

August 18, 2023

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

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 / Madam,

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

Sub: Investor Presentation (Q1 FY24 Results)

This is with reference to our letter dated August 11, 2023 with respect to Investor Meet scheduled to be held today, i.e., August 18, 2023.

Pursuant to the provisions of Regulation 30 of the Listing Regulations, we enclose herewith our presentation on the Unaudited Standalone and Consolidated Financial Results of the Company for the quarter ended June 30, 2023, which would be presented before the investors.

Kindly take the same on record.

Thanking You,

Yours faithfully,

For **Khadim India Limited**

Company Secretary & Head – Legal
ICSI Membership No. A21358

Encl: As above



 **KHADIM**

**QUARTER 1
FY 2023-24**

KHADIM INDIA LIMITED

DISCLAIMER!

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.



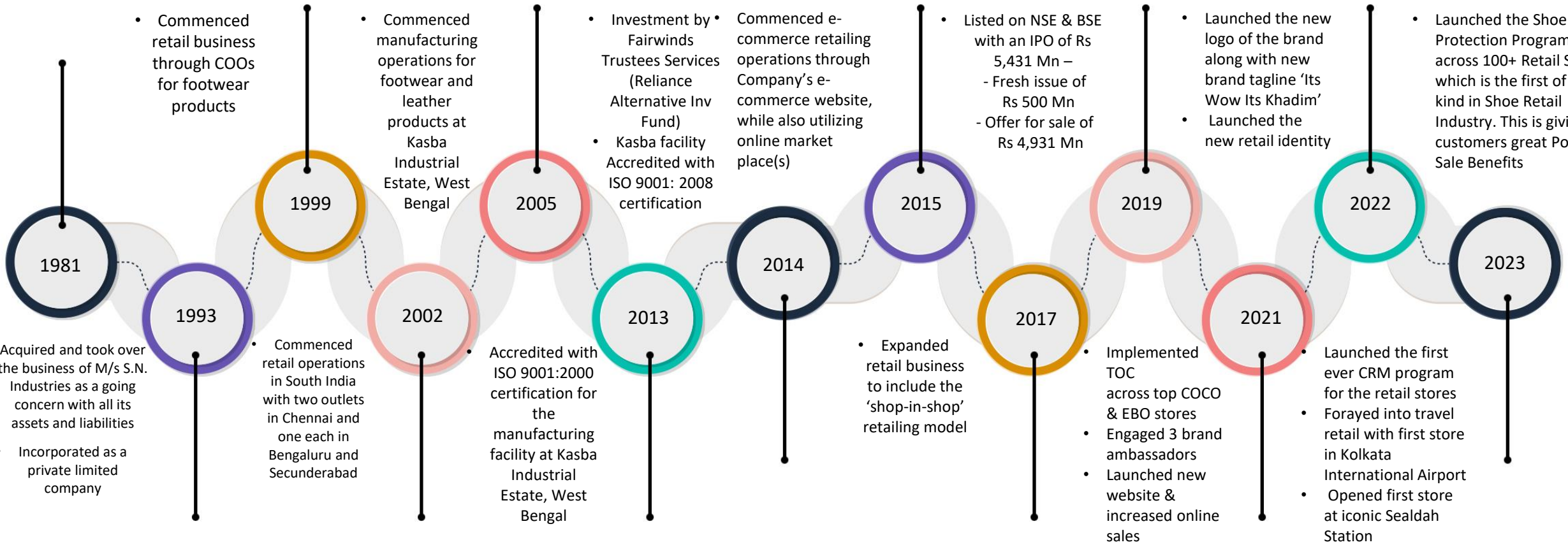
BUSINESS OVERVIEW



 **KHADIM**

COMPANY OVERVIEW

KEY MILESTONES



COMPANY OVERVIEW



RETAIL



DISTRIBUTION



COMPANY OVERVIEW

1. Two-pronged Market Strategy

- Two distinct business models – Retail & Distribution.
- Each segment has its own customer base, product range and sales channels.

 KHADIM



RETAIL

 KHADIM



DISTRIBUTION

An all-encompassing reach on the footwear market with focused approach towards each segment provides ability to capitalize on the growth potential and de-risk dependence on any one business.

COMPANY OVERVIEW

 **KHADIM**

2. Asset Light Model for Growth

- **Retail business:** 74% of retail presence through franchise route. Outsource 91% of product requirement (FY23)
- **Distribution business:** Highly scalable model on the front end Mix of in-house and contract manufacturing.

