



RUPA & COMPANY LIMITED

Date: August 12, 2025

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400 001

Ref: NSE Symbol- RUPA / BSE Scrip Code- 533552

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Investor Presentation Q1 FY26

Dear Sir/ Madam,

We are enclosing herewith Investor Presentation on the financial performance of Rupa & Company Limited ('the Company') for the quarter ended June 30, 2025.

The presentation will also be made available on the Company's website www.rupa.co.in.

Kindly take the same on record.

Thanking you.

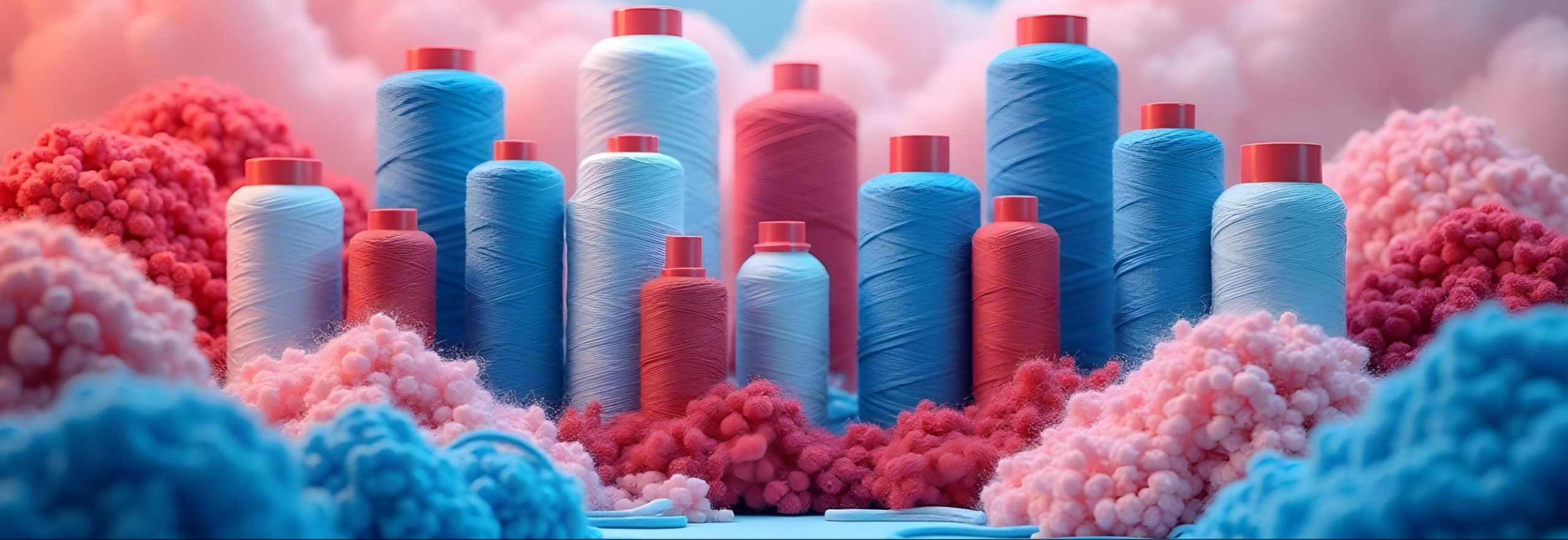
Yours faithfully,
For Rupa & Company Limited

Sumit Jaiswal
Company Secretary & Compliance Officer

Encl.: As Above



FASHIONING INDIA SINCE 1968



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FRONTLINE

MACROMAN

MACROWOMAN

Bumchums

TORRIDO

Softline

EURO

FOOTLINE
SOCKS

THERMOCOT

COLORS
BY RUPA





Q1 FY26 Result Highlights

Commenting on the financial performance Mr. Vikash Agarwal - Whole Time Director, said,

“The Company is navigating through complex industry landscape marked by heightened competitive intensity where price under cutting has been a major factor. The ongoing intense pricing competition in the industry has led to substantial increase of price sensitivity amongst dealers and our strategic decision to maintain prices, impacted topline growth.

Our revenues for the quarter witnessed a degrowth of 13% YoY, primarily reflecting the challenges of operating in the current environment. Despite these headwinds, our Athleisure segment continued its robust momentum, recording an impressive 32% growth in the quarter, reaffirming the strength of our brand positioning and the relevance of our diversified product portfolio.

EBITDA for the quarter has moderated due to higher branding and advertising expenses which stood at Rs. 21 crores, accounting for 11.5% of revenues and under absorption of admin and other expenses. We continue to exercise cost discipline and operational efficiencies to mitigate the said impact. Our continued investments in high-potential channels and product innovation remain central to our growth strategy.

Exports remained a bright spot, delivering 10% growth during the quarter, supported by sustained traction in key international markets. Modern Trade maintained stable momentum, contributing 8% to overall revenue.

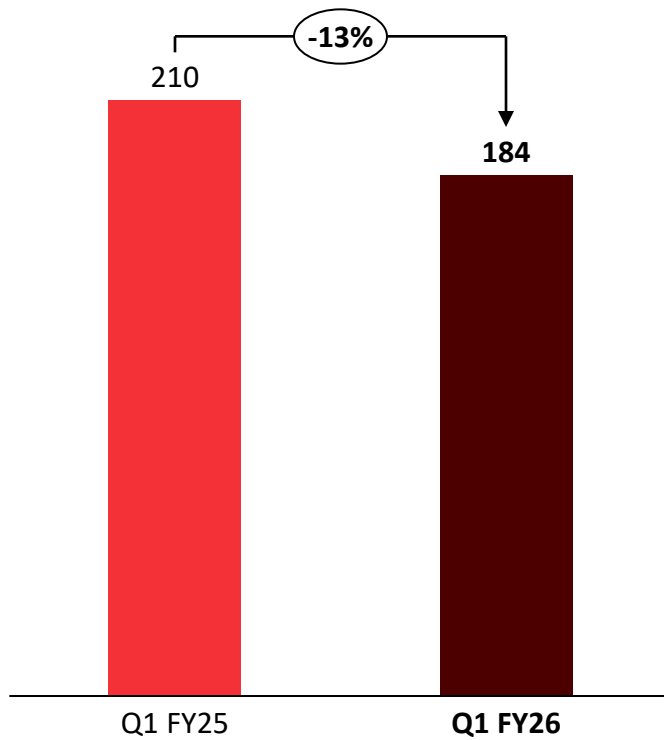
Operational cash flow for the quarter stood at Rs 33 crores. We also have robust net cash and cash equivalents including investments of Rs 53 crores as at 30th June 2025, reflecting prudent working capital management, despite the challenging industry landscape.

We remain confident in our ability to navigate the current market environment, supported by our resilient business model, diversified product mix, and deep distribution network. Looking ahead, our focus will be on accelerating growth in high-potential segments, enhancing operational efficiencies, and continuing to deliver differentiated products that cater to evolving consumer preferences.”

