



October 31, 2020

BSE Ltd. Corporate Relationship Department 1st Floor New Trading Rotunda Building, P J Towers Dalal Street Fort, Mumbai-400001 Scrip Code – 530517	National Stock Exchange of India Ltd. Listing Department, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051 Scrip Code – RELAXO
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Sub: Investor Presentation on Un-Audited Financial Results for the quarter and half year ended on September 30, 2020

Dear Sir,

Please find enclosed Investor Presentation on Un-Audited Financial Results of the company for the quarter and half year ended on September 30, 2020.

The same is for your information and record.

Thanking You,
Yours Sincerely,

For Relaxo Footwears Limited,

Vikas Kumar Tak
Company Secretary and Compliance Officer
Membership No.: FCS 6618

Encl. as above

RELAXO FOOTWEARS LIMITED

Registered Office: Aggarwal City Square, Plot No. 10, Manglam Place,
District Centre, Sector-3, Rohini, Delhi-110085. Phones: 46800 600, 46800 700
Fax: 46800 692 E-mail: rfi@relaxofootwear.com
CIN L74899DL1984PLC019097



RELAXO

**INVESTORS
PRESENTATION**
SEPTEMBER 2020

October, 2020

COMMITTED TO PROVIDE
BEST-IN-CLASS FOOTWEAR

Safe Harbor

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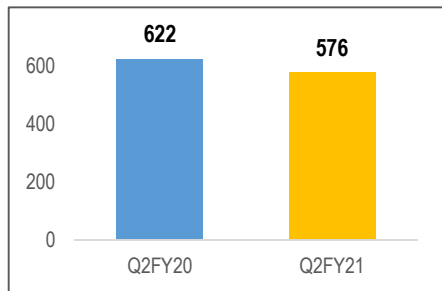
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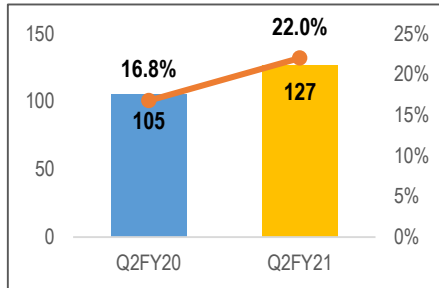
Q2 FY21 and H1 FY21 Performance

Q2FY21 Performance

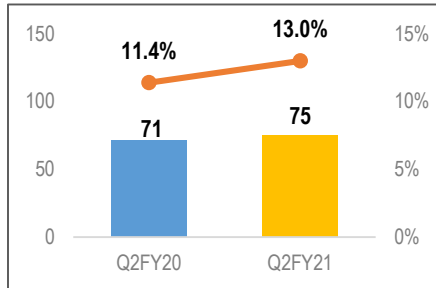
Revenue from Operations (in ₹ crs)



EBITDA (in ₹ crs) and EBITDA %

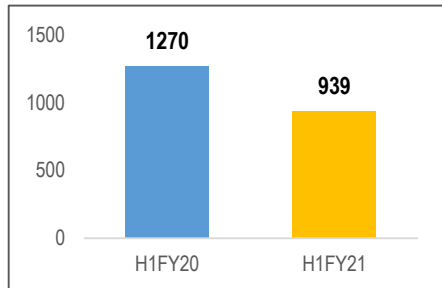


PAT (in ₹ crs) and PAT %

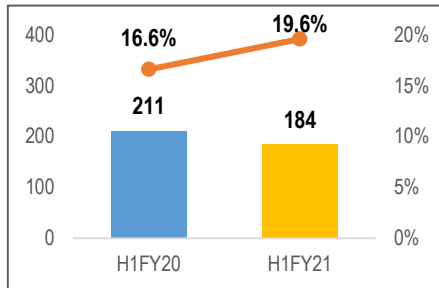


H1FY21 Performance

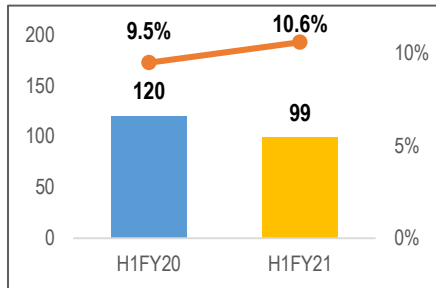
Revenue from Operations (in ₹ crs)



EBITDA (in ₹ crs) and EBITDA %



PAT (in ₹ crs) and PAT %



Q2 FY21

- Revenue down by 7% to **Rs. 576 crore Y-o-Y** due to disruptions in economic activities caused by COVID-19 pandemic.
- EBITDA up by 21% to **Rs. 127 crore Y-o-Y**. EBITDA margins increased by 520 basis Y-o-Y to 22.0%.
- Profit after Tax up by 6% to **Rs. 75 crore Y-o-Y**. PAT Margins increased by 169 basis Y-o-Y to 13.0%.

Company Overview

Highlights FY20

- Largest footwear manufacturer in India.
- 'Value for Money' products.
- Portfolio of mass appeal brands.



2,410 Cr.

