

February 08, 2019

To The Manager The Department of Corporate Services BSE Limited P. J. Towers, Dalal Street, Mumbai - 400 001 Scrip Code - 540775

To The Manager The Listing Department National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 **Symbol - KHADIM** 

Dear Sir,

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

### Sub: Investor Meet

This is with reference to Investor Meet scheduled to be held on February 11, 2019.

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith our presentation on the Financial Results for the quarter and nine months ended December 31, 2018 which would be presented before the investors.

Kindly take the same on record.

Thanking You,

Yours faithfully,

For Khadim India Limited

AT il- Par

Abhijit Dan Company Secretary & Head – Legal ICSI Membership No. A21358

Encl: As above

KHADIM INDIA LIMITED

REGD. OFFICE.: 'KANKARIA ESTATE', 5TH FLOOR, 6, LITTLE RUSSELL STREET KOLKATA-700 071, INDIA, Tel No. + 91-33-4009 0501, Fax No. + 91-33-4009 0500 E-mail : frontoffice@khadims.com; Website : www.khadims.com CIN : L19129WB1981PLC034337

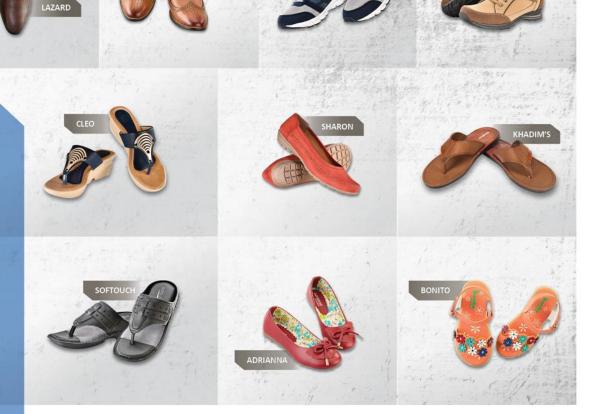
# **KHADIM INDIA LIMITED**

Q3 & 9M FY19 RESULTS PRESENTATION FEBRUARY 2019



# DISCUSSION SUMMARY

- BUSINESS OVERVIEW
- Q3 & 9M FY19 RESULTS
- BUSINESS STRATEGY & OUTLOOK
- FINANCIAL & OPERATIONAL SUMMARY
- ANNEXURE



BRITISH WALKERS



## QUICK SNAPSHOT

# Khadim's

### L > Leading Footwear Brand in India

- 2<sup>nd</sup> largest footwear retailer in India \*
- Largest presence in East India
- One of the top 3 players in South India
- Largest footwear retail franchise network in India
- Emerging brand in West and North India

### 2 Huge Market Growth Potential \*

- Domestic footwear market expected to grow at 15% (FY16-20)
- Branded footwear market expected growth at 20% (FY16-20)
  - Branded retail 18% CAGR (FY16-20)
  - Branded distribution 23% CAGR (FY16-20)

3

4

### 7 Strong Financial Performance #

- Revenues Rs 7,487 Mn (FY14-18 CAGR 12%)
  - Retail: 9.3 % CAGR
  - Distribution: 37% % CAGR
- EBITDA Margin 10.1% (FY14-18 CAGR 11.2%)
  - Retail: 10.8%

6

- Distribution: 9.4%
- PAT Margin 5.1% (FY14-18 CAGR 33%)

### Strong Design Capabilities

- Understanding latest domestic & global fashion trends
- Strong design capabilities have helped create and grow sub-brands, drive premiumisation and target and retain aspirational customers
- This has led to higher ASP and gross margin

# **Khadim's**®

'Affordable Fashion' for the entire family for every occasion

### 5 Asset Light Model for Growth

#### **Retail business**

- 76% of retail presence through franchise route
- Outsource 88.9% of product requirement (FY18)

#### **Distribution business**

- ~ Highly scalable model on the front end
- Mix of in-house and contract manufacturing

### Two-pronged Market Strategy

- Straddle between two distinct business models

   retail & distribution, each with its own
  customer base, product range, sales channels
- Ability to capitalize on the growth potential of both the markets and de-risk dependence on any one business

### Extensive Reach & Presence

- Retail presence across 23 states & 1 union territory
- 794 'Khadim's' branded retail stores (Dec-18)
- Wide network of 528 distributors selling to MBOs across India (Dec-18)

Source: \* Technopak, In terms of number of exclusive retail stores in FY16, # FY18 financials

