OTHING LIMITED















Q3 & 9M FY23 FINANCIAL OVERVIEW & CORPORATE PRESENTATION



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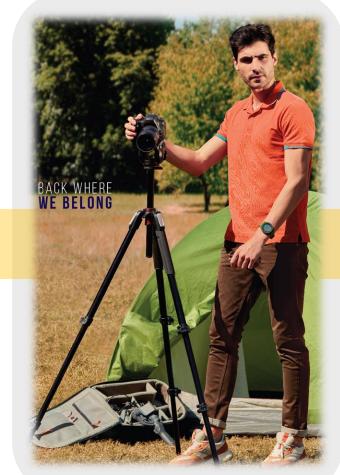






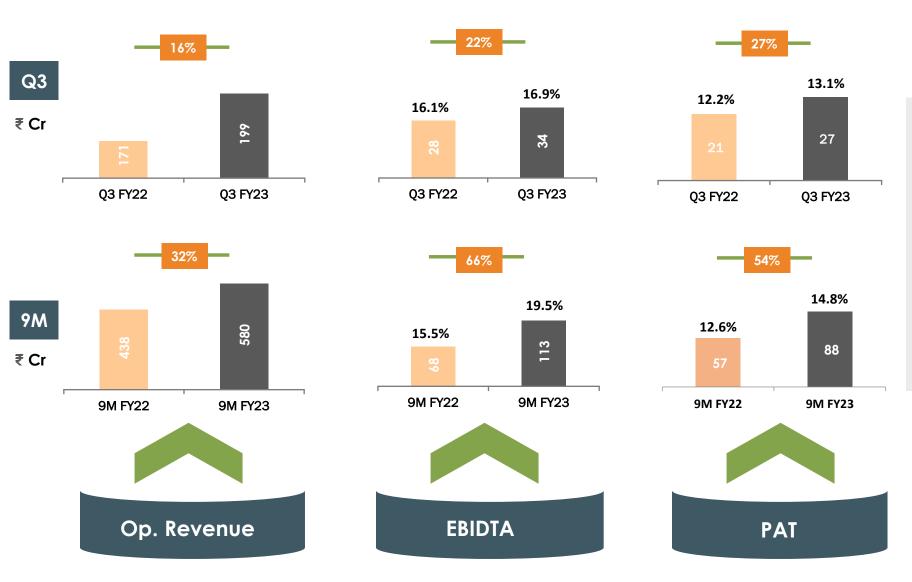


Q3 & 9M FY23 Operational & Financial Highlights





Q3/9M FY23 - Key Financial Highlights







Profitability Highlights

Particulars (₹ Cr)	Q3 FY23	Q3 FY22	Y-O-Y % Change	Q2 FY23	9M FY23	9M FY22	Y-O-Y % Change	FY22
Revenue from Operations	199.1	171.4	16%	226.3	580.0	438.0	32%	607.6
COGS	118.2	103.5		132.6	338.5	261.7		358.7
Employee Expenses	25.3	20.7		24.3	72.5	57.0		79.8
Administrative & Other Expenses	9.7	8.0		10.1	27.8	26.9		35.4
Selling & Distribution Expenses	12.4	11.8		9.3	28.1	24.6		33.7
EBIDTA	33.6	27.5	22%	50.0	112.9	67.9	66%	100.0
EBIDTA Margin	16.9%	16.1%		22.1%	19.5%	15.5%		16.5%
Other Income	6.6	3.8		5.9	12.7	13.4		16.9
Depreciation & Amortisation	2.3	1.8		2.2	6.4	5.2		7.0
EBIT	37.9	29.6	28%	53.7	119.2	76.0	57%	109.9
EBIT Margin	18.4%	16.9%		23.1%	20.1%	16.8%		17.6%
Finance Cost	1.7	1.0		1.5	4.6	3.5		4.5
Profit before Tax	36.2	28.6	27%	52.3	114.7	72.5	58%	105.3
PBT Margin	17.6%	16.3%		22.5%	19.3%	16.1%		16.9%
Tax	9.2	7.3		13.1	27.0	15.7		23.7
PAT	27.0	21.3	27%	39.1	87.7	56.9	54%	81.7
PAT Margin %	13.1%	12.2%		16.8%	14.8%	12.6%		13.1%

Standalone basis



Balance Sheet

Particulars (₹ Cr)	As at Dec 2022	As at Mar 2022
ASSETS		
73513		
Non-Current Assets		
Property, Plant and Equipment	82.8	77.7
Right of Use Asset	13.8	6.8
Capital work-in-progress	-	0.9
Investment Property	1.3	1.3
Other Intangible Assets	0.3	0.3
Financial Assets		
Investment in Subsidiary & Joint Venture	8.5	8.5
Investments Others	99.7	18.8
Loans	2.8	_
Other Financial Assets	14.0	15.3
Deferred Tax Assets (Net)	2.1	0.4
Non Current Assets (Net)	1.9	0.1
Other Non Current Assets	1.8	0.2
Total - Non-Current Assets	228.8	130.1
Current Assets		
Inventories	200.5	113.0
Financial Assets		
Investments	45.4	118.5
Trade Receivables	176.2	170.9
Cash and Cash Equivalents	171.1	191.2
Bank balances other than Cash and Cash equivalents	0.1	0.6
Other Financial Assets	1.9	2.7
Other Current Assets	19.8	16.1
Total - Current Assets	615.1	613.0
TOTAL - ASSETS	843.9	743.1