Revenue from operations



409 Cr.

EBITDA



226 Cr.

PAT



17.9 Cr.

Pair sold



9

Brands



10000+

SKUs



8

State of the art manufacturing plants



50,000+

Retailers served through distributors



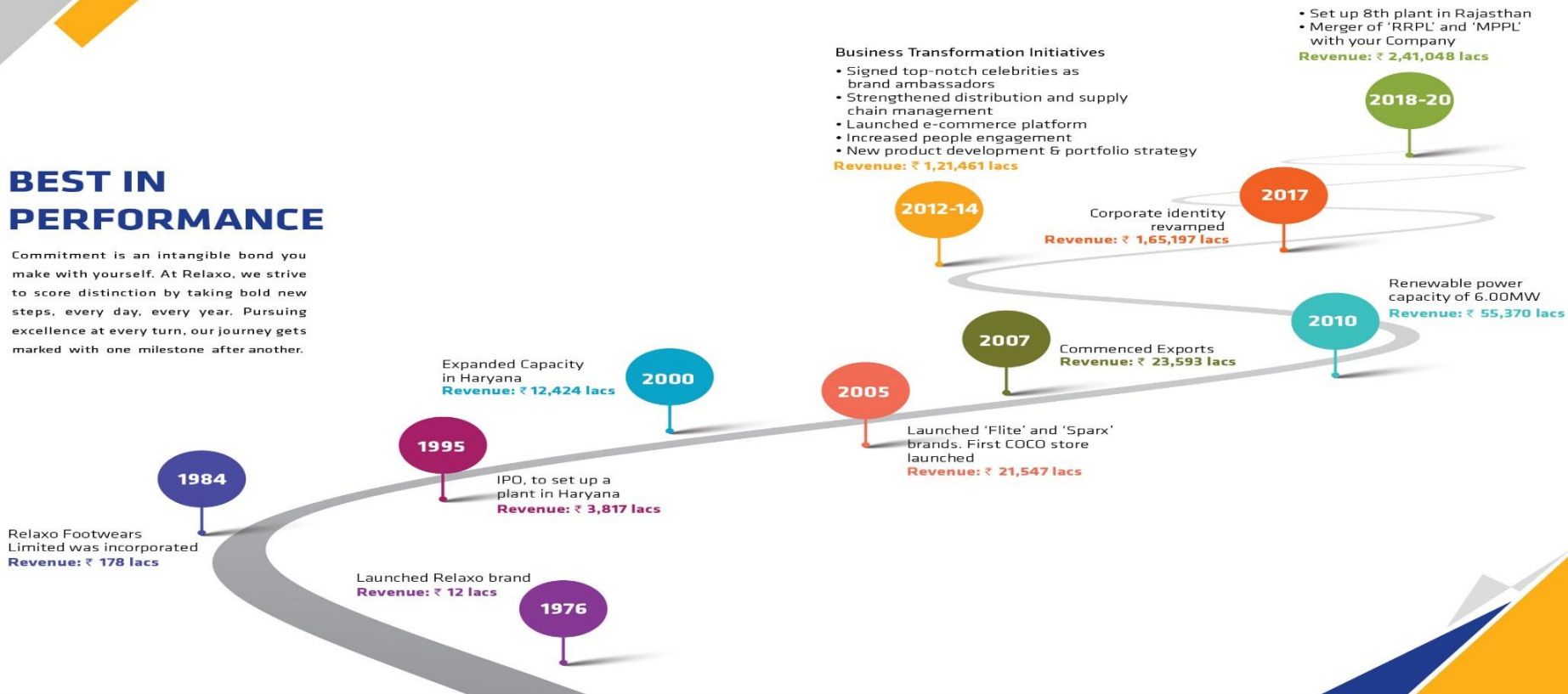
396*

Exclusive brand outlet (EBO)

* EBO as on Sept 2020

BEST IN PERFORMANCE

Commitment is an intangible bond you make with yourself. At Relaxo, we strive to score distinction by taking bold new steps, every day, every year. Pursuing excellence at every turn, our journey gets marked with one milestone after another.



Key investment highlights



Attractive dynamics of the Indian footwear industry

Strong growth potential of the Indian footwear industry

- India is the second largest footwear manufacturer after China, accounting for 9% of the world market with ~22bn pair.
- Currently India exports only 10% of the footwear produced with the domestic market being the major contributor of around 90%.
- The Indian Footwear industry has potential to grow near to ₹ 1.00 Lac Crore by 2021.
- India is still an underpenetrated market – a per capita consumption of only ~1.66 pair p.a against a global average of 3 pair. Developed countries average 6-7 pair p.a.
- India's share in global exports is just 2% compared to China's share of ~40%, thus presenting room for growth opportunities.

With changing consumer demands....

- Footwear has evolved from being a mere necessity to an important fashion accessory.
- Buying behaviour of the Indian consumer is changing rapidly with growing urbanisation and ever-increasing penetration of internet.
- Growing awareness about latest trends and consciousness among consumers.
- Consumers becoming more brand-centric in tier II, tier III cities and rural markets as well.
- Aspirations for latest global trends has increased the frequency of shopping.

...backed by a strong operating environment

- Footwear industry recognized by Gol as a focus sector in the 'Make In India' mission.
- A 2,600 Crore special package was further extended for one year for development of footwear sector.
- GST is propelling the shift from unorganized to organized segment. Organized segment today caters to ~45% of the market.
- Uniform tax rates pan-India for all footwear ensuring a level playing field.

Source: BusinessWire

Relaxo is a leading player in the 'Value' segment

- Market leader in the 'Value' segment.
- Robust product portfolio.
- High Brand Equity

Aligning our product portfolio with evolving consumer needs and trends



Structured Market Research

Regular market sensing for consumer insights across different regional, economic and demographic strata.



Product innovation

In-house design capability enables continuous product innovation as per consumer needs.



Portfolio rationalization

In-season launches with optimal product portfolio. ~ 20% of the portfolio is restyled every year.



Brand Equity

Carefully crafted and steadily built brands over time.

