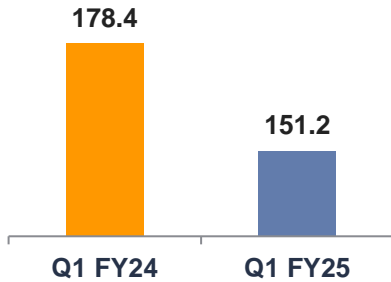
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Q1 Performance Highlights

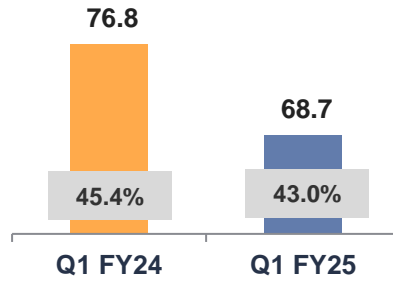
Strategically Motivated



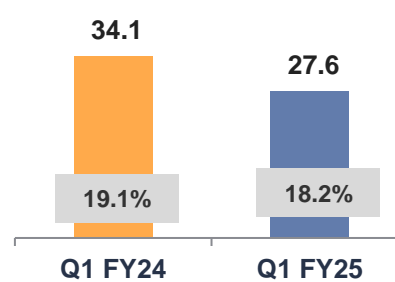
Revenues
(₹ in Crores)
151.2
↓ (15.2%)
(Y-o-Y)



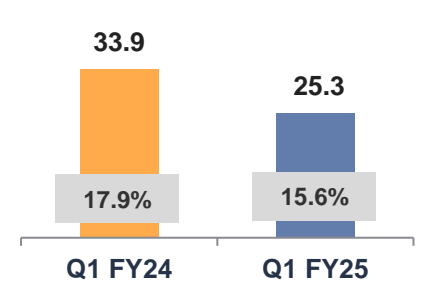
Gross Profit
(₹ in Crores)
68.7
↓ (10.5%)
(Y-o-Y)



EBIDTA
(₹ in Crores)
27.6
↓ (19.2%)
(Y-o-Y)



PAT
(₹ in Crores)
25.3
↓ (25.3%)
(Y-o-Y)



Standalone Profitability Highlights – Q1 FY25

Particulars (₹ Cr)	Q1 FY25	Q1 FY24	Y-O-Y % Change	Q4 FY24	FY24
Revenue from Operations	151.2	178.4	-15.2%	219.4	860.5
COGS	82.6	101.6		121.5	487.1
Gross Profit (GP)	68.7	76.8	-10.5%	97.9	373.3
GP Margin	45.4%	43.0%		44.6%	43.4%
Employee Expenses	25.1	26.0		26.9	105.3
Administrative & Other Expenses	9.9	9.0		16.0	47.1
Selling & Distribution Expenses	6.1	7.7		12.6	43.8
EBIDTA	27.6	34.1	-19.2%	42.4	177.2
EBIDTA Margin	18.2%	19.1%		19.3%	20.6%
Other Income	10.8	11.2		8.2	37.0
Depreciation & Amortisation	2.8	2.4		2.5	10.1
EBIT	35.6	43.0	-17.1%	48.1	204.0
EBIT Margin	22.0%	22.7%		21.1%	22.7%
Finance Cost	0.7	1.5		0.6	4.4
Profit before Tax	34.9	41.5	-15.9%	47.6	199.7
PBT Margin	21.5%	21.9%		20.9%	22.2%
Tax	9.6	7.6		10.0	45.2
PAT	25.3	33.9	-25.3%	37.6	154.5
PAT Margin %	15.6%	17.9%		16.5%	17.2%



Deferred Tax charge for the quarter includes one-time net impact of ₹ 1.64 crores due to increase in deferred tax liability recognized up to March 31, 2024 on account of changes proposed in the Finance Bill (2024) namely withdrawal of indexation benefit on long term investments and changes in the capital gain tax rate.

