



KKCL
KEWAL KIRAN CLOTHING LIMITED

Q2 & H1 FY24

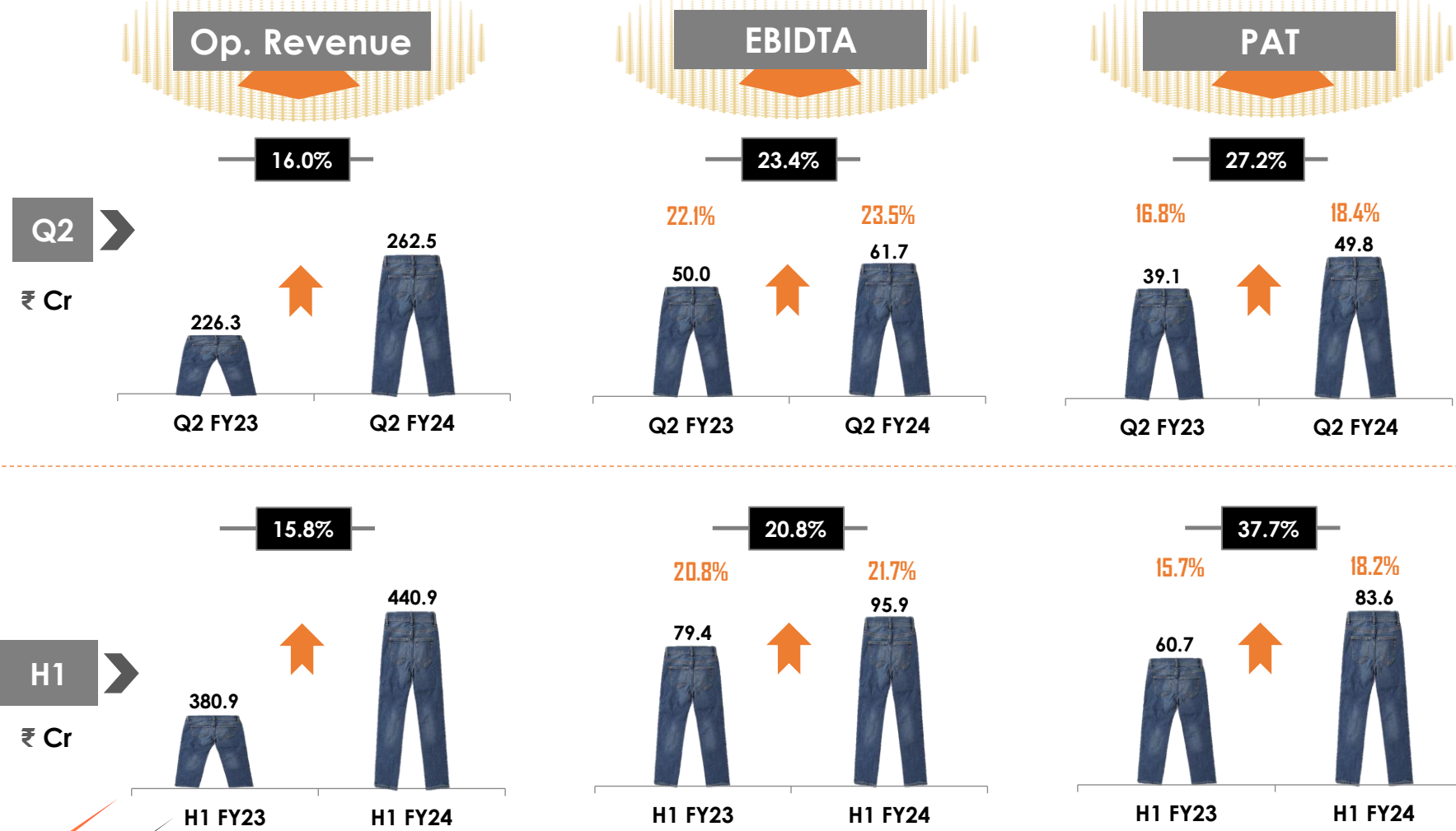
**FINANCIAL
OVERVIEW**

&

**CORPORATE
PRESENTATION**

Q2 & H1 FY24 - Performance Highlights

Q2 & H1 FY24 : Key Financial Highlights



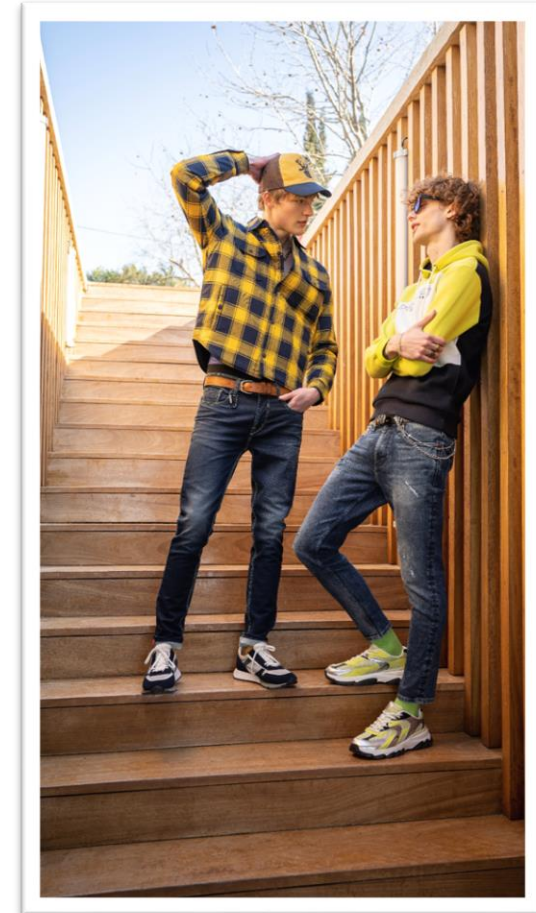
Numbers Represents Margins

Standalone basis

Profitability Highlights

Particulars (₹ Cr)	Q2 FY24	Q2 FY23	Y-O-Y % Change	Q1 FY24	H1 FY24	H1 FY23	Y-O-Y % Change	FY23
Revenue from Operations	262.5	226.3	16.0%	178.4	440.9	380.9	15.8%	779.5
COGS	150.5	132.6		101.6	252.2	220.4		448.9
Gross Profit (GP)	111.9	93.7		76.8	188.7	160.5		330.6
GP Margin	42.7%	41.4%		43.0%	42.8%	42.1%		42.4%
Employee Expenses	26.1	24.3		26.0	52.0	47.3		97.9
Administrative & Other Expenses	11.9	10.1		9.0	20.9	18.1		36.3
Selling & Distribution Expenses	12.2	9.3		7.7	19.9	15.8		44.5
EBIDTA	61.7	50.0	23.4%	34.1	95.9	79.4	20.8%	151.9
EBIDTA Margin	23.5%	22.1%		19.1%	21.7%	20.8%		19.5%
Other Income	8.3	5.9		11.2	19.5	6.1		20.2
Depreciation & Amortisation	2.6	2.2		2.4	5.0	4.1		8.7
EBIT	67.4	53.7	25.4%	42.9	110.3	81.4	35.6%	163.5
EBIT Margin	24.9%	23.1%		22.6%	24.0%	21.0%		20.4%
Finance Cost	1.1	1.5		1.5	2.6	2.9		6.4
Profit before Tax	66.2	52.3	26.8%	41.4	107.7	78.5	37.2%	157.1
PBT Margin	24.5%	22.5%		21.9%	23.4%	20.3%		19.6%
Tax	16.5	13.1		7.6	24.1	17.8		37.8
PAT	49.8	39.1	27.2%	33.8	83.6	60.7	37.7%	119.3
PAT Margin %	18.4%	16.8%		17.9%	18.2%	15.7%		14.9%

