

## RESULTS PRESENTATION

## QUARTER ENDED DECEMBER 31, 2016

raymond

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Market Overview

## Market Overview




- Slowdown observed Nov \& Dec, 2-wheelers de-grew by $13 \%$ due to high proportion of cash deals, Commercial Vehicles de-grew by 8\%, whereas Personal Vehicles remained stagnant
- Replacement demand stalled due to cash crunch
- Demand of cars in luxury, sedans \& SUVs impacted most, with impact expected in long term


## Business initiatives undertaken during the quarter

## MoU with Khadi Village Industries Commission



- Partnered with KVIC to introduce a new line of clothing under the brand "Khadi by Raymond"
- Products will be available at KVIC and Raymond outlets across the country
- Raymond to provide technical and design expertise to Khadi manufacturing clusters for crafting readymade garments for its apparel brands
- The association will add an incremental employment for spinners and weavers

Revamped RaymondNext.com
SHOP BY OCCASION
inspiring stybes for gighy story


- All Brands in One Location
- 3,500 options available across brands
- Curated Age based Content
- Selling Look \& not just Garments
- Shop the Look in a Click
- Clear \& defined policy for return/exchange

Highlights
raymond

## Consolidated Financial Highlights



## Consolidated Financial Highlights

- Consolidated revenues:
$\checkmark$ Branded textile segment:
$>$ Declined mainly due to lower sales volume on account of demand contraction
$>$ Wholesale and MBO channels effected most due to cash crunch
$\checkmark$ Branded Apparel segment: Grew with single digit growth rate as growth bounced back driven by retail apparel growth
$\checkmark$ Demand generation initiatives such as digital wallets, CRM programs and dealer engagement driving revenues
- Gross margin improved by $0.8 \%$ to $46 \%$ despite pressure on input cost and statutory levies
- EBITDA impacted mainly due to reduction in textile sales volume
- Cost optimization initiatives undertaken for A\&SP cost and discretionary spends
- Working capital: Realised collections in time, renegotiated with vendors for credit period extension
- Positive free cash flow during the quarter driven by cost optimization and working capital management


## Cash crunch in the market affected the demand during the quarter

Monthly Y-o-Y consolidated sales growth for Q3


- Textiles segment sales lower by $11 \%$ due to demand contraction in the business channels
- Branded Apparels Segment grew only by $6 \%$ vs the momentum of $16-18 \%$ of last nine quarters
- Traditional channels of trade in Textiles and Apparels most affected
- Cash crunch having a deeper impact on consumer spends in Tier 3,4,5 towns where sales driven by the traditional channels and $58 \%$ of our TRS stores
- In Tools \& Hardware segment, sales contracted by $19 \%$ due to the contraction in demand in domestic market


## Initiatives taken to create demand and mitigate cash crunch

- Digital Wallets

100\% rollout of Paytm, Jio Money
\& Mobikwik across owned stores

- Cash Back offers and payment by cheque facility extended in stores
- Pay As u Wish Campaign

To promote payment options, cash back on card payments

- CRM / Loyalty Campaign

Loyalty point based tactical
consumer activation campaign, Gift vouchers

- Dealers engagement

Carried out door to door campaign


- Deferred CAPEX judiciously
- Control A\&SP spends

Re-negotiated with vendors, pulled back ads barring
committed spends

- Retail

Deferment \& renegotiation of rentals

- Monitoring all discretionary spends closely



## Consolidated Results

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9m FY17 | 9m FY16 | Change |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Revenue | 1,331 | 1,404 | -5\% | 4,004 | 3,859 | 4\% |
| Net Sales | 1,307 | 1,380 | -5\% | 3,918 | 3,775 | 4\% |
| EBITDA | 82 | 136 | -39\% | 278 | 333 | -17\% |
| EBITDA margin | 6.2\% | 9.7\% |  | 6.9\% | 8.6\% |  |
| EBIT | 43 | 97 | -55\% | 170 | 222 | -24\% |
| EBIT margin | 3.3\% | 6.9\% |  | 4.2\% | 5.8\% |  |
| Exceptional cost | (4) | (3) | NA | (9) | (35) | NA |
| Net Profit | (16) | 39 | -141\% | (7) | 32 | -123\% |
| Profit margin | -1.2\% | 2.8\% |  | -0.2\% | 0.8\% |  |

