



KEWAL KIRAN CLOTHING LIMITED

INVESTOR UPDATE – Q2FY20

LAWMAN Pg³

KILLER 

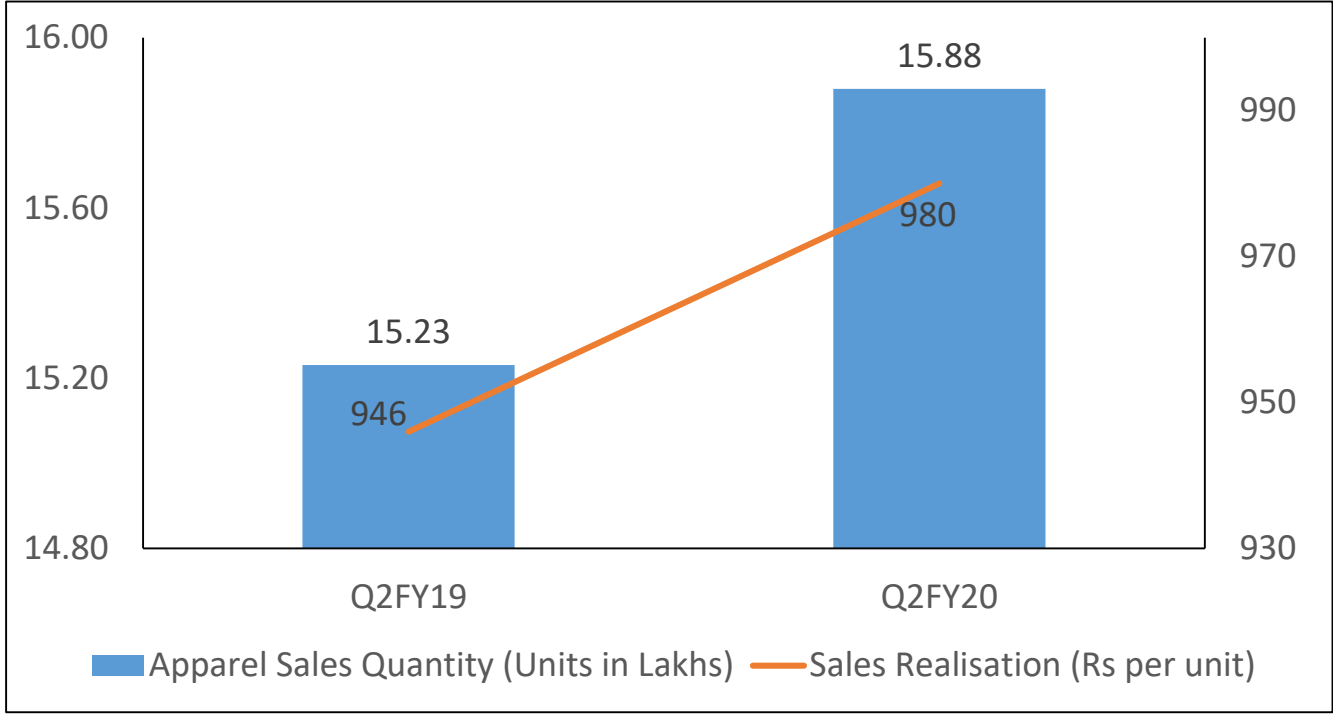
K-LOUNGE

easies

desi belle

OPERATIONAL HIGHLIGHTS

	Q2FY20	Q2FY19	YOY
Apparel Sales Quantity (Units in Lakhs)	15.88	15.23	4.3%
Sales Realisation (Rs per unit)	980	946	3.6%



SEGMENTAL PERFORMANCE — BRAND WISE

RS. CRORE	Q2FY20	% CONTRIBUTION TO TOTAL REVENUES	Q2FY19	% CONTRIBUTION TO TOTAL REVENUES	YOY (%)
Killer	112.0	67.7	90.2	60.0	24.2
Lawman	13.1	7.9	15.8	10.5	(17.1)
Easies by Killer	8.0	4.8	7.2	4.8	10.8
Integriti	22.1	13.4	30.6	20.4	(27.7)
Others	10.2	6.1	6.6	4.4	53.8
Total	165.4	100.0	150.4	100.0	9.9



SEGMENTAL PERFORMANCE — PRODUCTS WISE

RS. CRORE	Q2FY20	% CONTRIBUTION TO TOTAL REVENUES	Q2FY19	% CONTRIBUTION TO TOTAL REVENUES	YOY (%)
Jeans	95.8	57.9	93.5	62.2	2.4
Shirts	29.9	18.1	25.4	16.9	17.6
Trousers	14.9	9.0	12.7	8.4	17.9
T-Shirts	7.5	4.6	6.6	4.4	15.0
Others	17.3	10.4	12.3	8.2	40.8
Total	165.4	100.0	150.4	100.0	9.9



SEGMENTAL PERFORMANCE — CHANNEL WISE

RS. CRORE	Q2FY20	% CONTRIBUTION TO TOTAL REVENUES	Q2FY19	% CONTRIBUTION TO TOTAL REVENUES	YOY (%)
MBO	70.7	42.8	66.1	43.9	7.1
Retail (K-Lounge)	28.7	17.4	32.5	21.6	(11.8)
National Chain Stores	39.5	23.9	27.1	18.0	45.4
E-Commerce	13.3	8.0	14.3	9.5	(7.1)
Factory Outlet	9.6	5.8	6.2	4.1	54.6
Overseas	3.6	2.2	4.1	2.8	(14.1)
Total	165.4	100.0	150.4	100.0	9.9

