

May 21, 2019

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,

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

Sub: Investor Meet

This is with reference to the Investor Meet scheduled to be held on May 22, 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 Standalone Audited Financial Results for the quarter and year ended March 31, 2019 which would be presented before the investors.

Kindly take the same on record.

Thanking You,

Yours faithfully,

For Khadim India Limited

Acit Day

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

Encl: As above

KHADIM INDIA LIMITED

KHADIM INDIA LIMITED

Q4 & FY19 RESULTS PRESENTATION





DISCUSSION SUMMARY

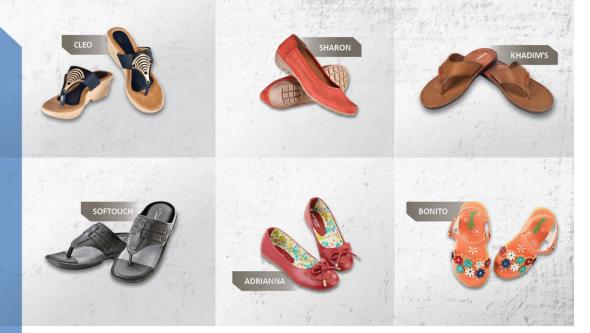
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- BUSINESS OVERVIEW
- Q4 FY19 RESULTS
- BUSINESS STRATEGY & OUTLOOK
- FINANCIAL & OPERATIONAL SUMMARY
- ANNEXURE





QUICK SNAPSHOT

Khadim's

L > 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
- 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 7,992 Mn (FY15-19 CAGR 15%)
 - Retail: 11.6 % CAGR
 - Distribution: 34.3% CAGR
- EBITDA Margin 7.1% (FY15-18 CAGR 42.8%)
 - Retail: 8%
 - Distribution: 5.9%
- PAT Margin 2.6%

6

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

- 74% of retail presence through franchise route
- Outsource 90% of product requirement (FY19)

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
- 799 'Khadim's' branded retail stores (Mar-19)
- Wide network of 544 distributors selling to MBOs across India (Mar-19)

Source: * Technopak, In terms of number of exclusive retail stores in FY16, # FY19 financials

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

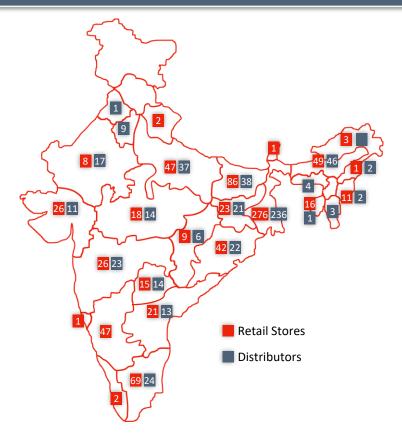
| | Retail Business – | Distribution Business – |
|----------------|---|---|
| Reach | 799 'Khadim's' exclusive branded outlets | 544 distributors supplying to MBOs across India |
| Target Segment | Middle & upper middle income consumers in metros (incl. mini metros), Tier I – III cities | Lower & middle 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 | 90% outsourced (FY19) – smaller quantities of premium high quality products | Own manufacturing and contract manufacturing facilities |
| Sales Team | 75 members in addition to store level sales personnel | 40 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®

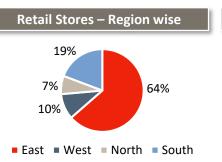


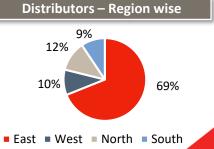




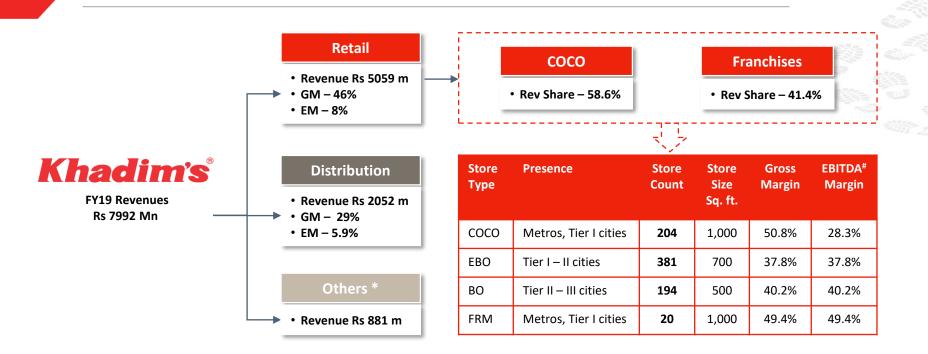
| Mar '19 |
|---------|
| 799 |
| 204 |
| 595 |
| 544 |
| |







