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A LIFE STYLE BRAND FROM
KKCL
KEWAL KIRAN CLOTHING LIMITED

KKCL
KEWAL KIRAN CLOTHING LIMITED

Kewal Kiran

Clothing Limited

KILLER X
this is us

LAWMAN Pg³
BE THE STAR

easies
BY **KILLER X**

Integrati
THE
SPIRIT
CALLED
YOUTH


DÉSI BELLE
BREAK FREE

WIRE STITCH

CORPORATE BUSINESS PRESENTATION & Q2 FY22 FINANCIAL OVERVIEW

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Company Overview



40+ years of Success filled Journey



Roots dating back to **1980**, KKCL prides itself in contribution to the evolving **Denim culture** in India



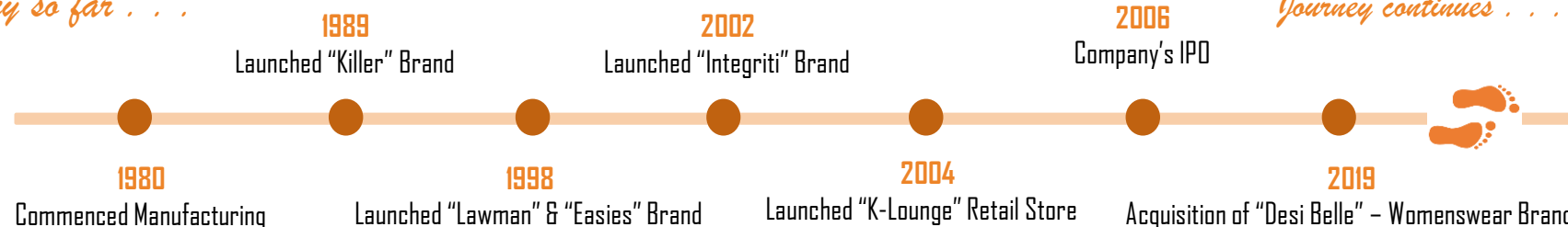
Integrated Play with presence across Value Chain : Designing - Manufacturing - Branding - Retailing



Widespread Distribution : 320+ Exclusive Brand Outlets and 125+ Distributors covering 4,000+ MBOs spread across India



Journey so far . . .



Chairman's Message

KKCL, with its **strong brands, robust infrastructure, well-entrenched distribution and a culture of innovation**, is geared to exceed the demands and aspirations of modern, fashion-conscious consumers

As a market, India is predominantly value-seeking. This requires **unique business models like that of KKCL's** to cater to the population, while sustaining profits.

At KKCL, we are well-prepared to make the best of the available opportunities, by catering to both the visible and latent needs of consumers. With our clear proposition of **value combined with the motto of creating a stylish nation, we are ready to take on the opportunities.**



Kewalchand P. Jain
Chairman & Managing Director

Strong Brand Portfolio



OVI
KEWAL KIRAN CLOTHING LIMITED

1 Flagship Brand catering to Premium Luxury segment

KILLER X
this is us

2 Premium Mid Market Segment Brand

easies
BY **KILLER X**

3 Fashion/Partywear Brand Focused on Mid Market Segment

LAWMAN Pg³
BE THE STAR

4 Targeted Premium Mass Market Brand

Integr8
THE SPIRIT
CALLED
YOUTH

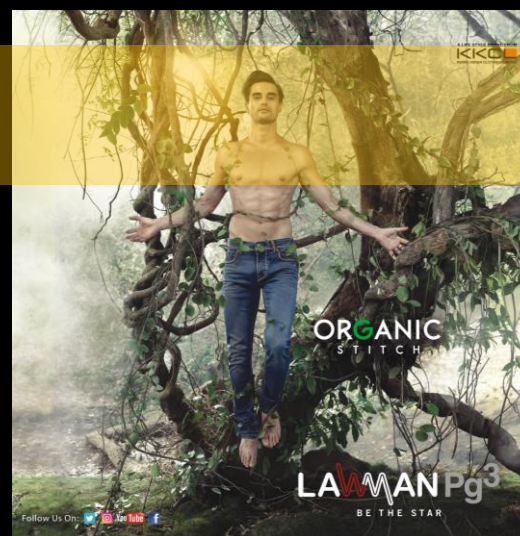
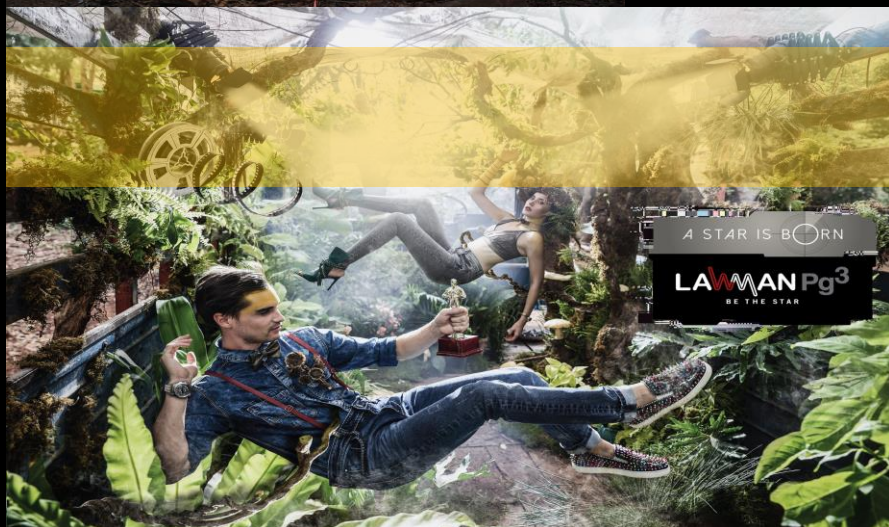
5 Focused Women Wear Brand

