

WE'RE THE **PERFORMERS**, this is us

**KKCL**  
KEWAL KIRAN CLOTHING LIMITED

# Kewal Kiran

## Clothing Limited

**KILLER X**  
this is us

**LAWMAN**Pg<sup>3</sup>  
BE THE STAR

**easies**  
BY **KILLER X**

**Integr8**  
THE  
SPIRIT  
CALLER  
YOUTH

**DÉSI BELLE**  
BREAK FREE

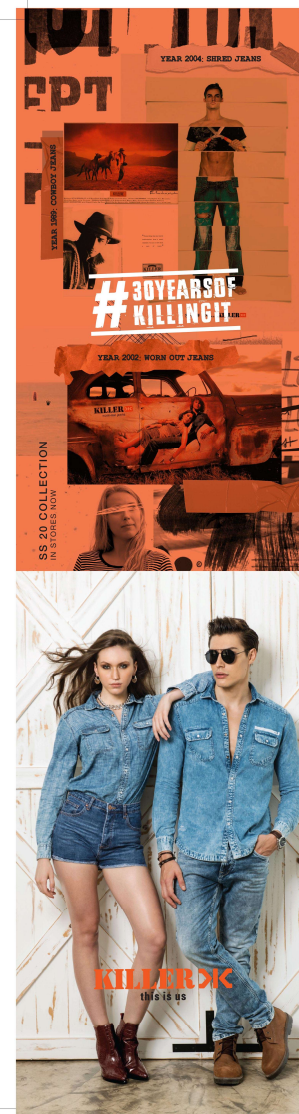
## Q3 FY22 FINANCIAL OVERVIEW

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## Financial Achievement Highlights



# Profit & Loss Statement : Y-o-Y for Q3

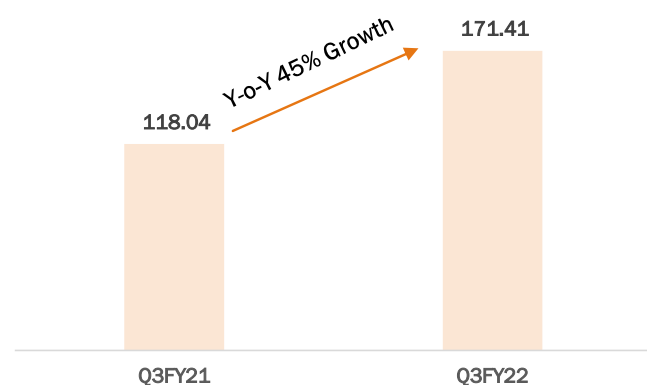
Particulars	Q3 - FY 21-22			Q3 - FY 20-21	
	Amount	%		Amount	%
<b>Income:</b>					
Revenue from Operations	171.41			118.04	
<b>Expenses</b>					
Cost of Material Consumed*	103.46	60.4%		74.65	63.2%
Personnel Cost	20.67	12.1%		13.94	11.8%
Administrative & Other Cost	7.99	4.7%		9.92	8.4%
Selling & Distribution Expenses	11.75	6.9%		6.07	5.1%
<b>Total Expenses</b>	<b>143.87</b>	<b>83.9%</b>		<b>104.58</b>	<b>88.6%</b>
<b>EBIDTA</b>	<b>27.54</b>	<b>16.1%</b>		<b>13.46</b>	<b>11.4%</b>
Other Income	3.81			4.50	
Finance Expense	0.99			1.46	
Depreciation / Amortization	1.80			1.69	
<b>Net Profit Before Tax</b>	<b>28.56</b>	<b>16.3%</b>		<b>14.80</b>	<b>12.1%</b>
Provision for Tax	7.25	-		3.95	
<b>Net Profit After Tax (before OCI)</b>	<b>21.31</b>	<b>12.2%</b>		<b>10.85</b>	<b>8.9%</b>

\* Note : Costs of Material Consumed includes Costs of Material Consumed, Purchase of Stock in trade, Change in inventories of finished goods, work in progress and stock in trade and Manufacturing & operating expenses

