



February 26, 2021.

|   |  |
|---|--|
| To,<br><b>The Secretary,<br/>BSE Limited,</b><br>P.J. Towers,<br>Dalal Street,<br>Mumbai- 400 001<br>Scrip Code: 539542 | To,<br><b>The Secretary,<br/>National Stock Exchange of India Ltd.,</b><br>Exchange Plaza, C-1, Block G,<br>Bandra Kurla Complex, Bandera (E),<br>Mumbai – 400 051<br>Symbol: LUXIND |
|---|--|

Dear Sir,

***Sub: Intimation of Schedule of Analyst / Institutional Investor meetings under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015***

Pursuant to Regulation 30(6) and the other relevant provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015, We hereby intimate that the officials of the Company have interacted with Investors & Analysts (Participants) on 26<sup>th</sup> February, 2021.

The copy of Investor Presentation shared with participants is attached herewith and is also available on website of the Company at [www.luxinnerwear.com](http://www.luxinnerwear.com)

This is for your information and record.

Thanking You  
Yours faithfully,  
**for LUX INDUSTRIES LIMITED**

*Smita Mishra*

**Smita Mishra**  
**(Company Secretary & Compliance Officer)**  
**M.No: 26489**

## LUX INDUSTRIES LTD

**LUX<sup>®</sup> cozi™**  
INNERWEAR

SUNO TOH  
APNE DIL KI

**LUX<sup>®</sup> Inferno**  
QUILTED THERMALS

LUX Inferno अंदर सर्दी छूमंतर

COMFORT  
FOR THE  
RESTLESS

**onex**  
INNERWEAR X VIRAT KOHLI

My Life My  
**Lyra™**  
WOMEN'S WEAR

#TIME TO  
style

**ONN**  
TOTAL COMFORT  
POLOS & TEES

COMFORTABLY  
COOL

**LUX<sup>®</sup>**

**BRAND**

**BUILDER**

**LUX<sup>®</sup> VENUS™**  
INNERWEAR

Yeh  
Andar ki  
Baat hai

*Prakash*

**Lux Industries Limited**



# Overview



**LUX** is India's leading hosiery manufacturing company with **over 60 years of experience**, having huge pan-India presence.

Currently, the company is being run by **Experienced Leadership by Promoters and Professionals**



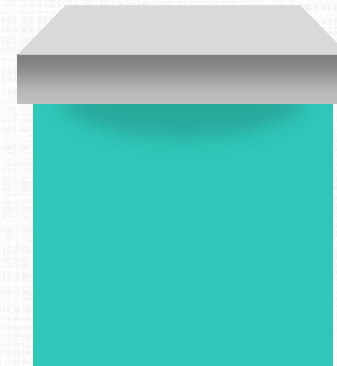
Started with  
***Biswanath Hosiery Mills***  
***in 1957***  
by the Late Girdharilalji Todi



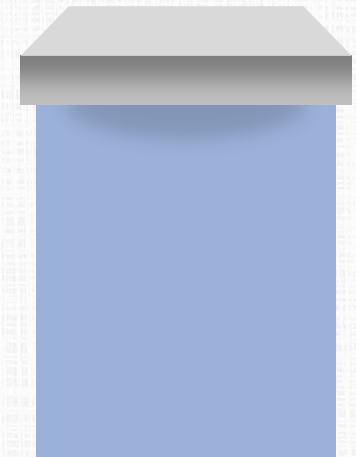
In 1992, Lux launched its  
first television commercial  
with the famous tagline  
***“Yeh andar ki baat hai”***



***Largest production  
capacity***  
in the Indian Hosiery  
Industry



***Last 20 years saw the  
company growing 100x***  
in size through a series of  
marketing and  
manufacturing innovations





# One of the Largest Producer by Volume



In FY '21, we have produced **265 million pcs.** by volume (Group Level).



Our manufacturing locations are spread across Kolkata, Tirupur, Roorkee, Ghaziabad, Ludhiana among others.





# How We DO It



DISPATCH



KNITTING



STITCHING



PROCESSING



CUTTING







Our major chunk of sales is in **basic essential garments**, namely vests, briefs and trunks, which are an everyday need requisite.

