



Kewal Kiran Clothing Ltd

Investor Update - Q4FY20 and FY20

INDEX

Contents	Page No
Operational Performance: Q4	3
Trend in Revenue & Operating profit	4-5
Trend in Net Profit	6
Balance Sheet	7-8
Ratios and Cash Flow Analysis	9
Brand	10-11
Product	12-13
Channels	14-15
Regional Distribution	16-17
Retail Stores	18

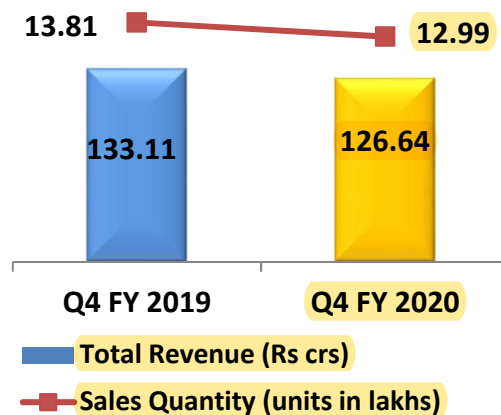
Operational Performance: Q4 and FY 20

	Q4 FY 2020	% of	Q4 FY 2019	% of		FY 2020	% of	FY 2019	% of	
	Rs crs	sales	Rs crs	sales	Variation	Rs crs	sales	Rs crs	sales	Variation
Net Sales	125.37		131.31		-4.52%	524.88		496.16		5.79%
Other operating income	1.27		1.80			4.79		6.24		
Total Revenue	126.64	100.00%	133.11	100.00%		529.67	100.00%	502.40	100.00%	
Cost of goods sold	50.26	39.69%	50.76	38.14%	1.55%	213.06	40.23%	192.17	38.25%	1.97%
Personnel cost	18.05	14.25%	18.62	13.99%	0.26%	71.45	13.49%	75.12	14.95%	-1.46%
Manufacturing and operating expenses	16.30	12.87%	12.44	9.35%	3.53%	49.01	9.25%	49.04	9.76%	-0.51%
Administrative and other expenses	8.60	6.79%	9.04	6.79%	0.00%	33.08	6.25%	32.83	6.53%	-0.29%
Selling and distribution expenses	11.94	9.43%	14.75	11.08%	-1.65%	67.97	12.83%	40.90	8.14%	4.69%
Operational expenditure	105.15	83.03%	105.61	79.34%	3.69%	434.57	82.05%	390.06	77.64%	4.41%
EBITDA	21.49	16.97%	27.50	20.66%	-3.69%	95.10	17.95%	112.34	22.36%	-4.41%
Finance expenses	1.99	1.57%	2.04	1.53%	0.04%	8.81	1.66%	6.89	1.37%	0.29%
Depreciation/ Ammotisation	1.64	1.30%	2.36	1.77%	-0.48%	8.23	1.55%	8.06	1.60%	-0.05%
Other income	3.86	3.05%	6.88	5.17%	-2.12%	17.53	3.31%	21.98	4.38%	-1.07%
Profit before tax (PBT)	21.72	17.15%	29.98	22.52%	-5.37%	95.59	18.05%	119.37	23.76%	-5.71%
Income Tax	5.94	4.69%	9.84	7.39%		22.55	4.26%	39.05	7.77%	-3.52%
Profit after tax (PAT)	15.78	12.46%	20.14	15.13%	-2.67%	73.04	13.79%	80.32	15.99%	-2.20%

