



Investor Update – Q4 FY15 / FY15
(April 2014 – March 2015)

FASHION

Retail Brands
Distribution Investments

Business Highlights – Q4 FY15

- ❖ Total income from operations of ₹801 cr for Q4 FY15, a 11.4% growth over Q4 FY14
- ❖ Reported SSGs of 3.2% in retail and 5.4% in Central
- ❖ Reported EBITDA margins of 8.6% in Q4 FY15 compared to 9.4% in Q4 FY14
- ❖ During the quarter, added brand outlets for aLL, Lee Cooper and others resulting in a total space of 4.90 million as of 31st March 2015

Business Highlights – 12M FY15

- ❖ Total income from operations of ₹3,134 cr for FY15, a 14.2% growth over FY14
- ❖ EBITDA margins of 10.5% in FY15 compared to 10.6% in FY14
- ❖ During the FY15, **added 0.71 million sq ft** of gross retail space which included **5 Central, 4 Brand Factory ,12 aLL, 4 Planet Sports and 63 other outlets**

Other Financial Highlights

- ❖ During the year, FLF sold 31.5% stake in Celio Future Fashion Limited for ₹75 cr
- ❖ During the year, the Company raised ₹300 cr through preferential allotment routed through PremjiInvest (₹125 cr) and Promoters (₹175 cr) was utilized for debt repayment

Media campaigns and associations for brand promotion

- ❖ Jealous 21 tied up with a women’s biking group called The Bikerni to create the Butt Out Brigade
- ❖ The Butt Out Brigade rode around Bangalore to raise awareness about gender discrimination and to mark Women’s Day



- ❖ Manchester United held a contest wherein customers would have to buy merchandise and answer 3 questions to get a chance to win tickets to watch ManUtd vs Arsenal at Old Trafford on 13th May, 2015

Media campaigns



Media campaigns

URBAN YOGA
FASHION FOR YOUR SOUL

To find a store near you text UY <space> first 3 letters of the city > to 54242.
Example for Urban Yoga in Bangalore type UY<space> <BAN> to 54242

Available at: **CENTRAL**

www.urbanyoga.in | /urbanyogapage | @urbanyoga_in

#WHAT'S YOUR TOMORROW?
The change starts today. Take charge.

Lee Cooper
SINCE 1906

Like us on @leecoopertailor to take charge of your tomorrow and win exciting Lee Cooper merchandise.

Exclusive Stores in Bengaluru | Bikaner | Jaipur
Mangalore | Mumbai | Pune | Sikar | Sri Ganganagar

Brand available at: **CENTRAL** | **Style** | **Cambridge** | **Swastika** | **Swastika** | **Swastika**

CLASSIC DENIM
Collection
SPRING SUMMER '15

all
the plus size store

SIZE: MEN'S TOP WEAR STARTS FROM 44-54 CMS AND BOTTOM WEAR 40"-50" | WOMEN'S TOP WEAR STARTS FROM 36"-48" AND BOTTOM WEAR 34"-44"

Brand also available at: **CENTRAL** | /allthepusizestore | www.allonlinestore.in

Central Launches Fashion Fridays

PLEASE BLOCK YOUR DATE 20TH MARCH

DISCOVER YOUR STYLE THIS FRIDAY FROM
 BOTANICAL PRINT SHIRTS | DISTRESSED DENIMS | NEON LINGERIE
 ANIMAL MOTIF KURTI | SKATER DRESS & MANY MORE

ff

FASHION FRIDAYS

CELEBRATE 100 NEW STYLES EVERY FRIDAY

CENTRAL BRAND.NE.W

WHAT'S NEW THIS FRIDAY "FASHION JACKETS"

CHECK OUT THE LATEST IN FASHION JACKETS. IT LOOKS MODERN & CHIC ON DRESSES, CHINOS, DENIM SHORTS, EMBELLISHED TOPS TEAMED WITH WAYFARERS, BRIGHT HUED TOTES, SNEAKERS OR STILETTOS

- 3/4TH BEIGE JACKETS**
STARTING FROM ₹1999
- ZIPPER BLUE JACKET**
STARTING FROM ₹2299
- LACE JACKET**
STARTING FROM ₹2299
- LIME PASTEL WONDER**
STARTING FROM ₹1899
- RED STRUCK LONG SLEEVES**
STARTING FROM ₹2099

BRANDS AVAILABLE: ONLY VERO MODA, KAZO

ff FASHION FRIDAYS
CELEBRATE 100 NEW STYLES EVERY FRIDAY

Retail Presence

- ❖ Operates 4.90 million square feet of retail space across fashion formats (including EBOs)
 - Gross space addition for FY 15 was ~0.71 million sq ft

New Store Openings

- ❖ During FY15, 88 stores were added across formats with 5 Central, 4 Brand Factory, 12 aLL and 4 Planet Sport stores along with other brand outlets