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.
 74% of retail presence is through franchise route
- Distribution Business Highly scalable model to capitalise on retail brand recall and target new markets

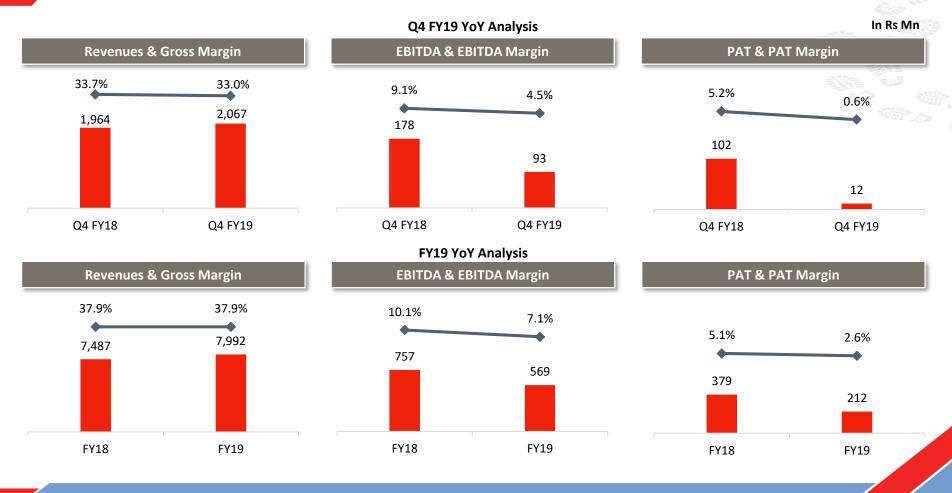
* Others include institutional sales, e-commerce sales, export sales and sale of packing materials, # EBITDA at store level

Khadim's



Q4 and FY19 RESULTS: KEY HIGHLIGHTS

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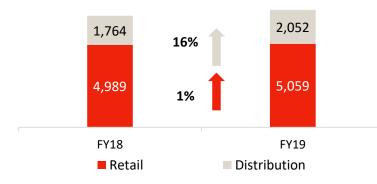


Q4 & FY19 RESULTS: SEGMENT ANALYSIS

Khadim's

In Rs Mn

FY19 YoY ANALYSIS – REVENUE BREAKUP



461 556 21% 1,229 1,182 -4% Q4 FY18 Q4 FY19 Distribution Retail

| Segment Share % * | FY18 | FY19 | Segment Share % * | Q4 FY18 | Q4 FY19 |
|-------------------|-------|-------|-------------------|---------|---------|
| Retail | 66.6% | 63.3% | Retail | 62.6% | 57.2% |
| Distribution | 23.6% | 25.7% | Distribution | 23.5% | 26.9% |
| Gross Margin % | FY18 | FY19 | Gross Margin % | Q4 FY18 | Q4 FY19 |
| Retail | 45.1% | 45.9% | Retail | 41.1% | 42.8% |
| Distribution | 35.7% | 28.7% | Distribution | 31.4% | 29.9% |
| EBITDA Margin % | FY18 | FY19 | EBITDA Margin % | Q4 FY18 | Q4 FY19 |
| Retail | 11.6% | 8.1% | Retail | 10.3% | 5.7% |
| Distribution | 10.0% | 5.9% | Distribution | 9.8% | 4.5% |