Standalone basis



Balance Sheet Overview

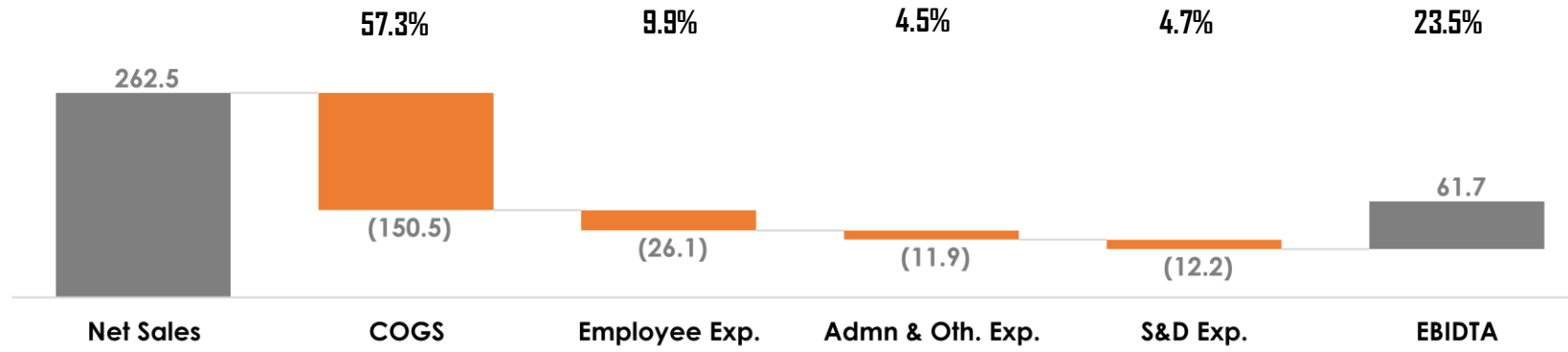
Particulars (₹ Cr)	As at Sep 2023	As at Sep 2022	As at Mar 2023
ASSETS			
Non-Current Assets			
Property, Plant and Equipment	85.3	76.9	83.9
Right of Use Asset	18.0	13.3	16.0
Capital work-in-progress	1.7	2.6	1.3
Investment Property + Other Intangible Assets	1.5	1.5	1.5
Financial Assets			
Investment in Subsidiary & Joint Venture	11.5	8.5	8.5
Investments Others	26.7	93.3	22.5
Loans + Other Financial Assets	17.3	17.3	23.1
Deferred Tax Assets (Net)	1.1	3.3	0.3
Other Non Current Assets	2.7	2.0	2.6
Total - Non-Current Assets	165.8	218.7	159.6
Current Assets			
Inventories	124.1	178.4	165.6
Financial Assets			
Investments	139.5	48.0	126.9
Trade Receivables	249.5	205.3	169.9
Cash and Cash Equivalents & Bank Bal.	179.9	169.5	170.4
Other Financial Assets (incl. Loans)	2.9	2.4	1.3
Other Current Assets	20.5	7.7	23.4
Total - Current Assets	716.4	611.3	657.6
TOTAL - ASSETS	882.2	830.0	817.2

Particulars (₹ Cr)	As at Sep 2023	As at Sep 2022	As at Mar 2023
EQUITY AND LIABILITIES			
Equity			
Equity Share Capital	61.6	61.6	61.6
Other Equity	556.4	445.4	485.8
Total - Shareholders' funds	618.0	507.0	547.4
LIABILITIES			
Non-Current Liabilities			
Financial Liabilities			
Lease Liabilities	13.1	10.3	12.9
Provisions	0.1	0.1	0.1
Total - Non-Current Liabilities	13.2	10.4	12.9
Current Liabilities			
Financial Liabilities			
Borrowings	49.7	65.8	50.8
Lease Liabilities	2.5	1.7	2.3
Trade Payables	56.6	73.4	48.1
Other Financial Liabilities	21.7	15.0	18.9
Other Current Liabilities	35.7	13.9	41.2
Provisions	76.6	136.2	94.6
Current Tax Liabilities (Net)	8.1	6.8	0.9
Total - Current Liabilities	251.0	312.6	256.8
TOTAL - EQUITY AND LIABILITIES	882.2	830.0	817.2

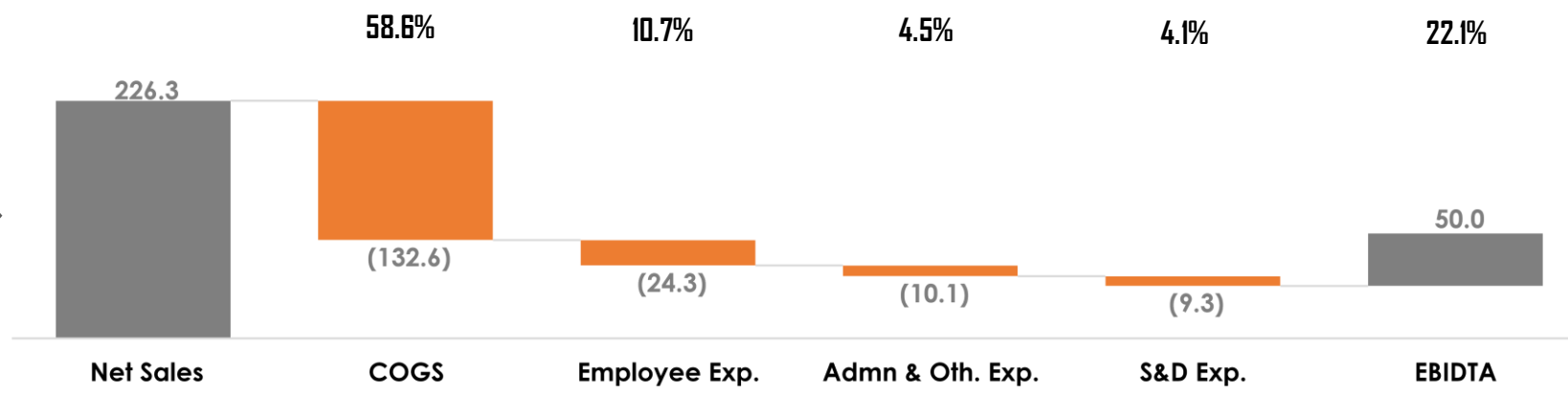
Standalone basis

Operational Matrix (Q2 Y-o-Y)

Q2 FY24
₹ Cr



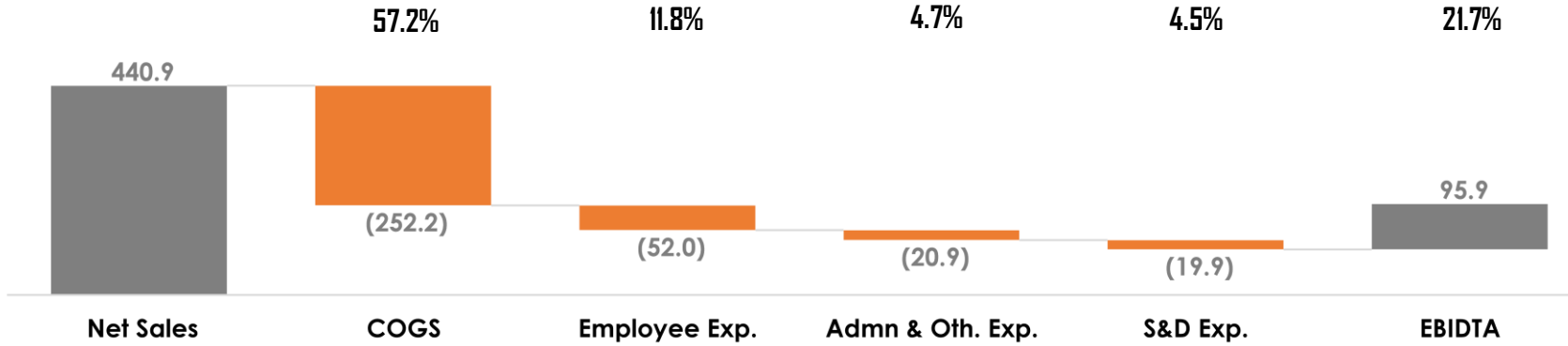
Q2 FY23
₹ Cr



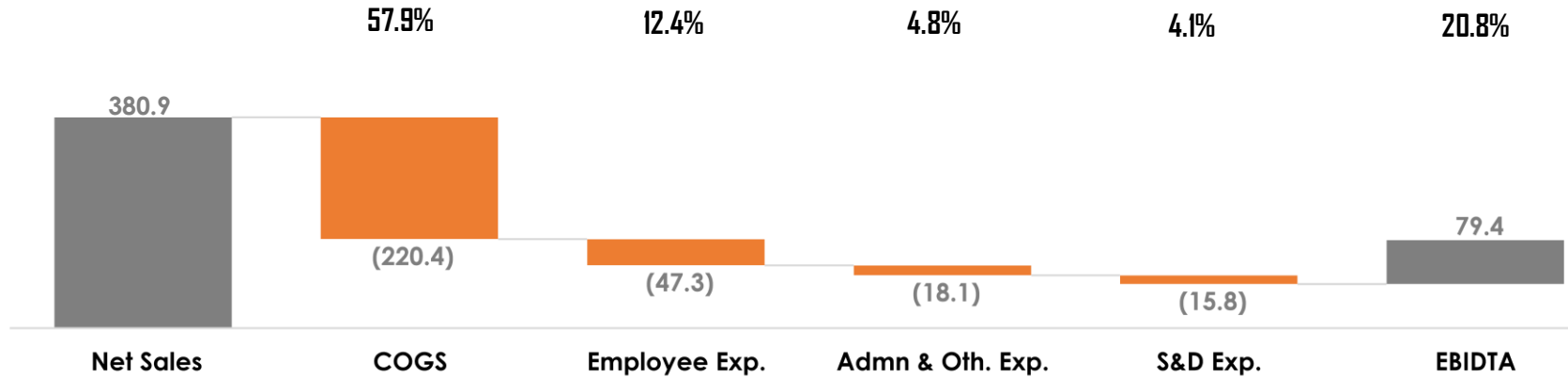
Standalone basis

Operational Matrix (H1 Y-o-Y)