Trend in Revenue

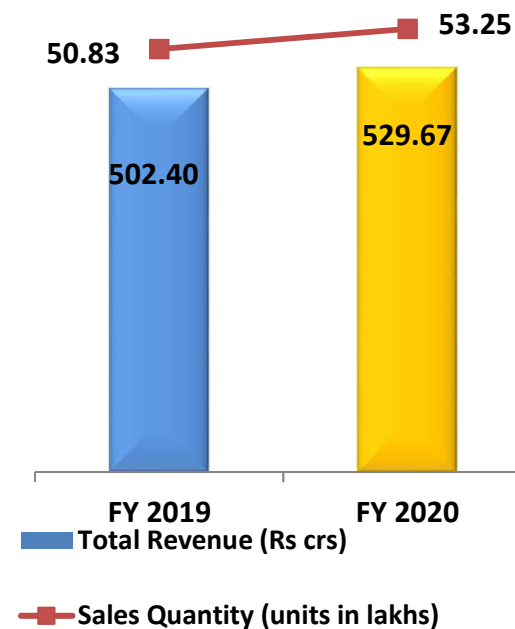
Q4 FY2019-20

- Total Revenue de- grew by 4.51%
- Apparel sales quantity de-grew by 5.98%
- Apparel sales realization at Rs. 903 per unit



FY2019-20

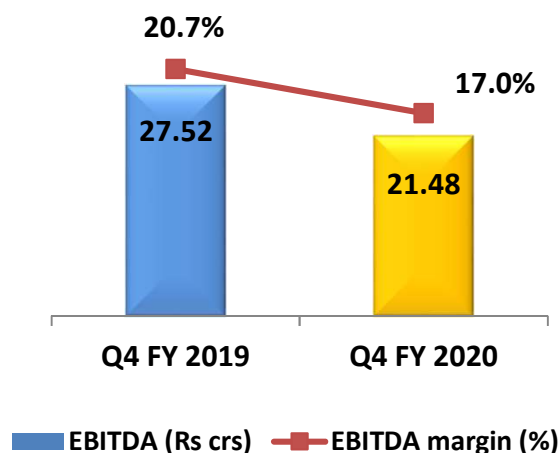
- Total Revenue grew by 5.79%
- Apparel sales quantity higher by 4.77%
- Apparel sales realization at Rs.917 per unit



Trend in Operating Profit

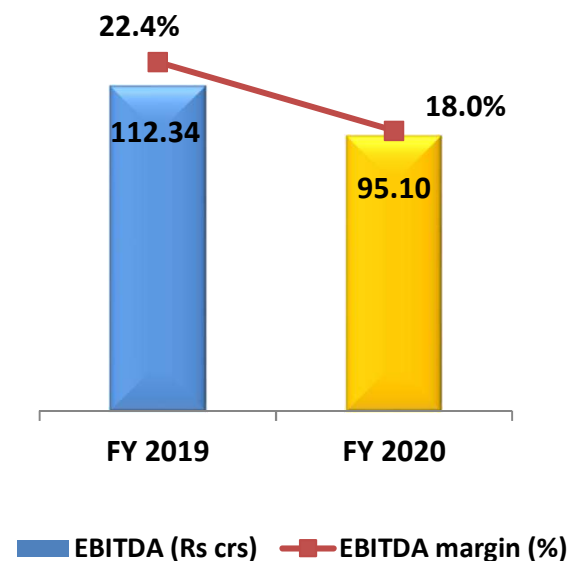
Q4 FY2019-20

- EBITDA margin at 16.96%
- EBITDA de-grew by 21.93% at Rs. 21.48 crores



FY2019-20

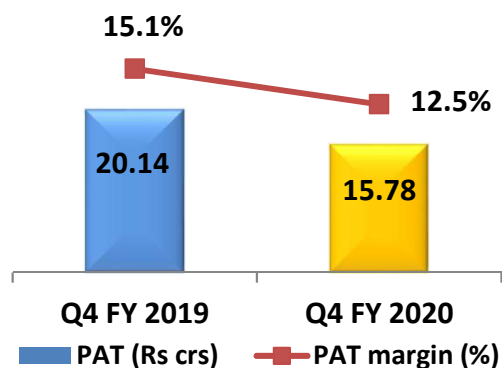
- EBITDA margin stood at 17.95%
- EBITDA de-grew by 15.35% at Rs. 95.10 crores