Q4 FY19 YoY ANALYSIS – REVENUE BREAKUP

CONSOLIDATED PROFIT & LOSS STATEMENT

Khadim's[®]

| Particulars (In Rs Mn) | Q4 FY19 | Q4 FY18 | YoY % | FY19 | FY18 | YoY % |
|------------------------|---------|---------|----------|---------|---------|----------|
| Revenue | 2,066.7 | 1,963.7 | 5.2% | 7,991.8 | 7,487.1 | 6.7% |
| COGS | 1,385.1 | 1,302.8 | 6.3% | 4,964.6 | 4,653.1 | 6.7% |
| Gross Profit | 681.6 | 660.8 | 3.1% | 3027.2 | 2834.0 | 6.8% |
| Gross Margin % | 33.0% | 33.7% | -67 bps | 37.9% | 37.9% | 3 bps |
| Employee Expenses | 183.4 | 175.5 | 4.5% | 720.6 | 651.7 | 10.6% |
| Other Expenses | 405.4 | 307.2 | 32.0% | 1,737.3 | 1,425.5 | 21.9% |
| EBITDA | 92.9 | 178.2 | -47.9% | 569.4 | 756.8 | -24.8% |
| EBITDA Margin % | 4.5% | 9.1% | -458 bps | 7.1% | 10.1% | -298 bps |
| Depreciation | 46.3 | 39.6 | 16.8% | 184.3 | 156.2 | 18.0% |
| Finance Cost | 33.7 | 18.6 | 81.3% | 116.4 | 123.7 | -5.9% |
| Other Income | 8.7 | 20.7 | -57.9% | 63.4 | 92.6 | -31.6% |
| РВТ | 21.6 | 140.7 | -84.6% | 332.0 | 569.6 | -41.7% |
| Tax Expense | 9.6 | 38.8 | -75.3% | 120.3 | 190.6 | -36.9% |
| PAT | 12.0 | 101.9 | -88.2% | 211.7 | 379.0 | -44.1% |
| PAT Margin % | 0.6% | 5.2% | -461 bps | 2.6% | 5.1% | -241 bps |
| EPS | 0.7 | 5.7 | -88.2% | 11.8 | 21.6 | -45.3% |

| Khadim's |
|-----------------|
|-----------------|

| EQUITY AND LIABILITIES | March 2019 | March 2018 |
|--------------------------------|------------|------------|
| Equity | | |
| Equity share capital | 179.7 | 179.7 |
| Other equity | 2,697.0 | 2,505.2 |
| | 2,876.7 | 2,684.8 |
| Liabilities | | |
| Non-current liabilities | | |
| Provisions | 15.4 | 7.5 |
| Deferred tax liabilities (net) | 39.1 | 50.4 |
| Other Non-Current Liabilities | 3.9 | 5.3 |
| Current liabilities | | |
| Financial liabilities | | |
| -Borrowings | 1,090.4 | 684.8 |
| -Trade payables | 1,320.1 | 1,295.2 |
| -Other financial liabilities | 113.1 | 114.0 |
| Other current liabilities | 32.6 | 33.2 |
| Provisions | 4.9 | 1.0 |
| Income tax liabilities (net) | 1.8 | 20.3 |
| | 2,562.9 | 2,148.5 |
| TOTAL EQUITY AND LIABILITIES | 5,498.0 | 4,896.5 |

| ASSETS | March 2019 | March 2018 |
|-------------------------------|------------|------------|
| Non-current assets | | |
| Property, plant and equipment | 1,308.3 | 1,246.2 |
| Capital work-in-progress | 17.4 | 14.6 |
| Intangible assets | 8.2 | 12.3 |
| Financial assets | 169.5 | 136.0 |
| Income tax assets (net) | 26.2 | 3.1 |
| Other non-current assets | 250.3 | 289.8 |
| | 1,779.8 | 1,701.9 |
| Current assets | | |
| Inventories | 1,550.0 | 1,266.9 |
| Financial assets | | |
| -Trade receivables | 1,341.2 | 1,267.3 |
| -Cash and cash equivalents | 42.7 | 35.0 |
| -Other balances with banks | 153.2 | 200.3 |
| Other current assets | 631.2 | 425.1 |
| | 3,718.2 | 3,194.7 |
| TOTAL ASSETS | 5,498.0 | 4,896.5 |



BUSINESS GROWTH STRATEGY

Khadim's



BUSINESS GROWTH STRATEGY

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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