COMPANY OVERVIEW



3. Leading Footwear Brand in India

- 2nd 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



4. Extensive Reach & Presence

- Retail presence across 27 states & 4 union territory
- 848 'Khadim's' branded retail stores (June-23)
- Wide network of 732 distributors selling to MBOs across India (June-23)

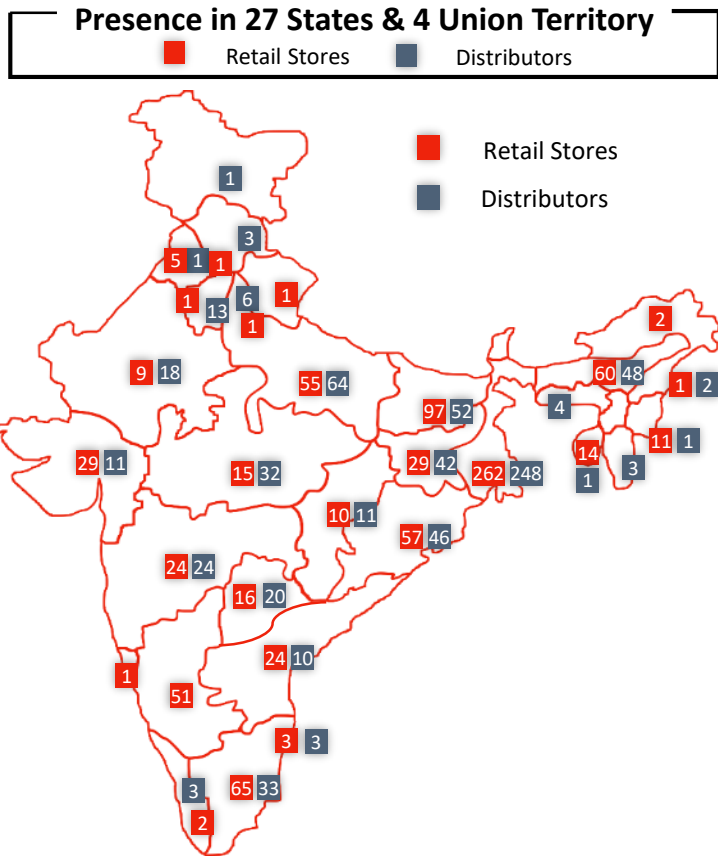
KHADIM



5. 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.

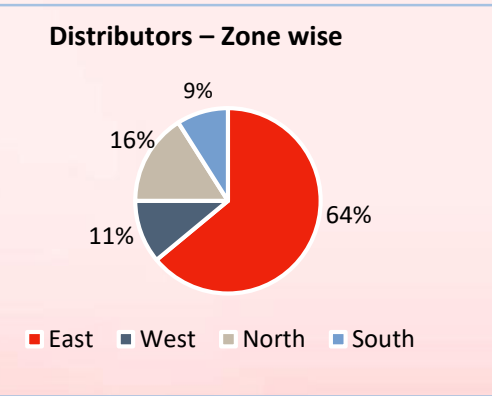
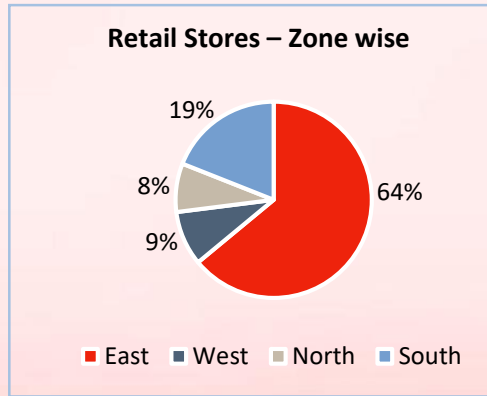
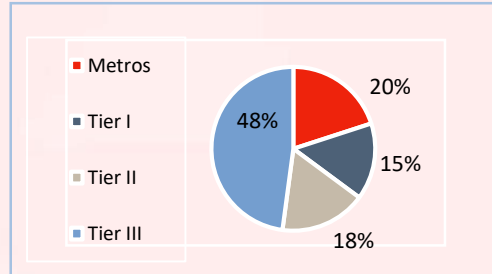
EXTENSIVE GEOGRAPHICAL REACH & PENETRATION



Brand Network

Retail Stores	848
- COCO	217
- Franchises	631
Distributors	732

Retail Stores – Tier wise





MARKETING INITIATIVE & SOCIAL MEDIA

KHADIM INDIA LIMITED

MARKETING INITIATIVE



CANTER VAN

MARKETING INITIATIVE



BUS BRANDING

**MARKETING
INITIATIVE**



TOY TRAIN BRANDING

MARKETING INITIATIVE



Khadim India launches legacy campaign - 'Choiche Khadim Chohbe Khadim'

Khadim India, the home grown second largest retail footwear brand launches its new campaign 'Choiche Khadim Chohbe Khadim' portraying the legacy of the brand. The campaign with one simple, succinct message 'Choiche Khadim Chohbe Khadim' is a creation of all the unique brand images of Khadim over the years. It is created with an intent to present a unique experience and connect to the audience across generations.

Khadim India, a time-honoured legacy of over six decades in the Indian footwear industry, the brand is widely acclaimed by its consumers for its offering of fashion footwear in the affordable category. The campaign focuses on capturing the emotional connect of the brand with its consumers across age groups through its legacy brand images showcased over the years.

Speaking on the launch of the legacy campaign, Mr. Nitish Roy Sharma, Whole Time Director, Khadim India said, 'Khadim has always been rooted in providing affordable footwear to the entire family for every occasion. With the launch of this new legacy campaign 'Choiche Khadim Chohbe Khadim', we are ensuring our consumers that they beloved footwear brand is still following same philosophy of offering affordable fashion footwear to the consumers across generations. Through this campaign we wanted to showcase the six decades old legacy of our brand that resonates with the reliable love of our consumers.'