H1 FY24
₹ Cr



H1 FY23
₹ Cr



Standalone basis

Q2 : Key Updates

- **Launch of Brand “Junior Killer”**

- Foray into the kids wear category
- High-street fashion brand designed for boys of age group 4 year to 16 years
- Move marks Brand Killer becoming a four-to-forever (age-group) brand

- **Strengthening Brand Focused EBOs presence**

- Net addition of 49 Brand Killer EBOs in H1 FY24 and 22 in Q2 FY24
- Re-strategising the way forward for the K-Lounge EBOs with an idea to expand store size in the future

- **Continued Marketing Initiatives**

- In stadia Advertising during the India v/s West Indies T20 series
- Focused Outdoor Advertising initiatives





Launch Event – Brand “Junior Killer”



JUNIOR
KILLER 
this is us

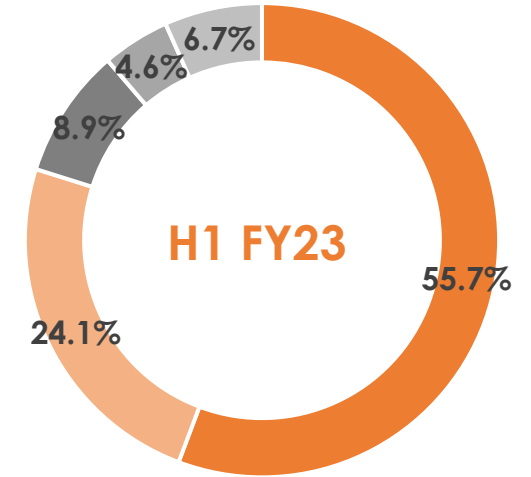
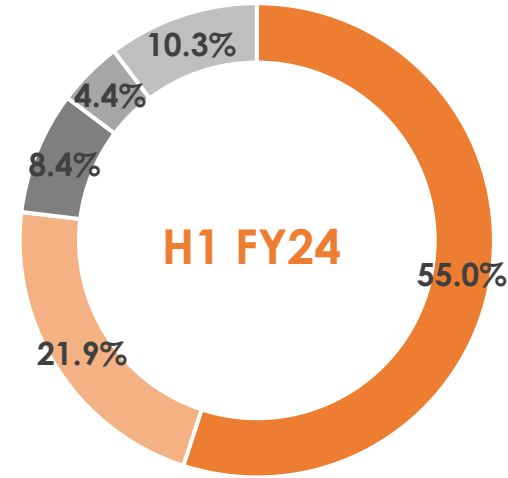
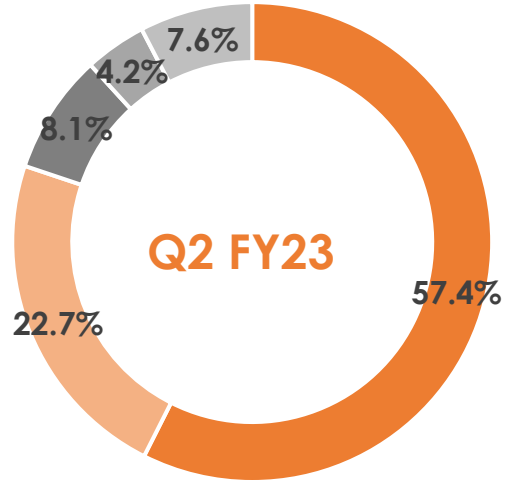
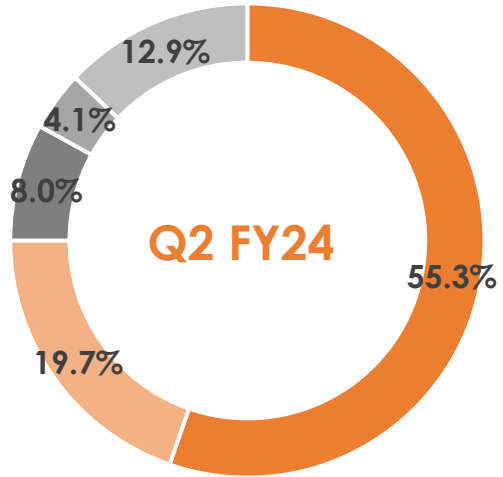


Tradeshaw : **Junior Killer SS'24**

Product Category Performance

Product Wise Sales Contribution

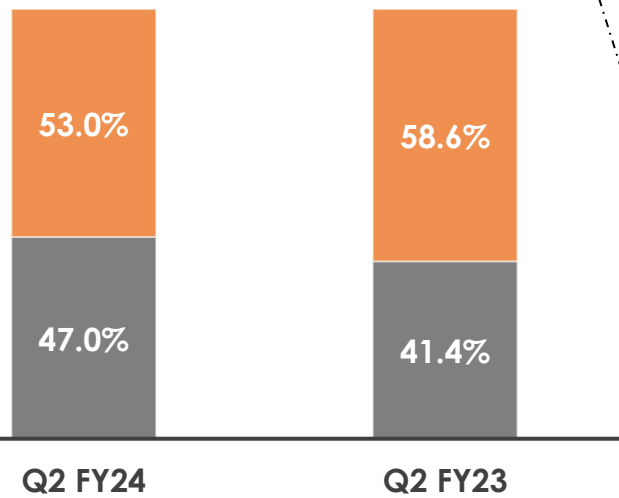
■ Jeans
 ■ Shirts
 ■ Trousers
 ■ T-Shirts
 ■ Others



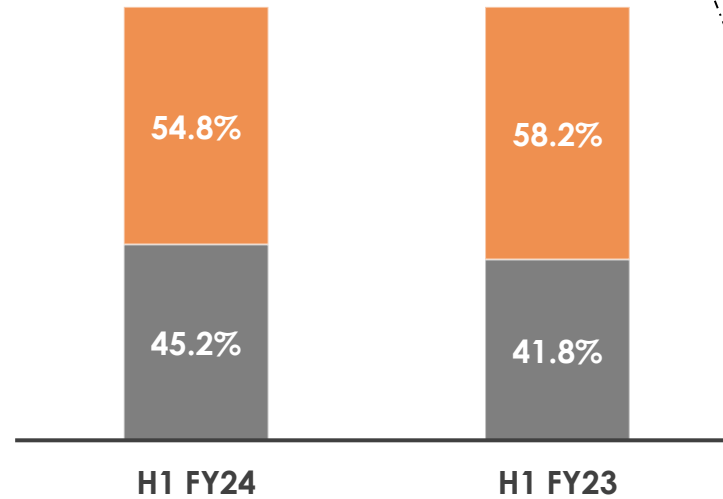
Qty Sales / Sales Realisation	Q2 FY24	Q2 FY23	H1 FY24	H1 FY23	FY23
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	38.5	32.3	68.9	55.6	110.7
Apparel Units (% of Total Qty Sales)	68.5%	75.3%	64.9%	73.7%	72.7%
Sales Realisation (₹ per unit)	678	699	636	682	700

Channelwise Sales Performance

Q2 (Y-o-Y)



H1 (Y-o-Y)



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

EBO Network Update

EBO Addition			
Particulars	COCO/COFO Nos.	FOFO Nos.	Total Nos.
As on April 01 2022	25	331	356
As on April 01 2023	28	425	453
As on June 30, 2023	27	427	454
As on Sep 30, 2023	28	442	470



Break up of EBOs	
• Killer Brand EBOs	: 271
• K-Lounge	: 178
• Other Brand EBOs	: 20
• Factory Outlet	: 1

Mix of COCO / COFO / FOFO stores (with FOFO model dominant)
 Totally spread over an approx. area
 ~2,87,000 sq.ft spread across India