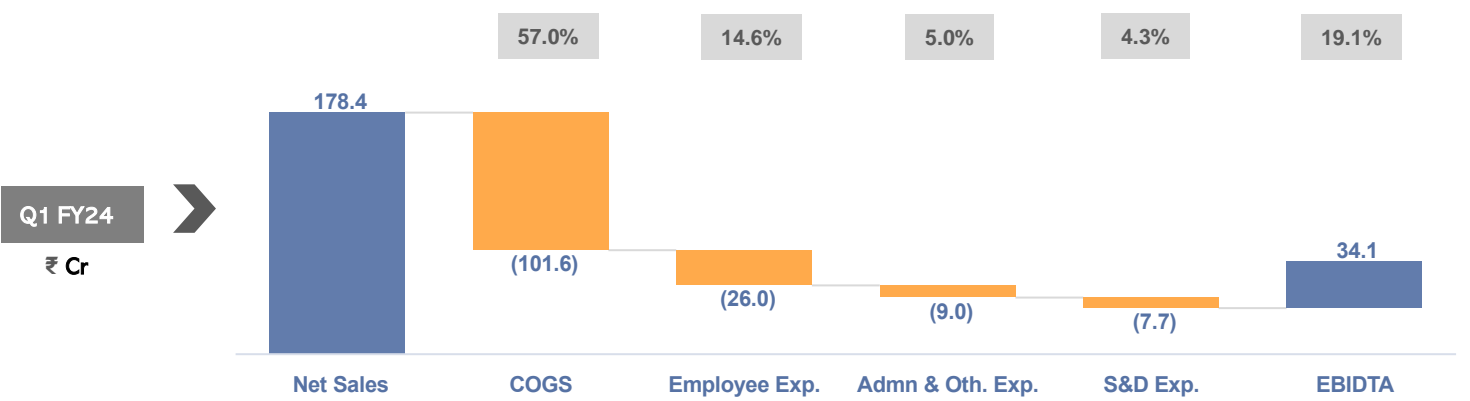
Standalone Balance Sheet Overview – Q1 FY25

Particulars (₹ Cr)	As at June 2024	As at Mar 2024
ASSETS		
Non-Current Assets		
Property, Plant and Equipment	87.8	89.2
Right of Use Asset	26.6	19.0
Capital work-in-progress	0.8	-
Investment Property	1.2	1.2
Other Intangible Assets	0.2	0.2
Financial Assets		
Investment in Subsidiary & Joint Venture	11.5	11.5
Investments Others	18.4	18.0
Loans	0.2	0.1
Other Financial Assets	12.7	11.9
Deferred Tax Assets (Net)	-	-
Non Current Assets (Net)	1.9	1.9
Other Non Current Assets	0.6	1.2
Total - Non-Current Assets	161.9	154.2
Current Assets		
Inventories	106.1	82.0
Financial Assets		
Investments	165.3	155.9
Trade Receivables	211.6	202.8
Cash and Cash Equivalents (c)	225.5	216.4
Bank balance other than (c) above	3.6	2.6
Other Financial Assets (incl. Loans)	3.7	2.8
Other Current Assets	36.7	21.4
Total - Current Assets	752.6	683.9
TOTAL - ASSETS	914.5	838.1

Particulars (₹ Cr)	As at June 2024	As at Mar 2024
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	61.6	61.6
Other Equity	640.5	615.0
Total - Shareholders' funds	702.1	676.6
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liabilities	21.7	14.2
Provisions	0.1	0.1
Deferred Tax Liability (Net)	7.8	4.3
Total - Non-Current Liabilities	29.6	18.6
Current Liabilities		
Financial Liabilities		
Borrowings	21.2	2.5
Lease Liabilities	3.5	3.0
Trade Payables	62.1	43.6
Other Financial Liabilities	27.2	19.2
Other Current Liabilities	32.5	35.0
Provisions	34.7	37.8
Current Tax Liabilities (Net)	1.6	1.8
Total - Current Liabilities	182.8	142.8
TOTAL - EQUITY AND LIABILITIES	914.5	838.1

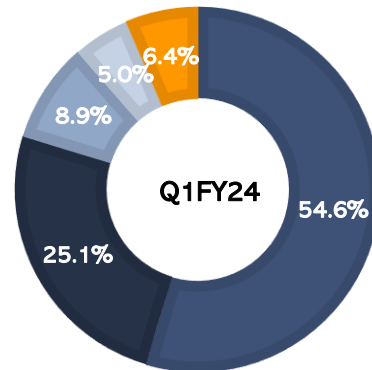
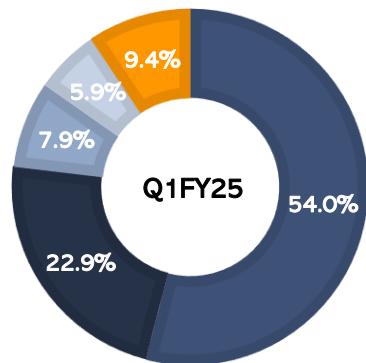