খাদিম ইণ্ডিয়াৰ বঙালী বিহু ৰেঞ্জ

গুৱাহাটী : ভাৰতৰ দ্বিতীয় বৃহৎ খুচুৰা ফুটৱেৰ ৰেণ্ড খাদিম ৰেণ্ড খাদিম ইণ্ডিয়া লিমিটেডে বঙালী বিহু উপলক্ষে মুকলি কৰিছে ফেশ্বনেবল সামগ্ৰীৰ ৰেঞ্জ। ষ্টাইলিছ ডিজাইনৰ সৈতে উন্নতমানৰ নতুন ফুটৱেৰ ৰেঞ্জ আকৰ্ষণীয় মূল্যত আগবঢ়োৱা হৈছে। ফেশ্বনিষ্টাসকলৰ সাজ-পোছাকক পূৰ্ণতা প্ৰদান কৰিব পৰাকৈ বিভিন্ন ৰঙৰ বিকল্পত ট্ৰেণ্ডি ডিজাইনৰ উত্তম সংমিশ্ৰণে এই নতুন ফুটৱেৰ ৰেঞ্জ মুকলি কৰা হৈছে। বহুমুখী ষ্টাইলৰ প্ৰতি লক্ষ্য ৰাখি আগবঢ়োৱা ফুটৱেৰ ৰেঞ্জ আৰামদায়ক হোৱাৰ লগতে বহনসাধ্য ফেশ্বন ফুটৱেৰ বিচাৰি থকা গ্ৰাহকৰ প্ৰয়োজনীয়তা পূৰণ কৰিব। উল্লেখ্য যে খাদিমে ইয়াৰ প্ৰাইমেৰী ৰেণ্ড খাদিম আৰু ব্ৰিটিছ ৱাকৰ, লেজাৰ্ড, টাৰ্ক, শ্বেকন, ক্লেঅ', প্ৰ', বনিট' আৰু আন উপ-ৰেণ্ডৰ ফুটৱেৰ বিচাৰি থকা গ্ৰাহকৰ প্ৰয়োজনীয়তা পূৰণ কৰিব। উল্লেখ্য যে খাদিমে ইয়াৰ প্ৰাইমেৰী ফুটৱেৰ আগবঢ়াই আহিছে।

খাদিম ইণ্ডিয়াই মুকলি কৰিছে বঙালী বিহু ৰেঞ্জ

গুৱাহাটী, ৮ এপ্ৰিল : ভাৰতৰ দ্বিতীয় বৃহৎ খুচুৰা ফুটৱেৰ ৰেণ্ড খাদিম ইণ্ডিয়া লিমিটেডে বঙালী বিহু উপলক্ষে মুকলি কৰিছে ইয়াৰ ফেশ্বনেবল সামগ্ৰীৰ ৰেঞ্জ। ষ্টাইলিছ ডিজাইনৰ সৈতে উন্নত মানৰ নতুন ফুটৱেৰ ৰেঞ্জ আকৰ্ষণীয় মূল্যত আগবঢ়োৱা হৈছে, যিয়ে নিশ্চিতভাৱে ৰাজ্যখনৰ সকলো গ্ৰাহকক সন্তুষ্ট প্ৰদান কৰিব। অসমৰ ফেশ্বনিষ্টাসকলৰ সাজ-পোছাকক পূৰ্ণতা প্ৰদান কৰিব পৰাকৈ আকৰ্ষণীয় ৰঙত ট্ৰেণ্ডি ডিজাইনৰ উত্তম সংমিশ্ৰণত আগবঢ়োৱা হৈছে নতুন ফুটৱেৰ ৰেঞ্জ। বহুমুখী ষ্টাইলৰ প্ৰতি লক্ষ্য ৰাখি ইয়াক প্ৰস্তুত কৰা হৈছে, যিসমূহ অতিকৈ আৰামদায়ক হোৱাৰ লগতে 'বহনসাধ্য ফেশ্বন' ফুটৱেৰ বিচাৰি থকা গ্ৰাহকৰ প্ৰয়োজনীয়তা পূৰণ কৰিব। খাদিমে ইয়াৰ প্ৰাইমেৰী ৰেণ্ড খাদিম আৰু ব্ৰিটিছ ৱাকৰ, লেজাৰ্ড, টাৰ্ক, শ্বেকন, ক্লেঅ', প্ৰ', বনিটো আৰু আন উপ-ৰেণ্ডৰ অধীনত পুৰুষ, মহিলা আৰু শিশু উপযোগী শাখাত ফুটৱেৰ আগবঢ়াই আছে।

খাদিম নে লান্চ কিয়া 'দ পৰফেক্ট পেয়ৰ, ফাৰ এ পৰফেক্ট পেয়ৰ

খাদিম নে ফুটৱেৰ কো বেডিং। কো বিশেষজ্ঞা অনেক প্ৰকাৰৰ কে সাজনেৰে আৰু আকৰ্ষক ৰঙোঁ মৈ হৈ, জিসেসে কি দুলাৰা আৰু হৰন ৱোঁকোঁ কে লুৰস এক-দুৱসে হৈ।