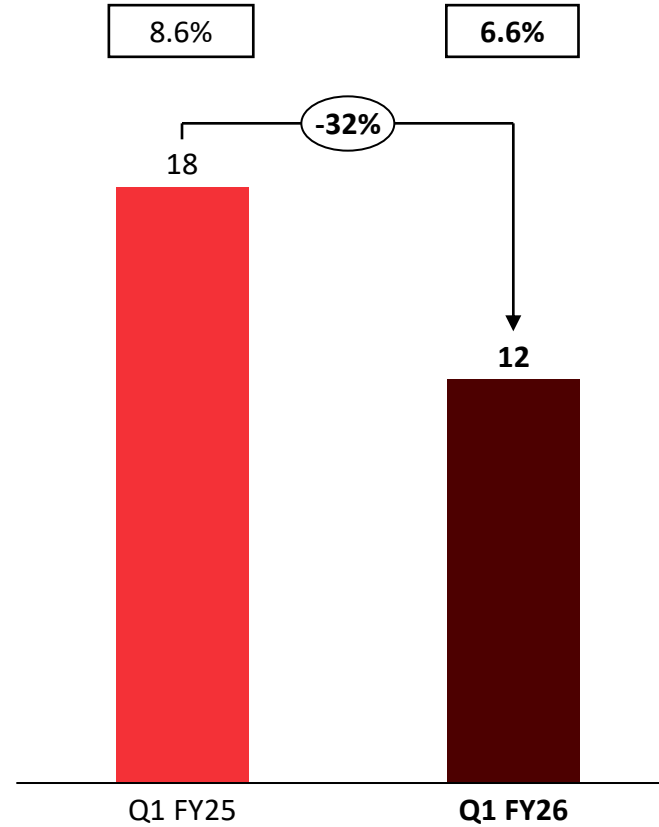
Q1 FY26 financial highlights



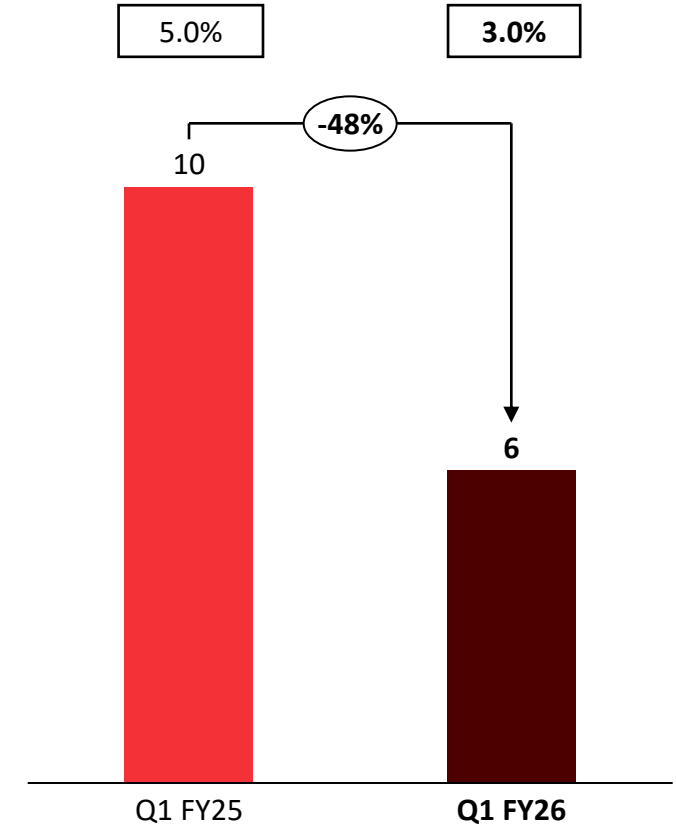
Revenue (Rs. In Cr)



EBITDA (in Rs. Cr)



PAT (in Rs. Cr)



Q1 FY26 performance highlights



Revenues in Q1 FY26 stood at **Rs. 183.9 Cr**; Volume de-grew by 13%



EBITDA for the quarter stood at **Rs. 12.2 Cr**



In Q1 FY26, PAT stood at **Rs. 5.5 Cr**



Robust growth in value terms for Athleisure segment at **32%** in Q1 FY26



Modern Trade contributed **8%** to the revenues in Q1 FY26



Exports contributed **5%** of the revenues in Q1 FY26



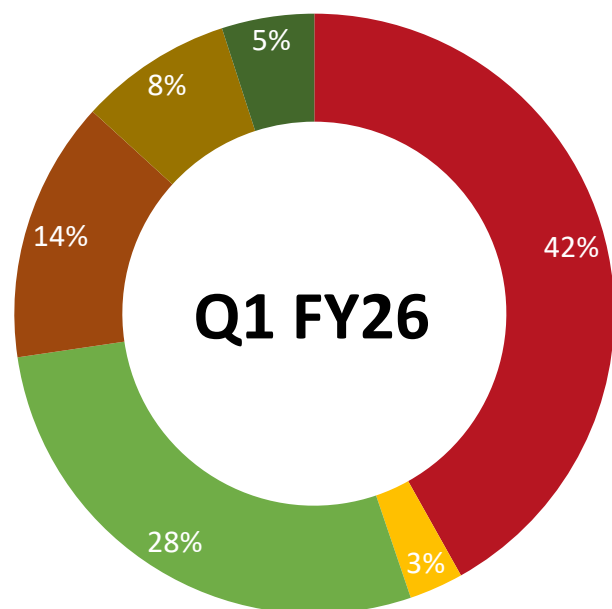
Net Working Capital
June'25: Rs. 763 Cr vs 811 Cr in March'25



Cash Surplus including investments : **Rs. 53 Cr in Q1 FY26 vs 24 Cr in Q4 FY25**

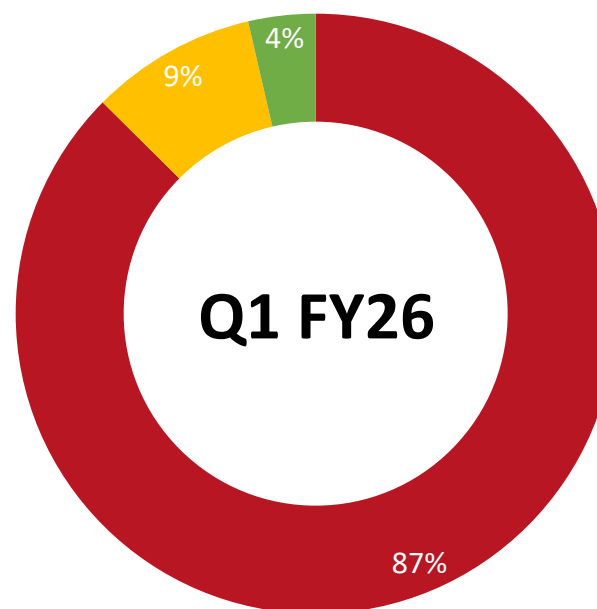
Sales mix – Q1 FY26

Region-wise



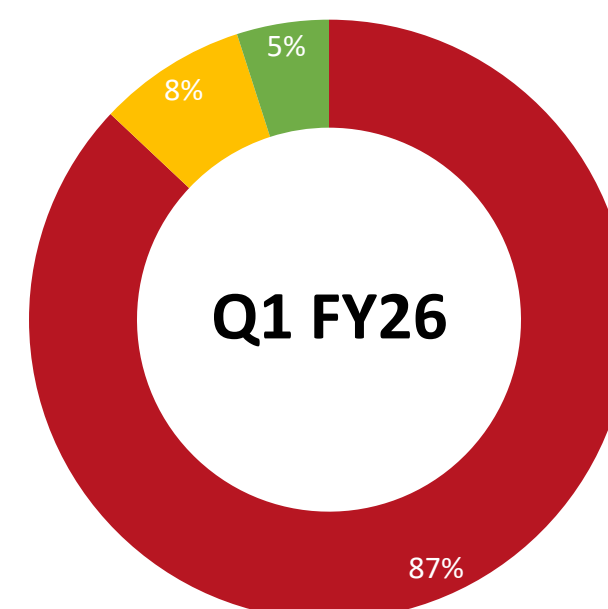
East North South
North East West & Central Overseas