Q1 (Y-o-Y) : Operational Matrix



Q1'FY25 (Y-o-Y) : Product Category Performance

Q1 ➤
(Y-o-Y)

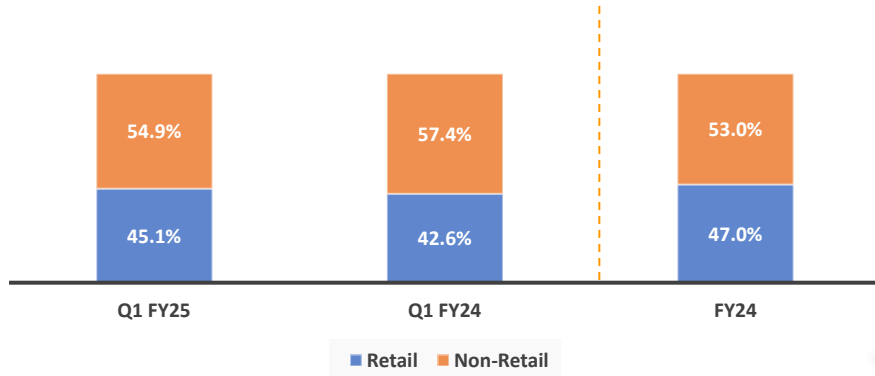


■ Jeans ■ Shirts ■ Trousers ■ T-Shirts ■ Others



Qty Sales / Sales Realisation	Q1 FY25	Q1 FY24	FY24
Volume Qty Sales (Units in Lakhs)	24.6	30.4	134.3
Apparel Units (% of Total Qty Sales)	70.1%	60.3%	65.6%
Sales Realisation (₹ per unit)	610	582	637

Channel wise Sales Break up %



EBO Addition

Particulars	COCO/COFO Nos.	FOFO Nos.	Total Nos.
As on March 31, 2024	28	460	488
As on June 30, 2024	31	474	505

★ Under Development EBOs : ~50



Break up of EBOs

- Killer Brand EBOs : 354
- K-Lounge : 127
- Other Brand EBOs : 23
- Factory Outlet : 1

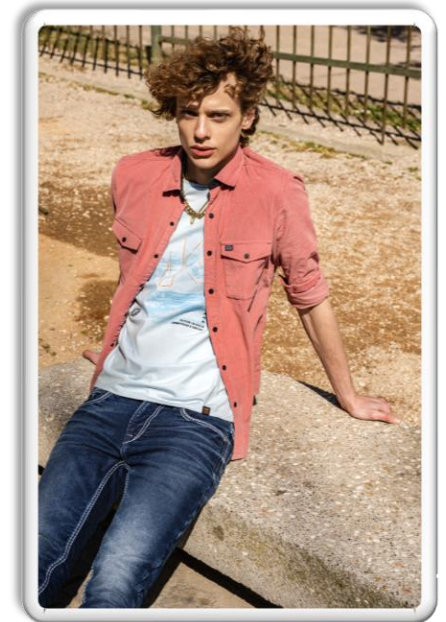




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Corporate Overview

India's Fashion Lifestyle Company



- ✂ Amongst few home grown successful Apparel Brand with over 4 Decades of experience of creating Fashion
- ✂ Domestically created Brand with International Perception – Stood the test of times with evolving Denim culture
- ✂ Integrated Play with in-house Designing - Manufacturing - Branding - Retailing capabilities
- ✂ Established Widespread Distribution : Strong India Presence with channel mix across EBOs, LFS Stores, E-commerce and traditional MBO channel
- ✂ With established Men's Fashion Portfolio and with recent incubation of kids & women's wear category, Company intends to build a comprehensive portfolio across age group and gender



*Success filled Journey to a
Lifestyle Brand*

“ 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. Continuing with this philosophy and with an objective to build a comprehensive portfolio we recently forayed into kids wear category making Brand Killer a **four-to-forever (age-group) brand . . .**



Executive



Kewalchand P. Jain
CMD



Hemant P. Jain
Jt. Managing Director



Dinesh P. Jain
Whole Time Director



Vikas P. Jain
Whole Time Director

Independent



Paresh H. Clerk
Independent Director

- Partner in Bansi S. Mehta & Co.
- Member of the Accounting and Auditing Committee of Bombay Chartered Accountants' Society (Since 2007)



Jayraj S. Sheth
Independent Director

- Worked in diverse senior leadership roles with Reliance Group, Ernst & Young, KPMG, TLC Legal, EPL Consultants



C.A. Drushti R. Desai
Independent Director

- Partner in Bansi S. Mehta & Co.