Trend in Net Profit

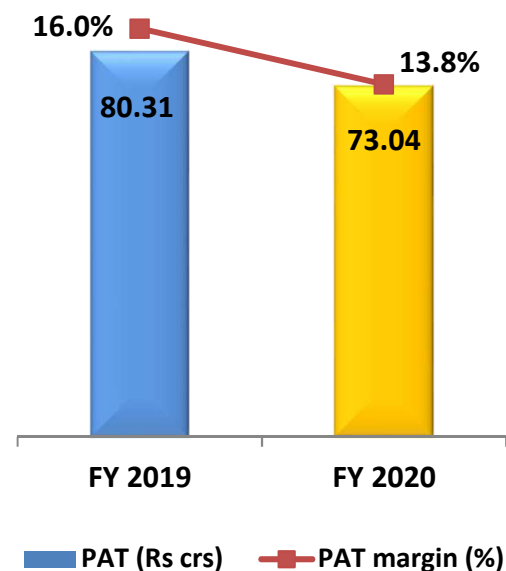
Q4 FY2019-20

- PAT de-grew by 21.43% at Rs. 15.82 crores
- PAT margin at 12.5%
- Quarterly EPS at Rs. 12.81 (Rs. 16.34)



FY2019-20

- PAT de-grew by 9.01% to Rs. 73.07 crores
- PAT margin at 13.70%
- FY2020 EPS at Rs. 59.27 (Rs. 65.17)



Balance Sheet (Assets)

(Rs crores)	As at 31-03-2020 (Audited)	As at 31-03-2019 (Audited)
Non-Current Assets		
Property, Plant and Equipment	75.37	76.94
Capital Work in Progress	2.86	2.24
Right of use Assets	5.57	2.04
Investment Property	1.34	1.43
Other Intangible Assets	0.30	1.94
Intangible Assets under Development	-	-
Financial Assets		
Investments	58.45	144.91
Other Financial Assets	2.48	3.11
Other Non-Current Assets	4.36	1.11
Total Non-Current Assets	150.73	233.72
Current Assets		
Inventories	90.03	83.10
Financial Assets		
Investments	136.75	90.81
Trade Receivables	170.93	177.67
Cash & Cash Equivalents	79.70	53.21
Bank balances	0.51	0.08
Other Financial Assets	1.69	1.43
Other Current Assets	6.59	5.71
Total Current Assets	486.20	412.00
Total Assets	636.93	645.72

Balance Sheet (Liabilities)

(Rs crores)	As at 31-03-2020 (Audited)	As at 31-03-2019 (Audited)
Equity		
Equity Share Capital	12.33	12.33
Other Equity	434.10	418.17
Total Equity	446.43	430.50
Non-Current Liabilities		
Provisions	0.07	0.07
Deferred Tax Liability	5.45	5.47
Other non-current liabilities	4.80	1.35
Total Non-Current Liabilities	10.32	6.89
Current Liabilities		
Financial Liabilities		
Borrowings	88.01	93.46
Trade Payables		
Due to Micro and Small Enterprises	1.00	1.76
Due to Others	48.80	42.97
Other financial liabilities	5.11	6.90
Other Current Liabilities	17.22	32.51
Provisions	20.04	30.73
Current Tax Liabilities (Net)	-	-
Total Current Liabilities	180.18	208.33
Total Equity and Liabilities	636.93	645.72