# TWO-PRONGED MARKET STRATEGY OF RETAIL & DISTRIBUTION MODELS Khadim's

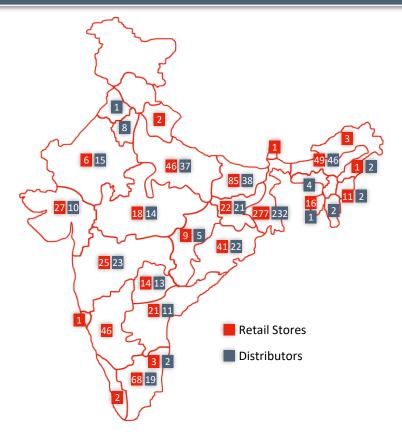
	Retail Business –	Distribution Business –		
Reach	794 'Khadim's' exclusive branded outlets	528 distributors supplying to MBOs across India		
Target Segment	Middle & upper middle income consumers in metros (incl. mini metros), Tier I – III cities	Lower & middle income consumers in Tier I – III cities, who shop in MBOs		
Price Range	Rs 74 – Rs 3,699	Rs 64 – Rs 999		
Product Range	Leather / non-leather sandals, slippers, boots, ballerinas, stilettos, moccasins, sports shoes and accessories *	EVA, basic and premium Hawai, PVC, PVC DIP and PU and Stuck On products		
Brands Offered	Khadim's brand and all sub-brands	Khadim's brand		
Sourcing	89.8% outsourced (FY18) – smaller quantities of premium high quality products	Own manufacturing and contract manufacturing facilities		
Sales Team	74 members in addition to store level sales personnel	43 members in sales team for distribution		

Ability to straddle between the retail and distribution markets helps to de-risk for the dependence on any one business and cross leverage experience in each segment to capitalise the potential of both the business opportunities

## **EXTENSIVE GEOGRAPHICAL REACH & PENETRATION**

# Khadim's<sup>®</sup>

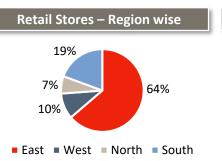


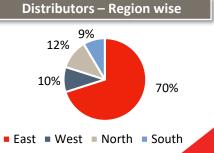




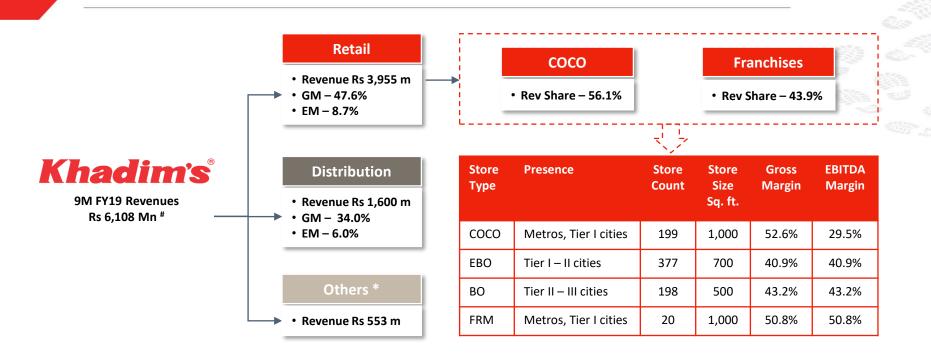
Brand Network	Dec '18
<b>Retail Stores</b>	794
- COCO	199
- Franchises	595
Distributors	528







## **EXTENSIVE GEOGRAPHICAL REACH & PENETRATION**



### Asset Light Model for Frontend Expansion and Scalability

- Retail Business Expand into new markets through COCO stores and further augment the presence through franchise stores.
   76% of retail presence is through franchise route
- Distribution Business Highly scalable model to capitalise on retail brand recall and target new markets

\* Others include institutional sales, e-commerce sales, export sales and sale of packing materials, # EBITDA at store level

