## Review of Financial Result Q1 - Mar'14

## Financial Review

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"Price Less" Fashion",

- Number of Stores has increased to 76 from 69 yoy.
- Revenue growth is 32.75\%, yoy with Same Store Sales growth (fashion) of $8 \%$ and Same Store Volume Growth of 1.5\%.
- Sales per sq foot (per month) has improved to Rs. 734 from Rs. 673 with a growth of 9\% yoy.
- Contribution of Fashion segment to total revenues has expanded to 86\% from $80 \%$ whereas that of kirana has reduced to $14 \%$ from $20 \%$ yoy.
- Gross Profit margins have improved to $\mathbf{3 2 . 1 5 \%}$ from $30.71 \%$ yoy.
- Net profit growth is 36.05\%, yoy.


## Financial Parameters - Q1 FY14 vs FY 13



EBITDA (Millions)

Sales Mix (\%)


PAT (Millions)


## Operational Parameters - Q1 FY14 vs FY 13


"Price Less" Fashion",

## Operational Parameters - Q1 FY14 vs FY 13



## Key Parameters - Q1 FY14 vs FY 13



## Financial Review - Profit \& Loss Statement

| Particulars | Quarter ended on |  | Changes \% |
| :---: | :---: | :---: | :---: |
|  | 30.06.2013 | 30.06.2012 |  |
|  | (Unaudited) | (Unaudited) |  |
| Part I |  |  |  |
| 1. Income from operations |  |  |  |
| (a) Net sales/ Income from operations | 11,799.95 | 8,893.13 |  |
| (b) Other operating income | 30.76 | 18.76 |  |
| Total income from operations (net) | 11,830.71 | 8,911.89 | 32.75\% |
| 2. Total expenses | 10,667.99 | 7,973.92 |  |
| 3. Profit from operations before other income, finance costs and prior period items (1-2) | 1,162.72 | 937.97 |  |
| 4. Other income | 19.58 | 2.42 |  |
| 5. Profit from ordinary activities before finance costs and prior period items (3+4) | 1,182.30 | 940.39 | 25.72\% |
| 6. Finance costs | 106.31 | 162.15 |  |
| 7. Profit from ordinary activities before tax and prior period items (5-6) | 1,075.99 | 778.24 |  |
| 8. Prior period items - Income/(Expense) | - | - |  |
| 9. Net profit before tax (7+8) | 1,075.99 | 778.24 |  |
| 10. Tax expense | 360.92 | 252.63 |  |
| 11. Net profit for the period (9-10) | 715.07 | 525.61 | 36.05\% |
| 12. Paid up equity share capital (Face value of Rs. 10 per share) | 1,795.88 | 1,394.78 |  |
| 13. Reserves excluding revaluation reserves | - | - |  |
| 14. Earnings per share (of Rs. 10 each) (not annualised) |  |  |  |
| (a) Basic | 3.98 | 3.77 |  |
| (b) Diluted | 3.98 | 3.77 |  |

## Financial Review - Balance Sheet \& Cash Flow

Balance Sheet
EQUITY AND LIABILITIES
Shareholder's funds
Share capital
Reserves and surplus

Non-current liabilities
Long-term borrowings Long term provisions

Current liabilities
Short-term borrowings
Trade payables
Other current liabilities
Short-term provisions

## ASSETS

Non-current assets
Fixed assets
Tangible assets
Intangible assets
Capital work-in-progress Non-current investments Deferred tax assets Long term loans and advances Other non-current assets

Current assets Current investments Inventories Trade receivables Cash and bank balances Short-term loans and advances Other current assets


## Financial Review - Utilization of IPO Funds

Means of finance for the objects of Initial Public Offering (IPO) are as under:

| Particulars | (Rs. in lacs) |
| :--- | ---: |
| Proceeds from the fresh issue | $5,798.10$ |
| Proceeds from Pre-IPO placement | $2,625.00$ |
| Internal accruals | 717.60 |
|  | $\mathbf{9 , 1 4 0 . 7 0}$ |