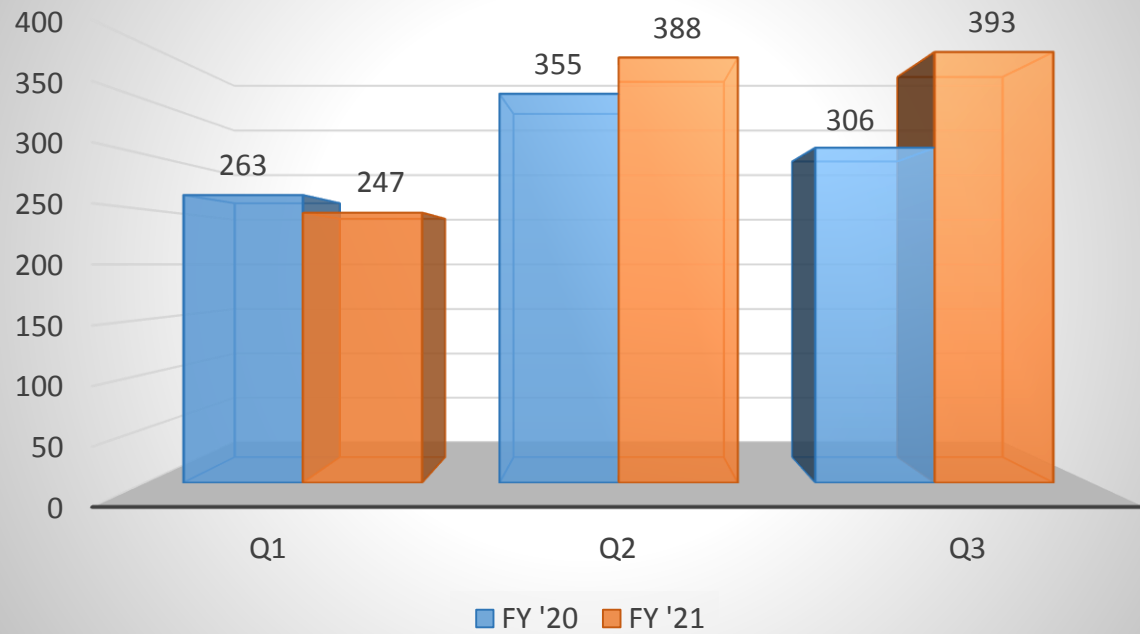
It has helped us best the COVID pandemic and keep soaring to new heights with continued growth even in these difficult times.

In fact, we have moved from a Net Debt Company to a **Net Cash Company** during this period.