Particulars (₹ Cr)	As at Dec 2022	As at Mar 2022	
EQUITY AND LIABILITIES			
Equity			
Equity Share Capital	61.6	61.6	
Other Equity	454.0	416.6	
Total - Shareholders' funds	515.6	478.2	
LIABILITIES			
Non-Current Liabilities			
Financial Liabilities			
Lease Liability	10.8	4.4	
Provisions	0.1	0.1	
<u>-</u>	-	_	
<u>-</u>	-	_	
-	-	-	
<u>-</u>	-	_	
Total - Non-Current Liabilities	10.9	4.5	
Current Liabilities			
Financial Liabilities			
Borrowings	54.5	76.6	
Lease Liabilities	1.8	0.9	
Trade Payables	76.7	53.4	
Other Financial Liabilities	16.4	14.5	
Other Current Liabilities	14.1	14.9	
Provisions	149.3	100.1	
Current Tax Liabilities (Net)	4.6	-	
Total - Current Liabilities	317.3	260.5	
TOTAL - EQUITY AND LIABILITIES	843.9	743.1	



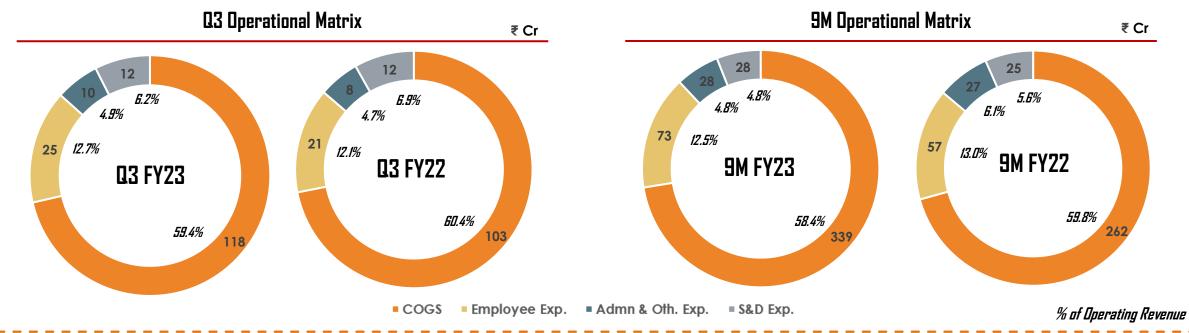
Economic Times : Iconic Brands of India 2022



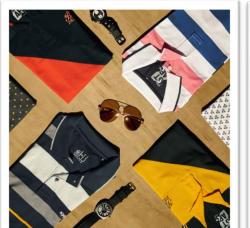
One of the **Best Brands** 2022



Operational Matrix





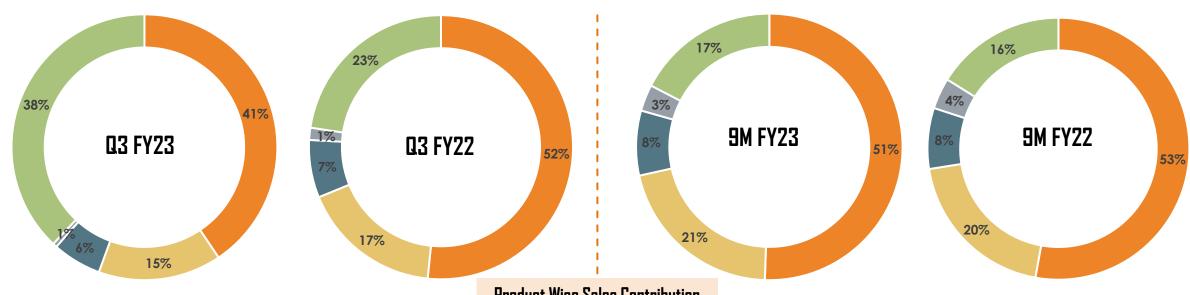






Product Category Performance

■ JEANS ■ SHIRTS ■ TROUSERS ■ T-SHIRTS ■ Others (incl. Accessories)



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Qty Sales / Sales Realisation	Q3 FY23	Q3 FY22	9M FY23	9M FY22	FY22
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	25.74	25.14	81.29	64.95	89.77
Apparel Units % of Total Qty Sales	70%	73%	72%	77%	76%
Sales Realisation (₹ per unit)	767	679	709	672	674