Killer EBO – Guwahati



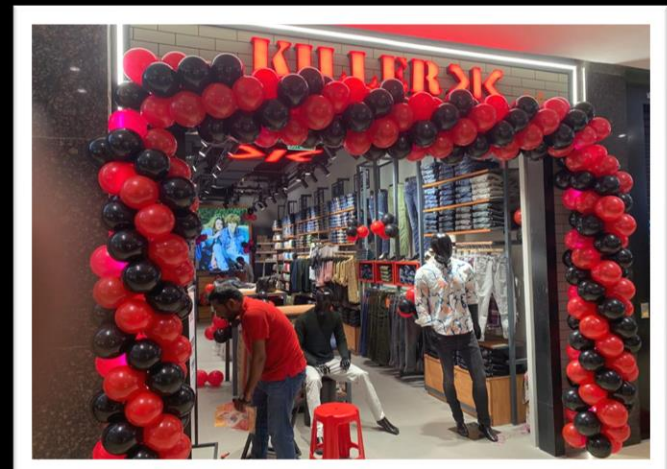
★ Under Development EBOs : 49



Ghaziabad, Uttar Pradesh



Indore, Madhya Pradesh



Telangana

Select Recent EBO Openings



Kokrajhar, Assam



Allahabad, Uttar Pradesh



Warisaliganj, Bihar



KILLERXK

this
is us

j u n

i o r

Growing up
or
Grown up?

KKCL : Corporate Overview



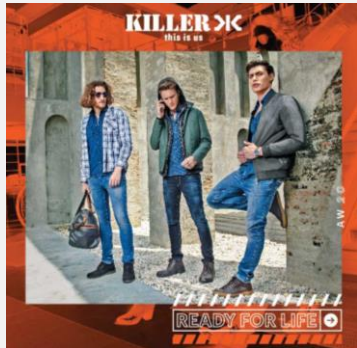
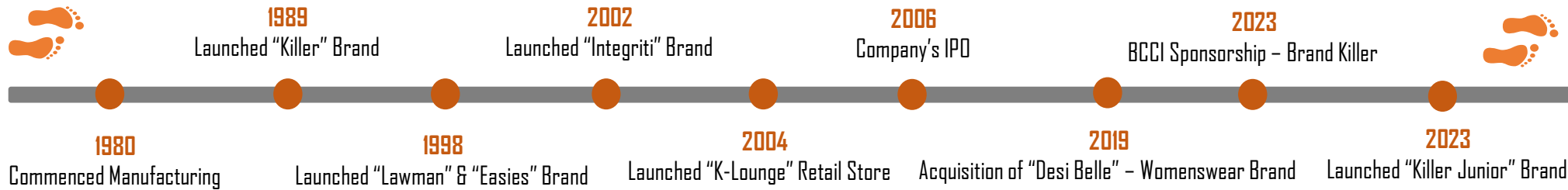
Designing Success - Since 1980's

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

1st Flagship Store at Dadar (Mumbai, India)



Journey continues . . .



- 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 :

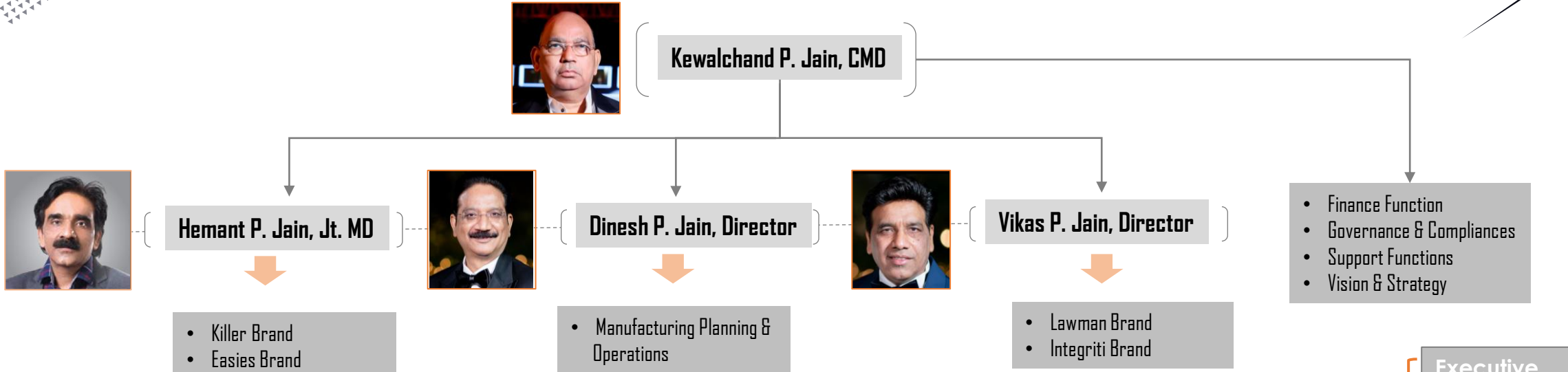
To be a world-class business organization which enables value, best services and enhancement of net worth for all the stakeholders

BUSINESS ETHOS

- ✔ MORALITY
- ✔ RIGHTNESS
- ✔ ETHICAL PRACTICES



Supported by Focused & Experienced Board



BOARD OF DIRECTORS

- | | | | |
|--|--|--|---|
|  <p>Dr. Prakash A. Mody
<i>Independent Director</i></p> | <p>- CMD of Unichem Laboratories Limited</p> |  <p>C.A. Mr. Yogesh A. Thar
<i>Independent Director</i></p> | <p>- Senior Partner in Banshi S. Mehta & Co., a reputed CA Firm
- 31+ years of rich work experience</p> |
|  <p>Mr. Nimish G. Pandya
<i>Independent Director</i></p> | <p>- Founding Partner at Pandya Juris LLP, International Lawyers & Tax Consultants and Proprietor at Pandya and Co. Advocates and Notary</p> |  <p>C.A. Ms. Drushti R. Desai
<i>Independent Director</i></p> | <p>- Partner in Banshi S. Mehta & Co., a reputed CA firm
- 20+ years of experience</p> |