খোৱদ ৱেছাৱলিচা আৰু আৰামদায়ক হৈ। ইন আকৰ্ষক আৰু কিৰাফাৰতী প্ৰোডাক্ৰেস কী কমিত 599/- ৰুপয় সৈ যুকু ৱোঁকী হৈ।

হুপ, শ্ৰৱণিক ৱেঁ যৰ্মন, হোল-ট্ৰাহম ড্ৰাৰেক্ৰেট, খাদিমে হুঁডিয়া লিমিটেড, নে কৰা, ৱহুমে শ্বাৰ্দিয়োঁ কে লিগু বিবীৰূপ সৈ 'দ পৰফেক্ট পেয়ৰ, ফাৰ এ পৰফেক্ট পেয়ৰ' ক্ৰেচিন লিগু ৱাৰকোঁ কী প্ৰতিক্ৰি সকাৰোমেক হোঁগী আৰু ইন লিগু জৰবদেৱে সাঁগ দেখনে। মিলেগী। খাদিমে নে বিহাৰ ৱাৰ্জ 80 ৱেটাৰ্চ কে সাথ অ্য

Khadim India unveils Rongali Bihu range

GUWAHATI, APR 6: Khadim India Ltd, the second largest retail footwear brand of India has launched its fashionable product range touser in the occasion of Rongali Bihu. The new range displays stylish design with seamless blending of quality available at attractive price point that is sure to delight the consumers across the state.

The new product line comprised of perfect combination of trendy designs in attractive coloursto complement the outfits of fashionistas of Assam. The new range has been curated with focus on versatile style that are high on comfort and resonances with the mind space of consumers looking for 'affordable fashion' footwear. Khadim has dedicated sections for men, women and children under its primary brand Khadim and sub brands British Walkers, Lazard, Turk, Sharon, Cleo, PRO, Bonito and others. NET STAFFER

PR INTEGRATION

Q1 FY24 BUSINESS HIGHLIGHTS



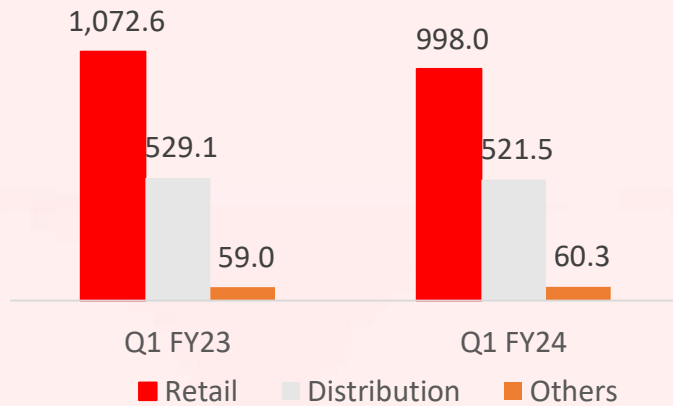
- In Q1 FY24, Revenue stood at Rs 1,580 mn, down by 5% YoY.
- The growth in our retail business has maintained momentum during the quarter.
- Gross margin for the quarter stood at 45%, up by 360 bps YoY, as higher contribution from retail leads to favourable product mix.
- Our focus on cost optimization and brand premiumization led to an EBITDA margin for the quarter at 11.6%.
- Q1 FY24 PAT stood at Rs 16.5 mn which de-grew by 51% YoY.
- Store network has grown by addition of 13 retail stores during the quarter taking the total retail presence to 848 stores.
- Our distribution network continues to grow strong as we added 44 new distributors in the quarter taking total count to 732.

Q1 FY24 BUSINESS HIGHLIGHTS

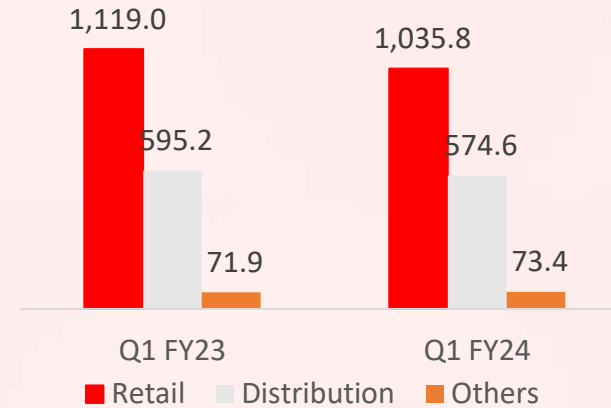


YoY ANALYSIS – REVENUE* BREAKUP

IND AS Sales



Net Sales



Segment Share %	Q1 FY23	Q1 FY24	Gross Margin %	Q1 FY23	Q1 FY24
Retail	63%	62%	Retail	54.1%	56.0%
Distribution	33%	34%	Distribution	36.7%	39.8%