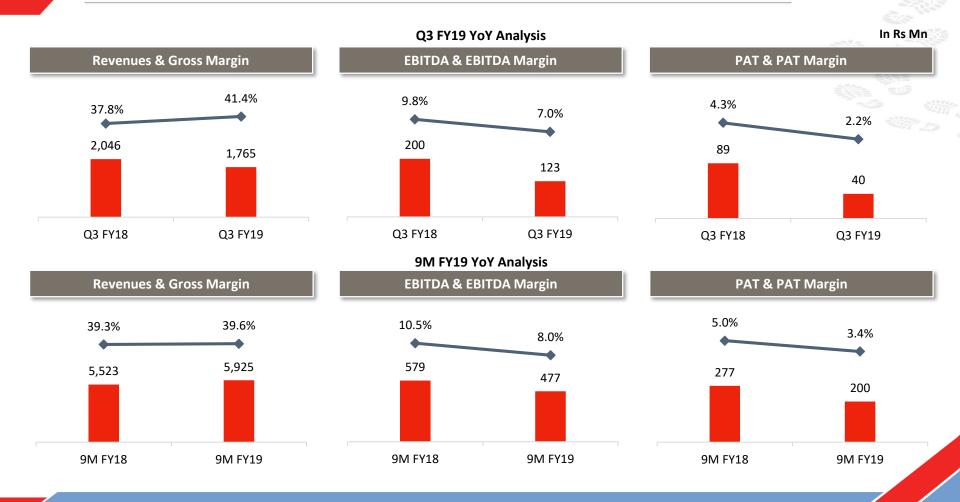
# Revenues excluding scheme discounts which are deducted from reported revenues as per IND-AS

Khadim's



## Q3 & 9M FY19: KEY HIGHLIGHTS

## Khadim's<sup>®</sup>

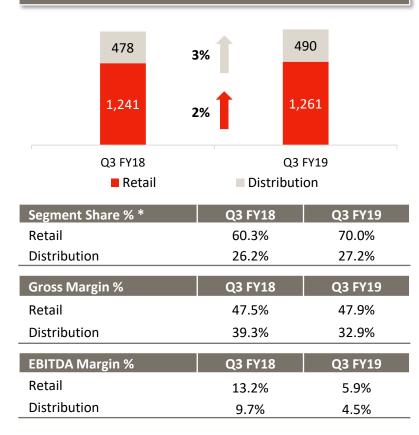


## Q3 & 9M FY19: SEGMENT ANALYSIS

## **Khadim's**

In Rs Mn

Q3 FY19 YoY ANALYSIS – REVENUE BREAKUP



**9M FY19 YoY ANALYSIS – REVENUE BREAKUP** 1,600 1,348 19% 3,955 3,838 3% 9M FY18 9M FY19 Retail Distribution Segment Share % \* 9M FY18 **9M FY19** Retail 68.0% 64.8% Distribution 23.9% 26.2% **Gross Margin %** 9M FY18 **9M FY19** Retail 47.5% 47.6% Distribution 38.8% 34.0% **EBITDA Margin %** 9M FY18 **9M FY19** Retail 11.7% 8.7% Distribution 9.7% 6.0%

Note: Revenues excluding scheme discounts which are deducted from reported revenues as per IND-AS

\* Calculated on total revenues consisting of retail, distribution and others segments



Particulars (In Rs. Mn)	Q3 FY19	Q3 FY18	YoY %	9M FY19	9M FY18	ΥοΥ %	FY18
Revenue from operations	1,764.7	2,046.4	-13.8%	5,925.2	5,523.4	7.3%	7,487.1
COGS	1,034.7	1,272.9	-18.7%	3,579.6	3,350.3	6.8%	4,653.1
Gross Profit	730.1	773.5	-5.6%	2,345.6	2,173.2	7.9%	2,834.0
Gross Margin %	41.4%	37.8%	357 bps	39.6%	39.3%	24 bps	37.9%
Employee benefits	176.0	158.4	11.1%	537.2	476.2	12.8%	651.7
Other Expenses	431.3	415.6	3.8%	1,331.9	1,118.3	19.1%	1,425.5
EBITDA	122.8	199.5	-38.5%	476.5	578.6	-17.6%	756.8
EBITDA Margin %	7.0%	9.8%	-279 bps	8.0%	10.5%	-243 bps	10.1%
Other Income	18.3	10.2	79.6%	54.7	72.0	-24.0%	92.6
Depreciation	47.9	39.0	22.9%	138.0	116.6	18.4%	156.2
Finance Cost	30.8	33.4	-7.8%	82.7	105.1	-21.3%	123.7
PBT	62.4	137.4	-54.6%	310.4	428.9	-27.6%	569.5
Тах	22.7	48.6	-53.3%	110.8	151.9	-27.1%	190.6
РАТ	39.7	88.7	-55.3%	199.7	277.1	-27.9%	379.0
PAT Margin %	2.2%	4.3%	-209 bps	3.4%	5.0%	-165 bps	5.1%