## Q3 SALES BRIDGE (Rs. Cr)

Q3 EBITDA BRIDGE (Rs. Cr)

| 1,380 | Q3FY16Branded Textiles | 136 |
| :---: | :---: | :---: |
| - 80 |  | $45 \square$ |
| 20 \|| | Branded Apparel | 1) |
| \| 17 | Garmenting | \| 2 |
| 13\| | Luxury Cotton Shirting | - 5 |
| \| 19 | Tools \& Hardware | 7 - |
| 9 \| | Auto Components | \| 4 |
| 1 \| | Others \& Elimination | $12 \square$ |
| 1,307 | Q3FY17 | 82 |
| Rs 73 cr |  | - Rs 54 cr |
|  |  | Ravmond |



## IND AS transition : Key Impacts

|  | Q3FY16 |  |  | Q3 FY17 |
| :--- | :---: | :---: | :---: | :---: |
| Particulars (Rs Cr) | IGAAP | Ind AS | Change | Ind AS |
| Revenue | 1,508 | 1,404 | $(104)$ | 1,331 |
| EBITDA | 148 | 136 | $(12)$ | 82 |
| EBITDA margin | $9.8 \%$ | $9.7 \%$ | $(13) b p s$ | $6.2 \%$ |
| Share of Profit/ (loss) in <br> Associate \& JV | 0 | 5 | 5 | $(10)$ |
| PAT | 40 | 39 | $(1)$ | $(16)$ |

Business-wise Details

BRAMDED TEXILES

## Branded Textiles profitability contracted due to demand contraction

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9 m FY17 | 9 m FY16 | Change |
| :--- | ---: | ---: | :---: | ---: | ---: | :---: |
| Net Sales | 658 | 738 | $-11 \%$ | 1,941 | 1,945 | $0 \%$ |
| EBITDA | 93 | 138 | $-33 \%$ | 280 | 335 | $-16 \%$ |
| EBITDA margin | $14.2 \%$ | $18.7 \%$ |  | $14.5 \%$ | $17.2 \%$ |  |

- Volumes had increased by 12.5 \% in Q2 and the growth momentum in Oct stepped up to $17.4 \%$. Due to cash crunch, volumes fell by $35.2 \%$ in Nov and $16 \%$ in Dec, primarily in Wholesale and MBO channels
- Volumes also impacted on account of curtailed wedding expenditure due to cash crisis
- Suiting fabric sales declined by $12 \%$ due to fall in volumes, however ASP maintained
- Shirting fabric sales reduced marginally by $1.1 \%$ as volumes were lower by $4.3 \%$, however ASP increased by 3.3\% due to a better product mix
- Margins impacted largely due to reduction in sales volumes

BRANDED APPAREL

## Branded Apparel double digit sales growth momentum impacted

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9m FY17 | $9 m$ FY16 | Change |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Sales | 329 | 309 | $6 \%$ | 955 | 841 | $\mathbf{1 4 \%}$ |
| EBITDA | $\mathbf{( 4 )}$ | $\mathbf{( 3 )}$ | $\mathbf{- 4 7 \%}$ | $\mathbf{( 2 4 )}$ | $\mathbf{( 1 3 )}$ | $\mathbf{- 8 3 \%}$ |
| EBITDA margin | $-1.3 \%$ | $-0.9 \%$ |  | $-2.5 \%$ | $-1.6 \%$ |  |

- The top line which was consistently growing at 16-18\% for last 9 quarters, grew by only $6 \%$ in this quarter due to demand slowdown in traditional channels
- The growth of 4 power brands was $24 \%$ in October which contracted in November and bounced back in December mainly driven by EBO and LFS channels
- Brand wise Sales growth

| Brands | PA | RPA | CP | Parx | MTM |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Growth\% y-y | $15 \%$ | $20 \%$ | $-6 \%$ | $0.2 \%$ | $30 \%$ |

- Margins decreased marginally due to impact of statutory levies
raymond Made-to-Moasuse PARK AVENUE Colorplus par Par


## RETALL



## Exclusive Retail Network



- During the quarter
- Added 30 new stores and closed 13 stores
- Completed 33 stores renovation and 9 stores are under renovation
- Blended same store sales growth across formats was $3 \%$ y-o-y
- Sales growth across the exclusive network was $8 \% \mathrm{y}-\mathrm{o}-\mathrm{y}$