Our portfolio of brands, with strong identities

Premium range of sports & canvas shoes, sandals & slippers



Formal shoes for men

Fashionable and light weight footwear



Trendy footwear for women

Most popular iconic brand of Hawai slippers



Household name synonymous with quality, comfort & value

Trendy and fashionable flip-flops



Quality, Comfortable shoes for men

Range of school shoes for boys and girls



Range of cool, colourful footwear for next-gen kids

Sustained manufacturing excellence

Strong in-house manufacturing capabilities

- 8 manufacturing facilities with a capacity to produce ~7.5 Lac pair/day.
- Continuous focus on optimising operations
 - Dedicated line for manufacturing fast moving SKUs
 - Lean manufacturing (waste minimisation without compromising on productivity)
 - Maynard Operation Sequence Technique (MOST)
 - Yield improvement
 - Focus on cost optimisation in manufacturing allows competitive pricing.

Committed to Quality

- Own manufacturing helps maintain quality end-end.
- Monitor every stage of manufacturing process
 - Designing
 - Raw Materials
 - Production Process
 - Packaging
 - Final Products

Certification & Standards

- ISO 9001:2015
- ISO 14001:2015
- ISO 45001:2018
- ISO 27001:2013
- BIS/SATRA Manufacturing Standards
- CLE (Council for Leather Export)