Gender-wise



Men Women Kids

Segment-wise



Domestic Modern Trade Exports

Consolidated profit & loss statement



Particulars (Rs. Cr)	Q1 FY26	Q1 FY25	Y-o-Y%	Q4 FY25	Q-o-Q%	FY25
Revenue from Operations	183.9	210.3	-12.6%	415.5	-55.7%	1239.3
Total Raw Material	45.3	66.4		232.2		576.3
Sub-Contract Expenses	69.2	67.5		73.7		298.3
Gross Profit	69.4	76.4		109.6		364.7
Gross Profit Margin %	37.7%	36.3%		26.4%		29.4%
Employee Expenses	15.5	14.4		15.3		61.1
Other Expenses	41.7	44.0		48.4		173.2
EBITDA	12.2	18.0	-32.2%	45.9	-73.4%	130.4
EBITDA Margin (%)	6.6%	8.6%		11.0%		10.5%
Other Income	5.4	4.7		4.3		17.8
Depreciation	3.7	3.6		3.6		14.5
EBIT	13.9	19.1		46.6		133.7
Finance Cost	4.8	4.8		5.0		20.8
PBT before Exceptional Item	9.1	14.3		41.6		112.9
Exceptional Items	1.6	0.0		0.0		0.0
Profit before Tax	7.5	14.3		41.6		112.9
Tax	2.0	3.8		11.0		29.6
Profit after Tax	5.5	10.5	-47.9%	30.6	-82.1%	83.3
PAT Margin (%)	3.0%	5.0%		7.4%		6.7%
EPS	0.7	1.3		3.8		10.5



#1 undisputed knitwear indian brand...



7,00,000+

Finished goods
pieces per day



1,50,000+

Retail Outlets



9,000+

SKUs



1,500+

Dealers



100+

Registration of
trademark's both
Nationally & Internationally

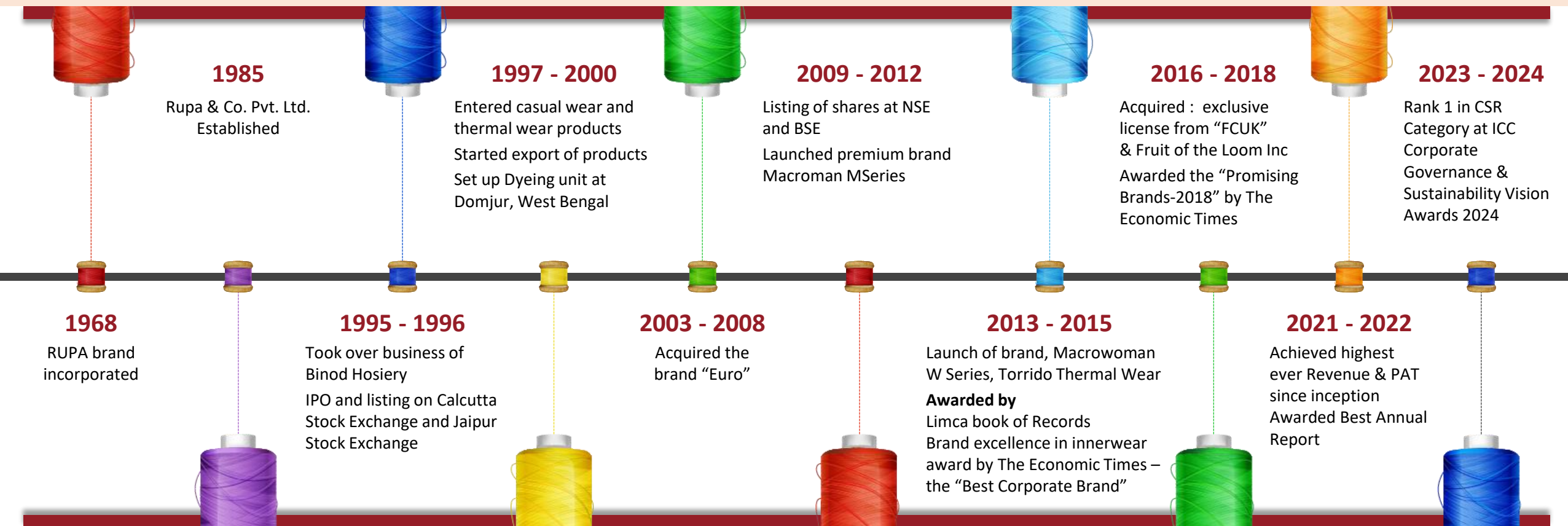


10+

Brands



...with long legacy of delivering excellence



Star studded line-up of brand ambassadors



FRONTLINE

RUPA JON



Softline

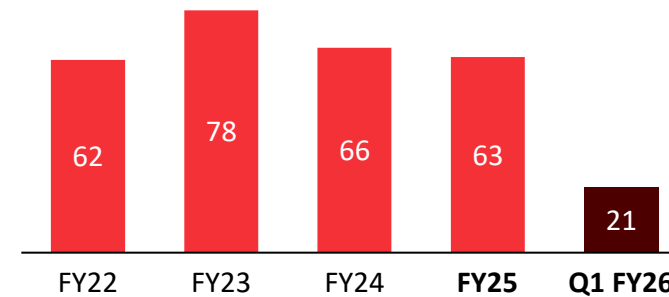
MACROMAN

“

Strong brand recall developed through consistent investment in advertising and brand promotion strategies

”

Brand Development Cost (Rs. Cr)



Advertisement & Branding Expense constitutes ~11.5% of Revenues in Q1 FY26

Awards & accolades



Rank 1 in CSR Category at
ICC Corporate Governance
& Sustainability Vision
Awards 2024



Brand edge Award for Best
Practices - Annual Report
2022 Design



Most Promised Digital
Presence in Retail and
E-commerce at National
Achievers Awards



The Iconic Platinum Award
for best Branded Content
Campaign



Most Trusted Award -2022 in
category of Fashion -
Innerwear and Outerwear

Our prominent leaders...