Q1 FY24 BUSINESS HIGHLIGHTS



CONSOLIDATED PROFIT & LOSS STATEMENT

Particulars (In Rs Mn)	Q1 FY24	Q1 FY23	YoY %	Q4 FY23	QoQ %	FY23
Revenue from Operations	1,579.8	1,660.7	12.9%	1,592.0	-0.77%	6,602.6
Cost of Materials consumed	408.6	533.2		417.0		1,626.6
Purchase of stock-in-trade	-299.7	-333.1		420.0		2,457.3
Changes in inventories	762.2	775.1		48.8		(250.7)
Gross Profit	708.7	685.6	12.5%	706.2	0.35%	2,769.1
Gross Profit Margin %	44.9%	41.3%		44.4%		41.9%
Employee Benefits Expense	181.2	169.8		187.2		719.0
Other Expenses	344.8	344.9		355.1		1,325.3
EBITDA	182.7	170.9	7.0%	163.9	11.04%	724.7
EBITDA Margin %	11.6%	10.3%		10.3%		11.0%
Depreciation	101.0	85.4		99.0		383.7
Finance Costs	74.9	63.0		79.1		290.5
Other Income	15.3	22.9		65.3		174.7
Profit Before Tax (PBT)	22.2	45.4	-51.1%	51.0	-56.47%	225.4
Tax Expenses	5.7	11.9		8.1		50.6
Profit After Tax (PAT)	16.5	33.5	-50.9%	42.9	-61.54%	174.7
PAT Margin %	1.0%	2.0%		2.7%		2.6%



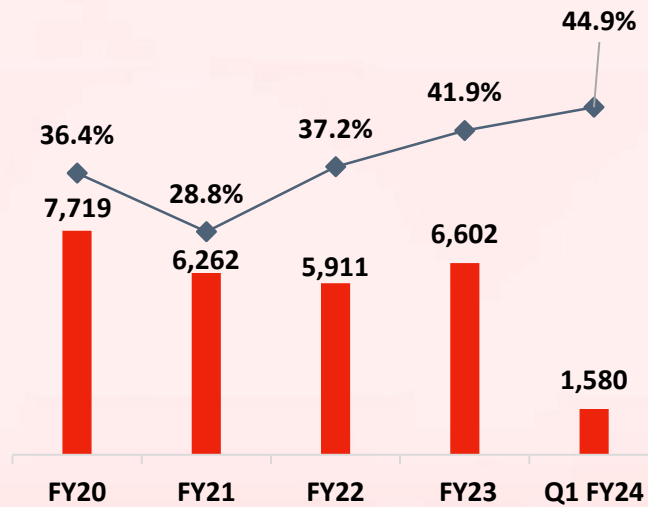
KHADIM

**PERFORMANCE
TRACK
RECORD**

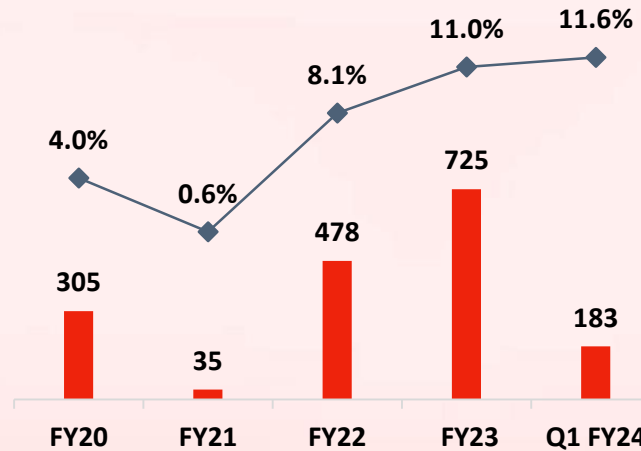
FINANCIAL SUMMARY



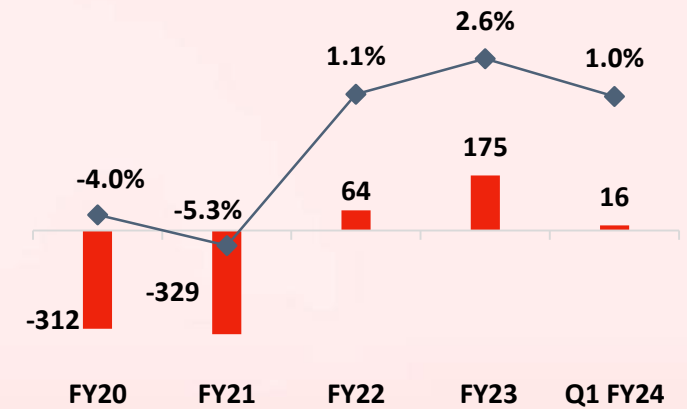
Revenue & Gross Margin



EBITDA & EBITDA Margin



PAT & PAT Margin



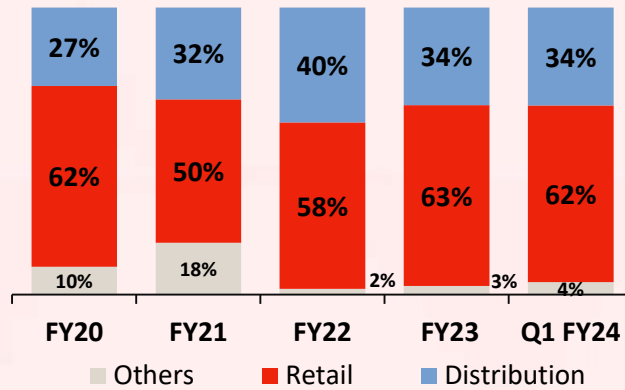
(Rs Mn)