RFL I & II - Bahadurgarh



RFL III - Bhiwadi



RFL IV - Bahadurgarh



RFL V - Haridwar



RFL VI - Bahadurgarh



RFL VII - Bahadurgarh

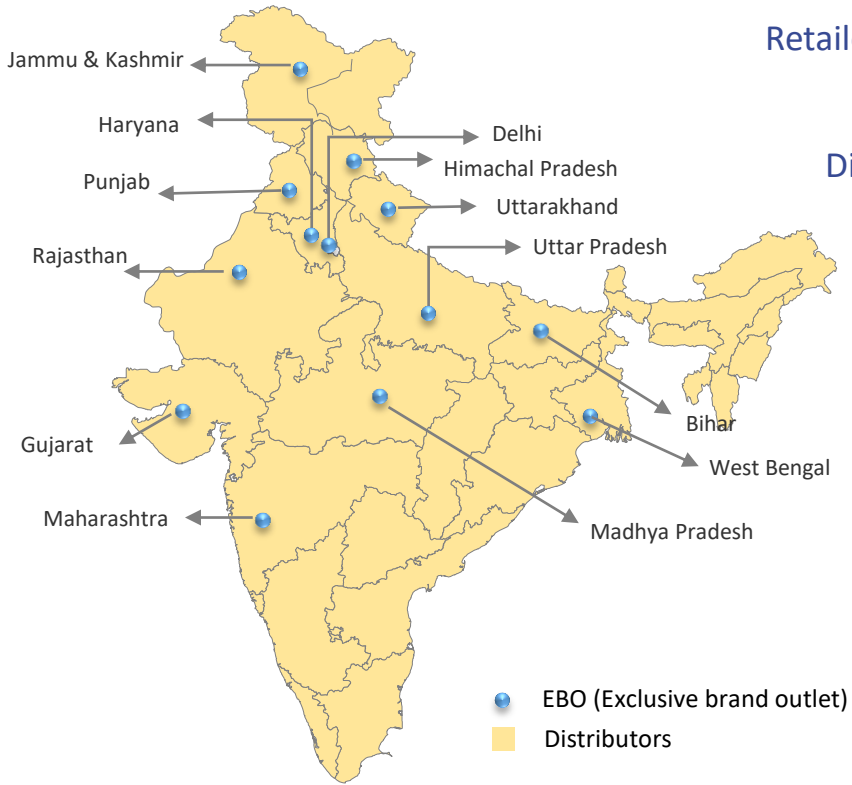


RFL VIII - Bahadurgarh



RFL IX - Bhiwadi

Strong distribution network; one of the largest in the Indian footwear industry



Retailers/ MBOs

50,000+

Distributors

~700

Countries exported to

~40

EBO

396

Overseas office in Dubai

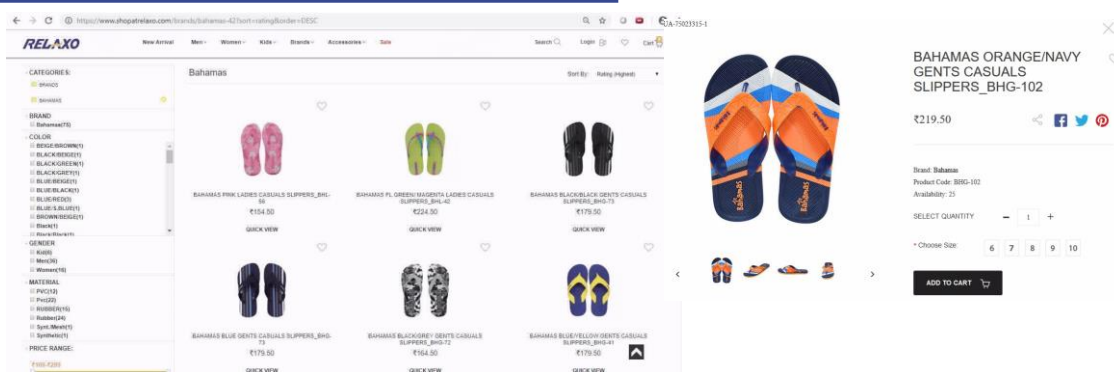
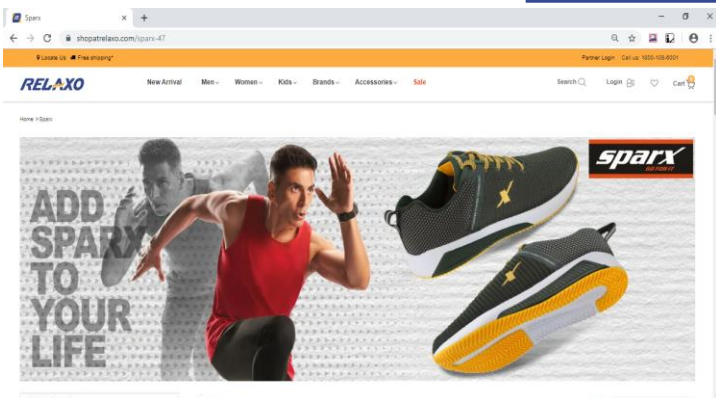
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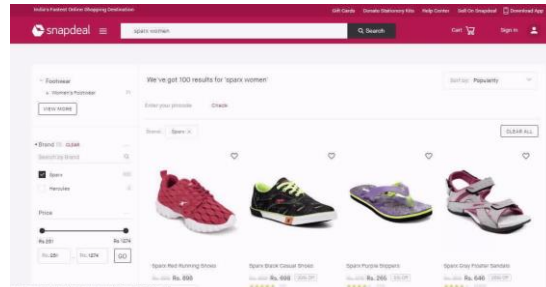
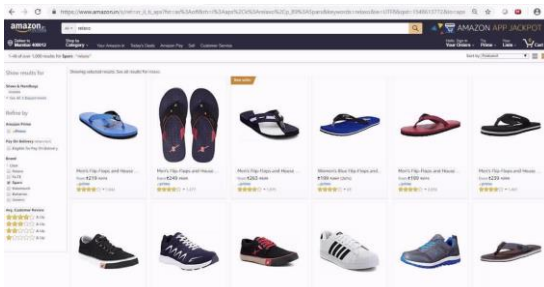
Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

With a growing online presence

www.shopatrelaxo.com

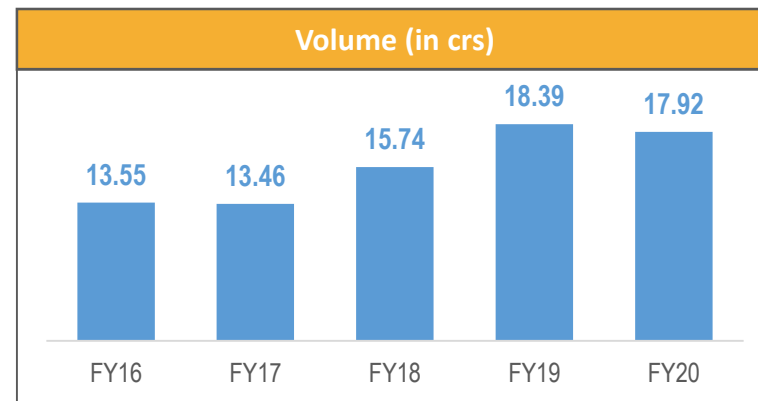
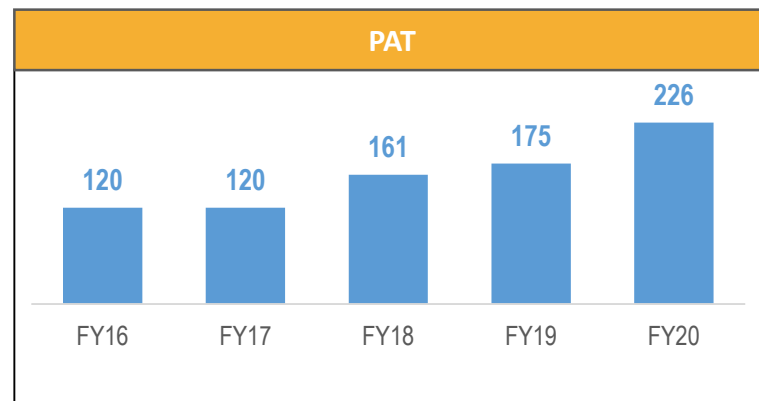
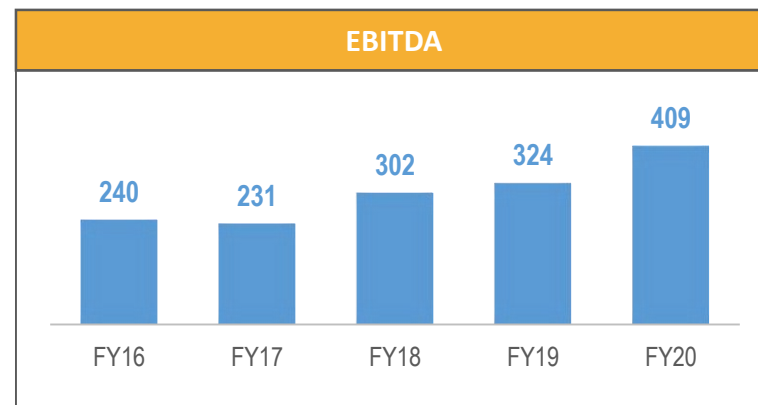
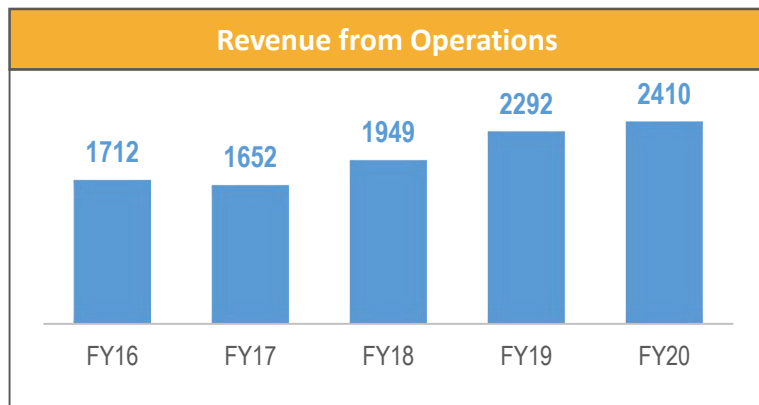