DÉSI BELLE
BREAK FREE



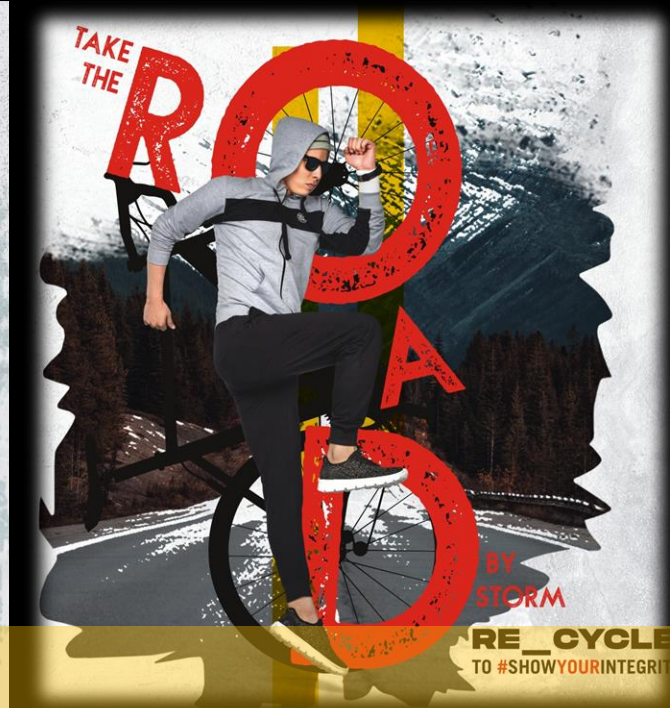
Killer : Premium Casuals

Flagship brand "**Killer**" imbibes in it the cool confidence of today's youth and redefines denims, giving a bold character to them



Lawman : Fashion Capital

A glamorous, lifestyle brand, "LawmanPg3" specialises in trendsetting denim and partywear for young adults



Reflecting and resonating the ambition and energy of youth, "Integrati" offers a credible, trusted and value proposition across work and casual wear



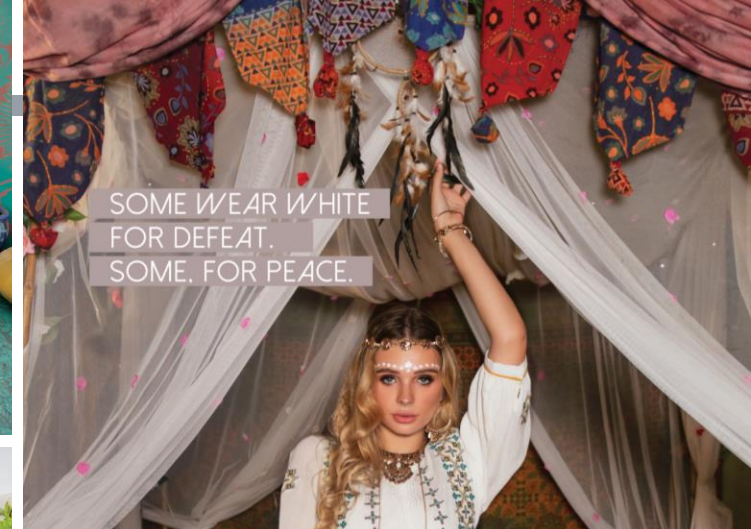
Easies : Contemporary Semi Formal Wear



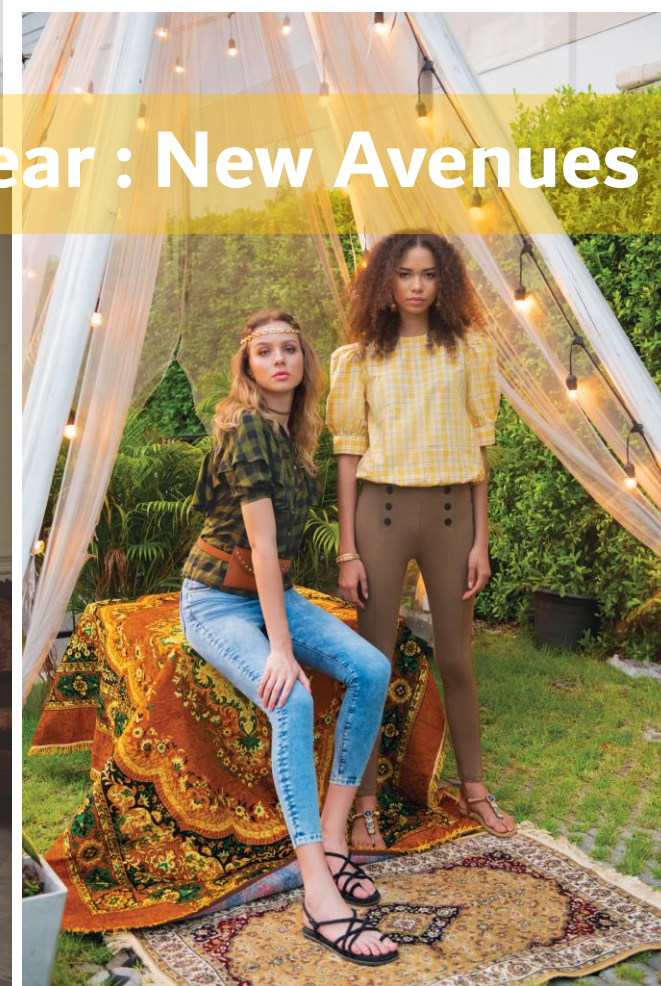
A blend of classic and contemporary preferences, "**Easies**" is reshaping corporate fashion in India through its range of semi-formal menswear, made from the most premium range of fabric and linen

— With our sharp smart casuals, —
let your hair down throughout the week.