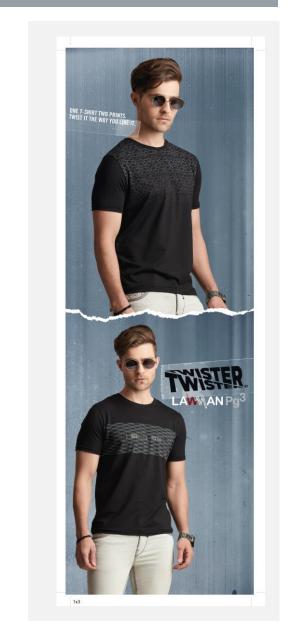






Channel wise Sales Performance

Retail 55% 46% 46% 41% 42 Non-Retail 32% 30% 34% 34% 36		/	,	,		
Non-Retail 32% 30% 34% 34% 36		/Q3 FY23	Q3 FY22	9M FY23	9M FY22	FY22
	Retail	55%	46%	46%	41%	42%
Others 13% 23% 19% 26% 22	Non-Retail	32%	30%	34%	34%	36%
	Others	13%	23%	19%	26%	22%





EBO Network Update

Particulars	COCO/COFO Nos.	FOFO Nos.	Total Nos.	
As on 1 April 2022	25	331	356	
As on 31 Dec 2022	27	411	438	•
Hada Barda and		07		
Under Development		37		

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

Totally spread over an approx. area of more than

2,75,000 sq.ft spread across India

Break up of EBOs

• **K-Lounge** : 205

82

• Killer Brand EBOs : 205

• Other Brand EBOs : 27

• Factory Outlet :



Mumbai - Viviana Mall



Mumbai – Infiniti Mall











Select Recent EBO Openings









Indore, Madhya Pradesh Sagwara, Rajasthan Mumbai, Maharashtra Mysore, Karnataka



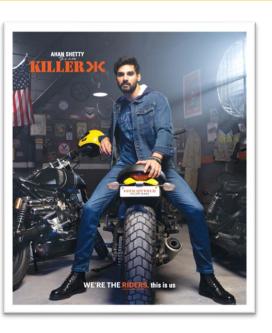
Q3FY23: Brand Promotion Campaign





















Title Sponsor : India-Bangladesh Test Series

India v/s South Africa Series

(In-Stadium Advertisement)





Pro Kabaddi League: Season 9





Associate Sponsor:

Gujarat Giants

Associate Sponsor:

U Mumba



We welcome **Killer Jeans** as the **Associate Sponsor** for Pro Kabaddi League Season 9.