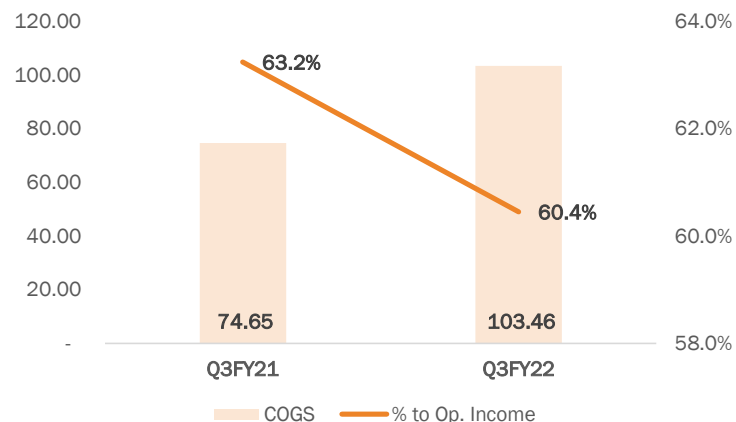
# Financial Achievement : An Overview

**Q-o-Q Operating Revenue**

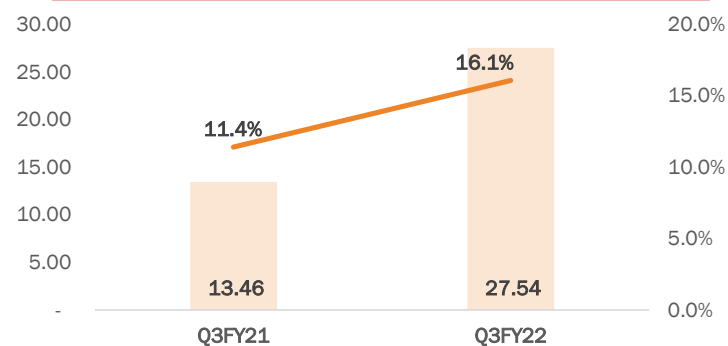
INR Cr


**COGS**

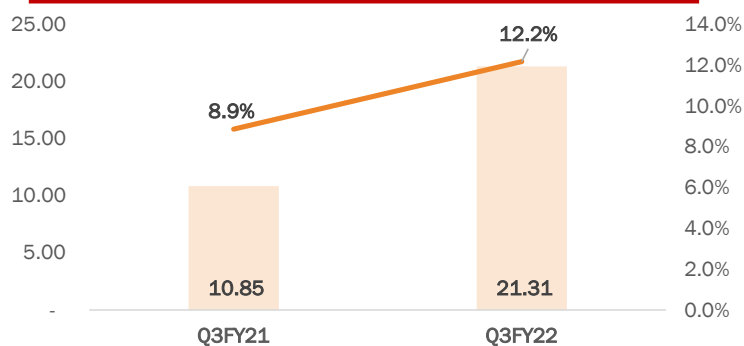
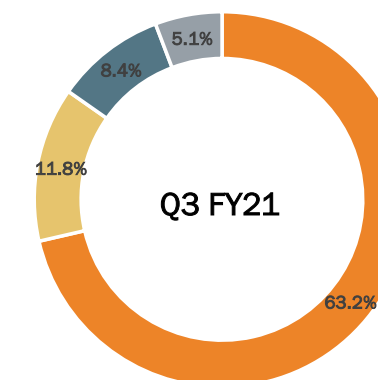
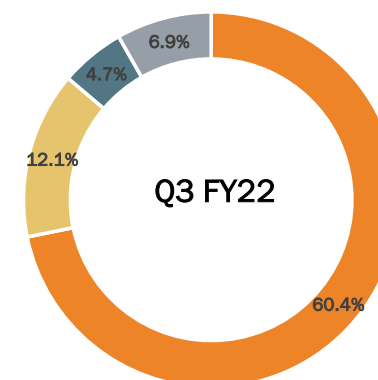
INR Cr


**Q-o-Q EBITDA (excl. Other Income)**

INR Cr


**Q-o-Q PAT**

INR Cr


**Costs Factors as a % of Operating Income**


- Cost of Material Consumed
- Personnel Costs
- Admin & Other Costs
- Selling & Distribution Expenses