Partnerships with major ecommerce companies



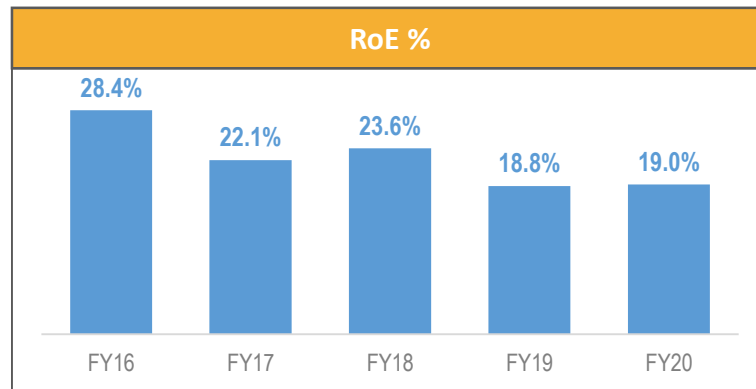
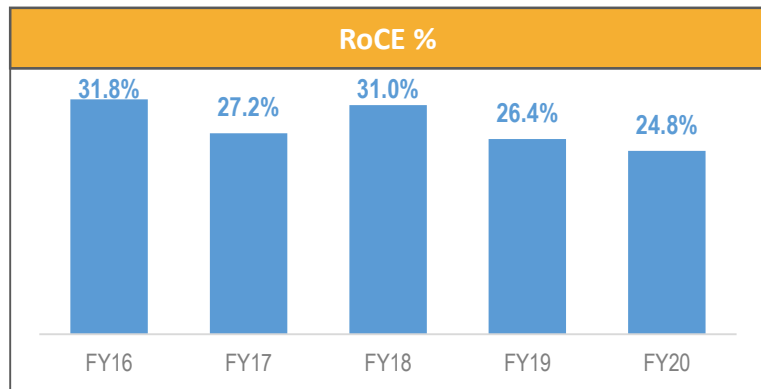
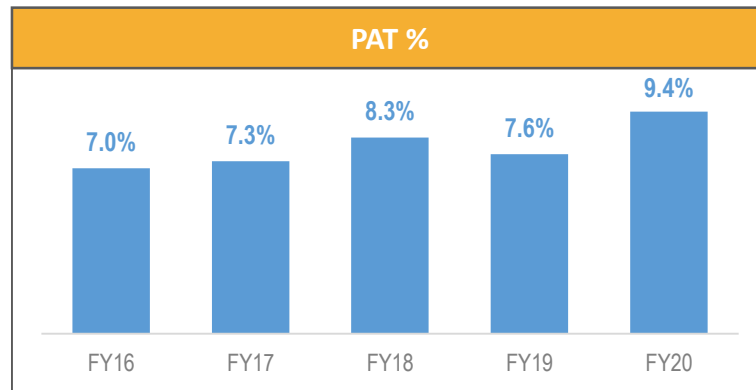
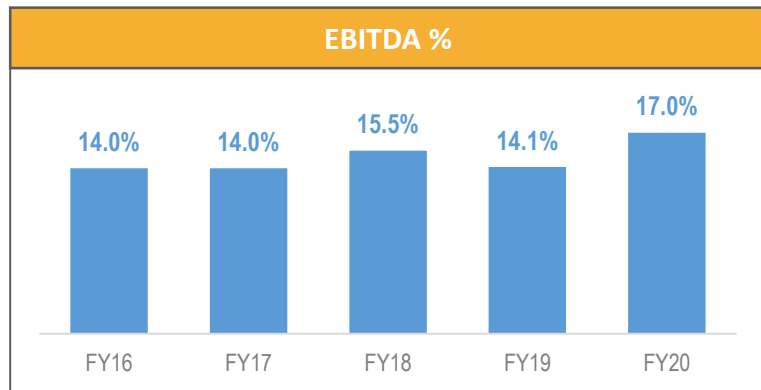
Robust financial performance..