Mr. Ghanshyam Prasad Agarwala
Vice Chairman



Mr. Prahlad Rai Agarwala
Chairman & Whole Time Director



Mr. Kunj Bihari Agarwal
Managing Director



Mr. Ramesh Agarwal
Whole-time Director



Mr. Mukesh Agarwal
Whole-time Director



Mr. Vikash Agarwal
Whole-time Director



Mr. Rajnish Agarwal
President

..with strong composition of eminent board of directors..



Mr. Ashok Bhandari
Independent Director



Mr. Sumit Malhotra
Independent Director



Mr. Sunil Rewachand Chandiramani
Independent Director



Mr. Joginder Pal Dua
Independent Director



Mr. Arvind Baheti
Independent Director



Mr. Vijay Chibber
Independent Director



Mrs. Mamta Binani
Independent Director

..supported by experienced management team



Mr. Niraj Kabra
Executive Director



Mr. Sumit Khowala
Chief Financial Officer



Mr. Sourav Das
Chief Digital & IT Officer



Mr. Arihant Kumar Baid
VP - Finance



Mr. Sunil Biyani
Head - Exports



Mr. B. K. Singh
GM – Dyeing



Mr. Pronob Mukerji
GM – Marketing, Media



Mr. J. Rajendra Singh
GM– Production



Mr. Randhir Singh Jolly
GM– Modern Trade



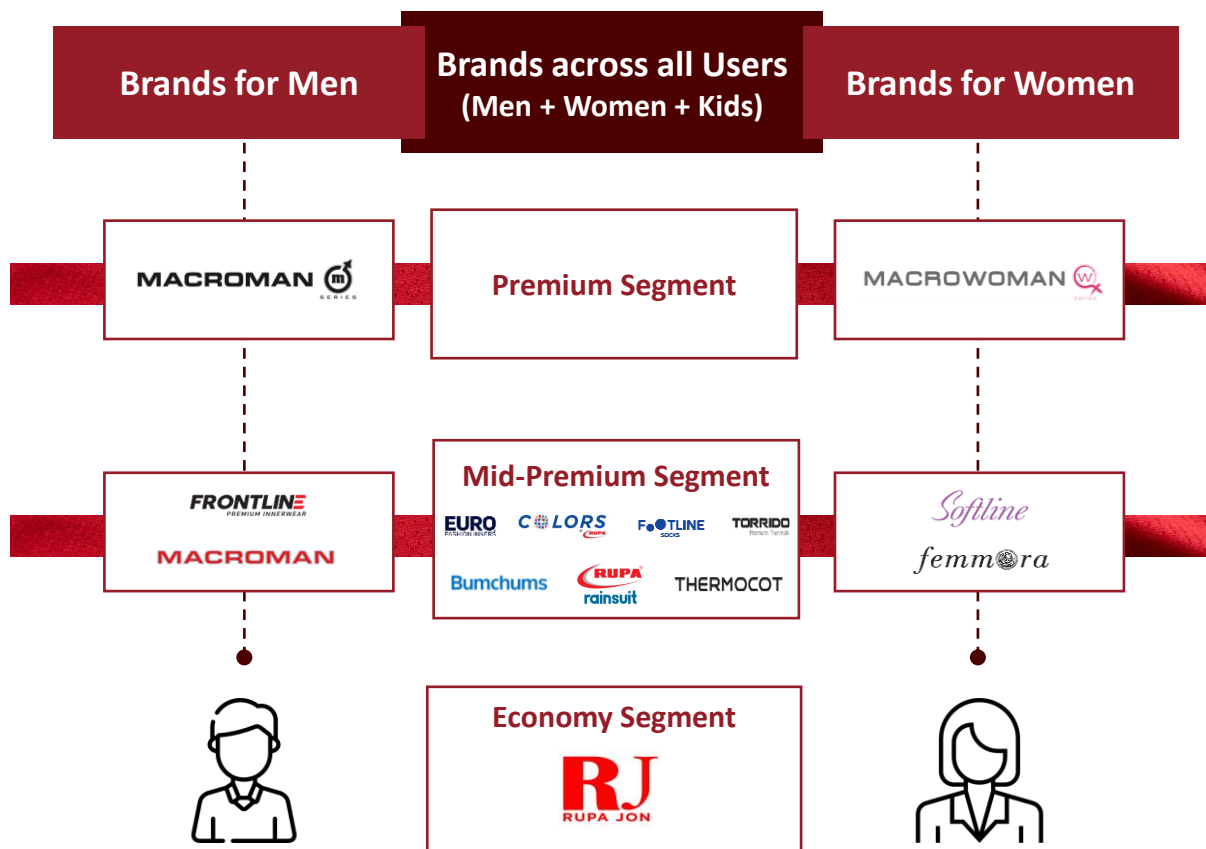
Mr. Sumit Jaiswal
Company Secretary &
Compliance Officer



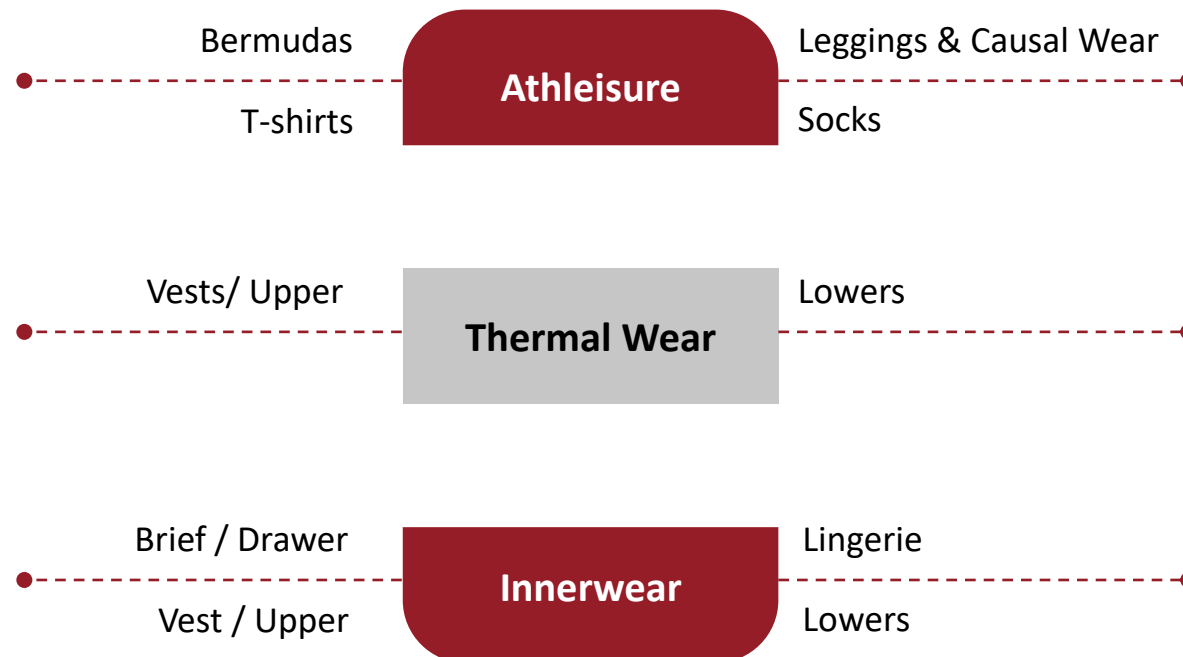
Strategic brand positioning across price segments