**KKCO**  
KEWAL KIRAN CLOTHING LIMITED



# Brand Wise Performance

		Sales Contribution (INR Cr) (% Contribution to Total Sales)		
		Q3FY22	Q2FY22	Q3FY21
<b>KILLER &gt;K</b> →		93.5 (55%)	100.6 (58%)	67.0 (57%)
<b>Integrati</b> →		34.2 (20%)	35.3 (20%)	20.6 (18%)
<b>LAWMANPg<sup>3</sup></b> →		25.9 (15%)	20.7 (12%)	14.5 (12%)
<b>easies</b> →		6.0 (4%)	6.7 (4%)	5.3 (5%)
<b>Others</b> →		11.1 (6%)	11.5 (7%)	9.9 (8%)





# Retail Stores Status

Particulars	COCO / Nos.	FOFO / Nos.	Total / Nos.
As on 1 April 2021	20	302	322
Opened during the period	5	64	69
Closed during the period	1	48	49
<b>As on 31 December 2021</b>	<b>24</b>	<b>318</b>	<b>342</b>
Under Development / WIP	-	74	74

**EBOs**: Totally spread over an approx. area of over **2,20,000 sq.ft spread across India**

- COCO - Company Owned Company Operated
- FOFO - Franchisee Owned Franchisee Operated

## Exclusive Retail Store Count (As on December 31, 2021)

	COCO	FOFO	Total
K-Lounge	18	198	216
EBOs	5	120	125
Factory Outlet	1	-	1
<b>Total</b>	<b>24</b>	<b>318</b>	<b>342</b>





# Product Wise Performance

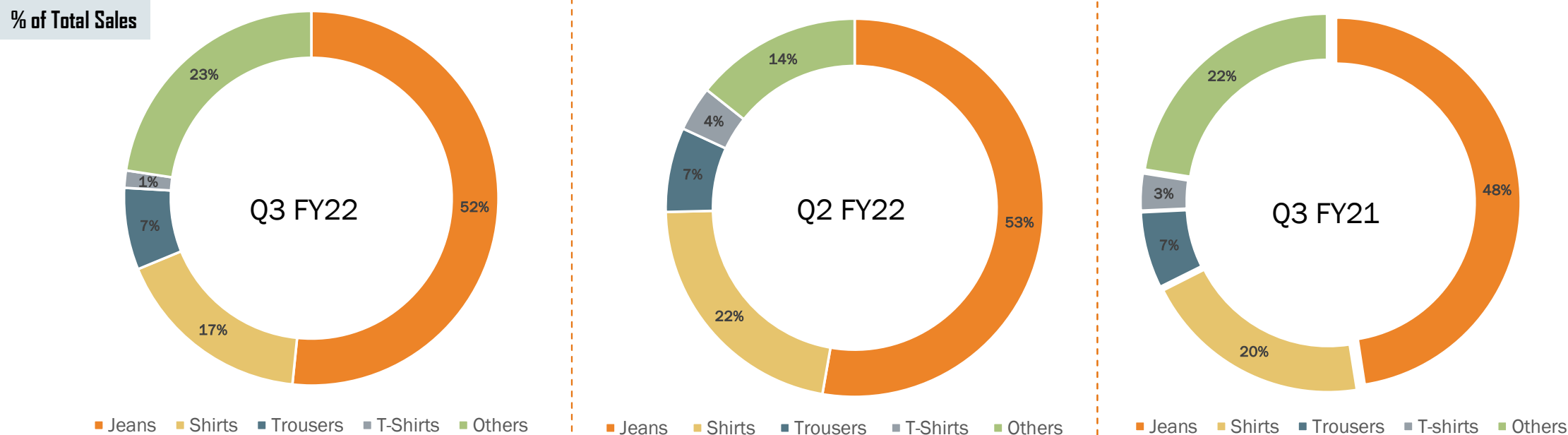


Apparel Sales Performance

	Q3FY22	Q2FY22	Q3FY21
Apparel Sales Qty (Units in Lakhs)	18.36	20.59	13.15
Sales Realisation* (INR per unit)	891	809	816