SEGMENTAL PERFORMANCE — REGION WISE

RS. CRORE	Q2FY20	% CONTRIBUTION TO TOTAL REVENUES	Q2FY19	% CONTRIBUTION TO TOTAL REVENUES	YOY (%)
East	64.0	38.7	61.2	40.7	4.7
West	31.9	19.3	29.8	19.8	7.0
South	32.6	19.7	28.4	18.9	14.6
North	25.1	15.2	19.6	13.0	28.5
Central	8.1	4.9	7.3	4.9	10.0
Exports	3.7	2.2	4.1	2.8	(10.9)
Total	165.4	100.0	150.4	100.0	9.9



RETAIL STORES

	COCO	COMFO	FOFO	TOTAL
Killer - Lounge	2	9	194	205
EBO			116	116
Factory Outlet		1		1
Total	2	10	310	322

COCO - Company Owned Company Operated

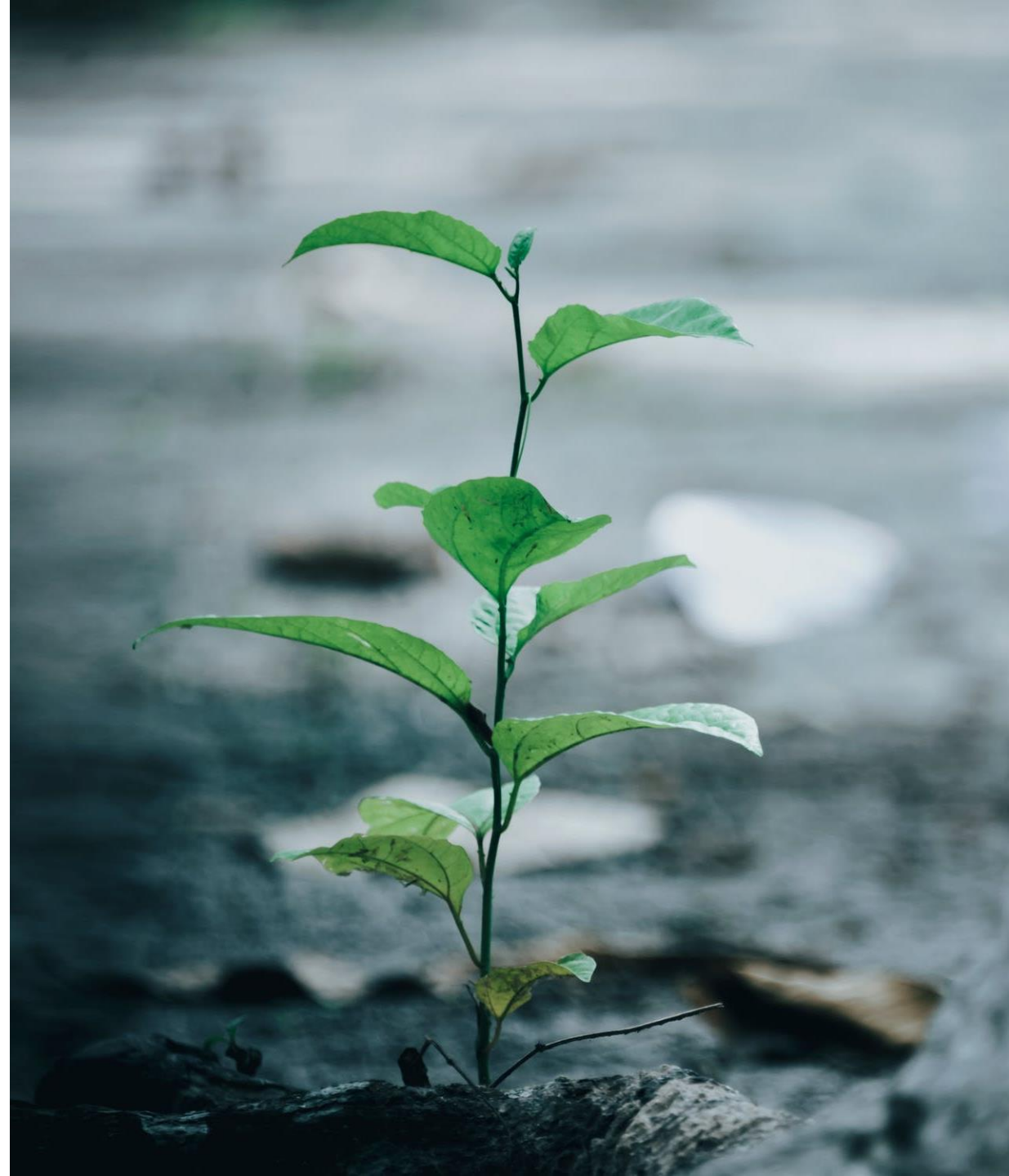
COMFO - Company Owned Management Franchisee Operated

FOFO - Franchisee Owned Franchisee Operated

RETAIL STORES	Q2FY20
Existing	322
Newly Opened	19
Relocated / Closed	19
Work in Progress	15
Total Retail Stores	337

OUTLOOK – Key Growth Drivers

- Persistent focus on growing profitability with strong emphasis on cash flows
- Scaling up business with better operational and financial strategies. Doubling distributors in the next two years from 125 to about 200
- Adding 10% of our current store strength of 341, i.e. 30 to 35 stores every year
- Govt focus on reviving rural demand, infusing liquidity in the system and Increase in household saving rate would help consumption to pick-up in coming period
- Focus on driving revenues from womenswear “Desi Belle by Killer” brand across all existing channels
- Expects Rs 250 crore revenue from “Desi Belle by Killer” in the next five years





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LAWANPg³

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