Ushma Sheth Sule
Independent Director

- Investment Professional since over 16 years with Rare Enterprises (Family office fund of late Mr. Rakesh Jhunjhunwala)

4

KKCL's Pillars of Success

Standing against the Odds





Flagship Brand
catering to Premium
Luxury segment

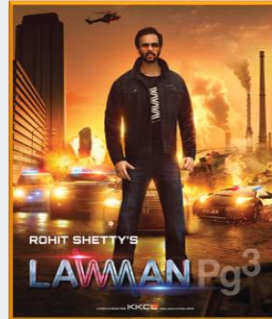
Premium Mid Market
Segment Brand

**Fashion / Partywear Mid
Market Segment Brand**

Premium **Mass
Market Brand**

Focused **Kidswear
Brand**

Focused **Women's
Denim & Casual wear
Brand**



Brands with **Distinct Identity** catering to varying **Price Segments**

From being
Denim Focused



To being



- ∞ Trousers
- ∞ T-shirts
- ∞ Shirts
- ∞ Winterwear
- ∞ Athleisure
- ∞ Casual Blazers
- ∞ Accessories
- ∞ & further evolving . . .

Lifestyle Branded Player





Abreast with latest trends in Fashion

Innovation

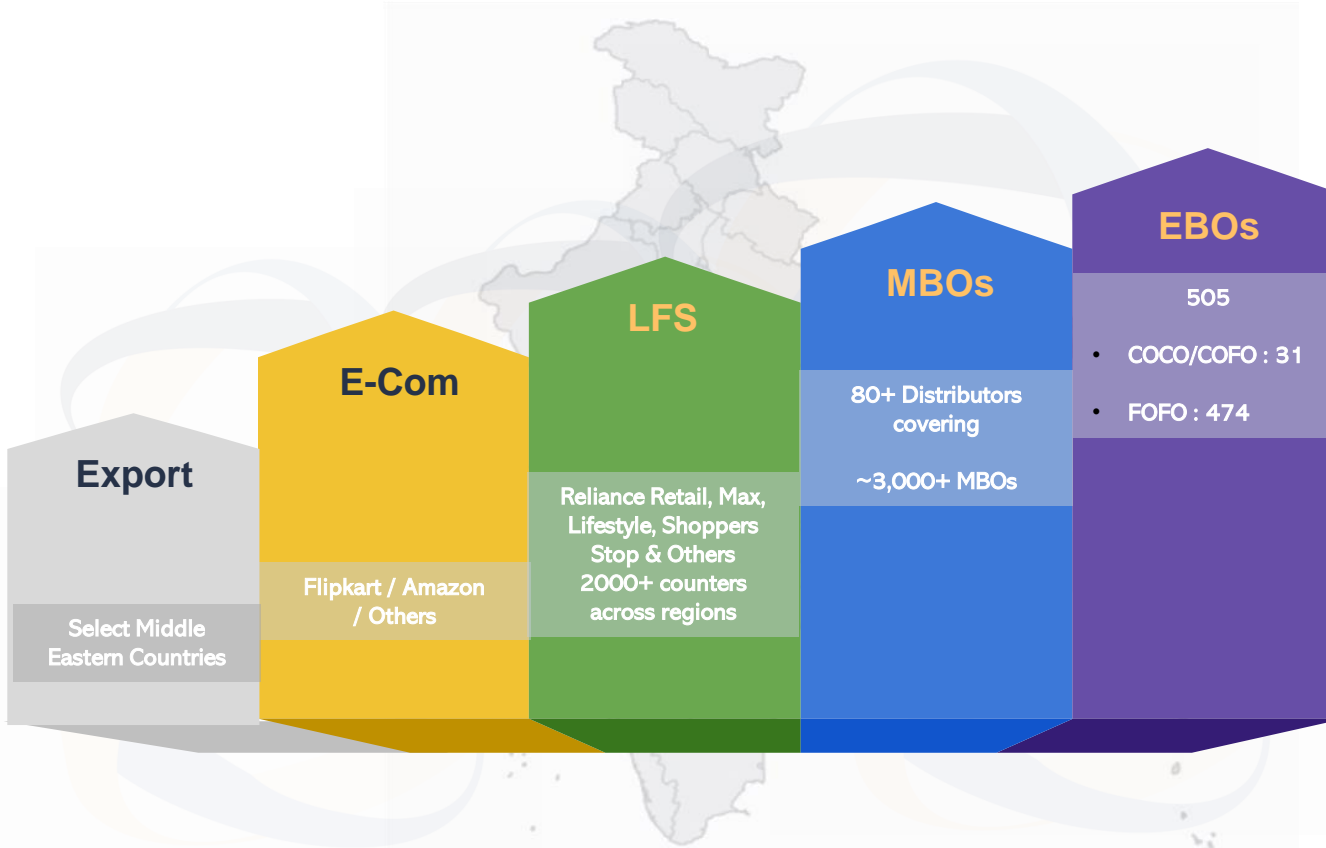
Continuously endeavoured to innovate which has helped to maintain our position as one of the leading branded apparel makers and climb higher