easies
BY KILLERX

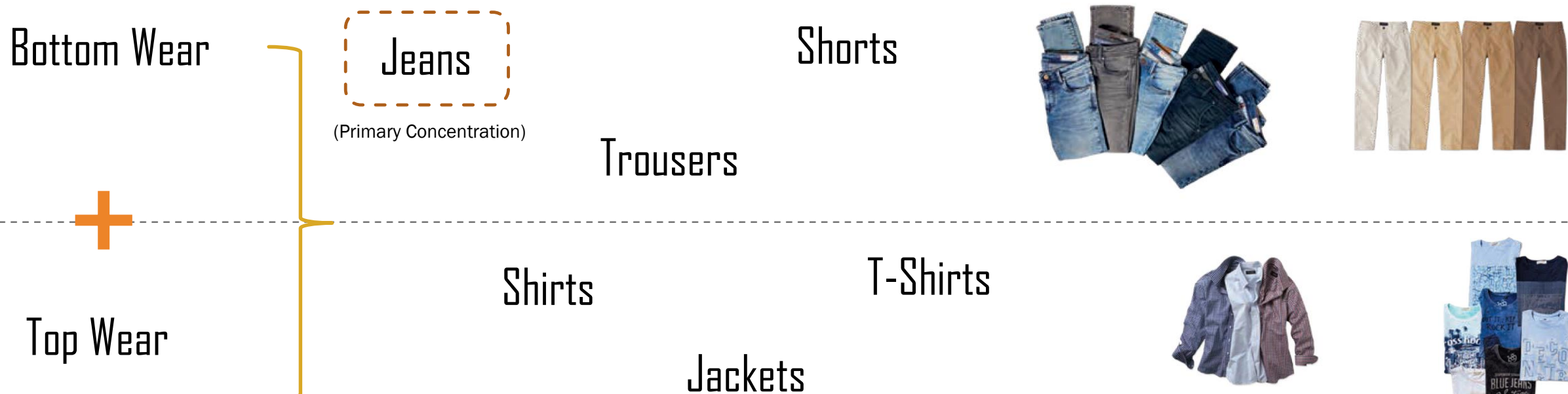


A fashion advertisement for the brand 'DIESEL' featuring two models in a retro-themed room. One model is seated on a yellow sofa, wearing a striped shirt and a red beret. The other model is standing, wearing a green and white striped shirt and sunglasses. The room has a checkered floor, a map wall, and a vintage radio.



"Desi Belle" is an Indo-Western womenswear that exists at the confluence of modern style and desi touch, catering to the contemporary woman

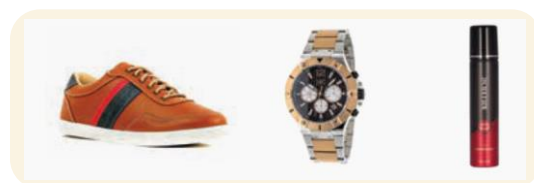
Wide Product Portfolio capitalizing Brands

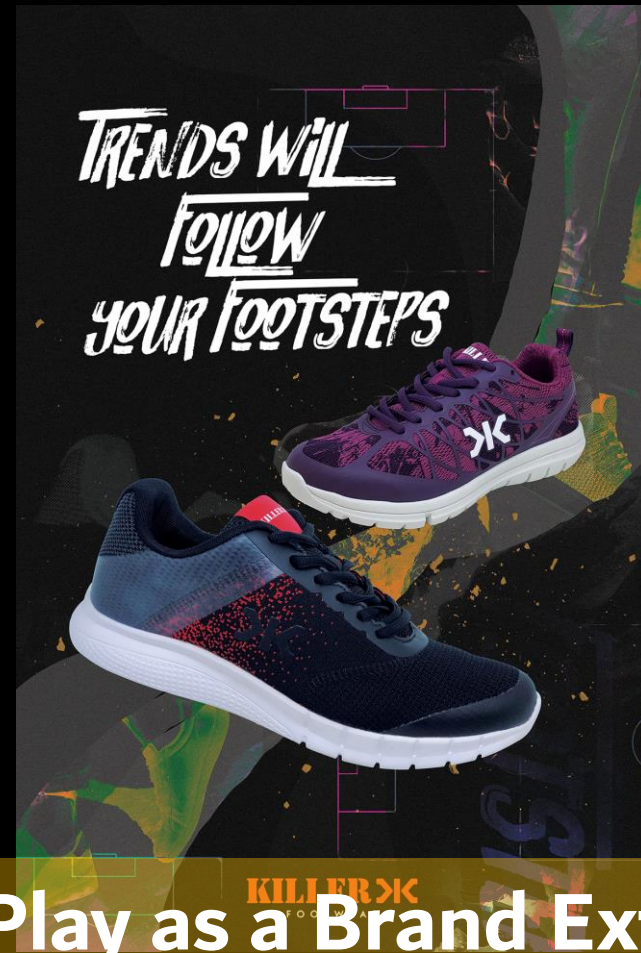


- **Accessories Business through Brand Extension :** Opportunistic Play capitalizing on Brand Recognition & Entrenchment

Deodorants - Shoes - Belts - Masks - Purses - Socks : Amongst Others

>>> Product Identification - Licensing - Branding - Selling





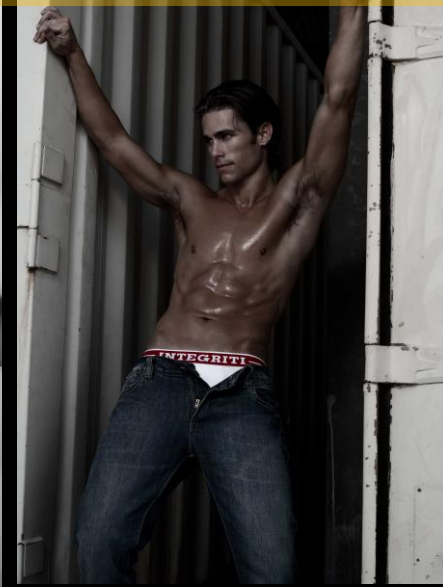
Addictions : Accessories Play as a Brand Extension