Riding on Key Competitive Success Factors



Leading to



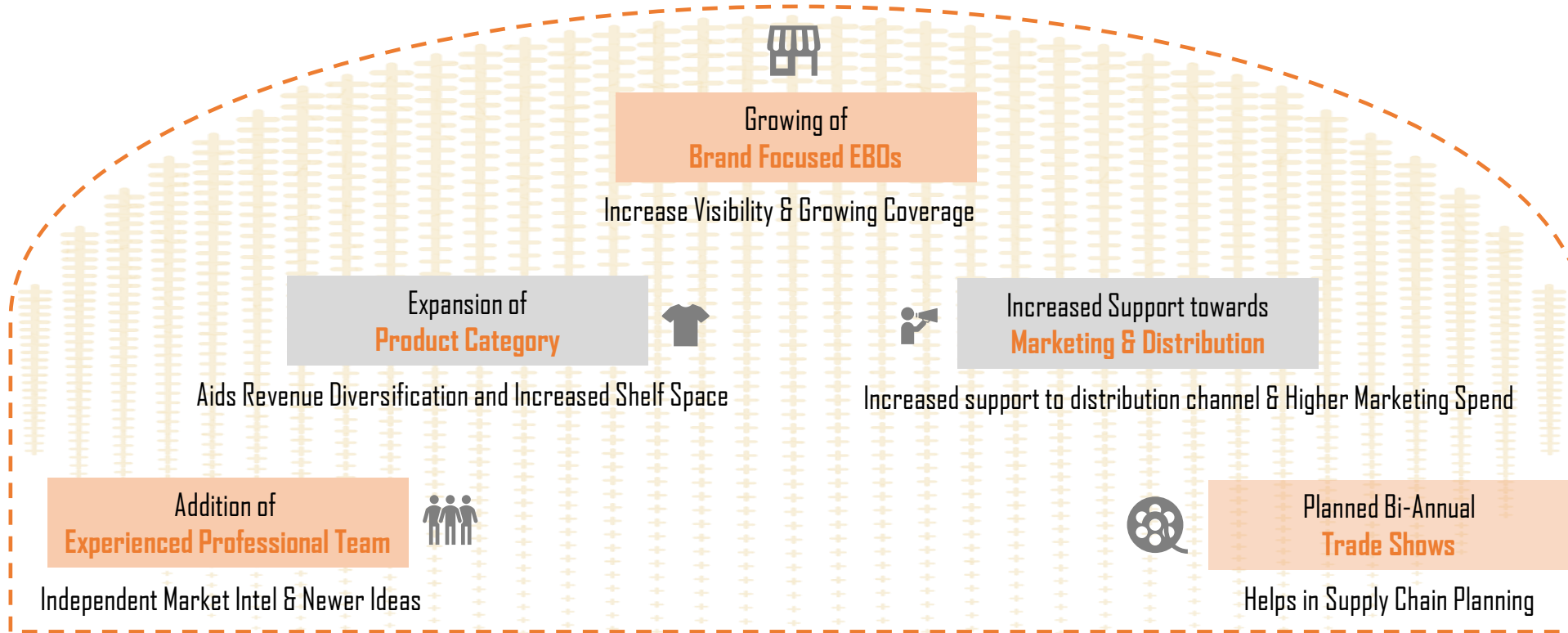
Financial Advantage

Competitive Advantage

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



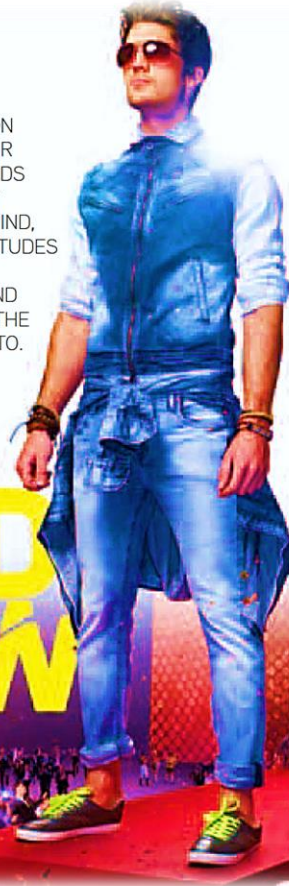
KKCL
KEWAL KIRAN CLOTHING LIMITED

KKCL : Brand Powerhouse

GROWING FASHIONABLY

WE, AT KKCL, HAVE A STRONG CONSIDERATION FOR THE DESIRE OF OUR CUSTOMERS. ALL BRANDS HAVE BEEN CAREFULLY CRAFTED KEEPING IN MIND, THE DESIRES AND ATTITUDES OF SPECIFIC MARKET SEGMENTS. EACH BRAND IS AN EXPRESSION OF THE CUSTOMER, IT CATERES TO.

BRAND POWER



20 KEWAL KIRAN CLOTHING LTD

1 Flagship Brand catering to Premium Luxury segment



2 Premium Mid Market Segment Brand



3 Fashion/Partywear Brand Focused on Mid Market Segment



4 Targeted Premium Mass Market Brand



5 Focused Women Wear Brand



6 Focused Kids wear Brand



Denims : Label Tagging an important marketing tool

STYLE

Across Age
Across Personality
Across Occasion

KILLER X
this is us



AW 20

READY FOR LIFE →

LAWMAN Pg3
BE THE STAR



SMOKE
WASH

LIVE
OUT OF
THE
BOX
SS 20 COLLECTION



easies
BY KILLER X

DET-EST
TO #SHOWYOURINTEGRITI



Integrati
THE
SPIRIT
OF
YOUTH

WE CHOOSE
LIFE
NOT DRUGS

SOME WEAR WHITE
FOR DEFEAT.
SOME. FOR PEACE.



SS20

DÉSI BELLE
BREAK FREE

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

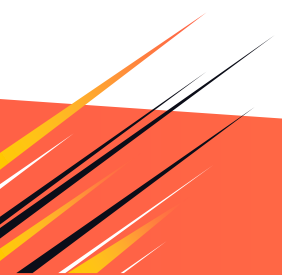
Trousers



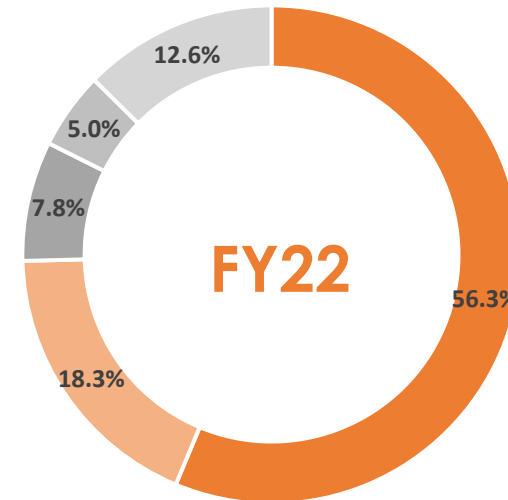
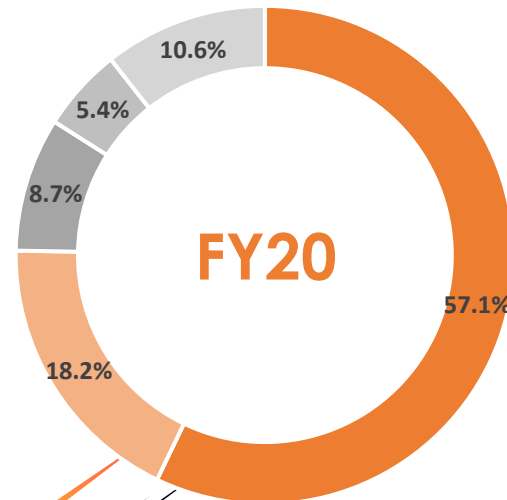
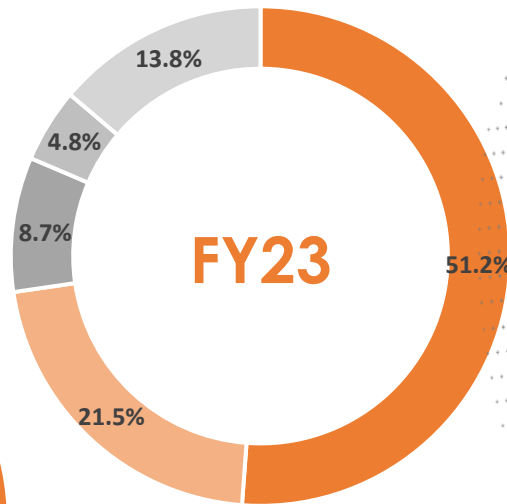
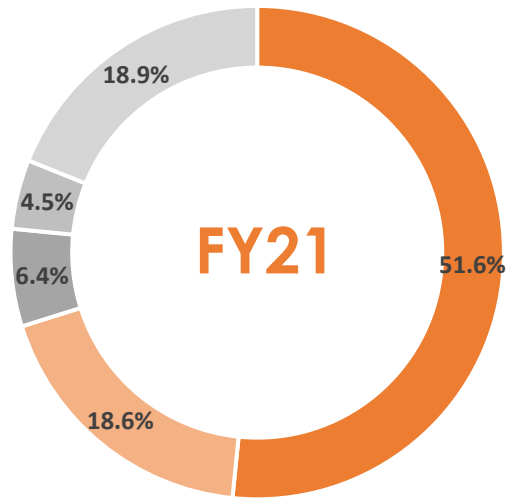
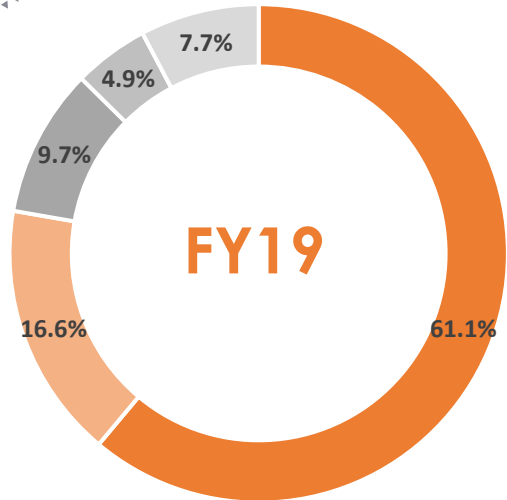
From being
Denim Focused



Accessories



Product Wise Sales Performance



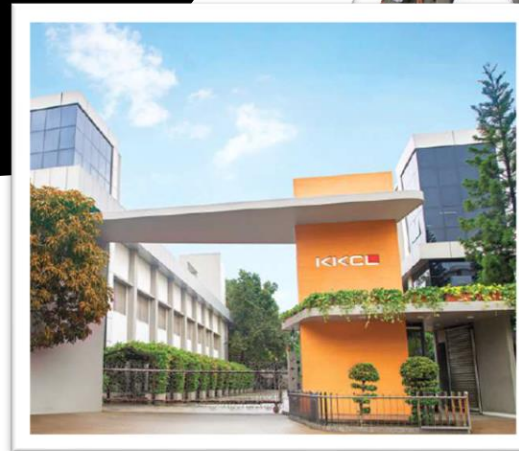
■ Jeans ■ Shirts ■ Trousers ■ T-Shirts ■ Others