- Technology led manufacturing units equipped with **Advanced and High end Machines with objective to Conserve Water and Purify Chemicals**
- **Assisted by international professionals to lead our research and technology wing**
- Years of Experience with **strong acumen** in terms of **managing supply chain smoothly**
- **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 in-house and outsource the less critical functions
- **Adopt certified green chemicals, latest blue technology and energy conservation initiatives**
- **Use of Ozone System for Denim Wash :** (i) Water Saver (ii) Stain remover with less water and (iii) purify chemicals used during denim manufacturing
- **Organizing season (SS & AW) dedicated Trade shows** for better inventory management





Widespread India Coverage

Balanced Growth Strategy

- Expanding Brand Focused EBOs
- Varied Price Offerings to capitalise on growing LFS presence across price points
- Restrategise on K-Lounge stores
- Selective & Hedged E-Commerce Strategy



5

Sustainable Financial Performance

Aiming for Profitable High Sales Growth



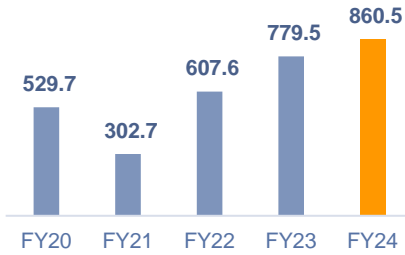
Revenues

(₹ in Crores)

860.5

▲ **10.4%**
(Y-o-Y Growth)

CAGR : 13%



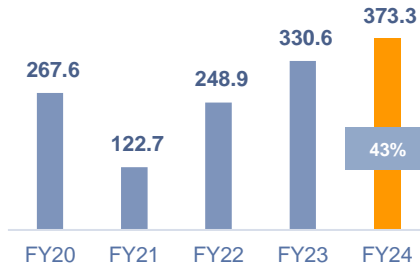
Gross Profit

(₹ in Crores)

373.3

▲ **12.9%**
(Y-o-Y Growth)

CAGR : 9%



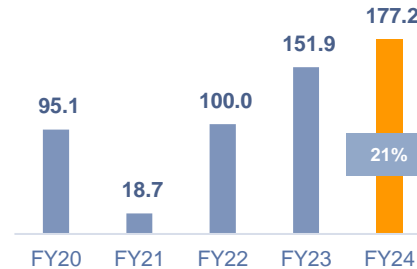
EBIDTA

(₹ in Crores)

177.2

▲ **16.6%**
(Y-o-Y Growth)

CAGR : 17%



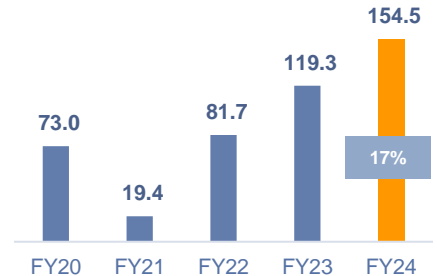
PAT

(₹ in Crores)

154.5

▲ **29.5%**
(Y-o-Y Growth)

CAGR : 21%



 % Margins

*On a
Robust Growth Path*



3 Key "S" of Business

Financial Principles

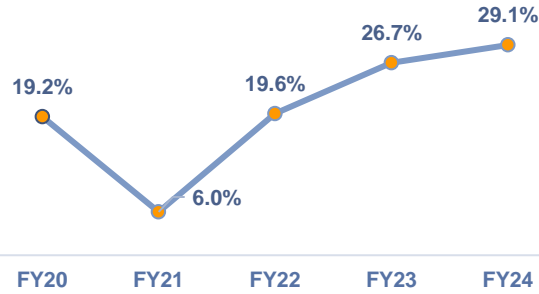
Sustainability

Stability

Scalability

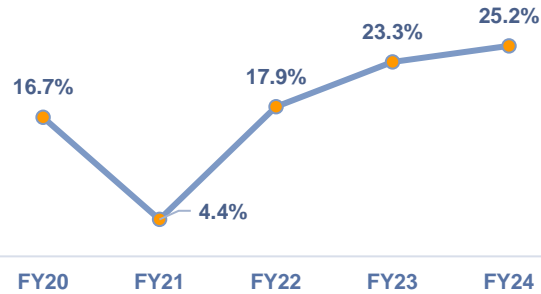
ROCE

(In %)