The accessories wing of KKCL, "Addictions" offers lifestyle products such as deodorants, watches, wallets, belts and innerwear



Innerwear – From the House of KKCL



YOUR REAL
ATTITUDE
WITHIN

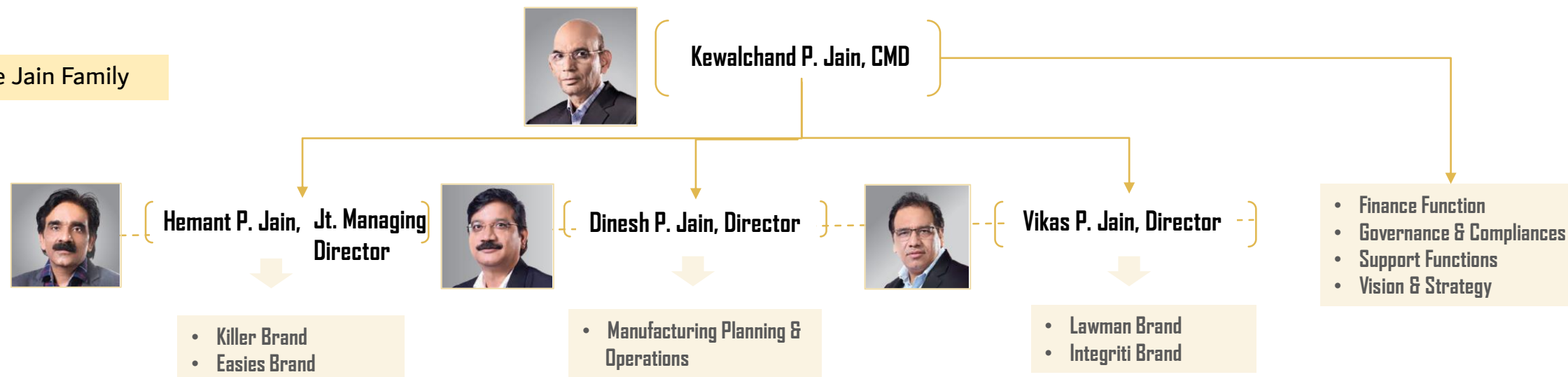
KILLER **KK**

Experienced Management



Focused Founding Team

Founding Team : The Jain Family



MISSION :

- ❖ Driving excellence through our people, business partners and other stakeholders
- ❖ Focusing on consumer satisfaction and executing a customer-centric business module
- ❖ Adopting international standards and best practices across our operations
- ❖ Executing the business based on the three core growth principles of: Stability, Sustainability and Scalability



VISION :

To be a world-class business organization which enables value, best services and enhancement of net worth for all the stakeholders.

Proficient Board Independence

Dr. Prakash A. Mody
Independent Director



- Chairman and Managing Director of Unichem Laboratories Limited and brings onboard rich experience in marketing, research and production
- A doctorate in Organic Chemistry from University of Mumbai and pursued Marketing Management from Jamnalal Bajaj Institute of Management Studies, University of Mumbai;
- Graduate alumnus of the Harvard Business School, following attending the Owner Presidents' Management Programme.

Mr. Nimish G. Pandya
Independent Director



- Founding Partner at Pandya Juris LLP, International Lawyers & Tax Consultants and Proprietor at Pandya and Co. Advocates and Notary
- Trustee of Shree Sathya Sai Trust, Maharashtra and All India President of Shree Satya Sai Seva Organisation, India
- Member of the Bar Council of Maharashtra and was appointed as a Notary Public by the Government of Maharashtra in 1993
- Specialises in Mergers and Acquisitions, Litigation and Arbitration, Trusts and Charities, Corporate, Commercial and Financial Planning and Execution, including Transaction Support and Contracts, Intellectual Property, Technology, Media and Communications, Competition and Trade, Conveyancing and Real Estates and Family and Personal Law

C.A. Mr. Yogesh A. Thar
Independent Director



- Senior Partner in Bansil S. Mehta & Co., a reputed Chartered Accountancy firm in Mumbai
- Member of the Direct Tax Committee of the Chamber of Tax Consultants
- Member of the Institute of Chartered Accountants of India and with 31+ years of experience in Business Mergers, Acquisitions and Restructuring, Business Valuations, Corporate Taxation and Taxation of Non-resident Citizens and Foreign Companies

C.A Ms. Drushti R. Desai
Independent Director



- Partner in Bansil S. Mehta & Co., a reputed Chartered Accountancy firm in Mumbai
- Member of the Institute of Chartered Accountants of India with 20+ years of experience in Valuation of Shares, Businesses and Intangibles, Advisory Services on Schemes relating to Mergers, Acquisitions, Spin-offs and other forms of Corporate Restructuring and Family Settlements, Financial and Management Advice, Corporate and Individual Taxation (Income-tax, Wealth-tax, Gift-tax)