\* Calculated at WSP (Wholesale Sales Price)

## PRODUCT WISE SALES PERFORMANCE

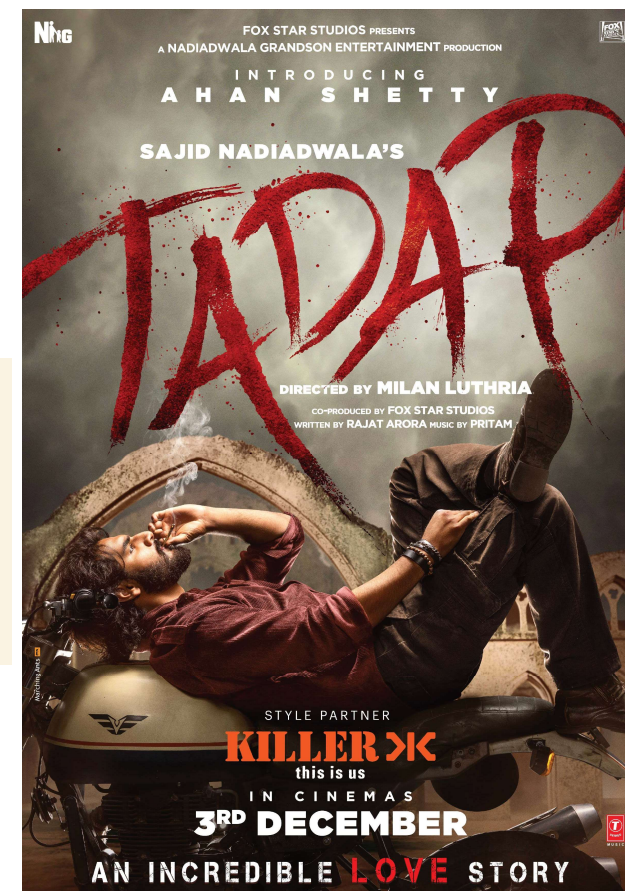


# Branding Initiative



## Major Branding Initiative with Ahan Shetty

- Onboarding of "AHAN SHETTY" as the Brand Ambassador
- +
- Coupled with being the Co-branding Partner for his movie "Tadap" for better visibility





B1 B2 B3 - 0M 113.0 = 0000000000000000.XX14 178871.25

WB\_15

WB\_10

**Integrati**

THE SPIRIT CALLED YOUTH

SUBJECT: **DREAMERS JACKET**  
(INBUILT NECK PILLOW)



FASHIONABLE



DURABLE



QUALITY



COMFORT

**X- PIPE**

The secret weapon that enables you to inflate the pillow and the power of your dreams.

**X- POCKETS**

Adding to your glam with the stylish pockets placed at just the right spots.

**X- NECK PILLOW**

The attached pillow gives your neck the rest that it seeks in between the adventures. A perfect launch station for your dreams.

**8 OUTSTANDING FEATURES**

NECK PILLOW  
PUFFER  
ZIPS  
LIGHT WEIGHT

AIR PIPE  
HAND POCKETS  
COMFORTABLE  
STYLISH

DETECTED SPECIES



SPECIES 1: BLACK BEAR



SPECIES 2: MONKEY



SPECIES 3: THE AMERICAN BISON

**X FACTOR**  
DREAMERS JACKET

**KKCL**  
KEWAL KIRAN CLOTHING LIMITED

**Integrati**

THE SPIRIT CALLED YOUTH



NEW YORK CITY  
POSITION  
40° 42' 15" N  
74° 00' 57" W

**4 OUTSTANDING FEATURES**  
REVERSIBLE  
ZIP POCKETS ON BOTH SIDES  
2 STYLISH LOGOS  
COMFORTABLE FABRIC

WEAR THE JACKET INSIDE OUT

SUBJECT: **REVERSIBLE JACKET**

ONE JACKET, TWO LOOKS

FASHIONABLE

QUALITY

COMFORT

Jacket 1, meets the eye,  
Jacket 2, hidden inside,  
Keep reversing your style.