Bouquet of Brands across Price Segments

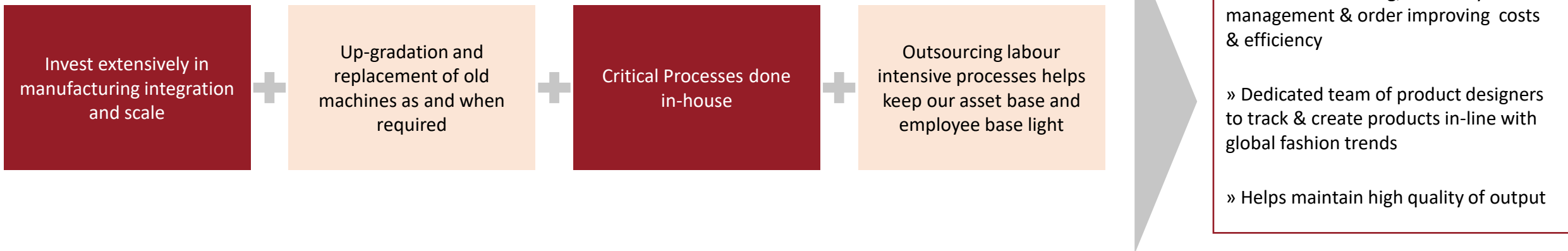
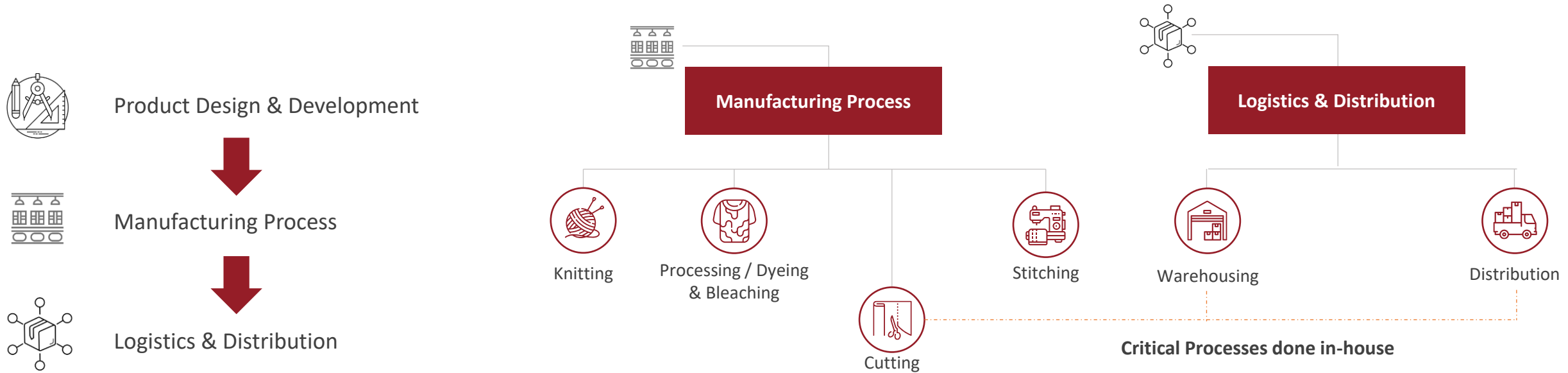


Broad & unparalleled product portfolio



"Rupa overhauls its portfolio compatible with evolving market requirements."

Integrated and efficient manufacturing process



Our state-of-the-art manufacturing facilities



Continuous investment in R&D to produce environment-friendly clothes and minimize carbon footprints



Domjur (West Bengal)



Tirupur (Tamil Nadu)



Bengaluru (Karnataka)



Ghaziabad (NCR)

7,00,000+

Finished Goods per day

9,000+

SKUs

3 tons/day

Yarn Dyeing

25 tons/day

Fabric Dyeing

» **Knitting:** State of the Art Knitting process done at our manufacturing plants

» **Dyeing:** Best in class technology for dyeing and bleaching to maintain competitive quality standards

» **Cutting:** CNC and CAD technology is adopted to have accuracy in design and consistency in quality and quantity with minimum use of labour

» **Stitching:** Specification and technical know-how support provided to all vendors to have consistency in quality



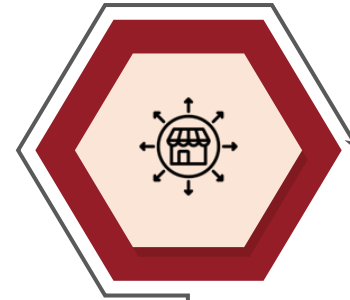
Recent strategic initiatives



**Focus on high margin
business**



**Rapid expansion in
high potential areas**



**Investing & expanding
modern trade network**



**Focus on exports in
new emerging markets**

1. Focus on high margin business (1/2)



- One of the Largest Premium Brand of Innerwear, Leisurewear, Sportswear, Activewear & Athleisure, for Men & Women
- **Macroman M-Series** and **Macrowoman W-Series** have top notch fabrics, are styled by cutting edge designers & available in a variety of colors and pattern
- Launched gold collection series under **M-signature** brand in collaboration with famous fashion designer **Rohit Bal**



1. Focus on high margin business (2/2)



- Pioneering Premium Leggings, Lingerie and Outerwear brand with a huge range of wardrobe essentials.
- **Softline** aims to make 'comfortable' the new fashion statement. '**Softline**' has always pushed the envelope in terms of innovation, variety and comfort.
- Brands mantra 'Effortless You', communicates exactly to reach out to the primary consumer base offering over 250+ colors for all sizes.



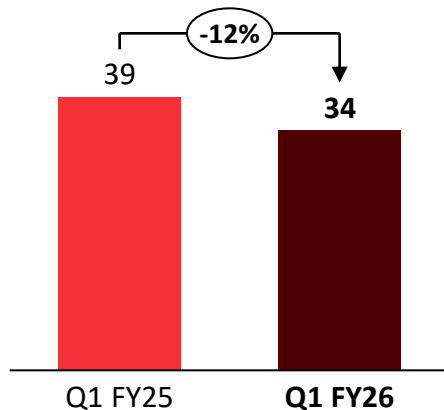
- Bumchums range of T-shirts, Bermudas, Tracks and Muscle.
- High Growth Potential in health and lifestyle focused Active wear segment. Industry has grown by ~13% CAGR since 2011



- Exquisite range of thermal wear, knitted on hi-tech machines to give a perfect and warm fit .
- Available in exciting colours, trendy styles, it is ideal for every member of the family
- Ideal companion during winter months. Now, you can stay warm and stylish in winters.
- a perfect blend of Cotton and Polyester suitable for lowest temperatures