## **BUSINESS GROWTH STRATEGY**

# Khadim's



## **BUSINESS GROWTH STRATEGY**

# Khadim's



Strengthen the Brand and focus on Premiumisation of product offerings

### **Retail Business**

- Given the aspirational nature of customer base, increase focus on sub-brands to drive premiumization
- Khadim's brand helps to capture the target audience transitioning from unorganised to organised market
- Sub-brands helps to target and retain aspirational customers

**Distribution Business** 

- Introduce premiumized versions of product offerings in Hawai, PVC and PU
- Continue to focus on enhancing product range by focus on increasing ASPs



Improvement in Asset turnover, Profitability, Return Ratios and Free Cash Flows

- Significant improvement in Revenues / Capital Employed ratio, currently stands at 20.7%. Focus to further improve this driven by asset light model led growth
- Focus to improve operating margins by focus on premiumisation and positive operating leverage
- Higher asset turnover and improving margins leading to higher return ratios
- Limited capex in store expansion, at existing capacities and machinery supply at contracted facilities leading to positive free cash flows in coming years

## POSITIVE INDUSTRY OUTLOOK

**Khadim's** 

# Favourable macro and demographic tailwinds

#### **Population Growth**

 Young demographics - 78% of the population is below 45 years of age

#### Urbanisation

 Increasing urbanisation which currently stands at ~32%, expected to go up to 35% by 2020

### Increasing working women

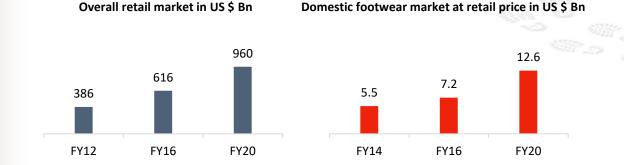
 Increasing number of working women driving the growth of women's footwear market

#### **Income Growth**

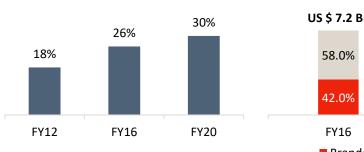
 Increasing disposable income of consumer and higher spending on lifestyle products, leading to shift from unbranded to branded play

#### Source: Technopak Report

Domestic footwear retail to grow at a faster pace compared to the overall retail industry



### Continued shift towards organised retail with increasing preference for branded products



Organised footwear as % of footwear industry

## Share of Footwear Market



15



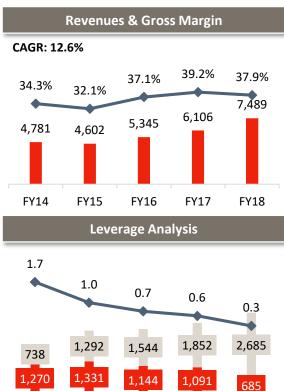
### **FINANCIAL SUMMARY\***

In Rs Mn

**FY14** 

FY15

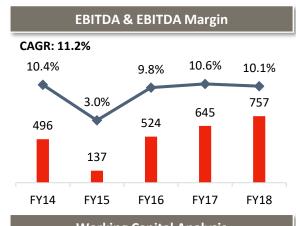
Debt

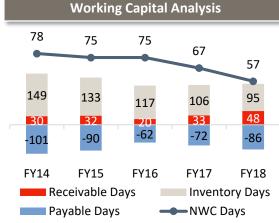


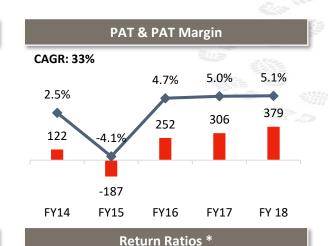
FY16

FY17

Equity — Debt/Equity







21.3% 21.0% 20.7% 17.5% 18.5% 19.3% -2.6% 18.6% 14.9% -23.8% FY14 **FY15** FY18 FY16 FY17 ----ROCE 

\* Return ratios are calculated excluding amalgamation reserve of Rs. 230mn

FY17 & FY18 numbers are IND-AS, while previous year numbers are I-GAAP, sales scheme and commissions were included in sales in I-GAAP which has been deducted in IND-AS and net sales are reported