## Garmenting growth impacted as demand postponed

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9m FY17 | $9 m$ FY16 | Change |
| :--- | ---: | ---: | :--- | ---: | ---: | :---: |
| Net Sales | 129 | 146 | $-12 \%$ | 455 | 419 | $8 \%$ |
| EBITDA | 9 | 7 | $32 \%$ | 41 | 30 | $39 \%$ |
| EBITDA margin | $7.4 \%$ | $4.9 \%$ |  | $9.0 \%$ | $7.0 \%$ |  |

- Sales declined due to lower volumes on account of deferment of orders to next quarter and increase in demand for lower ASP products
- Growth in margins observed due to better product mix and savings in cost


## HIGH VALUE

COTTON SHIRTLNG

## High Value Cotton Shirting maintained healthy growth

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9m FY17 | $9 m$ FY16 | Change |
| :--- | ---: | ---: | :---: | :---: | :---: | :---: |
| Net Sales | 131 | 119 | $11 \%$ | 394 | 349 | $13 \%$ |
| EBITDA | 13 | 9 | $56 \%$ | 39 | 32 | $\mathbf{2 2 \%}$ |
| EBITDA margin | $10.3 \%$ | $7.3 \%$ |  | $9.9 \%$ | $9.2 \%$ |  |

The results shown above are for 100\% operations and include minority interest

- Increase in sales led by higher volumes
- EBITDA higher y-o-y due to improvement in operational and cost efficiencies


## ENGINEERING

TOOLS \& HARDWARE


## AUTO COMPONENTS



Tools \& Hardware volumes impacted due cash crunch in domestic market and slowdown in exports

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9m FY17 | 9m FY16 | Change |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Sales | 79 | 98 | $-19 \%$ | 258 | 303 | $-15 \%$ |
| EBITDA | $(1)$ | 6 | $-110 \%$ | 5 | 15 | $-67 \%$ |
| EBITDA margin | $-0.7 \%$ | $6.1 \%$ |  | $1.9 \%$ | $4.8 \%$ |  |

The results shown above are for 100\% operations and include minority interest

- Domestic sales were down mainly due to demand contraction on account of cash crunch
- Exports impacted due to continued slowdown in African markets
- Portfolio mix rationalization, commodity cost optimisation and operational efficiencies led to gross margin improvement
- EBITDA impacted largely due to lower volumes


## Auto components grew on account of export growth

| INR Crore | Q3 FY17 | Q3 FY16 | Change | 9m FY17 | 9m FY16 | Change |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Sales | 38 | 29 | $31 \%$ | 123 | 139 | $\mathbf{- 1 1 \%}$ |
| EBITDA | 4 | 0.1 | NA | 18 | 3 | $533 \%$ |
| EBITDA margin | $11.5 \%$ | $0.5 \%$ |  | $14.3 \%$ | $2.0 \%$ |  |

[^0]- Performance not comparable due to forging operations disposed off in previous year
- On like for like basis, sales up $31 \% \mathrm{y}$ - y and EBITDA increased to Rs 5 cr from break even level in the previous year; led by higher off takes in export market and operating efficiency
- Working capital days improved by 16 days
- Business performance maintaining the pace of turnaround already achieved in Q2

Way Forward

## Way Forward

$\square$ Branded Textile and Branded Apparel segments
$\checkmark$ Strong wedding season from mid-Jan will partly compensate the overall slowdown in consumption this quarter
$\checkmark$ Retail stores in large urban towns should recover to last year level by the end of the on-going quarter
$\checkmark$ However, wholesale channel is likely to take at least 2 more quarters to recover back to normal sales

- Initiatives on demand creation, channel support, cost optimisation, channel support and working capital management will continue
$\square$ Focus on Business Strategy
- Strengthening brands
- Product innovation
- Network expansion through asset light models
- Business transformation of non-core businesses