Cash-flow Analysis

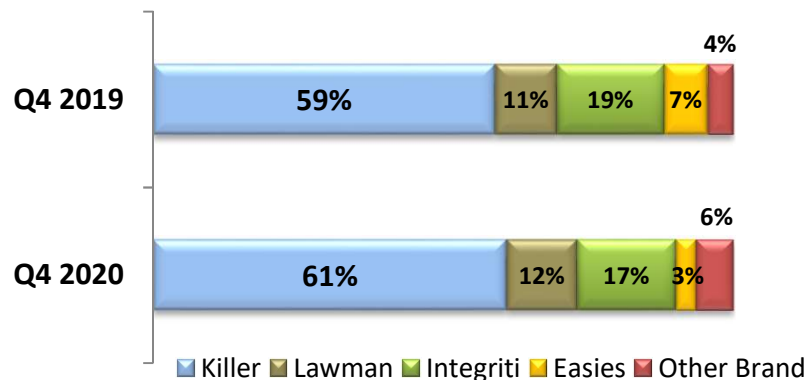
Cash Flows (in Rs crs)	FY2020
Cash Flow from Operating Activity	50.82
<i>*Operating Profit before Working Capital</i>	
<i>Changes</i>	97.62
<i>*Adjustment for Working Capital</i>	(23.83)
<i>*Direct Taxes Paid</i>	(22.96)
Cash Flow from Investing Activity	45.89
<i>*(Purchase)/ Sale of Fixed Assets</i>	(11.16)
<i>*(Purchase) / Redemption of Investments in mutual funds & Bank deposits</i>	56.94
<i>*Dividend / Interest Income</i>	0.13
Cash Flow from Financing Activity	(70.21)
<i>*Secured Loans - Bank Overdraft (Net)</i>	(5.45)
<i>*Interest Paid</i>	(8.32)
<i>*Dividend Paid</i>	(56.44)
Cash and Cash Equivalents - Closing	70.21

- The financial position remains stable with healthy cash reserves

Brands : Q4 FY 2019-20

- Killer continues to be dominant brand with 61% revenue share
- Integrity is the second largest brand with 17% share

Brand wise sales break up Q4 FY 2020



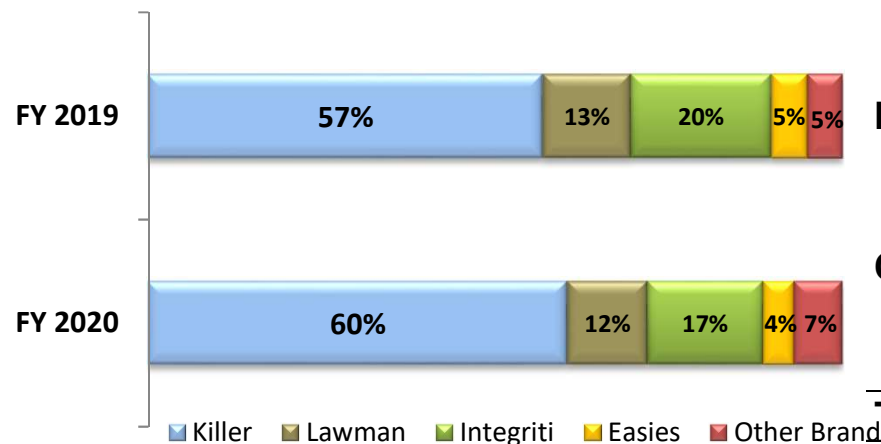
Sales (Rs crs)	Q4 2020	Q4 2019	% Change
Killer	76.40	77.47	-1%
Lawman	15.22	14.03	8%
Integrati	21.36	24.34	-12%
Easies	4.32	9.80	-56%
Other Brand	8.08	5.82	39%
Total	125.37	131.46	-5%

Brands : FY 2019-20

- Killer sales grew by 12% and it continues to be the dominant brand with 60% revenue share
- Integrity is the second largest brand with 17% share

Sales (Rs crs)	FY 2020	FY 2019	% Change
Killer	317.18	282.33	12%
Lawman	60.56	62.81	-4%
Integriti	87.26	100.28	-13%
Easies	23.13	25.60	-10%
Other Brand	36.76	25.14	46%
Total	524.88	496.16	6%