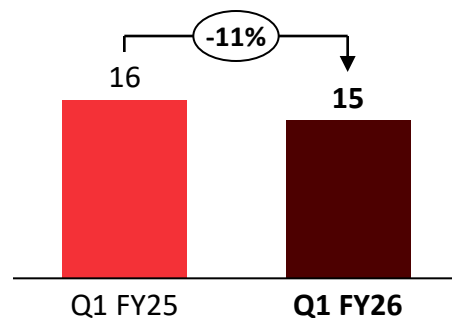
2. Rapid expansion in high potential areas

X-Factor Areas



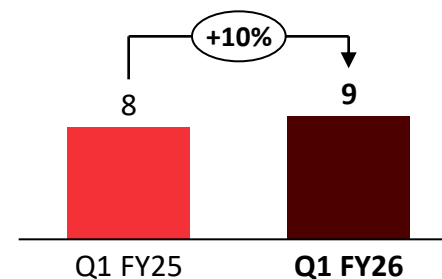
West Bengal, Maharashtra [Ex Mumbai Pune], Gujarat, MP, Chattisgarh, Western UP, Uttarakhand, Haryana, HP, Punjab, Tamil Nadu, Andhra Pradesh & Kerala. Key focus on building complete eco system of team marketing, retail & distribution network

Modern Trade



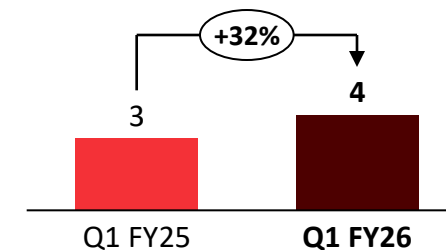
Focus on e-commerce via partnerships with Amazon, Flipkart. Drive direct sales through own website. Select LFS play and focus on EBO expansion

Exports



International business is seeing substantially improved traction, and we expect the momentum to continue with focus on Middle East, Bangladesh, Africa & Russia

Govt. Business



CSD & CPC offers great opportunity. Introduction of new product will drive volume

3. Investing & expanding modern trade network

Modern Retail Trade



Current store count: 1500+

Strategy

- Increase Brand Footprints across all brands creating special product line more relevant for Modern Trade
- Improve on time order serviceability to avoid revenue loss
- Create a robust, tech driven warehouse infrastructure

Future Plan

To double the store count in Regional & Value Large Format stores. Major Focus on Southern India states.

To increase brand presence across 1000+ point of sales in next 1 years

Online Apps & Portals



Presence on all e-commerce sites

Strategy

- To leverage & grow in quick commerce
- To develop our D2c business through our Online Brand stores
- Develop a robust tech-based warehouse infrastructure to support Pure Play Marketplace business Model



Future Plan

To launch Rupa in the global online market Amazon.com

Develop Omni channel business

ROI driven AD campaigns & content marketing on ecommerce portals

To start D2C business across all e-commerce platforms.

Develop merchandise more suited for e-commerce.

4. Focus on exports and new markets

UAE | SAUDI ARABIA | KUWAIT | ALEGRIA | INDONESIA | NIGERIA | CONGO | USA | SINGAPORE and many more



FY25 Revenue
Rs. 31 crores



“Weaving together a sustainable future”



Vision

To be one of the most loved knitwear and apparel brands in India; commended for responsible manufacturing and delivering superior customer experience with the best pricing.

Rupa endeavors to responsibly manufacture products through responsible procurement, innovations in technology, effective utilization of resources and minimum impact on the planet.

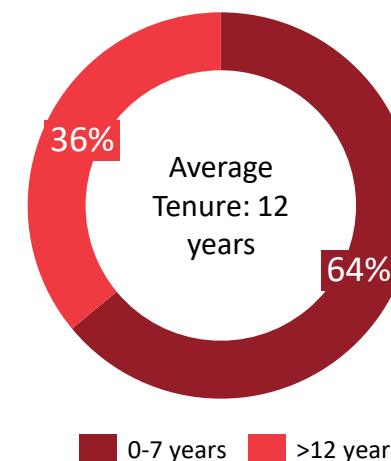


Mission

Responsible Governance

- Active oversight from Board of Directors and dedicated Board level CSR Committee for overseeing ESG risks
- Corporate Social Responsibility embedded in our Values
- Fosters a culture of honesty, integrity and accountability
- Zero tolerance for corruption & bribery
- The Board comprises of five sub committees
- 50% of the directors on the Board are Independent Directors
- Average age of Board is 62 years
- Majority independence in the Audit Committee and all members of the Nomination and Remuneration Committee are independent
- Business strategy is based on the principles of stakeholder inclusion and sustainability context
- Endeavor to leverage human and capital resources to translate opportunities into reality, create awareness of corporate vision and spark entrepreneurship at all levels
- Committed towards enhanced transparency in ESG disclosure