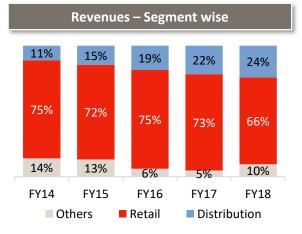
FY18

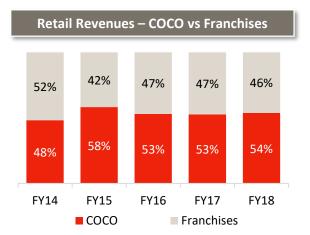
**Khadim's** 

## **FINANCIAL SUMMARY**

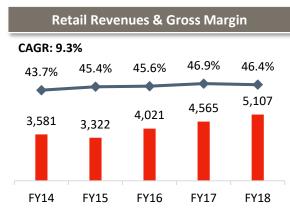
**Khadim's**"

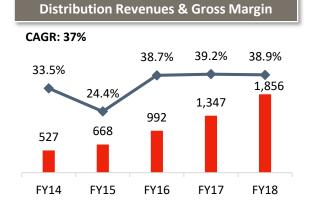
In Rs Mn (I-GAAP)





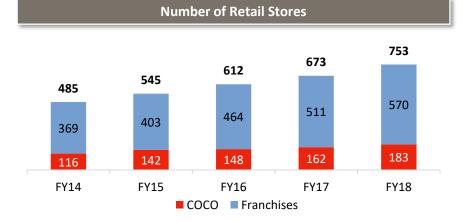
#### **Retail Revenues – Khadim's vs Sub-brands** 43% 48% 50% 52% 52% 57% 52% 50% 48% 48% FY14 FY15 FY16 FY17 FY18 Khadim's Sub-brands





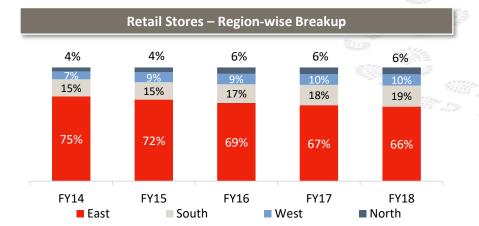
## **OPERATIONAL SUMMARY**

## Khadim's<sup>®</sup>

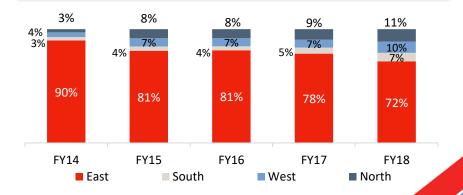


Number of Distributors





**Distributors – Region-wise Breakup** 





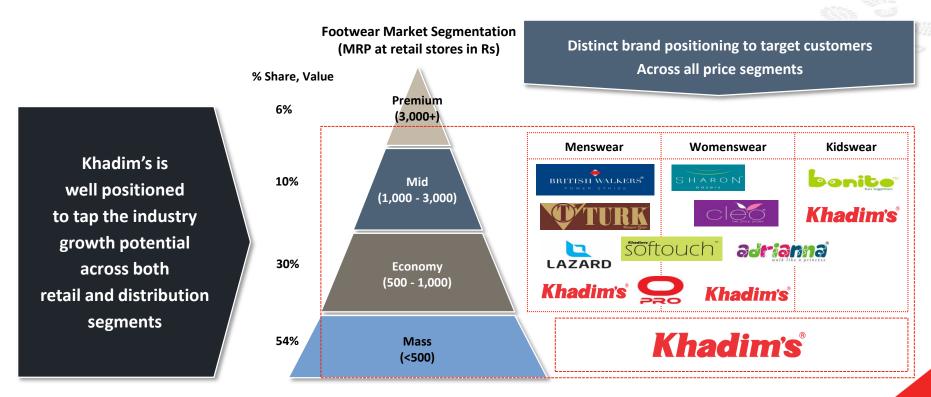
## WIDE PRODUCT RANGE ACROSS VARIOUS CATEGORIES & PRICE POINTS

# Khadim's



Khadim's

Khadim's brand presence and product range makes it capable to address ~85% of the total Indian footwear market potential



Note: FY18 Revenues – Menswear 54%, Womenswear 33%, Kidswear 13%

## ASSETS LIGHT MODEL & STRONG DESIGN CAPABILITIES TO CREATE AND GROW BUSINESS

Asset Light Model makes the business highly scalable, less capital-intensive and leads to higher operating leverage and increasing profitability

### **Retail Business – Maximise Outsourcing**

- Retail business requires lower volume per SKU; outsourced vendors are able to deliver smaller quantities of premium high quality products
- 88.9% of total product requirement in FY18 was outsourced from vendors