# Annexure - Published Results 

# Dalal \& Shah LLP 

Chartered Accountants

The Board of Directors
Raymond Limited
Mumbai

1. We have reviewed the unaudited consolidated financial results of Raymond Limited (the "Company"), its subsidiaries, joint venture and associate companies (hereinafter referred to as the "Group") for the quarter ended December 31, 2016 which are included in the accompanying 'Statement of unaudited consolidated financial results for the quarter/nine months ended $31^{\text {st }}$ December, 2016' together with the notes thereon (the "Statement"). The Statement has been prepared by the Company's Management pursuant to Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations, 2015") and SEBI Circular dated July 5, 2016, which has been initialled by us for identification purposes. The Statement is the responsibility of the Company's Management and has been approved by its Board of Directors. Further, the Management is also responsible to ensure that the accounting policies used in preparation of this Statement are consistent with those used in the preparation of the Company's opening unaudited consolidated Balance Sheet as at April 1, 2015 prepared in accordance with the Companies (Indian Accounting Standards) Rules, 2015 (Ind AS) prescribed under Section 133 of the Companies Act, 2013 and other recognised accounting practices and policies. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement.
3. A review is limited primarily to inquiries of group personnel and analytical procedures applied to group's financial data and thus provides less assurance than an audit. We have not performed an audit, and, accordingly, we do not express an audit opinion.
4. We did not review the financial statements of (i) two subsidiaries considered in the preparation of the Statement, which constitute total revenue of Rs. 11,666 lacs and net loss of Rs 570 lacs for the quarter then ended; and (ii) one associate company which constitute net profit of Rs 9 lacs for the quarter. These financial statements and other financial information have been reviewed by other auditors whose reports have been furnished to us, and our conclusion on the Statement to the extent they have been derived from such financial statements is based solely on the report of such other auditors.
5. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the Statement has not been prepared in all material respects in accordance with Ind AS and other recognised accounting practices and policies, and has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, 2015 and SEBI circular dated July 5, 2016, including the manner in which it is to be disclosed, or that it contains any material misstatement.
6. We draw attention to Note 1 to the Statement which states that the Company has adopted Ind AS for the financial year commencing from April 1, 2016, and accordingly, the Statement has been prepared by the Company's Management in compliance with Ind AS.

| For Dalal \& Shah LLP |  |
| :--- | :--- |
| Firm Registration Number: 102021W/Wi00110 |  |
| Chartered Accountants |  |
|  |  |
| Numbai | Anish PAmin |
| January 25,2017 | Fariner |
|  | Membership Number 040451 |

Dalal \& Shah LLP, 252, Veer Savarkar Marg, Shivaji Park, Dadar (West), Mumbui-400 028
T: +91 (22) 66691500, F: +92 (22) $66547804 / 07$