FINANCIAL SUMMARY

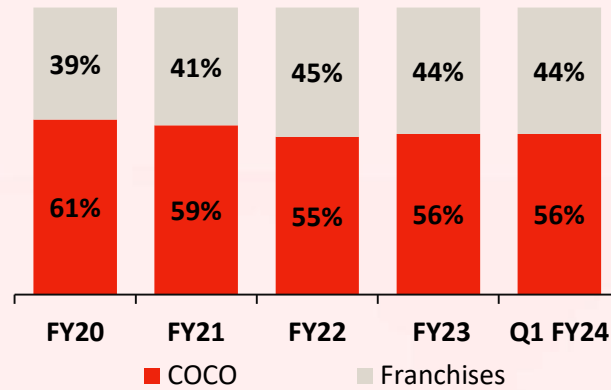
(Rs Mn)



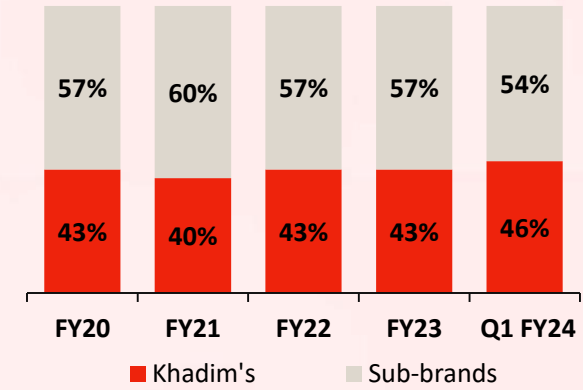
Revenues – Segment wise



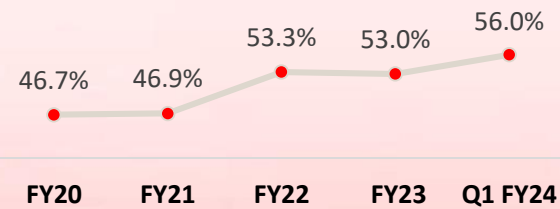
Retail revenues – COCO vs Franchise



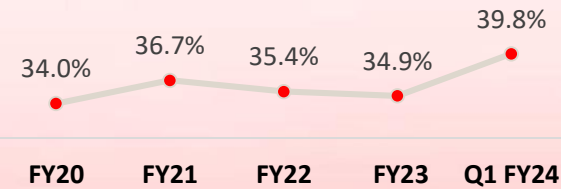
Retail Revenues – Khadim's vs Sub-brands