BRINGING MULTIPLE INDUSTRY EXPERIENCE TO THE TABLE

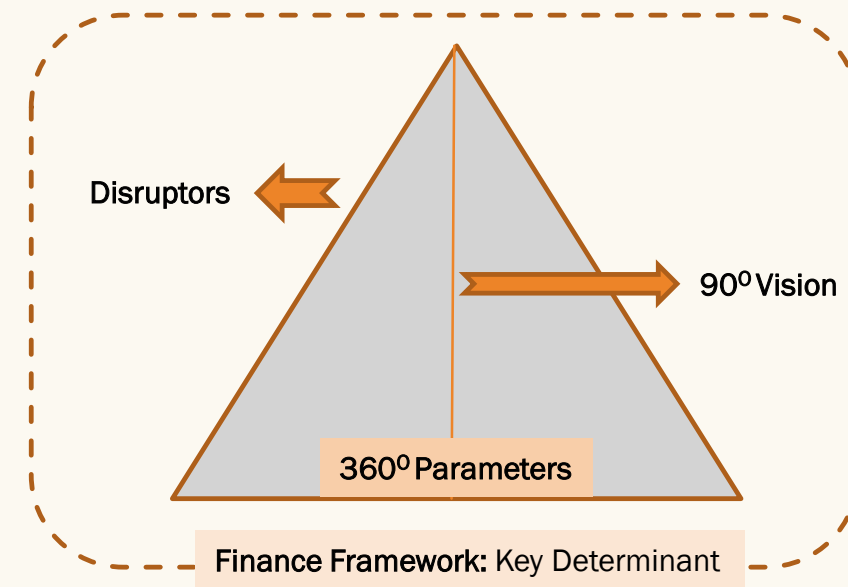


Company Driven by Inherent Values

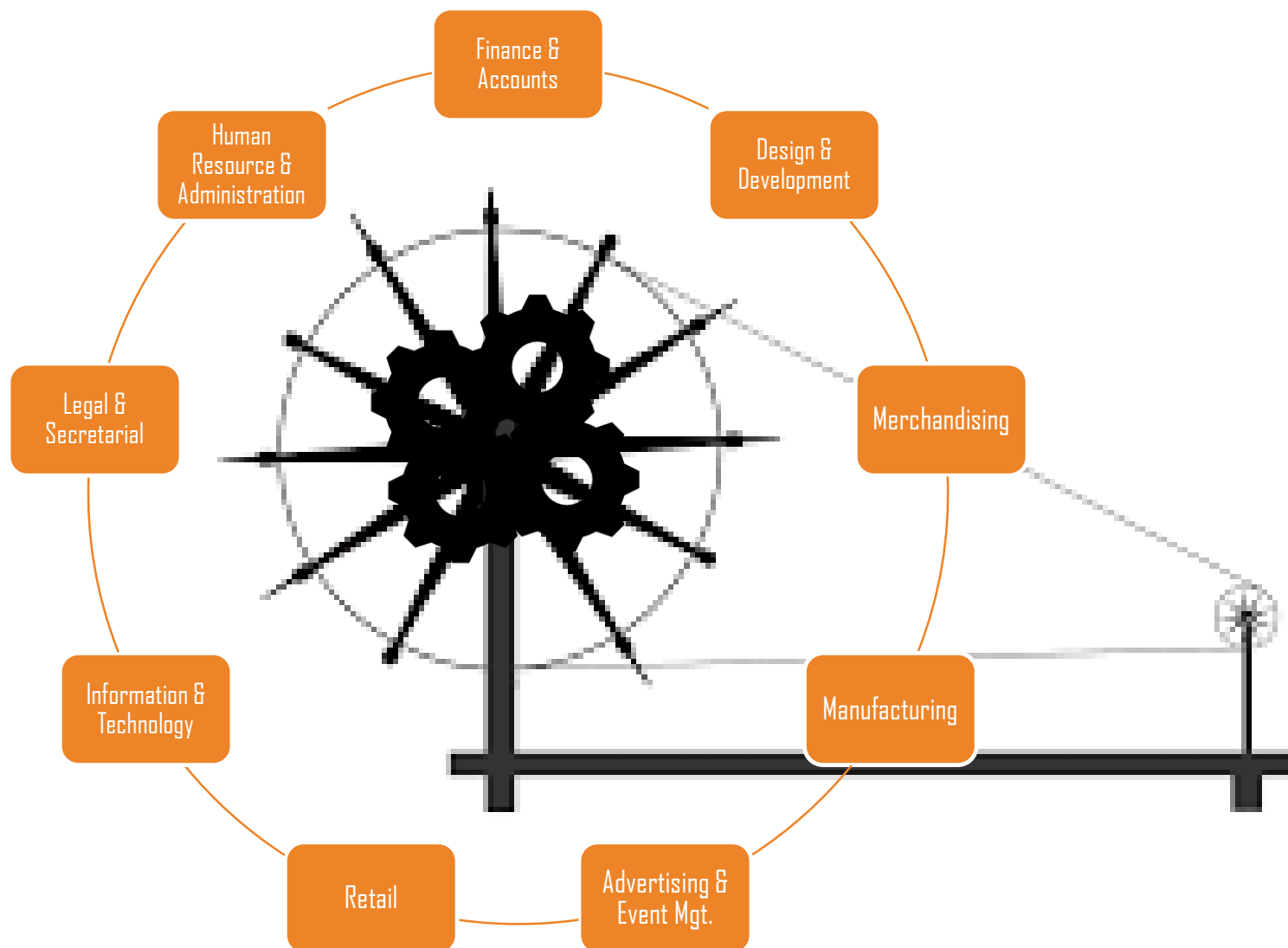
- **Simplicity in Business working** : Focused Approach striving towards Profitable growth
- **Success Driven Philosophy with a Cautious Approach** : Follow prototype model with an objective to make "Small to Big"
- **Financial Sustainability driven Decision Making** : Key Driver for achieving the **3 Key "S" of Business**
 - Business **Stability**
 - Business **Sustainability**
 - Business **Scalability**
- **Inclusive Business Culture** : Being considerate towards all key stakeholders
 - Customers
 - Human Resource (Employees)
 - Suppliers
 - Channel Partners
 - Shareholders
 - Bankers



KKCL : Business Structure Pyramid



Key Support Functions



Spinning the wheel of success . . .