| , | M-s.s.eree gnice Fot <br> Ema: corp sec <br> Tel $02352-232514$ Fax $=02352-2$ <br> STATEMENT OF UN <br> FOR THE QUART | aymond <br> *) 1. I 初 事 T [ <br>  <br> 17117MH3925PL <br> al aymond in. <br> 3: Corperate Ofir <br> ITED CONSOLDA <br> NE MONTHS ENO | Futraginas $6: 2 \mathrm{in}$. <br> C0 206 <br> abs te www raym <br> Tel 022-4035 <br> TED FINANCIAL R <br> 315T DECEMBE | nond in <br> 0999 Fax 022.246 <br> ESULTS <br> R, 2016 | $39036$ <br> (Rs in lacs untes | S otherwise stated) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sr. Ne. | Particulars | 3 menths onded 31.12.2016 | Preceeding 3 months ended 30.09 .2016 | Corresponding 3 monthe anded 31.12 .2015 | Yeer to date figures for current period ended 31. 122016 | Year to date figures for previous pariod ended 31.12.2015 |
| 1 |  | Unaudted | Unaulted, | (unaveted) | (Ueaudited) | (Unaudited) |
|  | income from oparations <br> a) Ne: Sules I hasme from Operaions <br> b) Other Operating Income | 130687 | $\begin{array}{r}165349 \\ \hline\end{array}$ | $\begin{array}{r} 138023 \\ -\quad 395 \\ \hline \end{array}$ | $\begin{gathered} 30972 \\ \hline \quad 457 \\ \hline \end{gathered}$ | $\begin{gathered} 377478 \\ 1651 \\ \hline \end{gathered}$ |
|  | Totai income from Operations | 130693 | 155356 | 138416 | 392239 | 379129 |
| 2 | Expenses |  |  |  |  |  |
|  | a) Cost of materials consumed | 23728 | 34177 | 20000 | 83095 | 86371 |
|  | b) Purchnses of mbech in thade | 32198 | 47024 | 2520 ? | Q87ac. | 82454 |
|  | c) Manulacturing and Operating ecrts | 77993 | 19172 | 19558 | 52955 | 54911 |
|  | d Cranges in in emtores of finiahes goods woh-h-proyess and stock in trase | (13548) | (Eara) | 0232 | [10xes) | (8207) |
|  | e) Empicyee bonctits oxpense | 39435: | 20227 | 13203 | 5767 | 54463 |
|  | 7) Depreciation and amorisaten sxperse | 3886 3980 | 3316 3246 | 3665 31514 | 10821 9085 | $\begin{aligned} & 11003 \\ & 35510 \end{aligned}$ |
|  | 3) Othe expenses <br> Total repenses | 128732 | 188496 | 130005i | 363334 | 363619 |
| 3 | Prolit from Operations before other ipcome, fanance costs and ereeptional items(1-2) | 7961 | 5950 | 7851 | 8355 | 15518 |
| 4 | Otherincons | 2356 | 3035 | 1978 | 8112 | 6727 |
| 8 | Profit before finance costs and excectional items (3+4) Fingnce costs | 4339 4538 | 9985 | 37291 4702 | 16967 13623 | ${ }_{14585} 2224$ |
| 7 | Profil/ (Loss) before exceptional itens (3-8) | (193) | 5420 | $4.93{ }^{\prime}$ | 3341 | 7662 |
| 0 | Exeentional liems | (355) | (520) | (294) | (905) | (3496) |
| 0 | Prunil / (Loss) tefore fax (7-3) | (576) | 4300 | 4645 | 243 E | 4168 |
| 40 | Tax (Exponsel/ Credr | (37) | (1791) | (3205) | (1793) | (2158) |
| 81 | Net Profit / (Loss) for the penod bofore share of profil / (Loss) of assoclates and joint ventures $(9 * 10)$ | (509) | 3109 | 3449 | 1243. | 2010 |
| 4 | Suare of proht ( (icss) in Assoclates ond deint venmues | B50: | (4x0) | 488 | (161) | 1106 |
| 13 | Net Profit ( Loss) for the period (114-12) | (1959) | 2055 | 3908 | (360) | 3116 |
| 14 | Other Comprehensive Income ret ef ta: | 101. | 312. | (270) | 315. | (338) |
| 15 | Total Comprehersive income for the aeriod (13+3.14) | (13681. | 2971 | 3633 | .53] | 2778 |
| 16 | Net profit / (Loss) atributabie to <br> - Owners <br> - Non Contring interes | (1384) | 2591 163 | $\begin{gathered} 3634 \\ 14 \\ \hline \end{gathered}$ | $\begin{gathered} (444 \\ 376 \end{gathered}$ | 3221 1059 |
|  | Total Comprehensive income awributable to <br> - Duners <br> - Nun Contoliag Interes: | $\begin{gathered} (\mathrm{Hesz}) \\ \text { the } \end{gathered}$ | $\begin{array}{r} 2213 \\ 158 \end{array}$ | $\begin{array}{r} 3624 \\ 14 \end{array}$ | $(229)$ 375 | $\begin{aligned} & 2639 \\ & (150) \end{aligned}$ |
| 17 | Paduo Equily Share Capla: IFace Vave - Re 10 :- per share) | 0182 | 6:38 | 6138 | 6:38 | 6136 |
| 13 | Earning per share iof Rs : 90 - Enen) (not anha3:sea: (14) Basic inRs.) | 1250. | 4.07 | 634 | (121) | 5.25 |
|  | (is) Chised (mRs) | 1289 | 407 | 634 | (121) | 525 |

Notes to the financial results:

 Fafsten date of Agn 7. zove

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4 Exceplional tem represent



|  | Year to date |
| :--- | :--- | :--- | :--- | :--- | :--- |
| figures for |  |
| provious pericat |  |
| ended |  |


 2010


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## Raymond

Segment wise Revenue, Results, Assete and Liabilities (Consolidated) for the QuarteriNine months ended 3fst December, 2016.

" Quarter ended 31,122015 includes Re NIL and perod ended $31,12.2015$ inotudes Rs 3515 lacs, bemg revenue fom the forghg bushess whon was disposed in the quarter ended December 2015

Notes:-

1) Unaliocable expenses is net of income from investment. Unallocable assets mainy reiate to investments
i1) Class fication of Business Segments:
a) Textle: Branded Fabric
b) Shiring Sniting fabric ( $B$ to E)
a) Apoare Branded Readymade Cantents
a) Garmenting Garment manufacturing
e) Teos \& Hardware: Power \& Hand Tools
P) Aute Componems : Components \& Folgng
g) Others : Non Scheduled Arline oneratons and Real Estate develepment

Numba
Jansary 25.2017
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the legend of merino wool, the legacy of raymond.

## THANK YOU

www.raymond.in Raymond


[^0]:    The results shown above are for 100\% operations and include minority interest