Our Offerings

- Jeans
- Shirts
- T-shirts
- Women's wear
- Trousers
- Accessories

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



KKCL
KEWAL KIRAN CLOTHING LIMITED

Growing Distribution Coverage

Widespread Distribution across Channels

EBO

470
(COCO/COFO : 28 , FOFO : 442)

MBO

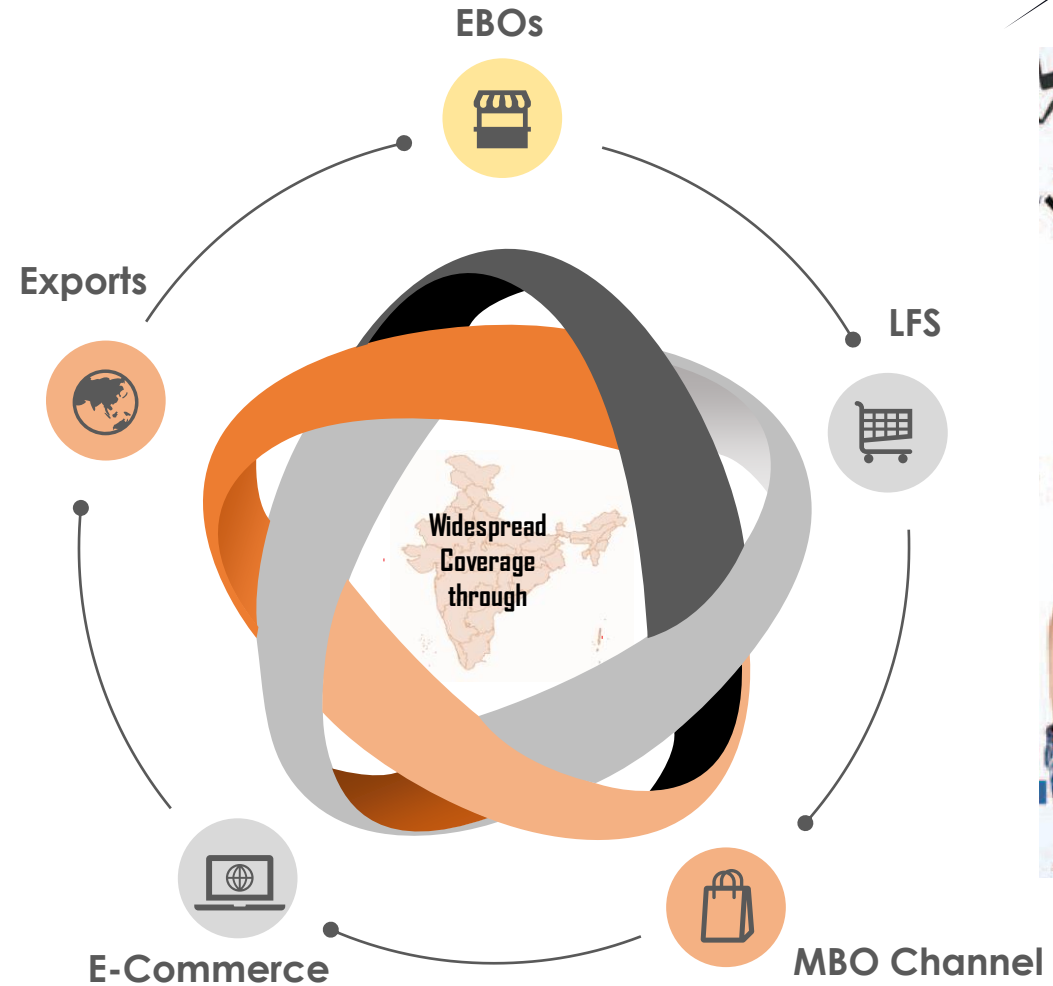
Widespread MBO presence through traditional Distributional Channel : 80+ Distributors covering ~3,000+ MBOs across India

LFS

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

E-Comm

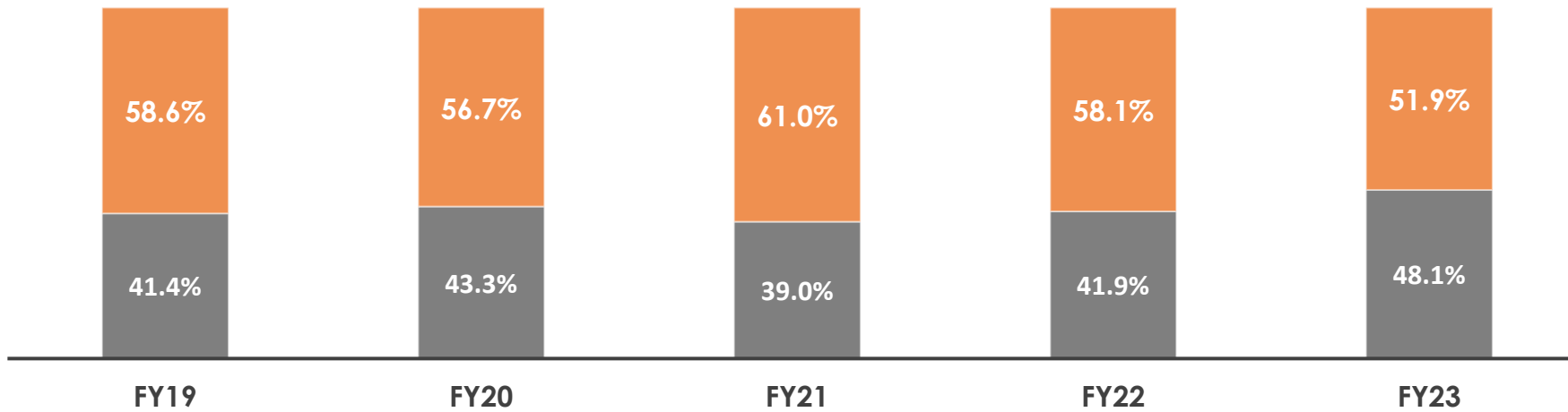
Multiple E-commerce Platform Presence : Flipkart / Amazon



Channel Wise Sales Contribution

Brand recognition driving market **Pull Strategy**

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



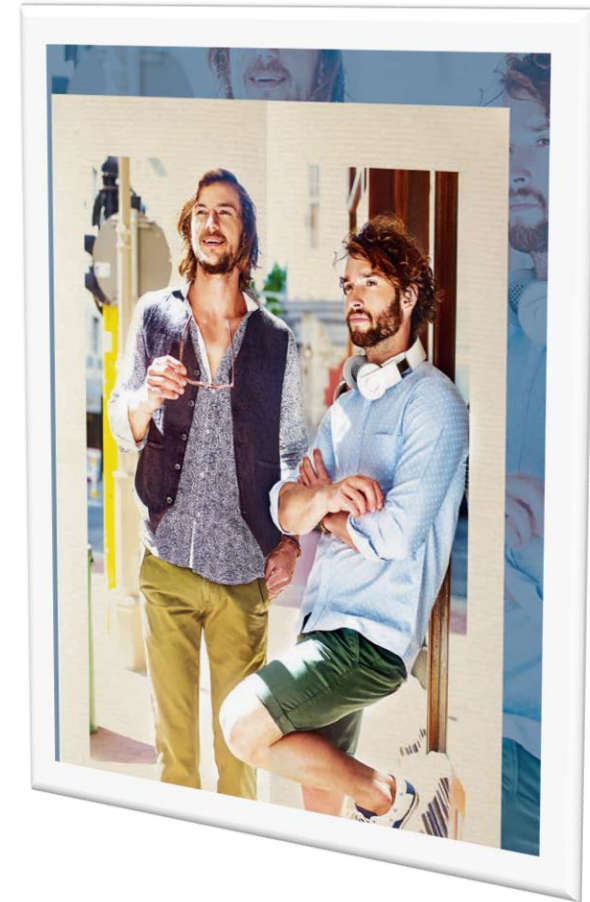
- Retail : EBO / LFS
- Non-Retail : MBO / E-Com / Exports / Factory & Seconds