BEYOND
BLUE

KILLER >K<
this is us



BEYOND
BLUE

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this is us

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AW 20



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this is us



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HIGH ON LIFE

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KILLER >K<
this is us

HIGH ON LIFE
SS 21

KILLER >K<
this is us

READY FOR LIFE →

KKCL : Brand Building Platform



Brand Building Platform

Robust infrastructure, which consists of our office space, design studios, production facilities, supply chain and our well-planned stores, all connected by digitally-enabled processes

- **Tech-led manufacturing capabilities** : State-of-the-art technology in manufacturing denims with units equipped with advanced machinery, helping us offer the best products to our customers
- **Best in class Washing Facility:** Key Factors to Denim Manufacturing
- With a total **annual capacity of apprx. 8 million units**, each facility is a house of innovation and a complementing factor to the styles being produced and marketed.
- Assisted by international professionals to lead our research and technology wing allowing us to develop new products and improving existing product range
- All KKCL manufacturing facilities are certified ISO 9000:2008 and the Vapi facility is additionally certified ISO 14001: 2004

The **Vapi Manufacturing Unit** won gold awards in '**FAME Excellence Award 2017**' and '**Grow Care**' India's Environment Award 2017'.

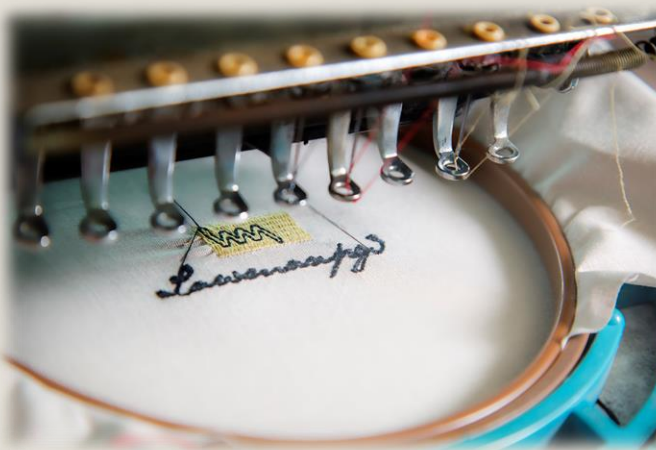


Design & Development Team : Patented & Copyright Products



Responsible Manufacturing Practices: Usage of state of art technology to avoid usage of excessive water across various stages of production leading to elimination of nearly 80% of water wastage through processes







KKCL Corporate Headquarters (Company Owned) : Mumbai, Maharashtra, India

(spread over an area of approx. 50,000 sq.ft built up area)

KILLER X
this is us



HIGH ON LIFE

SS 21

BEYOND
BLUE



KILLER X
this is us

BEYOND
BLUE



KILLER X
this is us

BEYOND
BLUE



KILLER X
this is us

Sales Platform : Expansion Strategy

Omnichannel Strategy

EBDs (Master Distribution & Direct by Company)

MBOs (Distribution Platform)

NCS (Direct by Company)

E Commerce (Direct by Company)

Exports (Direct by Company)

Traditional Channels : Key to Profitability

**Structured & Focused
Win-Win Philosophy
Methodology**



- Identify Right Channel Partners
- Nurturing Channel Partners & forging long term partnerships
- Opportunities of Growth for Channel Partners
- Retaining Channel Partners

Digital / Modern Retail : Key to Visibility

**Differentiated Play
Differential Offering
Methodology**



- Calculative Approach with minimal impact on Margins
- Identification of Right Channel Partners
- Cost Benefit Analysis : visibility v/s margin contraction
- Differentiated Offering across various SKUs

K-LOUNGE

- KKCL's Retail Play





Strategic Widespread Presence

Extensive footprint of directly operated and franchise stores, along with a presence in large format stores, carefully selected multi-brand outlets (MBOs)

Exclusive Retail Store Count (As on Sep 30, 2021)

	COCO	FOFO	Total
K-Lounge	18	201	219
EBOs	5	98	103
Factory Outlet	1	-	1
Total	24	299	323

EBOs : Totally spread over an approx. area of **2,15,000 sq.ft** spread across India

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

MBO Presence

Widespread MBO presence through traditional Distributional Channel : 125+ Distributors covering 4,000+ MBOs across India

National Chain Stores

Select Key Stores: Central, Shoppers Stop, Lifestyle, Pantaloons, Reliance Trends & Others



Multiple E-Commerce Portal Presence

Flipkart / Myntra

Ajio

Tata Cliq

Amazon

Paytm

LimeRoad

Consumer Awareness Platform



Brand Media & Communication

Brands are the centre of Consumer Communication Process

- Brand Positioning
- Brand Traits
- Short term and Long term goals of each Brand



- **Mode of Advertising :** The preferred mode of advertising differ from brand to brand from being **print heavy**, to association with movies and glamor based events to college EDM festivals and to outdoor advertising
- **Current Trending Marketing Focus :** With an objective to create a cult for the customer base and for them to be proud to associate with the brand they aspire, the focus is to leverage digital, video and social media collaborations
- Partnered and featured with leading media platforms such as **Bollywood movies, renowned magazines and large-scale event sponsorships.**
- **Out of Box Branding :** LawmanPg3 ideated and re-branded the cover page of CineBlitz to “Lawman Pg3 Cineblitz” in order to live upto the Brand DNA about glamour and style