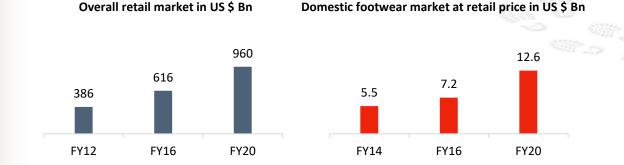
 Increasing number of working women driving the growth of women's footwear market

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

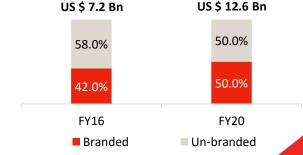


Continued shift towards organised retail with increasing preference for branded products



Organised footwear as % of footwear industry

Share of Footwear Market





FINANCIAL SUMMARY*

In Rs Mn

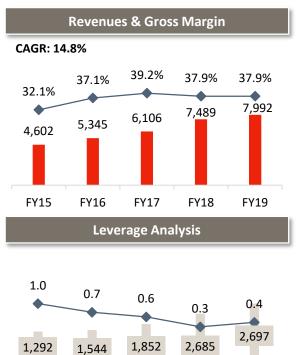
1,331

FY15

1.144

FY16

Debt



1.091

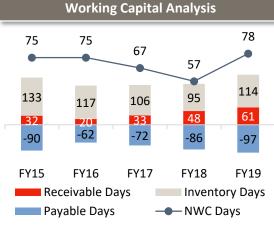
FY17

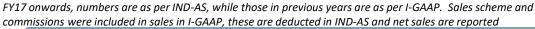
685

FY18

Equity — Debt/Equity

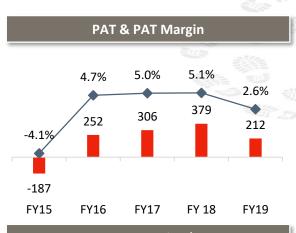
EBITDA & EBITDA Margin CAGR: 42.8% 10.6% 10.1% 9.8% 7.1% 3.0% 757 645 570 524 137 FY15 FY16 FY17 **FY18** FY19





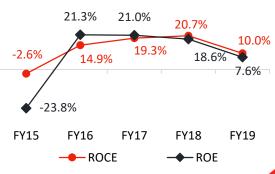
1,090

FY19



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Return Ratios *

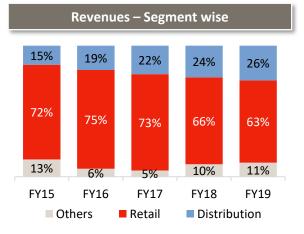


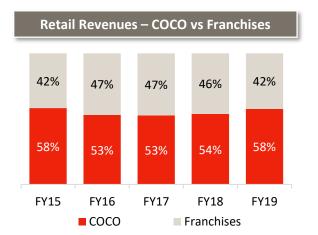
* Return ratios are calculated excluding amalgamation reserve of Rs. 230mn

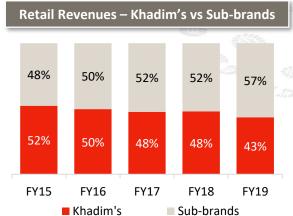
FINANCIAL SUMMARY

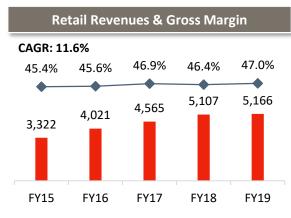
Khadim's

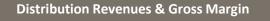
In Rs Mn (I-GAAP)