### **Distribution – Maximise Capacity Utilisation**

- Distribution business requires larger volume per SKU (basic products)
- Focus on higher utilisation of existing in-house capacity (75% in FY18) and invest in machines and moulds at existing facilities
- Engage in contract manufacturers to restrict investment in property and buildings and provide necessary machinery and moulds on a case to case basis

### **Strong Design Capabilities**

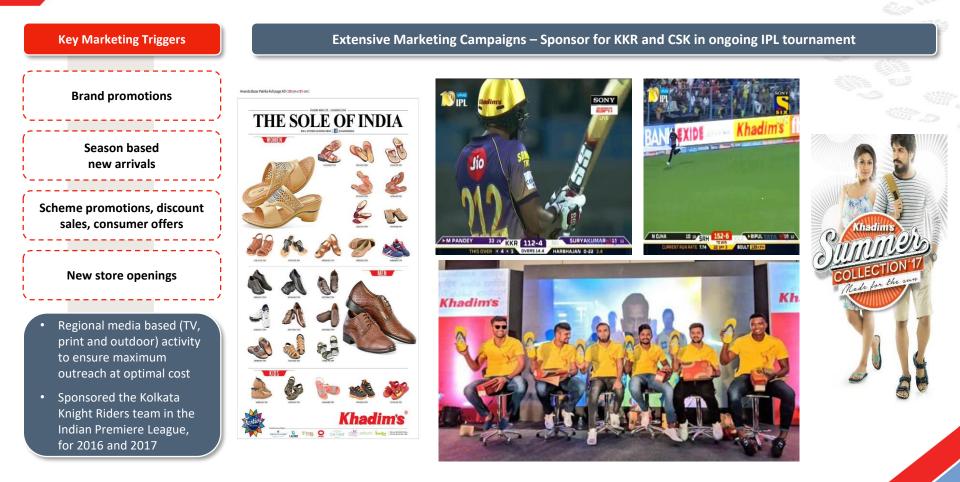
- Design team of 21 people in Kolkata
- Designs are prepared to maintain trends across various seasons Festive, Winter, Marriage, Spring-Summer
- Typical design cycle is planned over 6 months
- Regular market research is done to take cognizance of latest fashion trends in international and domestic markets
- Pricing is fixed post finalisation of the product, keeping in mind unique positioning of smart priced value fashion

### **Product Premiumisation Strategy**

- 'Khadim's brand largely appeals to mass & economy segment; and the subbrands cater to premium customers and their trending fashion aspirations
- Brand is positioned to capture the target audience transitioning from the unorganised to organised market and the sub-brands help to retain the aspirational customers, leading to improved brand equity and customer loyalty
- Increasing brand recall drives the demand for more premium products leading to upscaling of product mix in both retail and distribution business
- premiumization of product offerings in Hawai, PVC & PU in distribution business

## MARKETING INITIATIVES TO STRENGTHEN BRAND RECALL AND CUSTOMER CONNECT

# Khadim's<sup>°</sup>



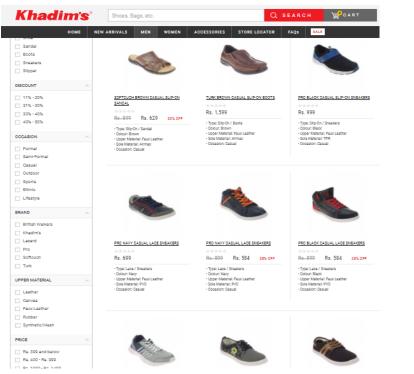
## Khadim's

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Grow online presence through product innovations and advertisements

Company website – www.khadims.com



Khadim's products are now also available on various ecommerce portals –

**Flipkart** 

amazon.com<sup>®</sup>

Fund

snapdeal

LIMEROAD

## ROBUST BACKEND INFRASTRUCTURE

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Procurement & Quality Control

- 89.8% of products for the retail business is procured from outsourced vendors (in FY18)
- Nationwide network of 100 + vendors. Top 10 outsourced vendors contributed 32.2% of total outsourced production by value (in FY18)
- Four stage quality control process –
  - 1. pre-production laboratory testing of raw material
  - 2. quality and process check on production line
  - 3. inspection of finished goods at vendor premise
  - random inspection at distribution centres prior to shipment

# Manufacturing

- Operates 2 manufacturing facilities in West Bengal with an installed capacity of 32.2 Mn pairs at 89% utilisation (Jun-18)
- Contract manufacturing facilities located at West Bengal and Haryana, for which raw material is supplied by the company, catering primarily to the distribution business
- 27 major vendors for raw materials procurement (in FY18) with no single vendor supplying >10% of total raw material procurement
- Stringent quality control processes