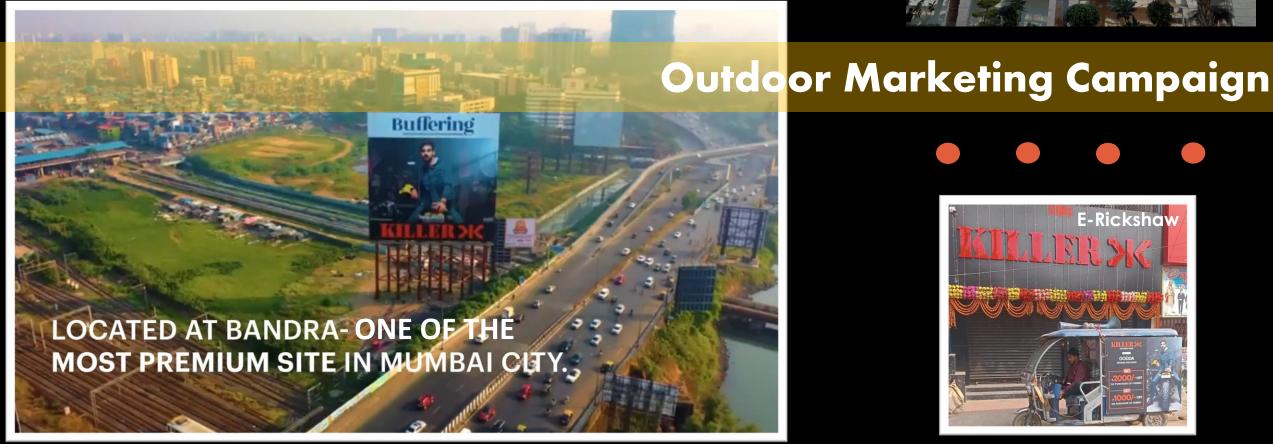






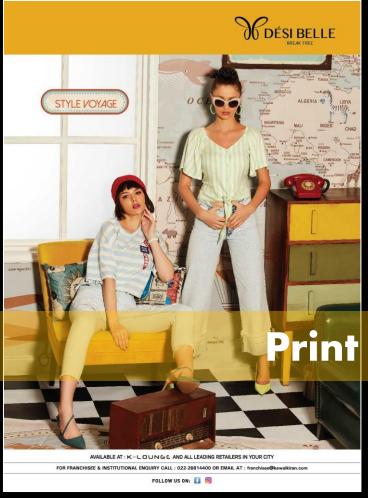




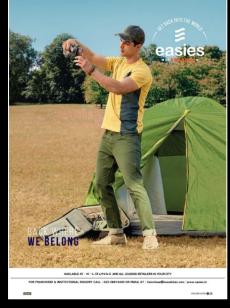




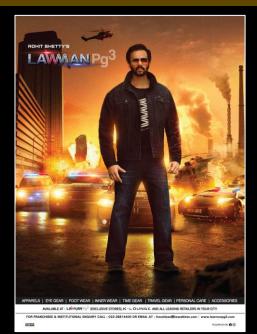








Print Media Advertisements







KKCL: Corporate Overview









40+ years of Success filled Journey



 Amongst the few Indian Denim brands to have successfully contributed to the evolving Denim culture in India: 40+ years of tasting success and continuing



Integrated Operations & amongst the few players to be present across Value
 Chain: Designing - Manufacturing - Branding - Retailing



Denims in Apparels are recognized with distinctive Brand Labels: KKCL has been able to penetrate through its audience with its evolving brand culture with 4 iconic brands



Established name in the Menswear category: KKCL intends to capitalize its brand recall with deep penetration across various product categories in the menswear category and opportunistically explore other categories gradually keeping its profitability driven ethos in mind



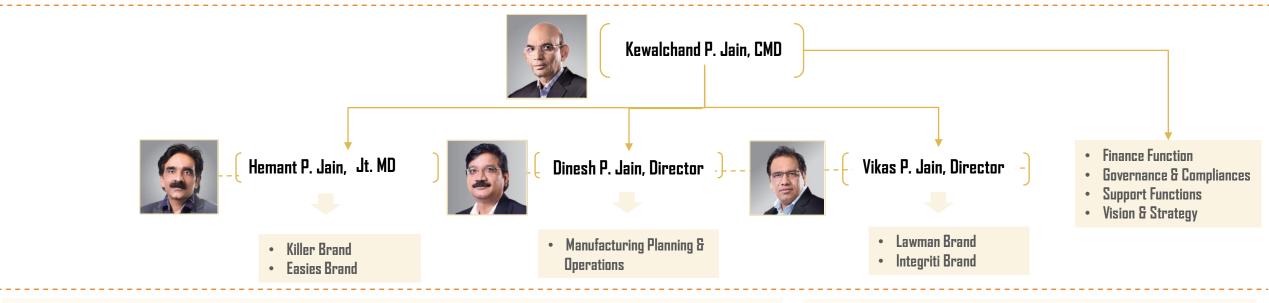
 Established Widespread Distribution: Presence and reach across India with channel mix spread across EBOs, National Chain stores, E-commerce channel and the traditional MBO channel



Designing success since 1980s



Focused Founding Team



MISSION:

- Driving excellence through our 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: Stability, Sustainability and Scalability





/ISION :

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



Independent Directors



Dr. Prakash A. Mody *Independent Director*

- Chairman and Managing Director of Unichem Laboratories Limited and brings onboard rich experience in marketing, research and production
- A doctorate in Organic Chemistry from University of Mumbai and pursued Marketing Management from Jamnalal Bajaj Institute of Management Studies, University of Mumbai;
- Graduate alumnus of the Harvard Business School, following attending the Owner Presidents' Management Programme.



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
- Trustee of Shree Sathya Sai Trust, Maharashtra and All India President of Shree Satya Sai Seva Organisation, India
- Member of the Bar Council of Maharashtra and was appointed as a Notary Public by the Government of Maharashtra in 1993
- Specialises in Mergers and Acquisitions, Litigation and Arbitration, Trusts and Charities, Corporate, Commercial and Financial Planning and Execution, including Transaction Support and Contracts, Intellectual Property, Technology, Media and Communications, Competition and Trade, Conveyancing and Real Estates and Family and Personal Law



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

- Senior Partner in Bansi S. Mehta & Co., a reputed Chartered Accountancy firm in Mumbai
- Member of the Direct Tax Committee of the Chamber of Tax Consultants
- Member of the Institute of Chartered Accountants of India and with 31+ years of experience in Business Mergers, Acquisitions and Restructuring, Business Valuations, Corporate Taxation and Taxation of Non-resident Citizens and Foreign Companies



C.A Ms. Drushti R. Desai Independent Director

- Partner in Bansi S. Mehta & Co., a reputed Chartered Accountancy firm in Mumbai
- Member of the Institute of Chartered Accountants of India with 20+ years of experience in Valuation of Shares, Businesses and Intangibles, Advisory Services on Schemes relating to
 Mergers, Acquisitions, Spin-offs and other forms of Corporate Restructuring and Family Settlements, Financial and Management Advice, Corporate and Individual Taxation (Income-tax,
 Wealth-tax. Gift-tax)