₹ in Crore



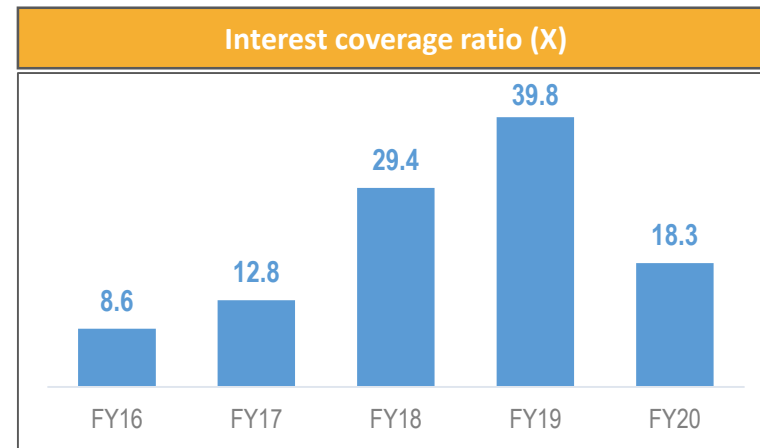
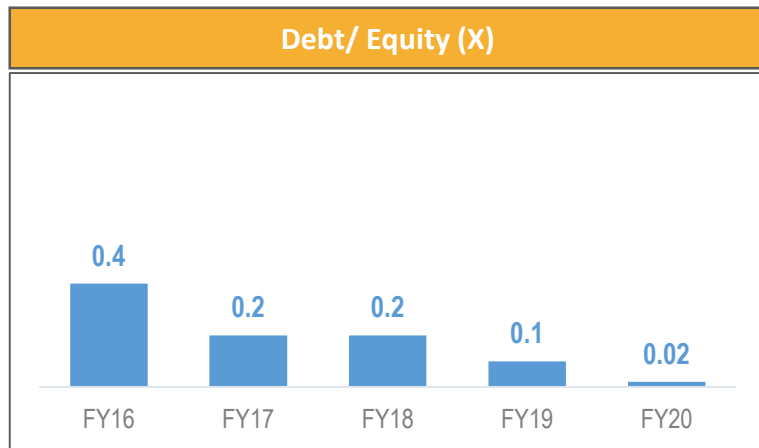
FY16 is based on IGAAP. FY17 onwards is Ind-AS.

with operational efficiencies



FY16 is based on IGAAP. FY17 onwards is Ind-AS.