### Warehousing & Logistics

- Four distribution centres across India, located at Bantala and Titagarh in West Bengal, Chennai in Tamil Nadu and New Delhi
- Bantala and New Delhi centres also serve as purchase hubs for products purchased from outsourced vendors
- Titagarh centre exclusively caters to distribution business
- Transportation vendors are selected based on location and load distribution. Company tracks the entire process until delivery is complete



Supply Chain Management

- In the retail business, each SKU is classified based on the location where such product is intended to be sold and an estimate of the quantity of such SKU – "Norm" is done
- Orders placed by COOs are automated based on 'norms' set
- Orders placed by EBOs are based on actual sales for each SKU
- This enables to maintain complete visibility over inventory at all levels and manage orders and procurement against actual sales, which prevents stock outs and dead stock

## **EXPERIENCED PROMOTER & MANAGEMENT TEAM**

# Khadim's<sup>®</sup>



Siddhartha Roy Burman, Chairman & Managing Director

- Associated with the Company since its incorporation. He has 34 years of experience in the footwear industry
- Responsible for the overall strategic decision making and provides leadership to all operations



<ul> <li>Ishani Ray, CEO</li> <li>25+ yrs of exp. in investor relations, finance, accounts, taxation and audit</li> <li>Responsible for the finance, treasury, accounts and legal functions and additionally, overviewing marketing, IT &amp; internal audit of the company</li> <li>Earlier worked with Saregama India Ltd, George Williamson (Assam) Ltd and PWC</li> </ul>	<ul> <li>Rajeev Kumar Mishra, GM - Manufacturing</li> <li>22 years of experience in in the manufacturing industry in footwear and rubber</li> <li>He is responsible for the manufacturing processes in the company</li> <li>Earlier worked with Diamond Footcare Udyog Pvt Ltd, Relaxo Footwear Ltd and Slapper Shoe Industries in Kenya</li> </ul>
<ul> <li>Indrajit Chowdhury, CFO</li> <li>15+ yrs of experience in finance&amp; accounts, taxation and strategic planning</li> <li>Responsible for all commercial &amp; strategic planning and has assisted in providing the corporate structure of the company as it stands today</li> <li>Earlier associated with P. G. Shah and Co</li> </ul>	<ul> <li>Vinod Kumar Mishra, AVP - Distribution &amp; Sales</li> <li>22+ years of total work experience in sales and marketing</li> <li>He is responsible for the distribution business of the company</li> <li>Earlier worked with Diamond Footcare Udyog Pvt Ltd, Aztec Shoes Pvt Ltd and Lakhani India Limited</li> </ul>
<ul> <li>Tapas Ghosh, GM - Business Development &amp; Systems</li> <li>21+ years of experience in accounts, strategic planning, IT, business development and sales</li> <li>He is responsible for the COO and EBO sales in the company</li> <li>Earlier worked with K.M. Khadim &amp; Co</li> </ul>	<ul> <li>Aranya Ray, GM - Supply Chain Management</li> <li>17 years of experience in supply chain operations, buying and merchandising</li> <li>He is responsible for supply chain, logistics, procurement and merchandising in the company</li> <li>Earlier worked with ICI India Limited and ITC Limited</li> </ul>

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Siddhartha Roy Burman, Chairman & Managing Director

#### Ritoban Roy Burman, Non-Executive Director

- He is a graduate in Mass Communication from St. Xavier's College, Kolkata.
- He joined Khadim India Limited in 2013 as Manager-Marketing and worked till 30<sup>th</sup> November 2017. He has gained good exposure in various aspects of footwear marketing during his tenure with the Company.

#### Prof. (Dr.) Surabhi Banerjee, Non-Executive, Independent Director

- 37 years of experience as an academician
- Earlier associated with Netaji Subhas Open University as the vice chancellor, with Gour Banga University as the vice-chancellor, and with the Central University of Orissa as vice-chancellor

#### Dr Indra Nath Chatterjee, Non-Executive, Independent Director

- 42 years of experience in multi-national companies
- Earlier worked with Hinduja Group, Jindal Drilling & Industries, ONGC, Tata Motors, Indian Airlines, Calcutta Business School, IFFCO-Tokio General Insurance Co.