Retail Gross Margin



Distribution Gross Margin



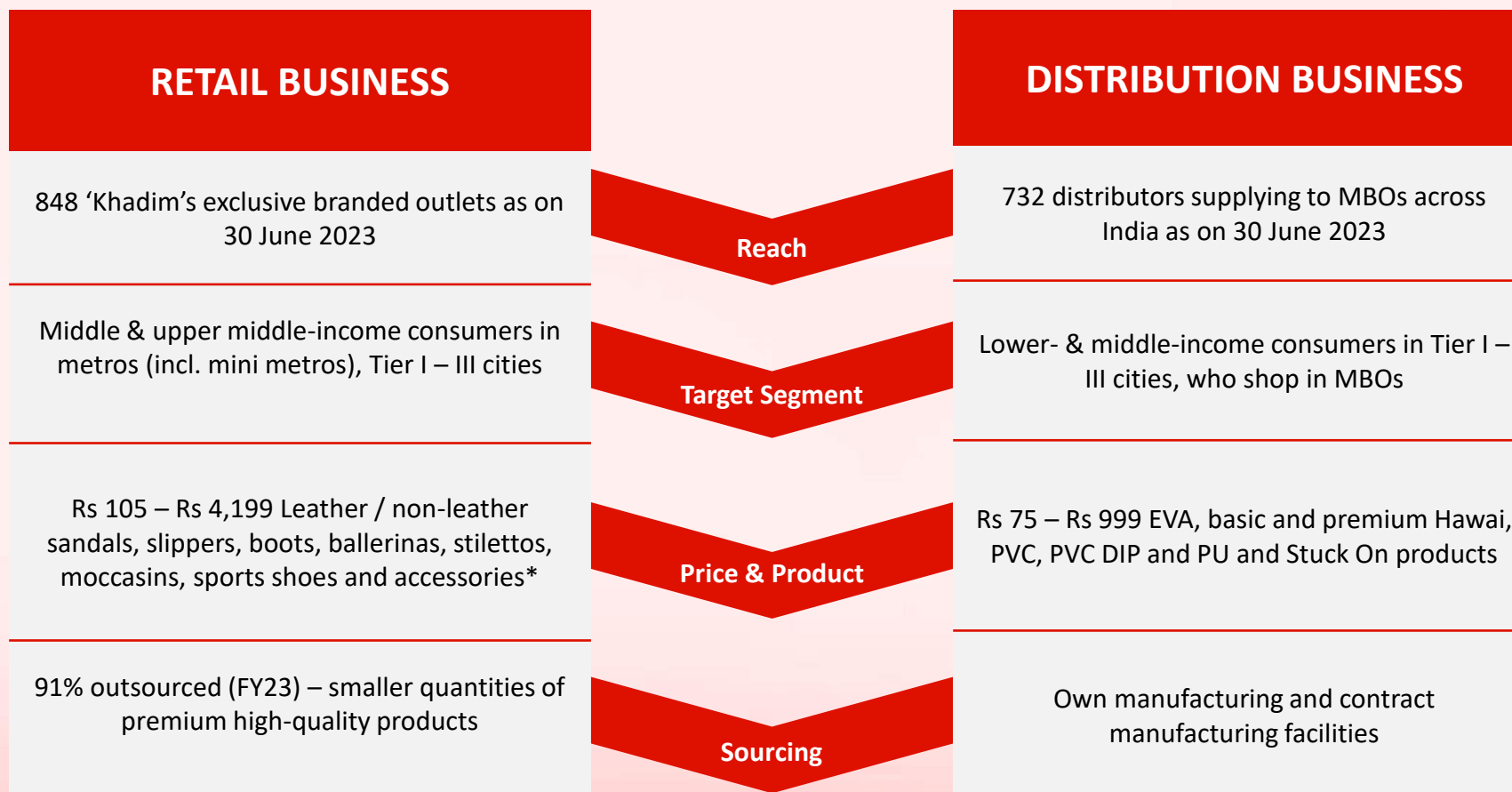


BUSINESS STRATEGY & OUTLOOK

KHADIM INDIA LIMITED

BUSINESS MODEL

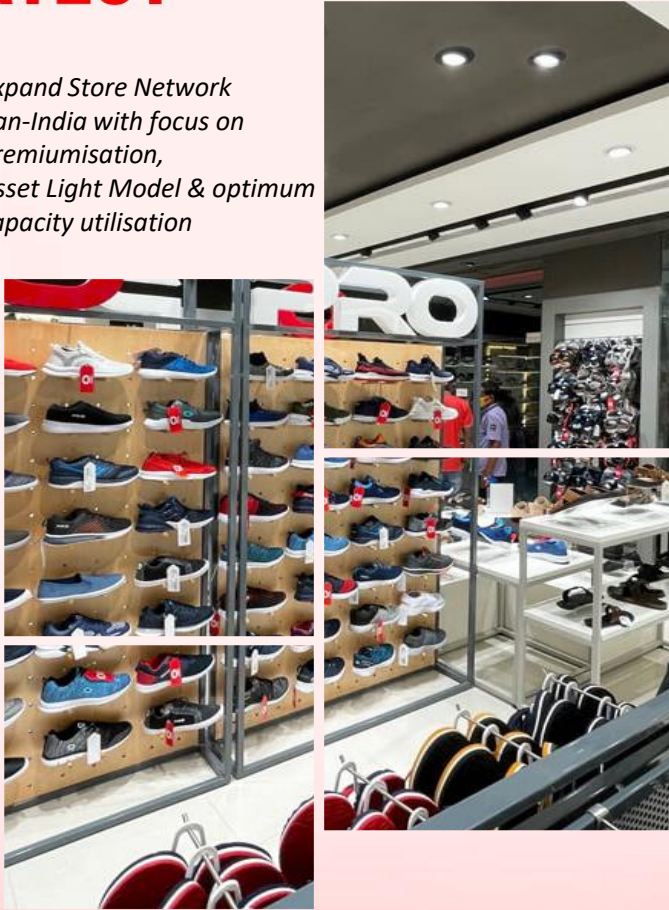
TWO-PRONGED STRATEGY



*Accessories includes socks, shoe polishes, brushes, leather belts, wallets, laptop bags etc.

GROWTH STRATEGY

Expand Store Network pan-India with focus on Premiumisation, Asset Light Model & optimum capacity utilisation



RETAIL BUSINESS

Expanding retail footprint in markets across South India, West India and in Uttar Pradesh in North India

Focus on entering into new markets through COCOs and further augment presence in such markets through franchisees

DISTRIBUTION BUSINESS

Focus on penetration in existing markets in Eastern and Southern India and capitalise on retail brand recall and target markets in West and North India