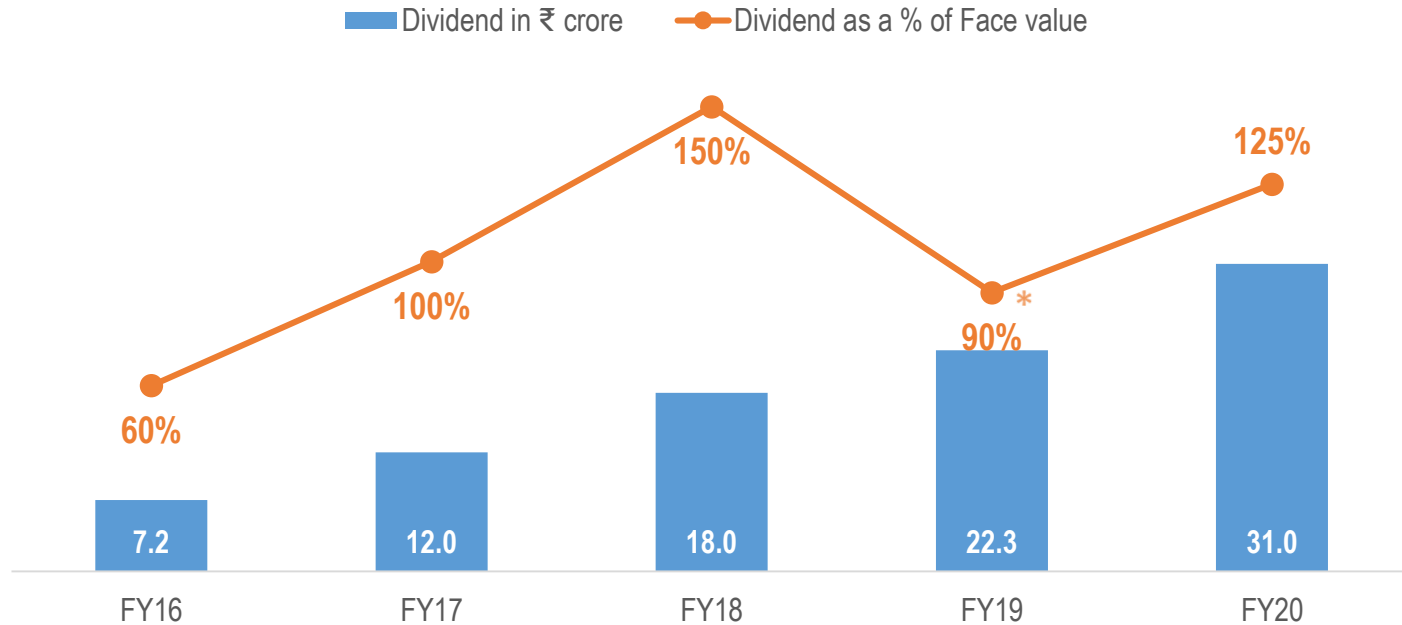
Debt ratings and profile



Credit Ratings

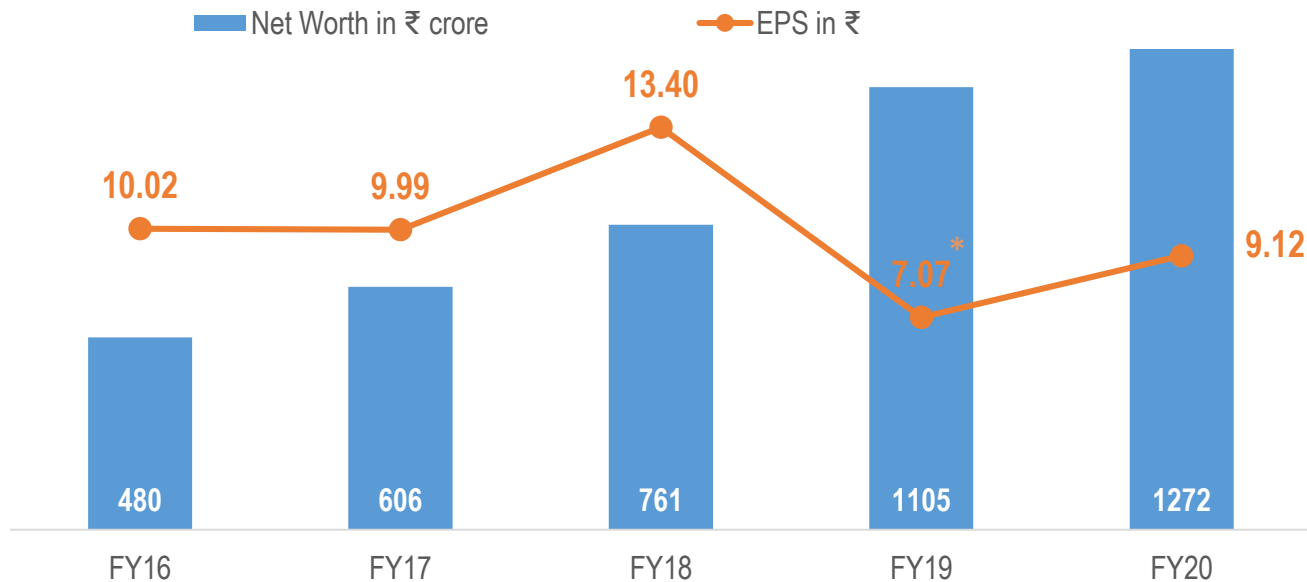
Agency	Instruments	Ratings	Comments
ICRA	Short Term Funds	A1+	Indicates very strong degree of safety for short term debt instruments. Instruments rated in this category carry the lowest credit risk
ICRA	Long Term Funds	AA with stable outlook	Indicates high degree of safety for long term debt instruments. Instruments rated in this category carry low credit risk

Consistent dividend payout



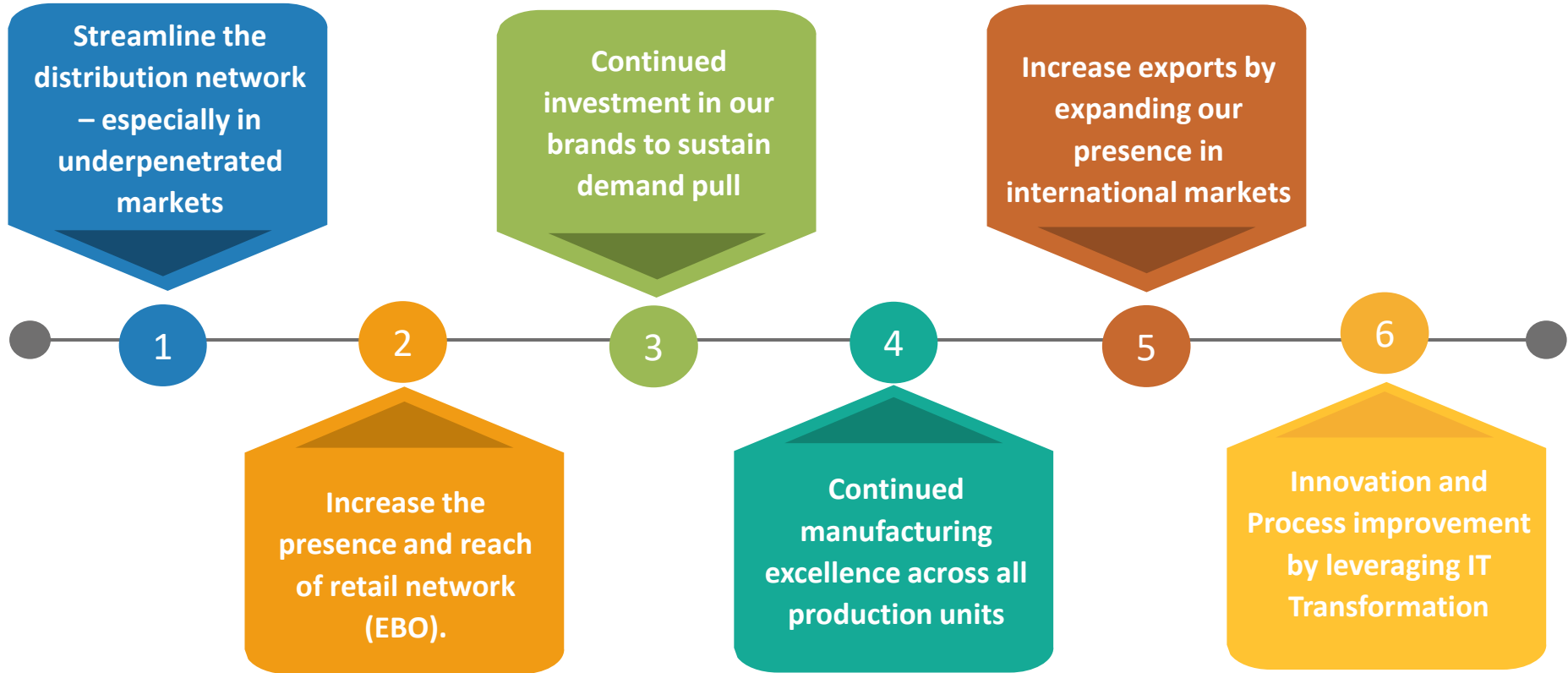
* Post Bonus

EPS and Net Worth



* Post Bonus

Advancing towards Tomorrow, Today



Highly experienced Board of Directors

Ramesh Kumar Dua, Managing Director

- Over 44 years of experience in sales and marketing, production and new product development in Footwear Industry
- Director in Relaxo Rubber Private Limited & Marvel Polymers Private Limited
- Commerce Graduate & Rubber Technologist (LPRI, London)