The utilization of the aforementioned means of finance as on 30June 2013 is as under :
(Rs. in lacs)

| Particulars | Utilization planned as per prospectus | Utilization <br> of IPO <br> proceeds as on <br> 30 June 2013 | Adjustments (utilization of surplus towards other objects) | Balance amount to be utilized as on 30 June 2013 |
| :---: | :---: | :---: | :---: | :---: |
| To open new stores | 6,970.40 | 1,881.13 | (711.00) | 5,095.87 |
| Expansion of distribution centre | 438.70 | 10.79 | - | 427.91 |
| Working capital | 1,000.00 | 1,717.60 | 717.60* | - |
| Share issue expenses | 731.60 | 725.00 | (6.60)* | - |
|  | 9,140.70 | 4,334.52 | - | 4,806.18 |

Status of balance IPO proceeds as on 30June 2013 is as under:

| Particulars | (Rs.in lacs) |
| :--- | ---: |
| Balance unutilized amount | $4,806.18$ |
| Temporary utilized as below: | $3,903.59$ |
| Mutual funds | 902.59 |

* Deficit/(surplus) available after actual expenses incurred will be utilized towards other objects of the issue.


## NEW STORES OPENING AND PROMOTIONS Q1 - Mar'14

## Store Locations


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## EXISTING STORES - Statewise Distribution

| States | Store Count |
| :--- | :---: |
| Delhi | 4 |
| Uttar Pradesh | 36 |
| Gujarat | 9 |
| Bihar | 12 |
| Punjab | 4 |
| Madhya Pradesh | 3 |
| Rajasthan | 4 |
| Haryana | 1 |
| Chandigarh | 1 |
| Jammu and Kashmir | 1 |
| Uttrakhand | 1 |
| Total | $\mathbf{7 6}$ |

A


|  | Store Name | Date of <br> Opening | Retail Space <br> (Sq ft) |
| :---: | :---: | :---: | :---: |
| A. | SAMASTIPUR | 01.JUNE.2013 | 8500 |
| C. | AZAMGARH | 01.JUNE.2013 | 8100 |
| B. | DEHRADUN | $15 . J U N E .2013$ | 7568 |

B


A


|  | Store Name | Date of <br> Opening | Retail Space <br> (Sq Ft) |
| :---: | :---: | :---: | :---: |
| B. | KANPUR 2 | 21.JUNE.2013 | 7600 |
| C. | MORBI | 22.JUNE.2013 | 6056 |
| A. | BADUAN | 29.JUNE.2013 | 8825 |

B



| LOCATION | AURANGABAD |
| :--- | :--- |
| DATE OF OPENING | 28.June.2013 |
| RETAIL SPACE | 8200 |


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## PROMOTIONS - CAMPAIGNS

| S.no | Campaign | Launch Date | Location |
| :---: | :---: | :---: | :---: |
| 1 | Tshirt Mela | $12-4-2013$ | Pan India |
| 2 | Wedding Collection | $11-5-2013$ | Selected Locations |
| 3 | Summer Carnival | $11-5-2013$ | Pan India |
| 4 | Kids Carnival | $18-5-2013$ | Pan India |
| 5 | Jeans Fest | $22-6-2013$ | Pan India |
| 6 | Fathers Day | $22-6-2013$ | Metro \& Tier 1 Cities |

## PROMOTIONS T-SHIRT MELA


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## PROMOTIONS WEDDNG


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## PROMOTIONS - SUMMER CARNIVAL


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## PROMOTIONS KIDS CARNIVAL


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## PROMOIIONS - JEANS



भागलपुरः पटल बाबू रोड, अजन्ता हॉल के पास सहरसाः मनोरमा कॉमप्लेक्स, पूरब बाज़ार, कॉलेज गेट


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## PROMOTIONS - FATHER'S DAY

Let's make this Father's Day more special with


16th June, 2013

## MENS JEANS

## FLAT <br> $30 \%$

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## Financial Review

## Thank you

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