Board Tenure



Board Experience



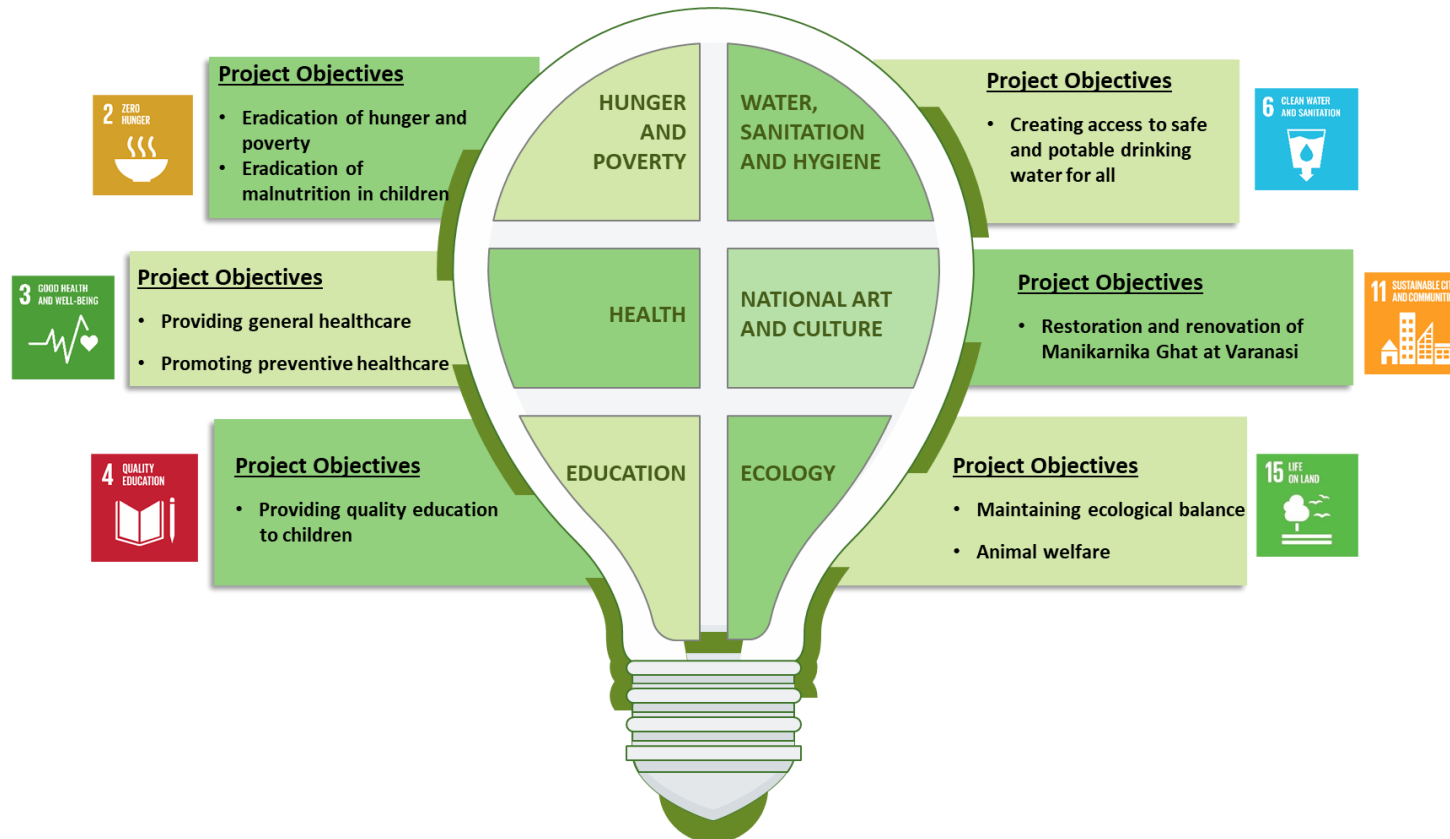
Number of Directors

Strengthening our communities

Rupa & Company Limited operates with a strong belief that giving back to the society and contributing towards its sustainable development is every organization's responsibility. The Company and its people are committed to society, ecology and environment.

Key highlights

Our Six CSR Focus Areas



CSR spent for FY 2024-25:
INR 2.70 Crores



480+ water kiosks installed
throughout the streets of
Kolkata

Glimpses of our CSR activities



Medical and healthcare facility under construction



Offering general preventative healthcare



Provision of mid-day meals



Cancer awareness & detection camp in collaboration with Indian Cancer Society



Animal welfare



Women empowerment



Supporting education



Foundation laid for New Girl's School



Drinking water facility



Computer education



Eye check-up camp

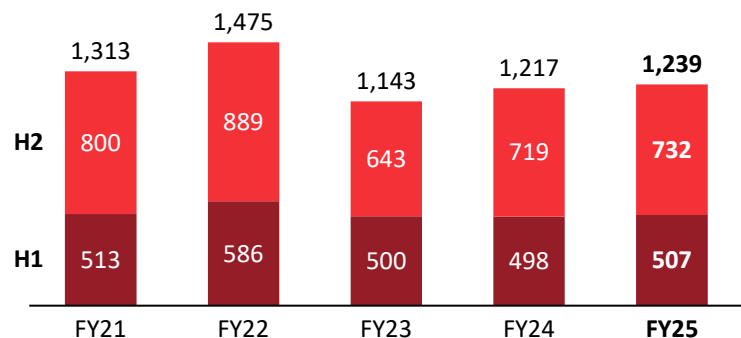


Food distribution programmes

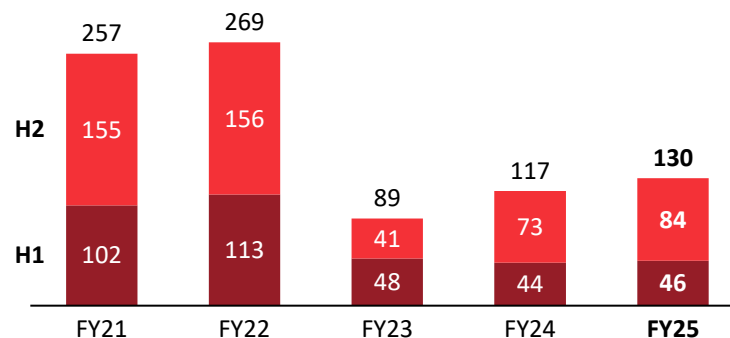


Historical profit & loss highlights

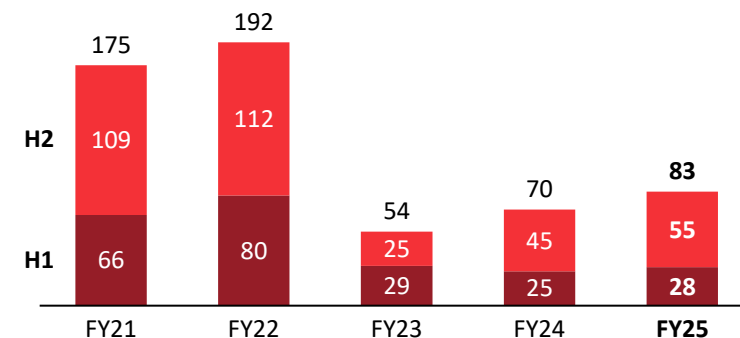
Revenue (Rs. In Cr)



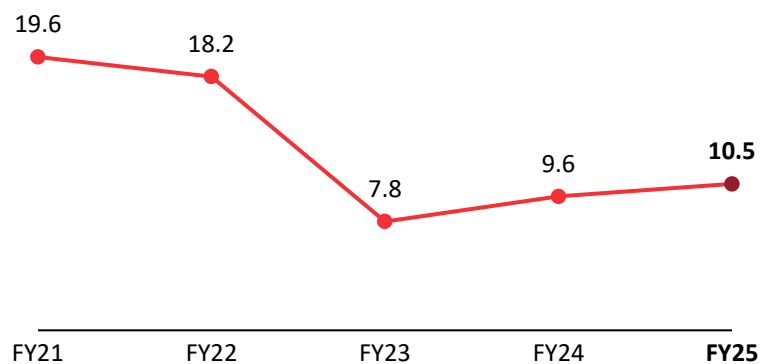
EBITDA (Rs. In Cr)



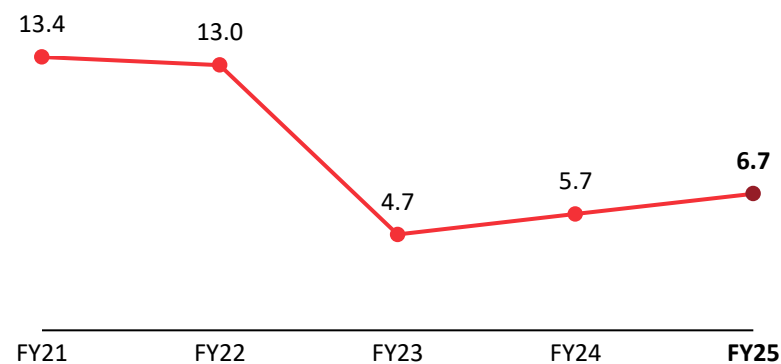
PAT (Rs. In Cr)



EBITDA Margins (%)