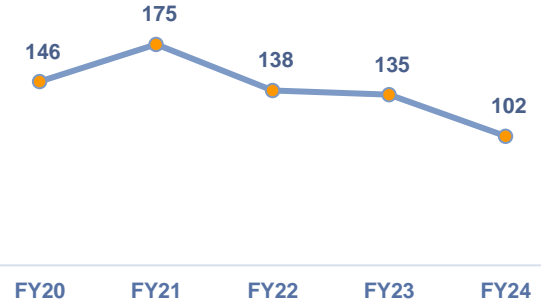
ROE

(In %)



Working Capital

(In Days)



Net Financial Position

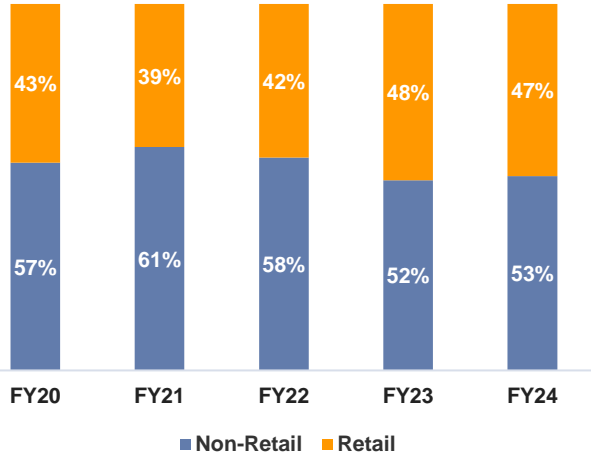
(In ₹ Cr)

Particulars (₹ Cr)	June-24	Mar-24
Cash & Investments (A)	415.8	394.6
Total Debt (B)	21.2	2.5
Net Cash (B-A)	394.6	392.1



Channel Break up

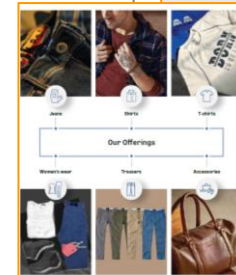
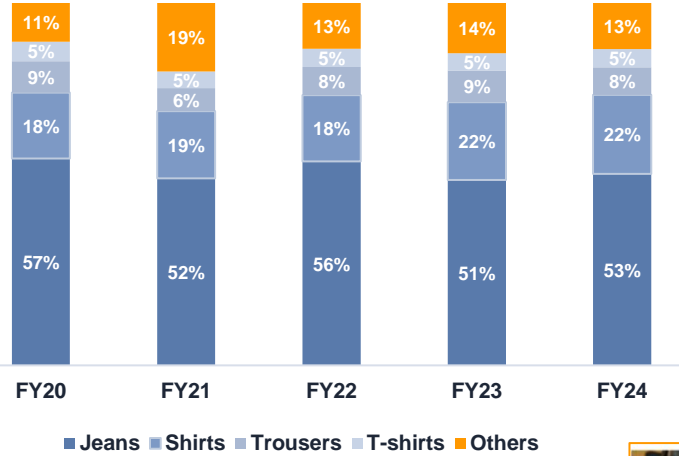
(% of Sales Mix)



- **Retail** : EBO + NCS
- **Non-Retail** : MBO + E-Comm + Exports + Factory Outlet/Seconds