Bringing multiple industry experience



KKCL: A New Rising focused towards Growth



Induction of experienced Professional Team across key market Functions coupled with strong business acumen
of the founding team across the supply chain



Expansion of Product category to diversify revenue and providing customers an increased choice offering



 Renewed focus towards increase in growing number of Brand focused EBOs with a dual purpose of increasing visibility and growing coverage



 Equal participation in the growth led by new age channels of Large Format stores and E-commerce with balanced business models focused towards profitability



 Increased support aids towards the distribution channel in order to provide increased incentive to perform better



More focus towards increased marketing coverage



Organizing Trade Shows twice a year which helps in supply chain planning











Trade Show: Connecting with Channel Partners

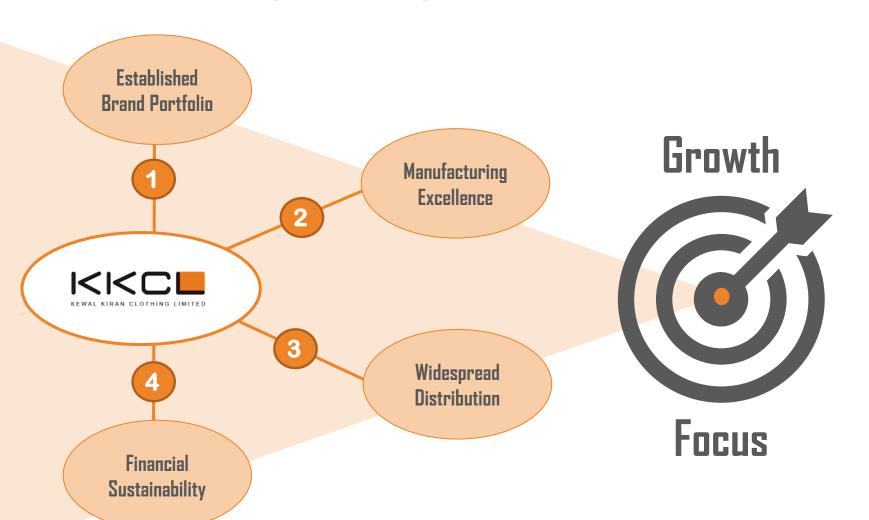








KKCL: Riding on Key Success Factors

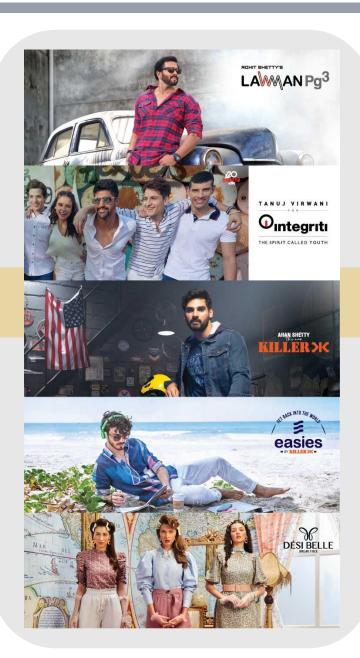






Established Brand Portfolio

Key Mantra - Branding drives Aspiration, commands Premium and sense of Stickiness





Established Brand Portfolio





Denims: Label Tagging an important tool

- Flagship Brand catering to Premium Luxury segment
- Premium Mid Market Segment Brand
- Fashion/Partywear Brand Focused on Mid Market Segment
- Targeted Premium Mass Market Brand
- 5 Focused Women Wear Brand







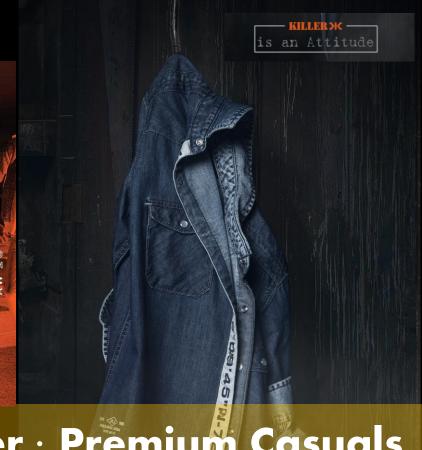




















Flagship brand "Killer" imbibes in it the cool confidence of today's youth and redefines denims, giving a bold character to them













Lawman: Fashion Capital

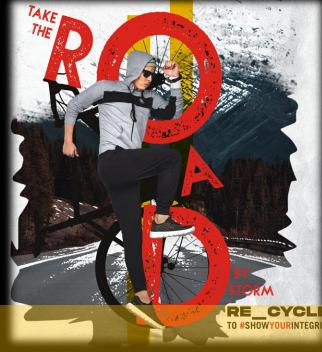
A glamorous, lifestyle brand, "LawmanPg3" specialises in trendsetting denim and partywear for young adults