Brand wise sales break up FY 2020

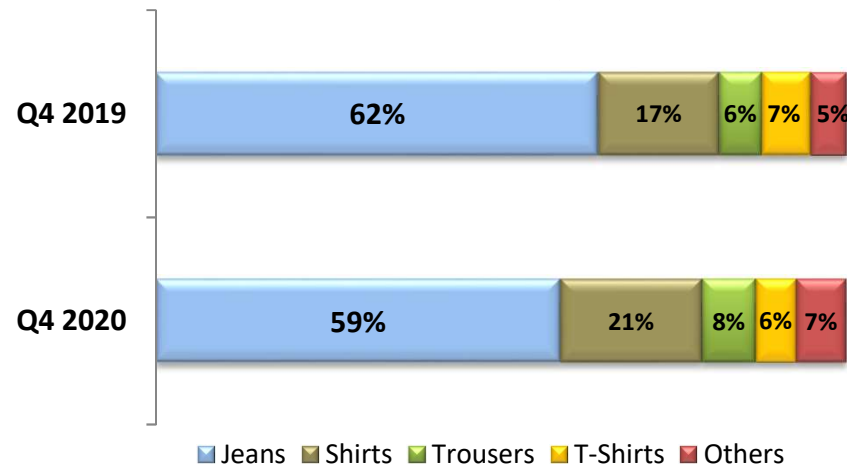


Products : Q4 FY 2019-20

- Jeans continues to be the dominant product and contributed 59% to revenues
- Shirts sales grew 15% to Rs. 25.80 crores

Sales (Rs crs)	Q4 2020	Q4 2019	% Change
Jeans	73.40	81.94	-10%
Shirts	25.80	22.34	15%
Trousers	9.69	11.36	-15%
T-Shirts	7.35	9.13	-20%
Others	9.12	6.53	40%
Total	125.37	131.31	-5%

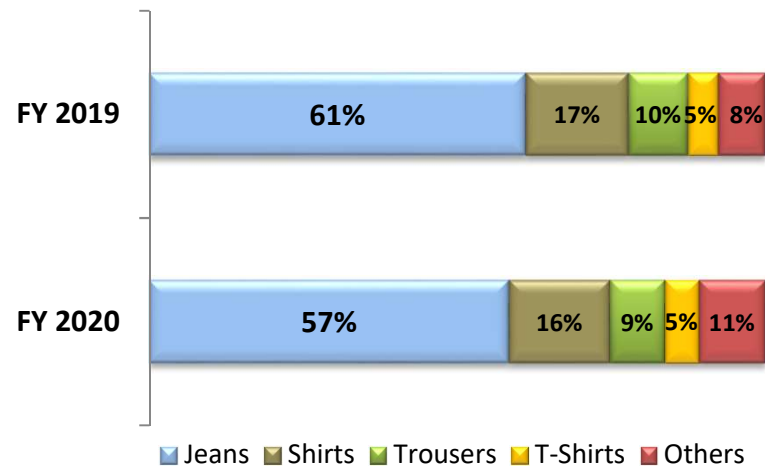
Product wise sales break up Q4 FY 2020



Products : FY 2019-20

- Jeans continues to be the dominant product and contributed 57% to revenues
- Shirts sales grew 15% to Rs. 95.33 crores

Product wise sales break up FY 2020

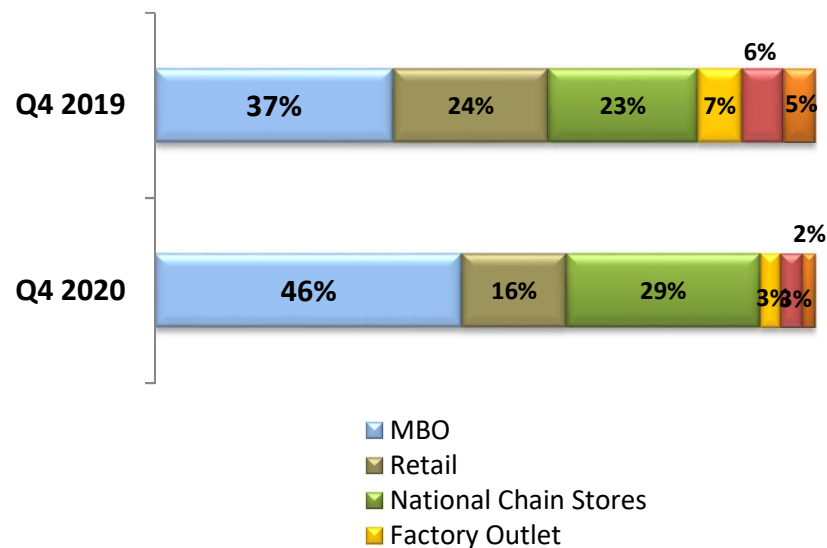


Sales (Rs crs)	FY 2020	FY 2019	% Change
Jeans	299.85	303.13	-1%
Shirts	95.33	82.58	15%
Trousers	45.68	47.89	-5%
T-Shirts	28.32	24.21	17%
Others	55.70	38.35	45%
Total	524.88	496.16	6%