Nikhil Dua, Whole Time Director

- Over 24 years of experience in production and new product development and has rich knowledge of product mix in Footwear Industry
- Commerce graduate and has studied from International School of Modern Shoemaking, Czech Republic

Pankaj Shrimali, Independent Director

- Over 36 years of experience in areas of finance, accounts, secretarial, corporate management, legal & corporate consultancy services, strategic management and investment banking for reputed corporate houses
- Fellow member of ICAI, ICSI, and Institute of Cost Accountants of India

Vivek Kumar, Independent Director

- Over 21 years experience as Operational Head in leading Indian companies and is also a management consultant to many corporates in the areas of quality, productivity, environment and safety
- MBA from Faculty of Management Studies, Delhi University and Electrical Engineer from the University of Roorkee (now IIT Roorkee)

Mukand Lal Dua, Whole Time Director

- Over 47 years of experience in new product development and quality control in Footwear Industry
- Director in Relaxo Rubber Private Limited & Marvel Polymers Private Limited
- Science Graduate

Deval Ganguly, Whole Time Director

- Over 39 years of experience in areas of manufacturing, project and plant management in various reputed organisations
- Joined Company in 2011 as President, Manufacturing and was elevated to Board w.e.f 5.11.2012. He is B.Tech from IIT Kanpur

Deepa Verma, Independent Director

- Over 32 years of experience in academic administration.
- Associated with University of Petroleum & Energy Studies since inception and has held various positions such as Director (NCR) region, VP (Academic Affairs) & presently in charge of Institutional Affairs & HR
- B.Sc, LL.B, M.A (Psychology), Diploma in Educational Guidance & Counselling

Rajeev Bhaduria, Independent Director

- Over 33 years of experience in Human Resource.
- Past association with JSPL, Reliance ADA group & NTPC at various positions in Human Resource.
- B.A. & LLB from Allahabad University and management diploma from Power Management Institute, New Delhi

And a strong management team

**Mr. Gaurav Dua,
Executive VP -
Marketing**

MBA having over 19 years of experience in Sales & Marketing.

**Mr. Ritesh Dua,
Executive VP - Finance**

MBA having over 20 years of experience in Finance, HR & IT

**Mr. Nitin Dua,
Executive VP - Retail**

MBA having over 16 years of experience in Retail Business.

**Mr. Ashish Srivastava ,
VP – Human Resources**

MBA having over 22 years of experience in HR, Industrial Relations & Administration.

**Mr. Vinay Kumar Bajaj,
VP - Sales**

Graduate having over 29 years of experience in Sales & Marketing

**Mr. Sushil Batra,
Chief Financial Officer**

FCA having over 29 years of experience in Finance, Taxation and Strategic Planning

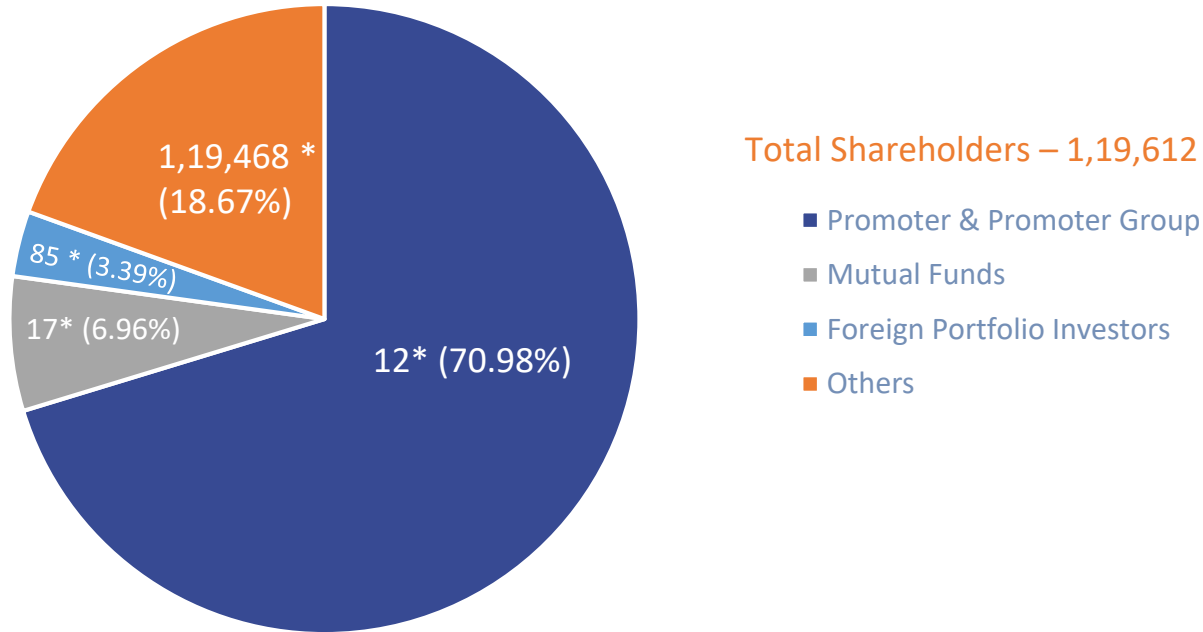
**Mr. HR Sapra,
Senior VP - Materials**

BE having over 47 years of experience in Materials & Procurement

**Mr. Rahul Dua,
Assistant Executive VP -
Manufacturing**

Graduate having over 10 years of experience in Manufacturing

Shareholding pattern as of 30th September, 2020



* No. of Shareholders with Shareholding Percentage

Best amongst the rest



Thank You