Reflecting and resonating the ambition and energy of youth, "Integriti" offers a credible, trusted and value proposition across work and casual wear





Indo-Western an womenswear that exists at the confluence of modern style and desi touch, catering to the contemporary woman



Wide Product Portfolio capitalizing Brands



Accessories Business through Brand Extension : Opportunistic Play capitalizing on Brand Recognition & Entrenchment

Deodorants - Shoes - Belts - Masks - Purses - Socks : Amongst Others >>> Product Identification - Licensing - Branding - Selling













New Category Focus: Winterwear / Jackets / Blazers













Addictions: Accessories Play as a Brand Extension





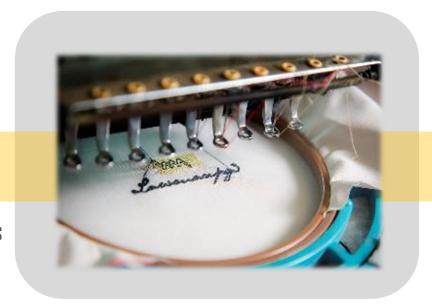


The accessories wing of KKCL, "Addictions" offers lifestyle products such as deodorants, watches, wallets, belts and innerwear



2 Manufacturing Excellence

Market dynamics paves the way for Creator's market – Manufacturing back in focus





Manufacturing Excellence

- Tech-led manufacturing capabilities: State-of-the-art technology in manufacturing denims with units equipped with advanced machinery, helping us offer the best products to our customers
- Best in class Washing Facility: Key Factor to Denim Manufacturing with high compliances
- Assisted by international professionals to lead our research and technology wing allowing us to develop new products and improving existing product range
- Balanced approach towards a mix of in-house manufacturing and outsourcing considering keeping the key functions within control to manage quality and costs
- Years of Experience in the field of manufacturing has given them a strong acumen in terms of managing supply chain smoothly – Especially during the time of raw material price volatility, Company's cash positions has played to its advantage
- All KKCL manufacturing facilities are certified ISO 9000:2008 and the Vapi facility is additionally certified ISO 14001: 2004



Designing - Procurement - Washing - Stitching - Labelling - Packing - Retail







Robust Manufacturing Setup

– Giving it a "Good control over product costs factor and Quality"

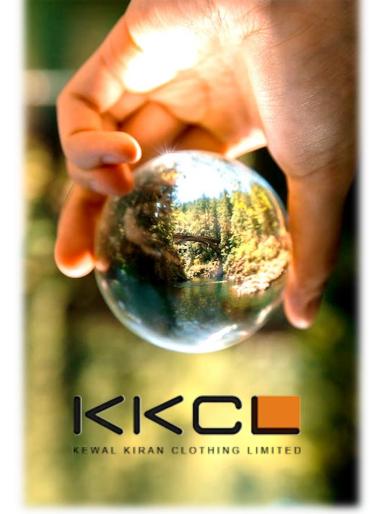


Coupled with Environment Friendly Practices

- Use of High end Machines with an 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











3 Widespread Distribution

Brand recognition driving market "Pull Strategy" – playing it with a flexible profit oriented & balanced market strategy





Strategic Widespread Presence

Exclusive Retail Store Count

438

EBOs

* As on December 31, 2022





MBO Presence

Widespread MBO presence through traditional Distributional Channel: 80+ Distributors covering ~4,000+
MBOs across India

Large Format Stores

Select Key Stores: Reliance Retail, Shoppers Stop, Max, Lifestyle, & Others – 2200+ counters across regions

Multiple E-Commerce Portal Presence

Flipkart / Myntra

Amazon

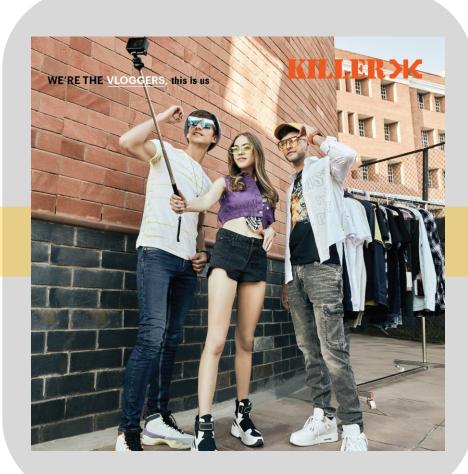


Extensive footprint of directly operated and franchise stores, along with a presence in large format stores, carefully selected multi-brand outlets (MBOs)



4 Financial Sustainability

Balanced Profitability driven Business Growth





Company Driven by Inherent Financial Acumen

- Simplicity in Business working: Focused Balanced Approach striving towards Profitability driven business growth
- Success Driven Philosophy with a Cautious Approach: Follow prototype model with an objective to make "Small to Big"
- Financial Sustainability driven Decision Making: Key Driver for achieving the 3 Key "S" of Business
 - Business Stability
 - Business **Sustainability**
 - Business **Scalability**
- Inclusive Business Culture : Being considerate towards all key stakeholders
 - Customers
 - Human Resource (Employees)
 - Suppliers
 - Channel Partners
 - Shareholders
 - Bankers