Product Category Break up

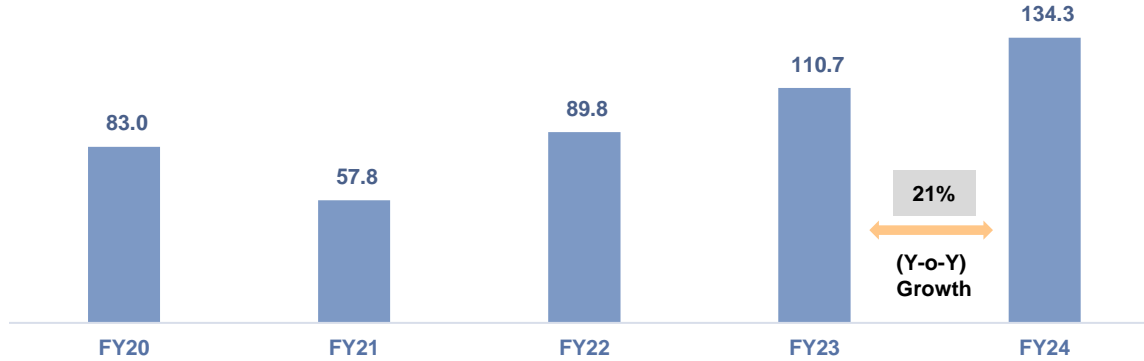
(% of Sales Mix)



Volume Sales Qty

(Unit : In Lakhs)

CAGR : 13%



Sales Realisation

(Unit : In ₹)

Fiscal Year	Sales Realisation (₹)
FY20	633
FY21	520
FY22	674
FY23	700
FY24	637

Apparel Volume Qty %

Fiscal Year	Apparel Volume Qty %
FY20	64%
FY21	61%
FY22	76%
FY23	73%
FY24	66%

6

Historical Financial Overview

Consistent Performer



Historical Standalone Financial Overview – P&L

Particulars (₹ Cr)	FY20	FY21	FY22	FY23	FY24
Revenue from Operations	529.7	302.7	607.6	779.5	860.5
COGS	262.1	180.1	358.7	448.9	487.1
Gross Profit (GP)	267.6	122.7	248.9	330.6	373.3
GP Margin	50.5%	40.5%	41.0%	42.4%	43.4%
Employee Expenses	71.5	52.6	79.8	97.9	105.3
Administrative & Other Expenses	33.1	32.8	35.4	36.3	47.1
Selling & Distribution Expenses	68.0	18.6	33.7	44.5	43.8
EBIDTA	95.1	18.7	100.0	151.9	177.2
EBIDTA Margin	18.0%	6.2%	16.5%	19.5%	20.6%
Other Income	17.5	17.0	16.9	20.2	37.0
Depreciation & Amortisation	8.2	6.7	7.0	8.7	10.1
EBIT	104.4	29.0	109.9	163.5	204.0
EBIT Margin	19.1%	9.1%	17.6%	20.4%	22.7%
Finance Cost	8.8	6.8	4.5	6.4	4.4
Profit before Tax	95.6	22.2	105.4	157.1	199.7
PBT Margin	17.5%	6.9%	16.9%	19.6%	22.2%
Tax	22.5	2.8	23.7	37.8	45.2
PAT	73.0	19.4	81.7	119.3	154.5
PAT Margin %	13.3%	6.1%	13.1%	14.9%	17.2%

CAGR

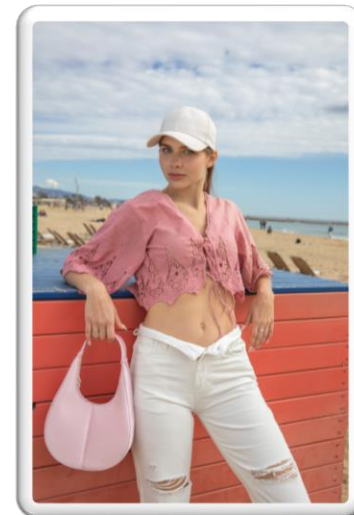
12.9%

16.8%

18.2%

20.2%

20.6%



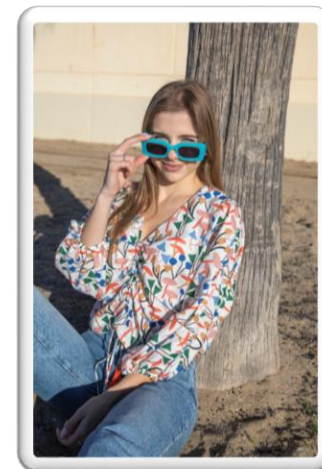
Historical Standalone Financial Overview – Balance Sheet