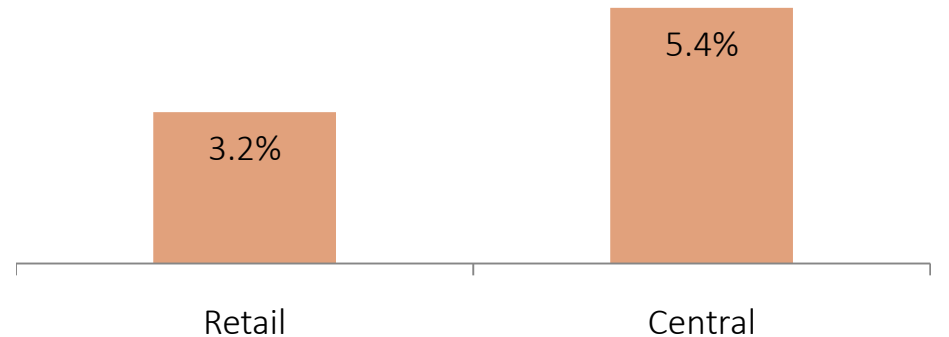
Other Highlights

- ❖ Central launched 'Fashion Friday', celebrating 100 new style every Friday
- ❖ Brand Factory launched the Denim Deals and Shirts Fest during the quarter which boosted walk-ins and sales

Store Network as of 31st March 2015		
Format	# of stores	Retail space (mn sq ft)
Central	29	3.06
Brand Factory	39	1.32
aLL	45	0.06
Planet Sports & Other	60	0.19
EBOs and Others	185	0.27
Grand Total	358	4.90

Planet Sports and Other includes Converse, Skechers and other sportswear formats
 EBO and Others includes franchise, *I am In*, BARE and Lee Cooper brand stores.

SSGs (%) for Q4 FY15



Income Statement (₹ cr.) Particulars	Quarter ended		Year ended	
	Q4 FY14	Q4 FY15	FY14	FY15
Net Sales	701	783	2,661	3,064
Other Operating Income	19	18	83	70
Total Income from Operations	720	801	2,744	3,134
COGS	447	502	1,697	1,919
Gross Profit	272	299	1,047	1,215
Gross Margin %	37.8%	37.4%	38.2%	38.8%
Employee Benefits Expense	38	44	129	169
Rent including Lease Rental	78	92	292	346
Other Expenditures	88	94	334	369
Total Expenditure	204	230	755	884
EBITDA	68	69	292	330
EBITDA Margin %	9.4%	8.6%	10.6%	10.5%
Other Income	0	8	296	22
<i>Other Income</i>	<i>0</i>	<i>3</i>	<i>2</i>	<i>8</i>
<i>Profit from sale of investment</i>	<i>0</i>	<i>5</i>	<i>330</i>	<i>14</i>
<i>Service Tax Liability</i>	<i>0</i>	<i>0</i>	<i>36</i>	<i>0</i>
Depreciation	302	35	385	170
EBIT	-234	42	203	182
Finance Costs	39	37	163	158
PBT	-273	5	40	23
Exceptional Items	-6	0	-6	0
Tax expense	-92	-1	11	5
Net profit	-187	6	23	19

- ❖ In Q4FY15, the company report ₹5cr profit from the sale of 14.7% stake Celio Future Fashion
- ❖ During Q4FY14, the company provided depreciation on the basis of estimate useful life of the fixed assets instead of rates prescribed in schedule XIV of Companies Act. Accordingly extra depreciation of ₹270 cr has been provided in the quarter.

Note: Standalone results do not include investee companies.

Balance Sheet (₹ cr.)	As of	As of
Particulars	31-Mar-14	31-Mar-15
Total - Shareholders' Funds	1,291	1,570
Compulsory Convertible Debentures		30
Non-Current Liabilities		
Long-Term Borrowings	1,264	1,048
Deferred Tax Liability (Net)	64	65
Other Long Term Liability	252	66
Long-Term Provisions	5	7
Total - Non Current Liabilities	1,586	1,186
Current Liabilities		
Short-Term Borrowings	78	72
Trade Payables	835	829
Other Current Liabilities	142	252
Short Term Provisions	8	10
Total - Current Liabilities	1,063	1,163
TOTAL - EQUITY AND LIABILITIES	3,940	3,949
Assets		
Fixed Assets	1,339	1,474
Long-Term Loans and Advances	329	306
Total - Non Current Assets	1,668	1,780
Current Assets		
Current Investment	379	344
Inventories	1,024	1,173
Trade Receivables	263	269
Cash and Bank Balances	271	60
Short-Term Loans and Advances	267	285
Other Current Assets	68	38
Total -Current Assets	2,272	2,169
TOTAL - ASSETS	3,940	3,949

- ❖ ₹30cr CCDs were allotted to a promoter company as part of the preferential placement. These CCDs were converted into 32,96,700 equity shares on 1st April 2015
- ❖ Proceeds of ₹300cr from preferential allotment were used for debt repayment
- ❖ Other Long Term Liability includes ₹200cr Debenture Application Money in FY14

Note: Standalone results do not include investee companies.

Thank You

Disclaimer:

This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized.

The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events.

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