Robust Balance Sheet Strength

Cash Rich Company: War chest for Growth

+

Provisioning Practice for Business Cushion







Profit & Loss

Particulars (₹ In Cr)	FY18	FY19	FY20	FY21	FY22
Revenue from Operations	461.9	502.4	529.7	302.7	607.6
COGS	240.5	241.2	262.1	180.1	358.7
Employee Expenses	65.1	75.1	71.5	52.6	79.8
Administrative & Other Expenses	30.7	32.8	33.1	32.8	35.4
Selling & Distribution Expenses	27.5	40.9	68.0	18.6	33.7
EBIDTA	98.2	112.3	95.1	18.7	100.0
EBIDTA Margin	21.3%	22.4%	18.0%	6.2%	16.5%
Other Income	21.1	22.0	17.5	17.0	16.9
Depreciation & Amortisation	5.8	8.1	8.2	6.7	7.0
EBIT	113.5	126.3	104.4	29.0	109.9
EBIT Margin	23.5%	24.1%	19.1%	9.1%	17.6%
Finance Cost	5.0	6.9	8.8	6.8	4.5
Profit before Tax	108.6	119.4	95.6	22.2	105.3
PBT Margin	22.5%	22.8%	17.5%	6.9%	16.9%
Tax	35.3	39.0	22.5	2.8	23.7
PAT	73.3	80.3	73.0	19.4	81.6
PAT Margin %	15.2%	15.3%	13.3%	6.1%	13.1%

Standalone basis



Balance Sheet

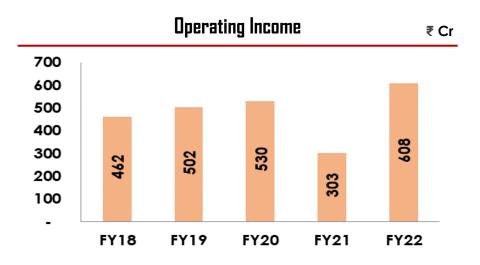
Particulars (₹ Cr)	As at Mar 2022	As at Mar 2021
ASSETS		
Non-Current Assets		
Property, plant and equipment	84.4	80.8
Capital work-in-progress	0.9	1.0
Investment Property	1.3	1.3
Other Intangible Assets	0.3	0.2
Financial Assets		
Investments	27.3	21.9
Other Financial Assets	15.3	18.7
Deferred Tax Assets(Net)	0.4	-
Other Non Current Assets	0.3	2.9
Total - Non-Current Assets	130.1	126.8
Current Assets		
Inventories	113.0	50.6
Financial Assets		
Investments	118.5	109.0
Trade Receivables	170.9	131.0
Cash and Cash Equivalents	191.2	153.6
Bank balances other than Cash & Cash equivalents	0.6	0.1
Other Financial Assets	2.4	1.3
Other Current Assets	16.4	10.0
Total - Current Assets	613.0	455.6
TOTAL - ASSETS	743.1	582.3

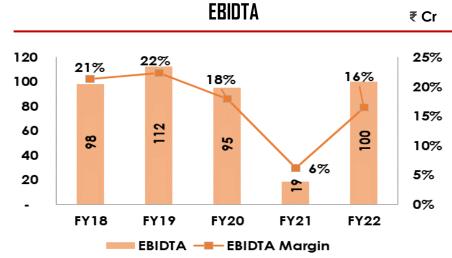
Particulars (₹ Cr)	As at Mar 2022	As at Mar 2021
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	61.6	12.3
Other Equity	416.6	420.6
Total - Shareholders' funds	478.2	433.0
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liability	4.4	3.1
Provisions	0.1	0.1
Deferred Tax Liabilities (Net)	-	2.9
Total - Non-Current Liabilities	4.5	6.1
Current Liabilities		
Financial Liabilities		
Borrowings	76.6	46.4
Trade Payables	53.4	36.5
Lease Liabilities	0.9	0.3
Other Financial Liabilities	14.5	13.6
Other Current Liabilities & Provisions	115.1	46.4
Total - Current Liabilities	260.5	143.3
TOTAL TOURY AND HADILED	740 -	
TOTAL - EQUITY AND LIABILITIES	743.1	582.3