Cover Page of Re-branded LawmanPg3 CineBlitz Magazine





KKCL : Clothes for Every Season

Financial Achievement Highlights



Profit & Loss Statement : Y-o-Y for Q2

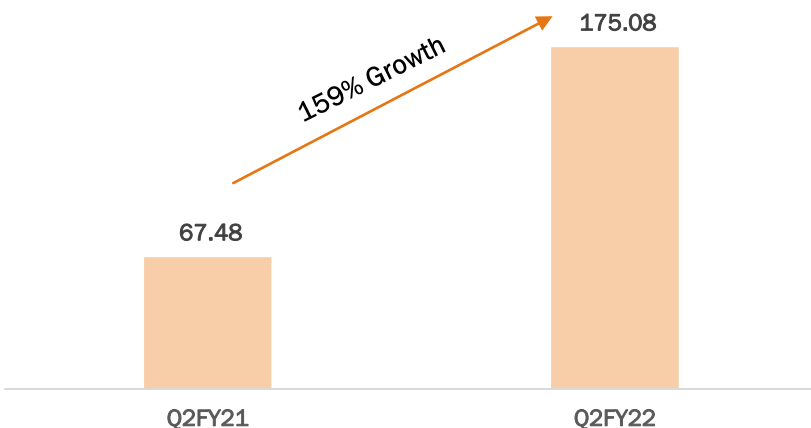
Amount ₹ in Crores

Particulars	Q2 FY 21 - 22			Q2 FY 20 - 21	
	Amount	% of Sale		Amount	% of Sale
Income:					
Revenue from Operations	174.75	99.8%		67.03	99.3%
Other Operating Revenue (Service / Rent Income)	0.33	0.2%		0.45	0.7%
Revenue from Operations	175.08	100.0%		67.48	100.0%
Expenses					
Cost of Material Consumed	103.37	59.0%		35.22	52.2%
Personnel Cost	19.17	10.9%		11.50	17.0%
Administrative & Other Cost	11.98	6.8%		4.91	7.3%
Selling & Distribution Expenses	8.26	4.7%		4.63	6.9%
Total Expenses	142.78	81.6%		56.26	83.4%
EBIDTA	32.30	18.4%		11.22	16.6%
Other Income	5.98	3.4%		4.21	6.2%
Finance Expense	1.33	0.8%		2.28	3.4%
Depreciation / Amortization	1.69	1.0%		1.65	2.4%
Net Profit Before Tax	35.25	20.1%		11.48	17.0%
Provision for Tax	8.24	-		2.31	-
Net Profit After Tax (before OCI)	27.02	14.9%		9.17	12.8%

Financial Achievement : An Overview

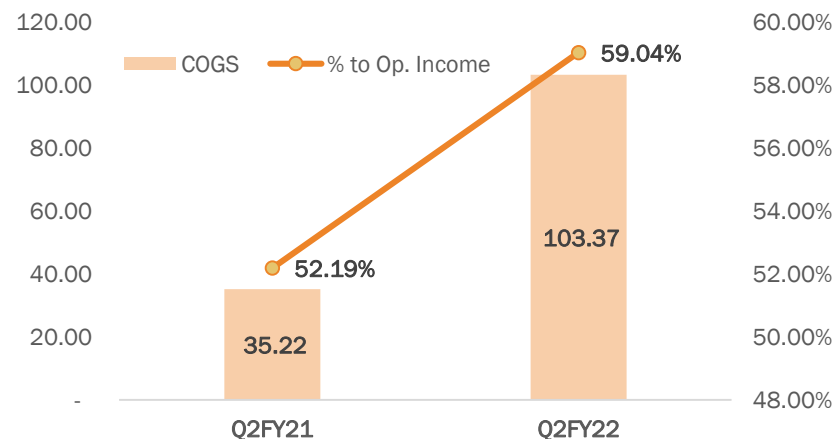
Q-o-Q Operating Sales

INR Cr

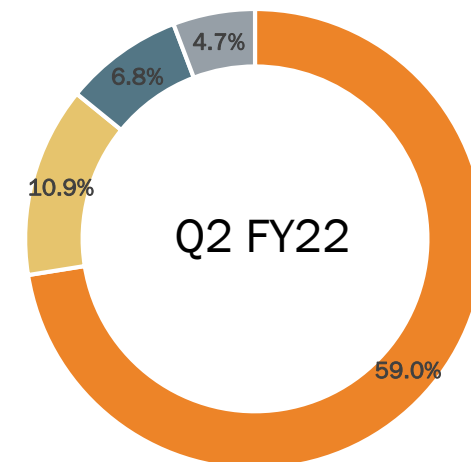


COGS

INR Cr

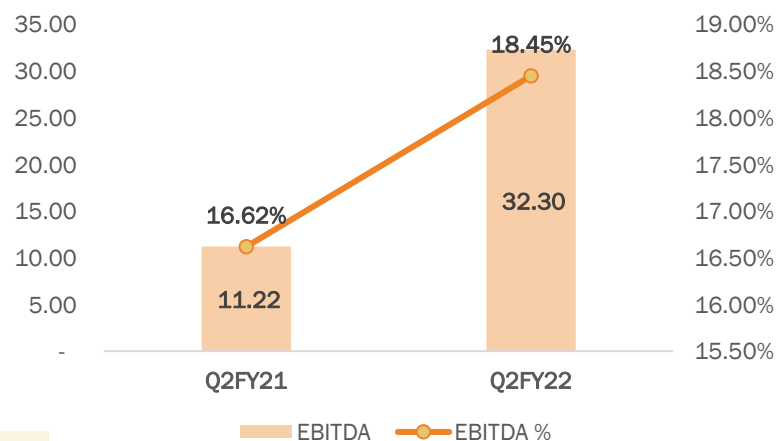


Costs Factors as a % of Operating Income



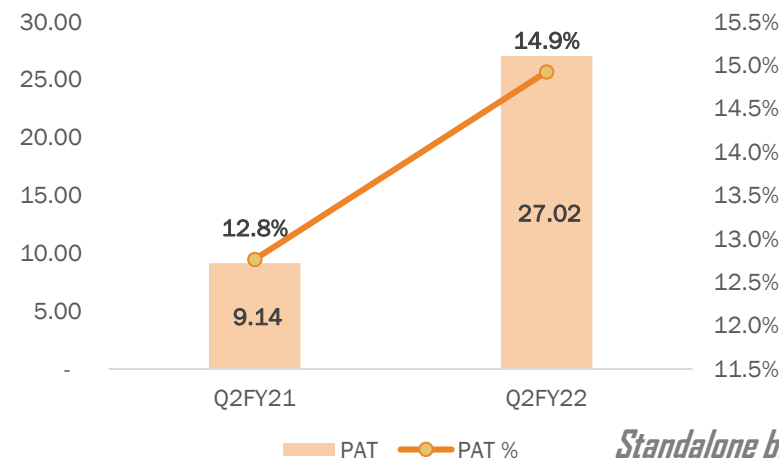
Q-o-Q EBITDA (excl. Other Income)