Channels : Q4 FY 2019-20

- MBO's remains the dominant channel with 46% revenue share
- National Chain Stores sales grew 20% & had a 29% revenue share

Channel wise sales break up Q4 FY 2020

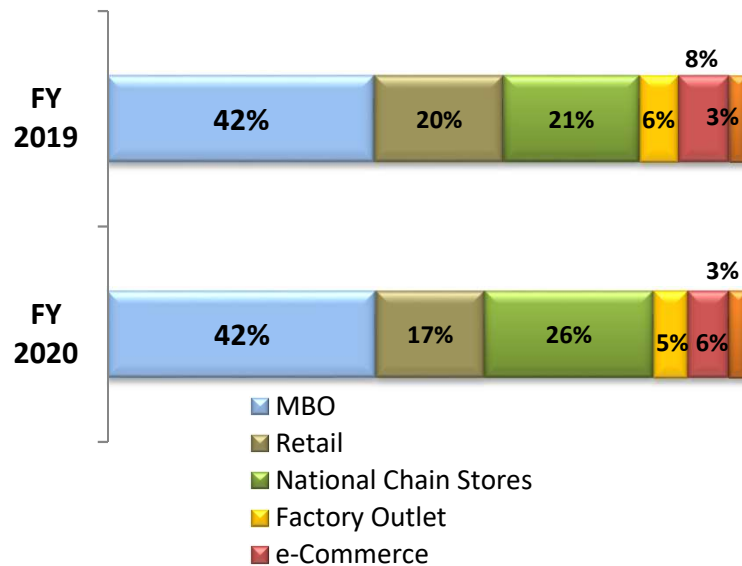


Sales (Rs crs)	Q4 2020	Q4 2019	% Change
MBO	58.29	48.88	19.2%
Retail	19.84	31.83	-38%
National Chain Stores	36.79	30.65	20%
Factory Outlet	3.78	9.00	-58%
e-Commerce	4.21	8.54	-51%
Overseas	2.46	2.41	2%
Total	125.37	131.31	-5%

Channels : FY 2019-20

- MBO's remains the dominant channel with 42% revenue share
- National Chain Stores sales grew by 31% and had a 26% revenue share

Channel wise sales break up FY 2020

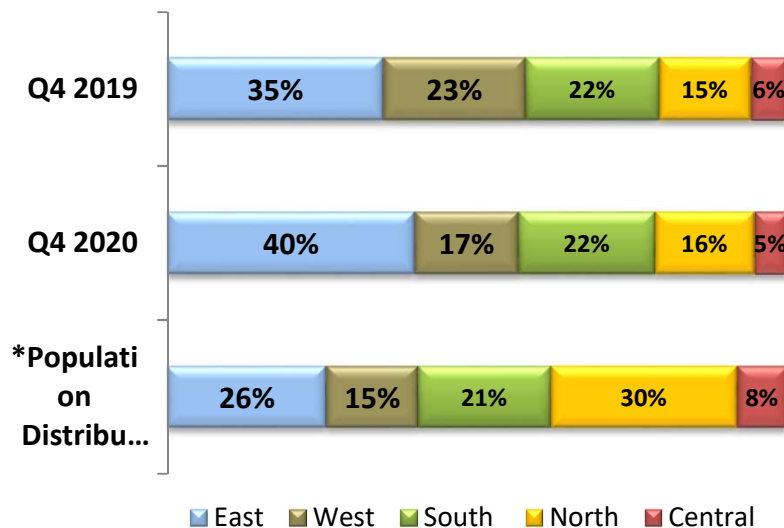


Sales (Rs crs)	FY 2020	FY 2019	% Change
MBO	220.23	207.04	6.4%
Retail	89.06	100.14	-11%
National Chain Stores	138.22	105.12	31%
Factory Outlet	28.30	30.08	-6%
e-Commerce	33.80	39.52	-14%
Overseas	15.27	14.25	7%
Total	524.88	496.16	6%