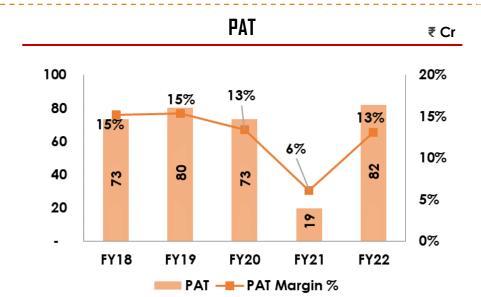


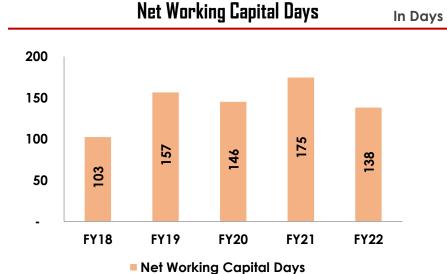
Key Financial Indicators















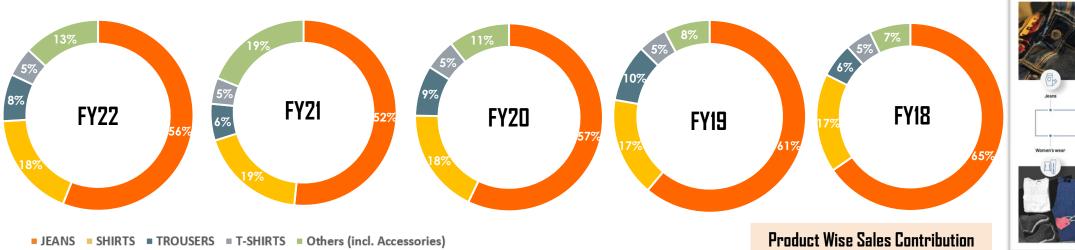
Channel wise Sales Performance

	FY22	FY21	FY20	FY19	FY18
Retail	42%	39%	43%	41%	34%
Non-Retail	36%	36%	42 %	42%	51%
Others	22%	25%	15%	17%	15%





Product Category Sales Performance

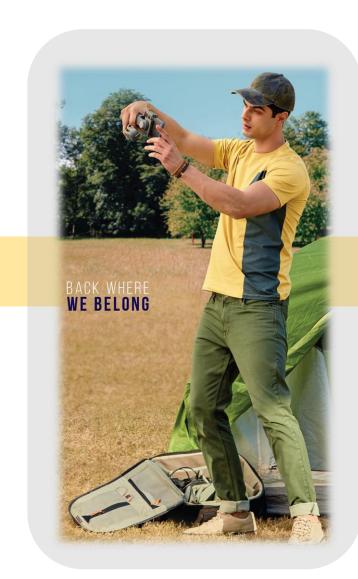




Qty Sales / Sales Realisation	FY22	FY21	FY20	FY19	FY18
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	89.77	57.77	82.95	84.00	58.69
Apparel Units % of Total Qty Sales	76%	61%	64%	61%	79%
Sales Realisation (₹ per unit)	674	520	633	591	779

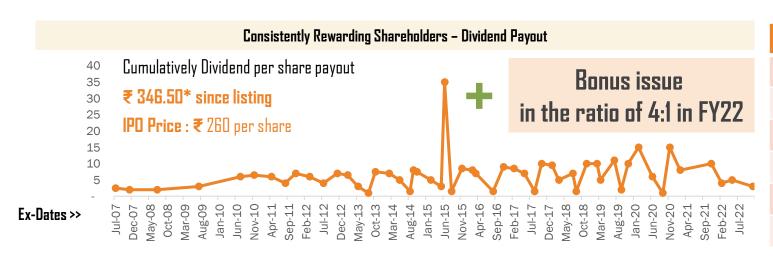


Consistent Performance since Listing





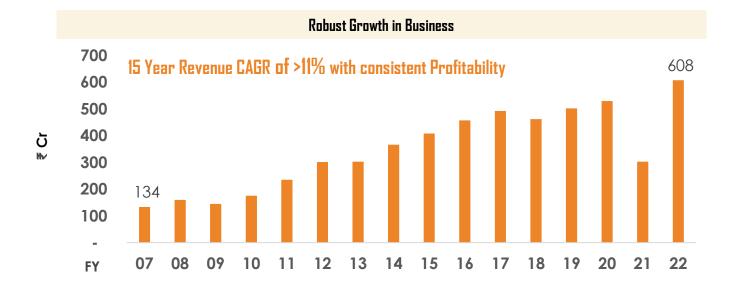
Shareholders Information - Consistent Performance since Listing



Particulars – Current Market Information			
CMP *	(₹)	:	515.20
52-Week High	(₹)	:	592.00
52-Week Low	(₹)	:	180.20
CMP (Adjusted for Bonus Issue – Pre Bonus)	(₹)	:	2,576
IPO Price	(₹)	:	260
Market Capitalisation*	(₹ [r)	:	3,175

^{*} FY22 & Onward - Impact due to expanded equity capital on account of bonus issue in the ratio of 4:1 in FY2O22. Includes ₹ 10 DPS before bonus and ₹ 12 DPS after bonus issue

* As on January 19, 2023 (www.nseindia.com)







A Consistent Performer



Thank You



Kewal Kiran Clothing Limited

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Investor Relations Advisor



Marathon Capital Advisory Private Limited