KKCL : Sustainable Financial Performance

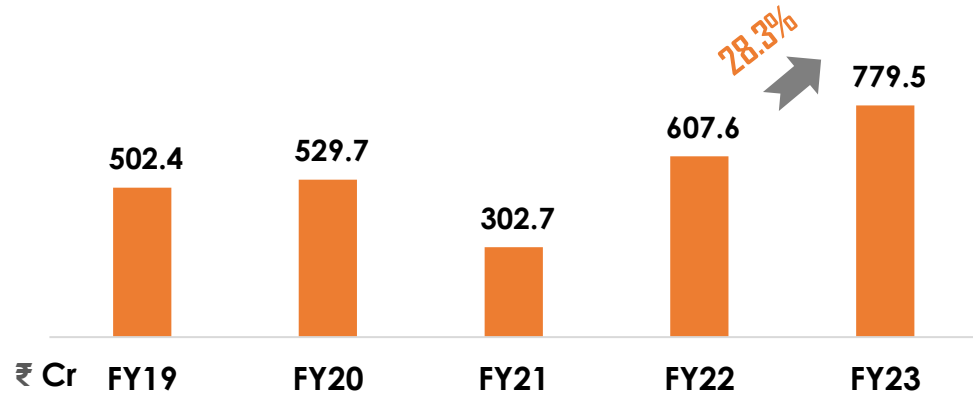


Sales Volume & Realisation

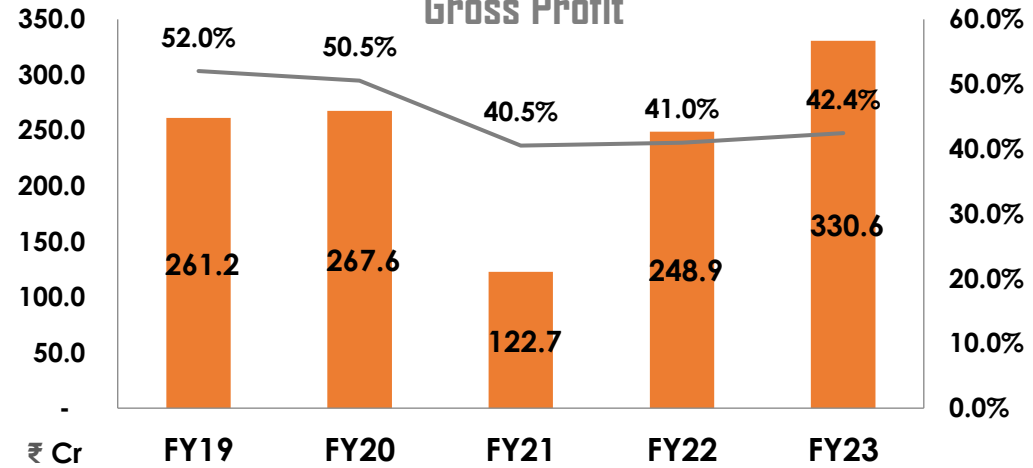


Consistent Robust Financial Performance

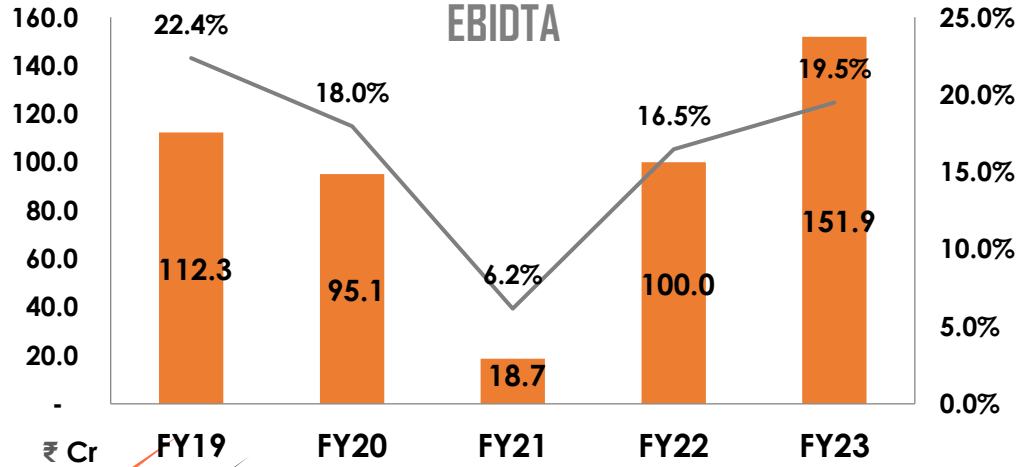
Revenue from Operations



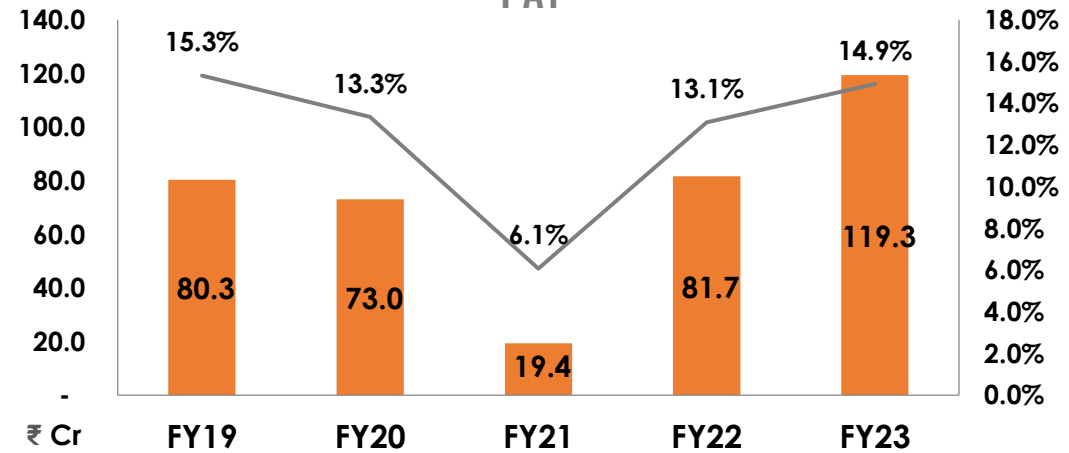
Gross Profit



EBIDTA

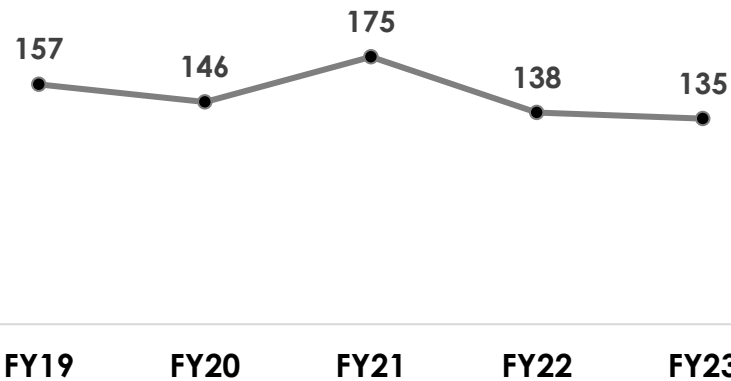


PAT



Consistent Robust Financial Performance (contd.)

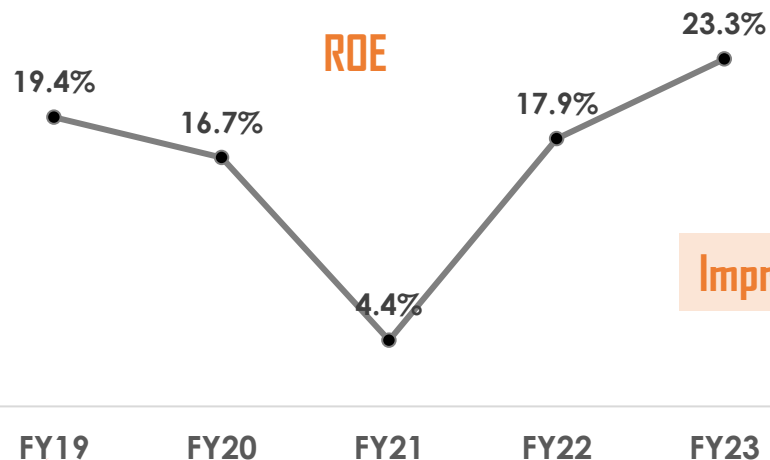
Working Capital Days – Improving Efficiencies



Strong Balance Sheet Strength

Particulars	FY22	FY23	Q2FY24
Cash & Cash Equivalent / Bank Deposits	205.1	181.1	188.2
Investments	137.3	149.4	166.2
Total Debt	76.7	50.8	49.7
Net Cash Position	265.7	279.7	304.7