**X- GREEN JACKET LOOK**

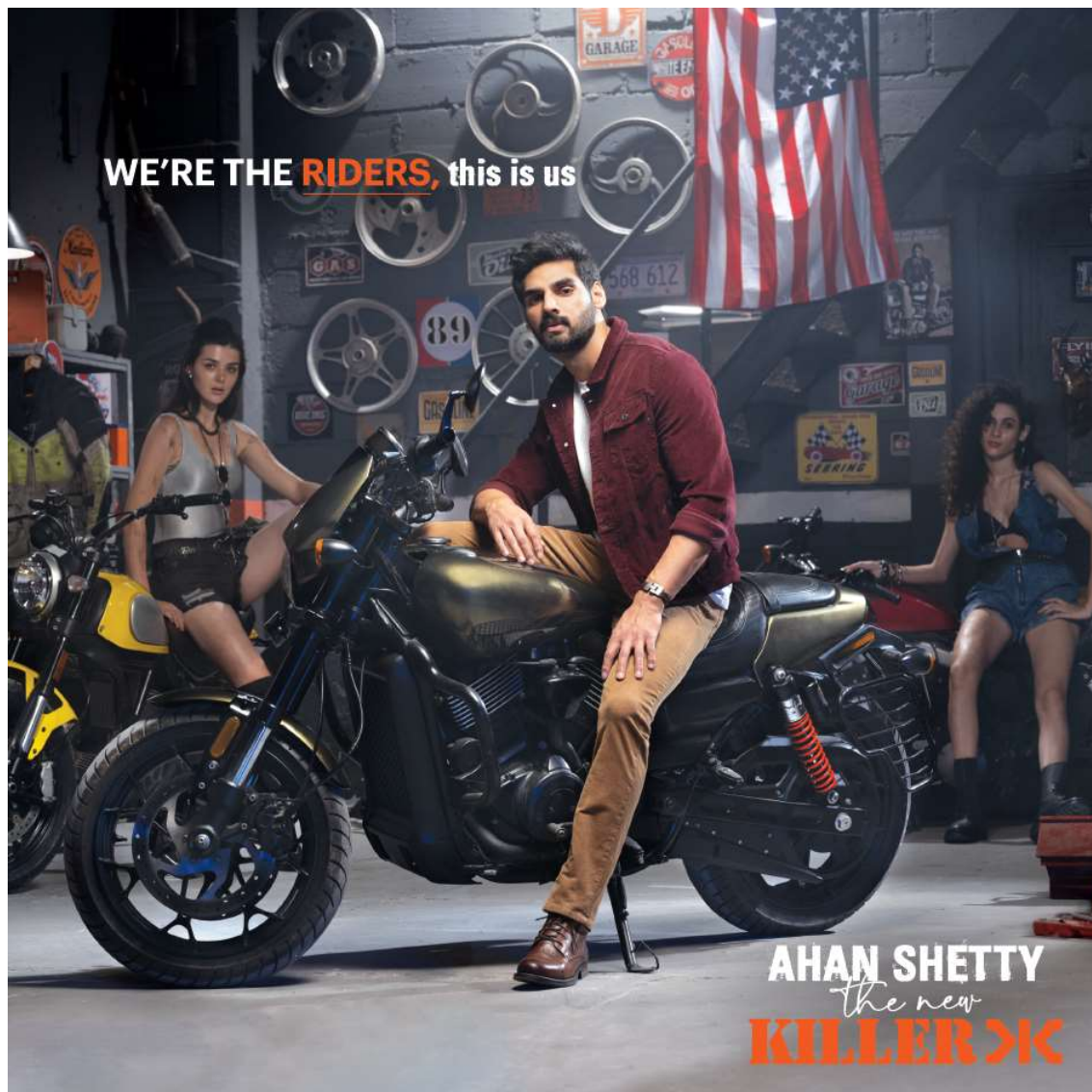


**X- BLUE JACKET LOOK**



**X FACTOR**  
REVERSIBLE JACKET





# Thank You

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