INR Cr

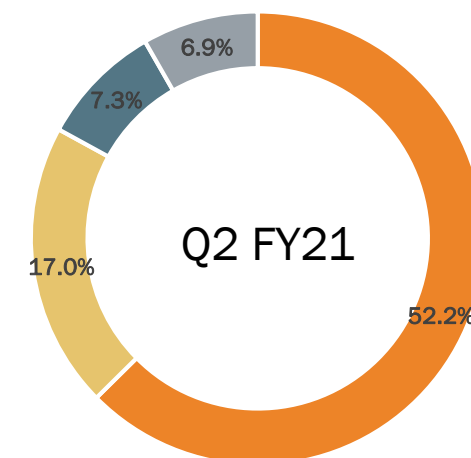


Q-o-Q PAT

INR Cr



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


Standalone basis
Standalone basis

Financial Achievement : An Overview

Amount ₹ in Crores

		As on Sep 30, 2021	FY 2021
(A)	Networth	468.75	432.96
(B)	Non-Current Borrowings	-	-
(C)	Borrowings	67.01	46.44
	Debt/Equity [(B + C) / A]	0.14	0.20
(D)	Investments* + Cash /Cash Eq.	302.56	298.49
	Net Cash [D – (B + C)]	235.55	252.05

* Investments include Current + Non-Current Investments. Non-Current Investments also include INR 8.45 cr of investments in Associates

Standalone basis

Brand Wise Performance

Sales Contribution (INR Cr)
 (% Contribution to Total Sales)

	Q2 FY2021 - 22	Q2 FY 2020 - 21
KILLER ➡	100.6 (58%)	39.5 (59%)
Integrati ➡	35.3 (20%)	12.2 (18%)
LAWMANPg³ ➡	20.7 (12%)	6.0 (9%)
easies ➡	6.7 (4%)	2.9 (4%)
Others ➡	11.5 (7%)	6.4 (10%)
Total	174.80	67.0



Retail Stores Status

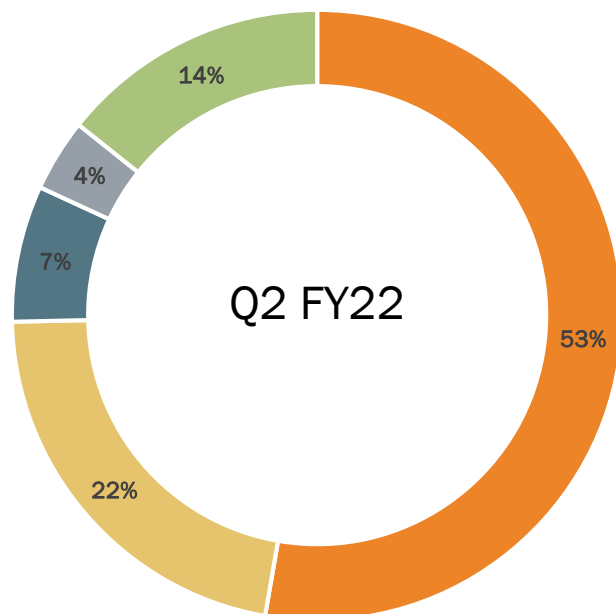
Particulars	COCO / Nos.	FOFO / Nos.	Total / Nos.
As on 1 April 2021	20	302	322
Opened during the period	4	30	34
Closed during the period	-	33	33
As on 30 September 2021	24	299	323
Under Development / WIP	-	79	79



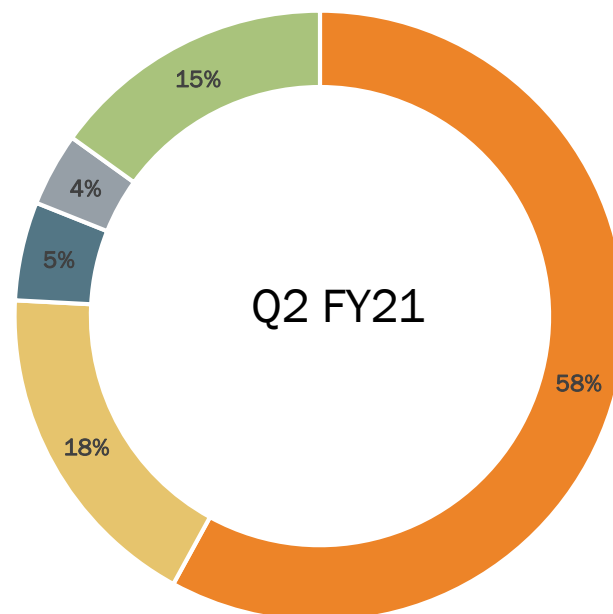
Product Wise Performance



PRODUCT WISE SALES PERFORMANCE



Jeans Shirts Trousers T-Shirts Others



Jeans Shirts Trouser T-Shirts Others

	Q2FY22	Q2FY21
Apparel Sales Qty (Units in Lakhs)	31.46	10.63
Sales Realisation* (INR per unit)	799	611

* Calculated at WSP (Wholesale Sales Price)

KILLER >K
this is us



KILLER >K
this is us



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SS 21



Thank You



Kewal Kiran Clothing Limited

460/7, I.B. Patel Road, Kewal Kiran Estate,
Goregaon (East), Mumbai 400063