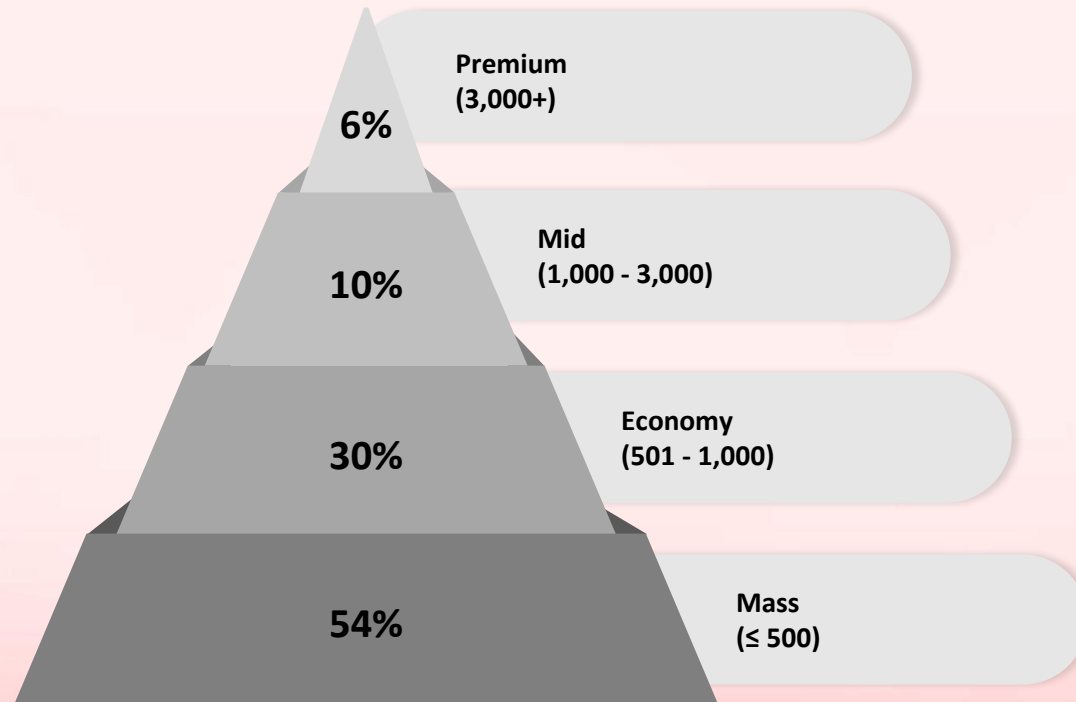
Increase utilisation of existing installed capacity and invest in machines and moulds at existing manufacturing facilities

BUSINESS MODEL

DISTINCT BRAND POSITIONING FOR VARIOUS MARKET SEGMENTS

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

Footwear Market Segmentation
(MRP at retail stores in Rs)



% Share, Value

Khadim is well positioned to tap the industry growth potential across both retail and distribution segments



Distinct brand positioning to target customers

Across all price segments



BUSINESS MODEL



‘Affordable Fashion’ brand catering to the entire family for all occasions

RETAIL

WIDE PRODUCT RANGE
ACROSS VARIOUS
CATEGORIES & PRICE
POINTS



MEN / WOMEN / KIDS
Fashionable & casual
footwear for value
conscious customers



**Menswear Formal shoes
& sandals using
premium quality leather**



**Menswear Semi-formal
casual shoes / sandals
premium quality leather
and faux leather**



**Men & Women wear
Sports / activity sneakers /
synthetic/ canvas uppers**



**Men & Women wear
Closed & open shoes /
sandals using premium
quality soft / faux leather**



**Womenswear Fashionable
yet functional sandals
using premium quality
faux leather**



**Women's wear Light
& trendy sandals using
premium quality faux
leather**



**Menswear Outdoor
boots / sandals using
premium quality faux
leather**



**Girls Wear
Comfortable and
fashionable footwear for
pre-teen and teenage girls**



**Kids Wear Range of fun
and colourful shoes for
toddlers and children**



BOARD OF DIRECTORS PROMOTER & MANAGEMENT TEAM



Siddhartha Roy Burman
Chairman & Managing
Director

- Associated with the Company since its incorporation. He has 39 years of experience in the footwear industry
- Responsible for the overall strategic decision making and provides leadership to all operations



Rittick Roy Burman
Whole-time Director

- Bachelor's degree in commerce from University of Calcutta
- Management Graduate from University of California
- He has taken charge of driving long-term strategy, new initiatives and merchandising



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 30th November 2017. He has gained exposure in various aspects of footwear marketing during his tenure



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

- 38 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

- 43 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.



Alok Chauthmal Churiwala
Non-Executive,
Independent Director

- Over 24+ 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)

EXPERIENCED MANAGEMENT TEAM



Indrajit Chaudhuri

CFO

- 22+ yrs of experience in finance & accounts, taxation and strategic planning
- Responsible for all commercial & strategic planning and has assisted in providing the corporate structure of the company as it stands today
- Earlier associated with P. G. Shah and Co



Tapas Ghosh

GM, Business Development
& Systems

- 26+ years of experience in accounts, strategic planning, IT, business development and sales
- He is responsible for the COO sales in the company
- Earlier worked with K.M. Khadim & Co



Aranya Ray

GM - Supply Chain Management

- 22+ years of experience in supply chain operations, buying and merchandising
- He is responsible for supply chain, logistics, procurement and merchandising in the company
- Earlier worked with ICI India Limited and ITC Limited



Kaushik Dutta

AGM - Sales

- PGCBM from XLRI Jamshedpur.
- Joined Khadims in March 2007. Recently promoted from Zonal Head and is now heading EBO/BO vertical
- Rich experience of 17+ years in footwear domain across retail sales



INDRAJIT CHAUDHURI - CFO

Contact No : + 91 33 40090505

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