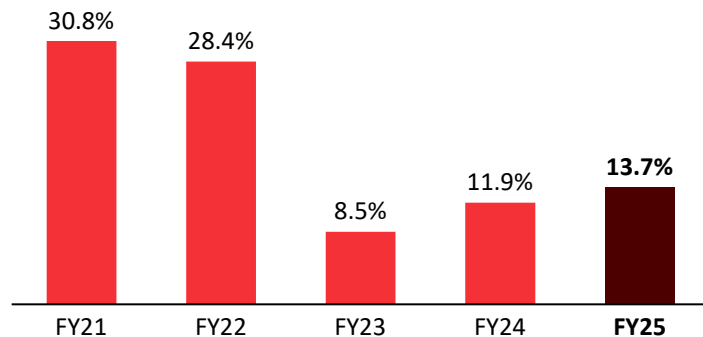


PAT Margins (%)

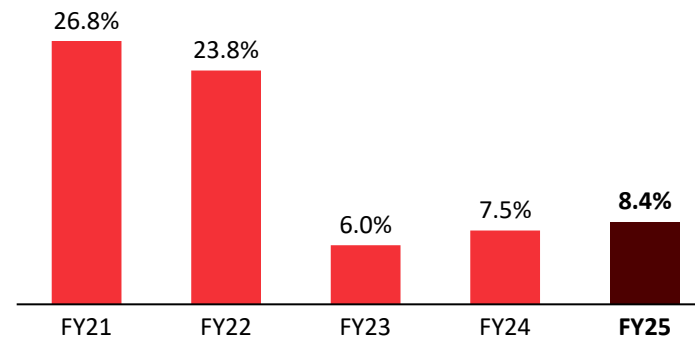


Key financial ratios

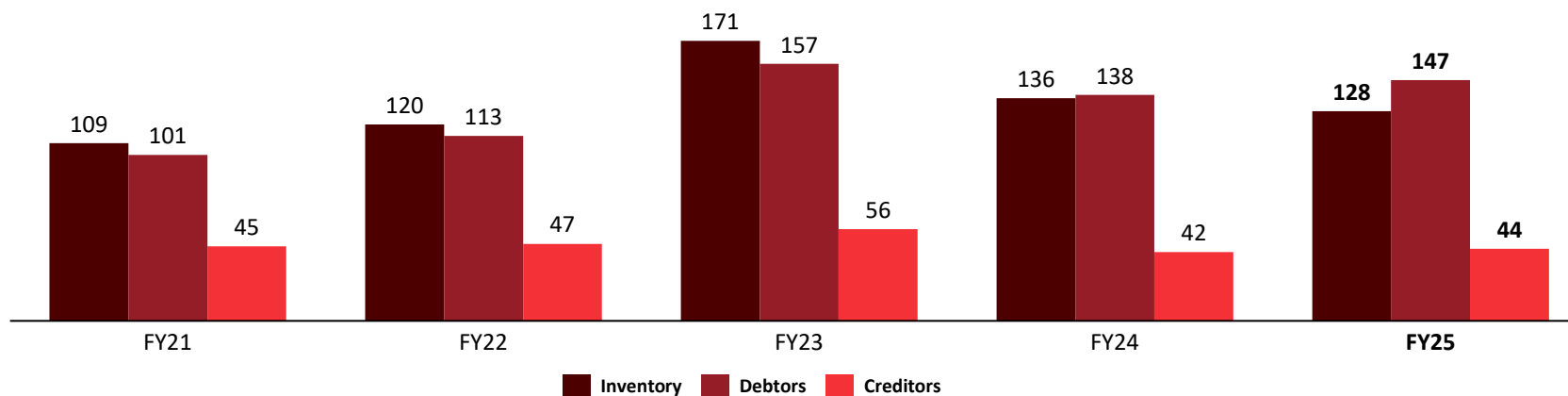
ROCE (%)



ROE (%)



Working Capital Days



Sharing profits consistently



Mark of gratitude to our shareholders during the pandemic: **Special Dividend of Rs. 2/- per equity share**

Consistently sharing the profits in the form of dividend

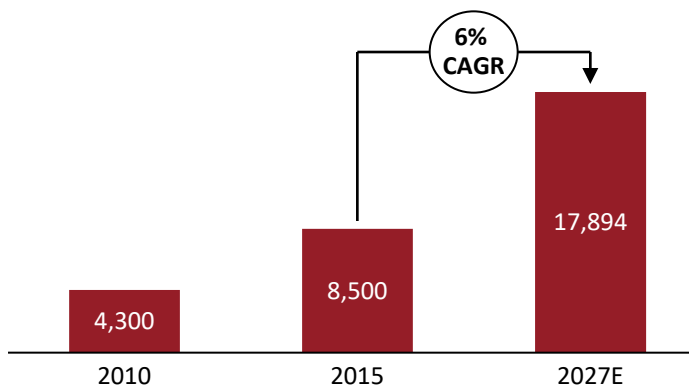


Key Takeaways

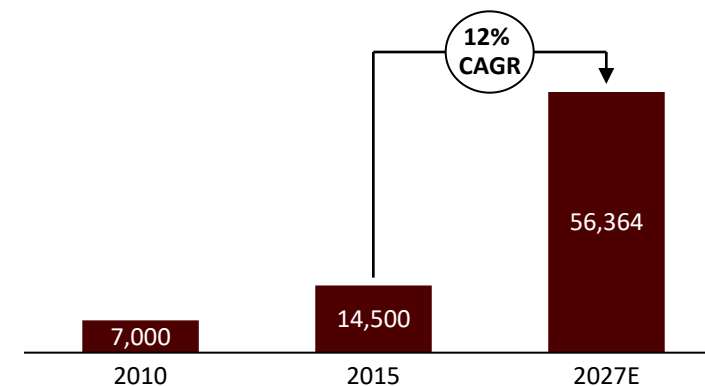
Huge industry potential



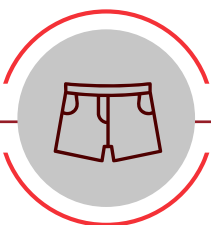
Men's Innerwear Market



Women's Innerwear Market



Key Growth Triggers



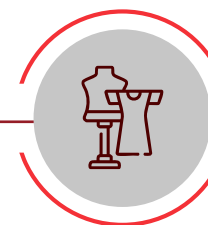
Emergence of purpose-specific innerwear (sporty, casual, fashionable) widening the Market



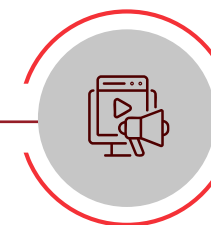
Increasing income levels and high spending power



Growth in penetration of organized retail



Changing Fashion Trends



Increasing penetration of electronic media leading to branded products



Diversifies product offering across demographics & price segments

Wide bouquet of brands with strong brand recall developed through consistent investment in ad spends

Efficient business model with key focus on value addition, quality control & product differentiation

Focused approach on growth & margin improvement to generate value

Consistent Dividend track record

Company:



Rupa & Company Ltd.

CIN: L17299WB1985PLC038517

Mr. Sumit Khowala, Chief Financial Officer
sumit.khowala@rupa.co.in

Investor Relation Advisors:



MUFG Intime India Private Limited

A part of MUFG Corporate Markets,
a division of MUFG Pension & Market Services

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Mr. Sumeet Khaitan
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For meeting request – [Click here](#)

Thank You