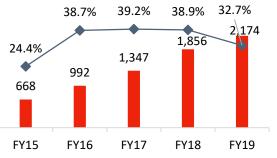






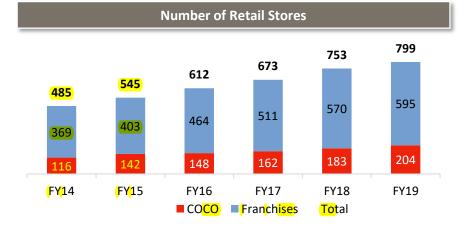


CAGR: 34.3%

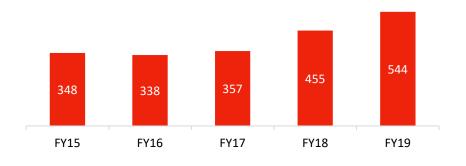


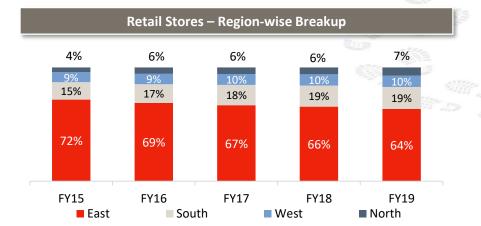
OPERATIONAL SUMMARY

Khadim's

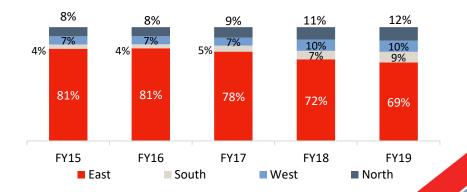


Number of Distributors





Distributors – Region-wise Breakup





WIDE PRODUCT RANGE ACROSS VARIOUS CATEGORIES & PRICE POINTS

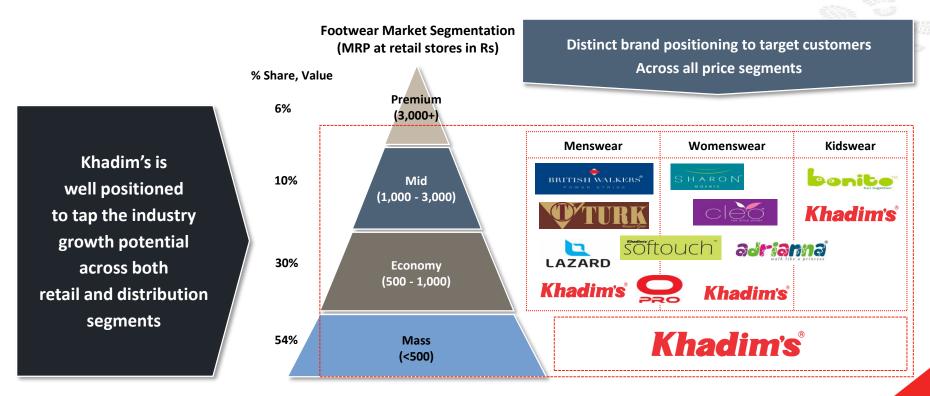
Khadim's



DISTINCT BRAND POSITIONING FOR VARIOUS MARKET SEGMENTS

Khadim's

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



Note: FY19 Revenues – Menswear 51%, Womenswear 34%, Kids wear 15%

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

Khadim's

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

Backend Manufacturing

Retail Business – Maximise Outsourcing

- Retail business requires lower volume per SKU; outsourced vendors are able to deliver smaller quantities of premium high quality products
- 90% of total product requirement in FY19 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 (81% in FY19) 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

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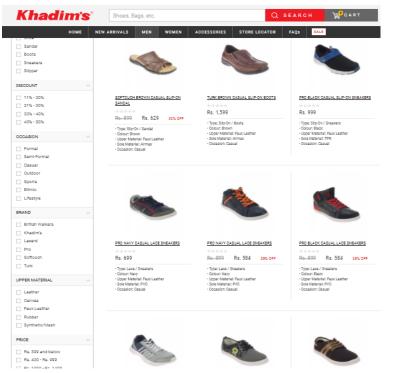


Khadim's

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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[®]

Fund

snapdeal

LIMEROAD

ROBUST BACKEND INFRASTRUCTURE

Khadim's°

Procurement & Quality Control

- 90% of products for the retail business is procured from outsourced vendors (in FY19)
- Nationwide network of 100 + vendors. Top 10 outsourced vendors contributed 27.04% of total outsourced production by value (in FY19)
- 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 36 Mn pairs at 81% utilisation (FY-19)
- 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 FY19) 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[®]