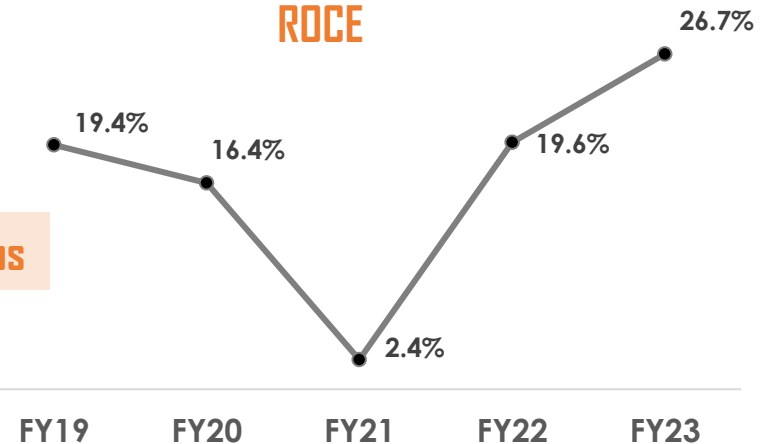
* Investment does not includes investment in Subsidiary & JV



Impressive Return Ratios

ROE : PAT / Average Network

ROCE



ROCE : (EBIT – Bank Charges) / Capital Employed (Network + 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

easies

LAWMAN Pg3

Integrati

DÉSI BELLE



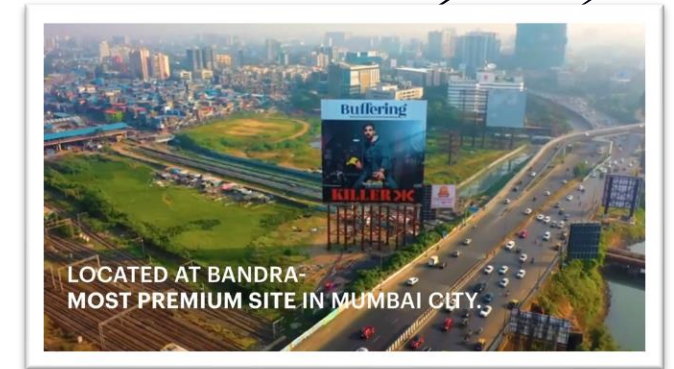
Attitude

Corporate happenings

Glamour

College Festivals

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 Past 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 & India v/s West Indies In-stadium Brand Advertisement
 - Pro Kabaddi League- Season 9 – Team Sponsorships



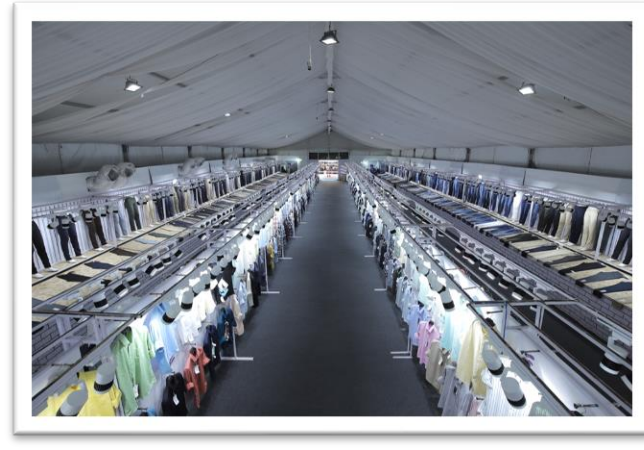
JUNIOR
KILLER X
this is us



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



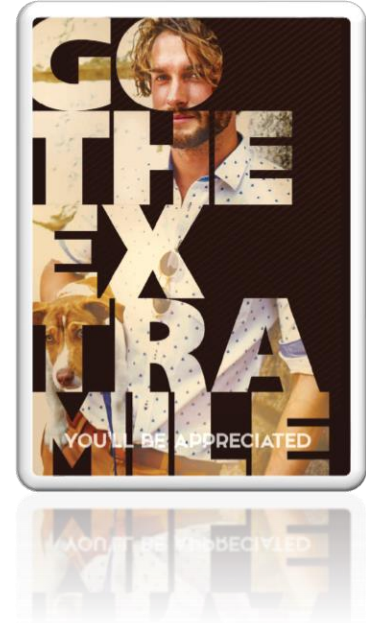
Recent Awards & Accolades



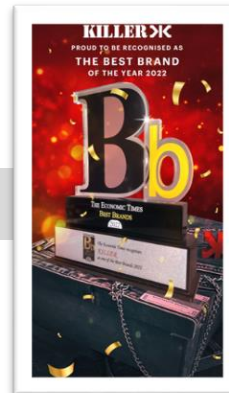
Economic Times : Asian Business Leaders 2022-23



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



Economic Times : Iconic Brands of India 2022

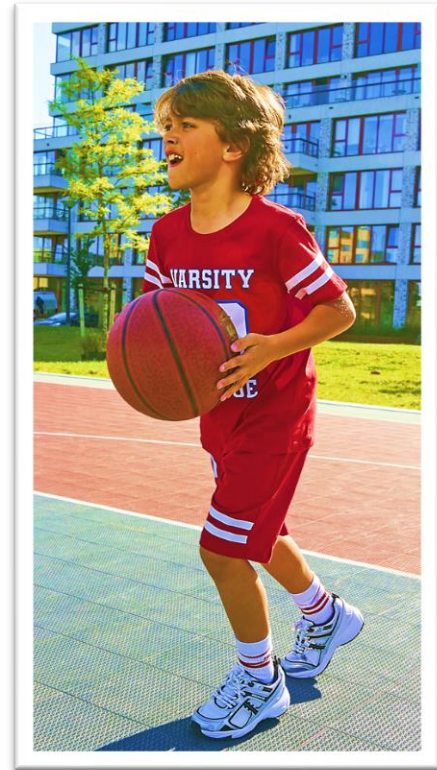


Disclaimer

This presentation has been prepared by Kewal Kiran Clothing Limited (the “**Company**”) solely for information purposes without regard to any specific objectives, financial situations or informational needs of any particular person. By attending the meeting where this presentation is being made or by reading the presentation materials, you agree to be bound by following limitations:

The information in this presentation has been prepared for use in presentations by the Company for information purposes only and does not constitute, or should not be regarded as, or form part of, any offer, invitation, inducement or advertisement to sell or issue, or any solicitation or initiation of any offer to purchase or subscribe for, any securities of the Company in any jurisdiction, including but not limited to India; nor shall it, or the fact of its distribution form the basis of, or be relied on, in connection with, any investment decision or any contract or commitment to purchase or subscribe for any securities of the Company in any jurisdiction, including but not limited to India. This presentation does not constitute a recommendation by the Company or any other party to sell or buy any securities of the Company. This presentation and its contents are not and should not be construed as a “prospectus” or “offer document” (as defined or referred to, as the case may be, under the Companies Act, 2013, as amended) or an “offer document” under the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended. Nothing in this presentation is intended by the Company to be construed as legal, accounting, tax or other advice. This presentation may not be copied, distributed or disseminated, directly or indirectly, in any manner.

This presentation may include statements which may constitute forward-looking statements. These statements include descriptions regarding the intent, belief or current expectations of the Company or its directors and officers with respect to the results of operations and financial condition of the Company. Forward-looking statements are statements concerning future circumstances and results, and any other statements that are not historical facts, sometimes identified by the words including, without limitation “believes”, “expects”, “predicts”, “intends”, “projects”, “plans”, “estimates”, “aims”, “foresees”, “anticipates”, “targets”, and similar expressions. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those specified in such forward-looking statements as a result of various factors and assumptions. The risks and uncertainties relating to these statements include, but are not limited to, (i) fluctuations in earnings, (ii) the Company’s ability to manage growth, (iii) competition, (iv) government policies and regulations, and (v) political, economic, legal and social conditions in India and outside India. The Company does not undertake any obligation to revise or update any forward-looking statement that may be made from time to time by or on behalf of the Company. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any statements or projections made by third parties included in this Presentation are not verified by the Company and the Company is not responsible for such third party statements and projections.



35
years
of dominance

Denim + Fashion

KILLER>K
this is us

LAWMANPg³

easies
- BY KILLER>K -

Integrati



Thank You

KKCL
KEWAL KIRAN CLOTHING LIMITED

460/7, I.B. Patel Road, Kewal Kiran Estate,
Goregaon (East), Mumbai 400063



Investor Relations Advisor

Marathon
We can go the distance

Marathon Capital Advisory Private Limited

Rahul Porwal (99675 76900 / rahul@marathoncapital.in)

Bhavin Ranawat (9819345619 / bhavin@marathoncapital.in)