Particulars (₹ Cr)	As at Mar 2020	As at Mar 2021	As at Mar 2022	As at Mar 2023	As at Mar 2024
ASSETS					
Non-Current Assets					
Property, Plant and Equipment	75.4	80.8	84.4	83.9	89.2
Right of Use Asset	5.6	-	-	16.0	19.0
Capital work-in-progress	2.9	1.0	0.9	1.3	-
Investment Property	1.3	1.3	1.3	1.3	1.2
Other Intangible Assets	0.3	0.2	0.3	0.2	0.2
Financial Assets					
Investment in Subsidiary & Joint Venture	3.5	3.5	8.5	8.5	11.5
Investments Others	55.0	18.5	18.8	22.5	18.0
Loans	-	-	-	2.9	0.1
Other Financial Assets	2.5	18.7	15.3	20.1	11.9
Deferred Tax Assets (Net)	-	-	0.4	0.3	-
Non Current Assets (Net)	-	-	-	0.1	1.9
Other Non Current Assets	4.4	2.9	0.3	2.5	1.2
Total - Non-Current Assets	150.7	126.8	130.1	159.6	154.2
Current Assets					
Inventories	90.0	50.6	113.0	165.6	82.0
Financial Assets					
Investments	136.7	109.0	118.5	126.9	155.9
Trade Receivables	170.9	131.0	170.9	169.9	202.8
Cash and Cash Equivalents (c)	79.7	153.6	191.2	170.3	216.4
Bank balance other than (c) above	0.5	0.1	0.6	0.1	2.6
Other Financial Assets (incl. Loans)	1.0	1.3	2.4	1.3	2.8
Other Current Assets	7.3	10.0	16.4	23.4	21.4
Total - Current Assets	486.2	456.6	613.0	657.6	683.9
TOTAL - ASSETS	636.9	582.3	743.1	817.2	838.1

Particulars (₹ Cr)	As at Mar 2020	As at Mar 2021	As at Mar 2022	As at Mar 2023	As at Mar 2024
EQUITY AND LIABILITIES					
Equity					
Equity Share Capital	12.3	12.3	61.6	61.6	61.6
Other Equity	434.1	420.6	416.6	485.8	615.0
Total - Shareholders' funds	446.4	433.0	478.2	547.4	676.6
LIABILITIES					
Non-Current Liabilities					
Financial Liabilities					
Lease Liabilities	3.4	3.1	4.4	12.9	14.2
Provisions	0.1	0.1	0.1	0.1	0.1
Deferred Tax Liability (Net)	5.5	2.9	-	-	4.3
Other Non Current Liabilities	1.1	-	-	-	-
Total - Non-Current Liabilities	10.0	6.1	4.5	12.9	18.6
Current Liabilities					
Financial Liabilities					
Borrowings	88.0	46.4	76.6	50.8	2.5
Lease Liabilities	-	0.3	0.9	2.3	3.0
Trade Payables	49.8	36.5	53.4	48.1	43.6
Other Financial Liabilities	5.4	13.6	14.5	18.9	19.2
Other Current Liabilities	17.2	13.9	14.9	41.2	35.0
Provisions	20.0	32.5	100.1	94.6	37.8
Current Tax Liabilities (Net)	-	-	-	0.9	1.8
Total - Current Liabilities	180.5	143.3	260.5	256.8	142.8
TOTAL - EQUITY AND LIABILITIES	636.9	582.3	743.1	817.2	838.1

Historical Standalone Financial Overview – Cash Flow

Particulars (₹ Cr)	FY20	FY21	FY22	FY23	FY24
PBT	95.6	22.2	105.3	157.1	199.7
Adjustments	2.0	4.3	1.5	(0.4)	(14.1)
Operating Profit before working capital changes	97.6	26.5	106.9	156.7	185.6
Changes in Working Capital	(23.7)	73.9	(26.5)	(46.7)	(10.1)
Cash generated from Operations	73.9	100.4	80.4	110.1	175.5
Direct Taxes Paid (Net)	(23.0)	(3.7)	(23.5)	(35.0)	(39.5)
Net Cash from Operating Activities	50.9	96.7	56.9	75.1	135.9
Net Cash from Investing Activities	45.9	62.4	(7.2)	(10.1)	(12.9)
Net Cash from Financing Activities	(70.4)	(85.2)	(12.1)	(55.2)	(63.5)
Net Change in Cash & Cash Equivalents	26.5	73.9	37.6	9.8	59.5
Opening Cash Balance	53.2	79.7	153.6	144.6	154.5
Effect of Exchange (Gain) / Loss	(0.0)	(0.0)	0.0	0.0	0.0
Net Change in Cash & Cash Equivalents	79.7	153.6	191.2	154.5	213.9



THANK YOU



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