| experience in the footwear | ny since its incorporation. He has 34 years of |
|---|---|
| Ishani Ray, CEO 25+ yrs of exp. in investor relations, finance, accounts, taxation and audit Responsible for the finance, treasury, accounts and legal functions and additionally, overviewing marketing, IT & internal audit of the company Earlier worked with Saregama India Ltd, George Williamson (Assam) Ltd and PWC | Rajeev Kumar Mishra, GM - Manufacturing 22 years of experience in in the manufacturing industry in footwear and rubber He is responsible for the manufacturing processes in the company Earlier worked with Diamond Footcare Udyog Pvt Ltd, Relaxo Footwear Ltd and Slapper Shoe Industries in Kenya |
| Indrajit Chowdhury, CFO 15+ 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 | Naveen Prakash, AVP – Distribution & Sales More than 20 years of experience in retail sales & supply chain Earlier associated with Relaxo Footwwear as General Manager, East) Previous stints at VST Industries Ltd (Branch Manager), Coca Cola and Air Doordarshan. |
| Tapas Ghosh, GM - Business Development & Systems 21+ years of experience in accounts, strategic planning, IT, business development and sales He is responsible for the COO and EBO sales in the company Earlier worked with K.M. Khadim & Co | Aranya Ray, GM - Supply Chain Management 17 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 |

Khadim's

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 30th 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

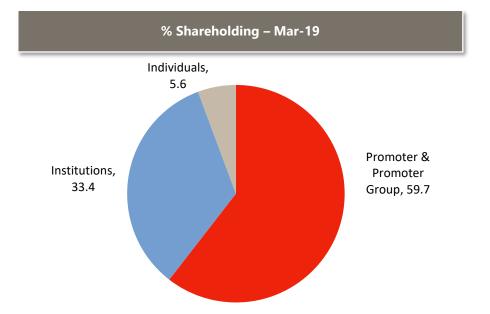
- She has been associated with Fairwinds Asset Managers Limited since 2012 and has a total experience of over nine years in tax, private equity and mergers.
- Prior to joining Fairwinds Asset Managers Limited, she was associated with KPMG.

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

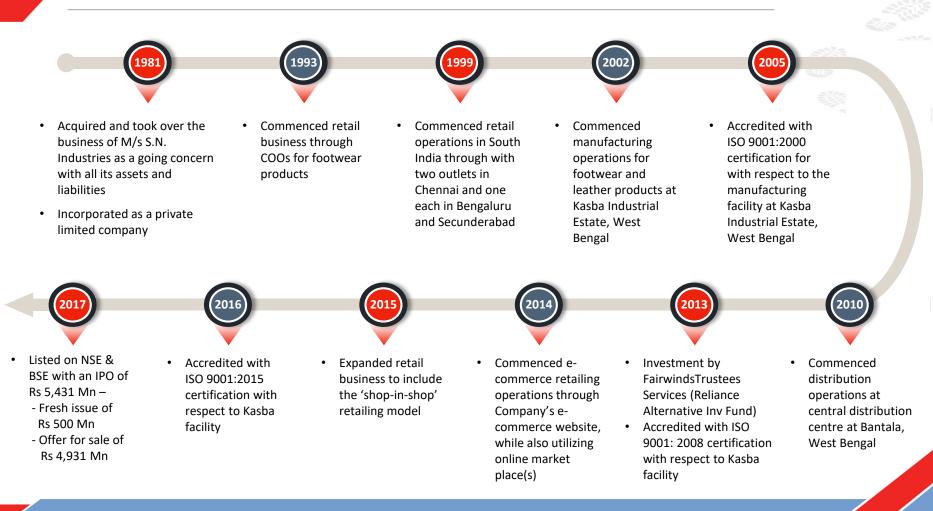




| Key Institutional Investors – Mar-19 | % Holding |
|--------------------------------------|-----------|
| IDFC MUTUAL FUND | 5.7% |
| MIRAE ASSET MUTUAL FUND | 4.6% |
| UTI-MASTER EQUITY PLAN | 4.6% |
| SUNDARAM MUTUAL FUND | 4.3% |
| FRANKLIN INDIA FUND | 3.2% |
| ICICI PRUDENTIAL E-D FUND | 2.9% |
| HSBC ASIA EX-JAPAN FUNDS | 2.3% |

KEY MILESTONES

Khadim's



AWARDS, ACCREDITATIONS AND ACCOLADES

Khadim's®

Khadim's was ranked 7th 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

Mirchi Business Excellence Award - 2012



Bengal's Best Footwear, Brandwatch Bengal, 2011



Most Purchased Footwear Brand of Bengal, 2010



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.

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