Regional Distribution : Q4 FY 2019-20

- Eastern region sales grew by 8%, continues to be the dominant region with a 40% revenue share
- Central region sales grew by 18% and had a 5% revenue share

Region wise sales break up Q4 FY 2020

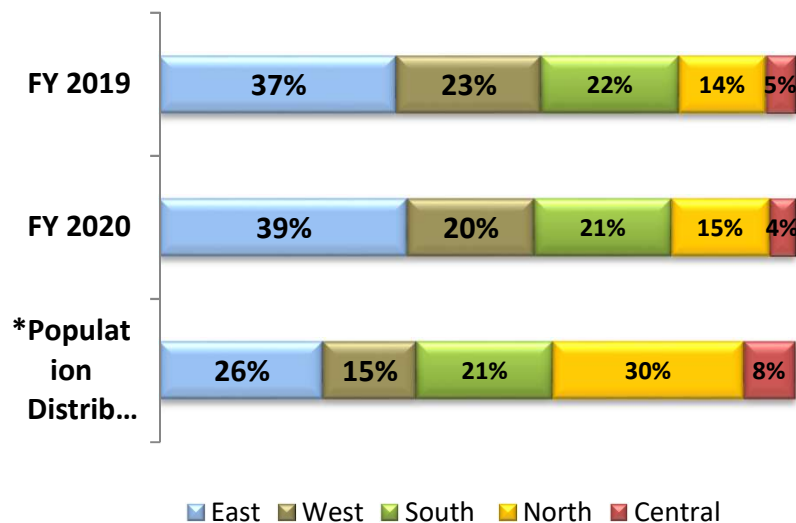


	Sales (Rs crs)	Q4 2020	Q4 2019	% Change
East		49.62	45.83	8%
West		20.32	30.06	-32%
South		26.78	28.34	-6%
North		19.49	19.40	0%
Central		6.47	5.50	18%
Domestic Sales		122.68	129.13	-5%
Overseas		2.69	2.18	24%
Total		125.37	131.31	16 -5%

Regional Distribution : FY 2019-20

- Eastern region sales continues to be the dominant region with a 39% revenue share
- Northern region sales grew by 18% and had a 15% revenue share

Region wise sales break up FY 2020



Sales (Rs crs)	FY 2020	FY 2019	% Change
East	196.74	179.62	10%
West	101.05	109.63	-8%
South	108.77	104.46	4%
North	78.25	66.20	18%
Central	24.27	22.22	9%
Domestic Sales	509.07	482.13	6%
Overseas	15.81	14.03	13%
Total	524.88	496.16	6%

Retail stores

Particulars	COCO	FOFO	Total
K-Lounge	11	194	205
EBO	4	112	116
Factoy Outlet	1	-	1
Total	16	306	322
COCO - Company Owned Company Operated FOFO - Franchisee Owned Franchisee Operated			
Retail Stores (YTD)	31.03.20	31.03.19	
Existing	322	318	
New opened	35	44	
Relocated/closed	35	40	
Work-in process	19	19	
Total Retail Stores	341	341	

Thank You

Disclaimer: Certain statements in this document or explanation thereof during discussions may be forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, direct and indirect tax structures , local, political or economic developments, weather conditions deferring season, technological risks, overall market scenario and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward looking statements. Kewal Kiran Clothing Limited(“KKCL”) will not be in anyway responsible for any action taken based on such statements and undertake s no obligation to publicly update these forward looking statement to reflect subsequent events or circumstances.