#### Namrata Chotrani, Non-Executive Director

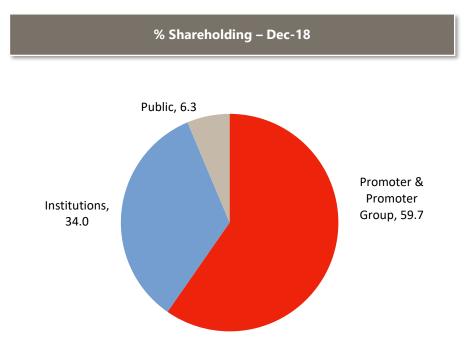
- She has been associated with Fairwinds Asset Managers Limited since 2012 and has a total experience of over nine years in tax, private equity and mergers.
- Prior to joining Fairwinds Asset Managers Limited, she was associated with KPMG.

#### Alok Chauthmal Churiwala, Non-Executive, Independent Director

- Over 20 years experience in capital markets, IIM-A & ISB alumnus
- Former Vice Chairman of BSE Broker Forum, Board member of ICSA (Int. Council for Securities Assoc.) & advisory Board of ICCL (Indian Clearing Corporation Ltd)

## SHAREHOLDING STRUCTURE



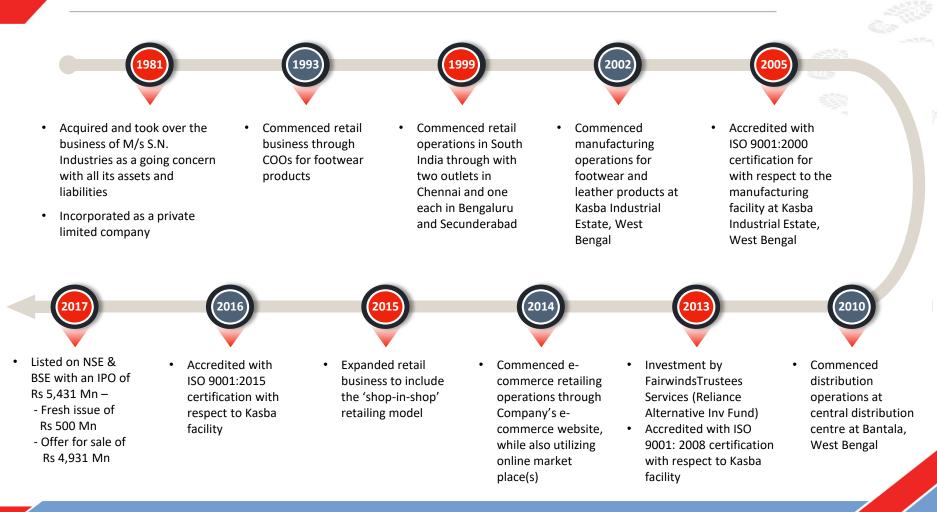


Key Institutional Investors – Dec-18	% Holding	
Sundaram MF	7.11%	
IDFC MF	5.62%	
HSBC Global	4.95%	
Mirae Asset Management	4.48%	
Franklin India Smaller Companies Fund	3.23%	
ICICI Prudential Debt Equity Fund	3.23%	
UTI – Master Equity	2.33%	_

Source: BSE

## **KEY MILESTONES**

# Khadim's



## AWARDS, ACCREDITATIONS AND ACCOLADES

## Khadim's<sup>®</sup>

Khadim's was ranked 7<sup>th</sup> amongst the Top 100 Franchises in India in 2017



Most Preferred Footwear Brand, 2015



Most Admired Retailer Of The Year (East), 2014



Most Attractive Footwear Retail Brand, 2013

Contraction of the second second

Mirchi Business Excellence Award - 2012



Bengal's Best Footwear, Brandwatch Bengal, 2011



Most Purchased Footwear Brand of Bengal, 2010



## **Khad**im's

This presentation and the following discussion may contain "forward looking statements" by Khadim India Limited ("Khadim" or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Khadim about the business, industry and markets in which Khadim operates.

These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Khadim's control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Khadim.

In particular, such statements should not be regarded as a projection of future performance of Khadim. It should be noted that the actual performance or achievements of Khadim may vary significantly from such statements.

# Khadim's

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Indrajit Chowdhury CFO Contact No: + 91 33 40090505 Email – indrajit.chowdhury@khadims.com

# DICKENSON

Nachiket Kale IR Consultant Contact No : + 91 99209 40808 Email – nachiket.kale@dickensonir.com

# THANK YOU