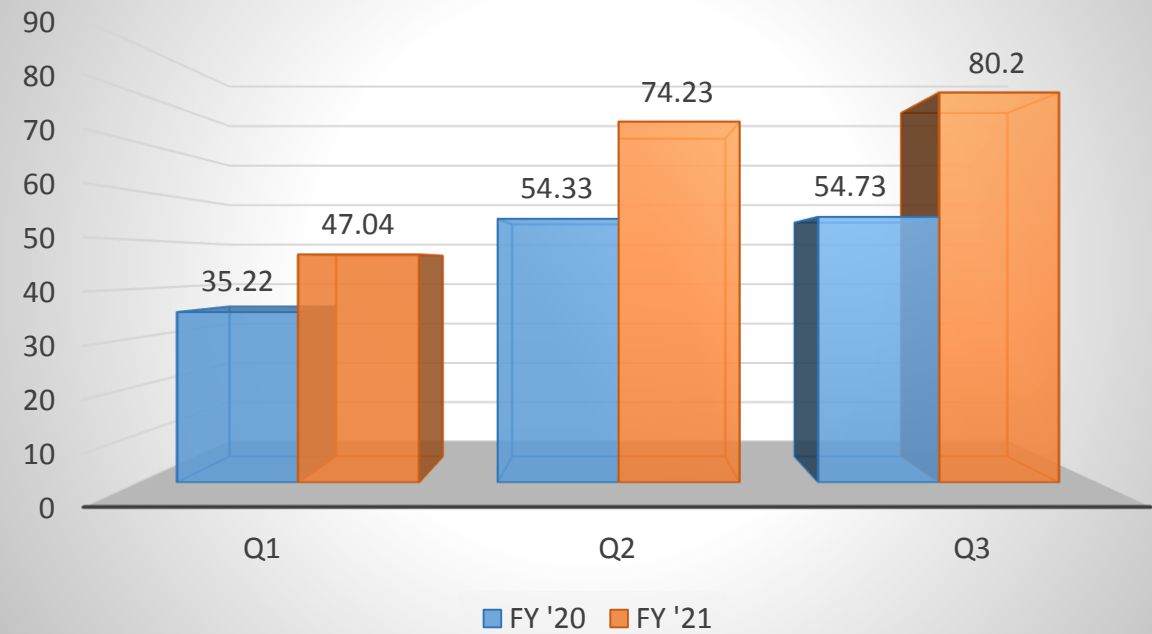
# 9 Months Sales Chart



## Revenue (in Rs. Cr.)

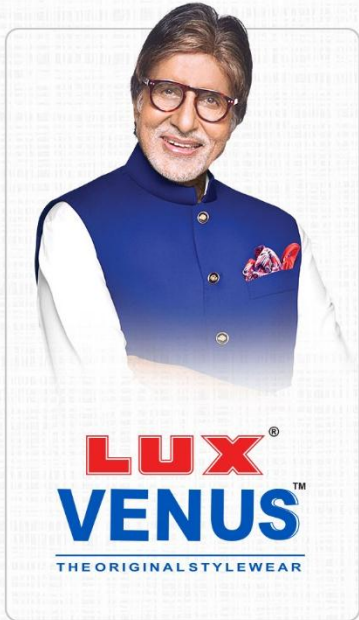


## EBITDA (in Rs. Cr.)





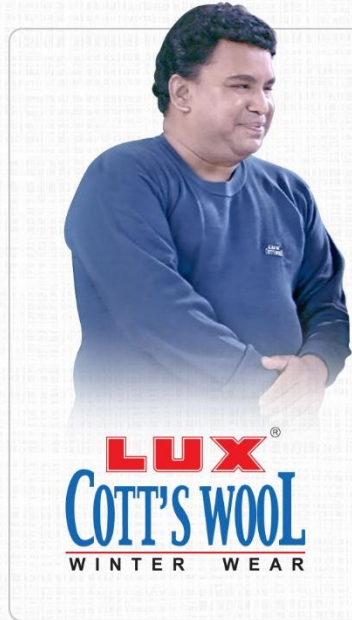
# Our Brand Portfolio



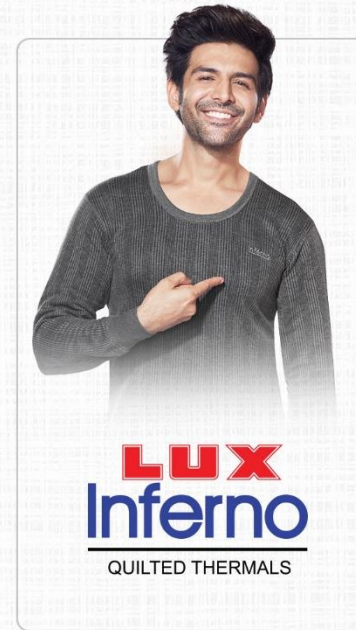
MASS SEGMENT



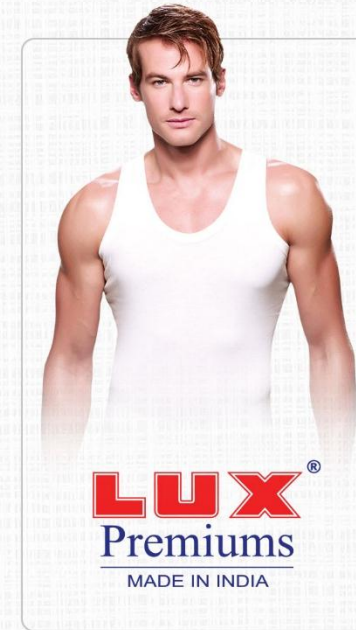
MID SEGMENT



MASS WINTER WEAR



MID SEGMENT WINTER WEAR



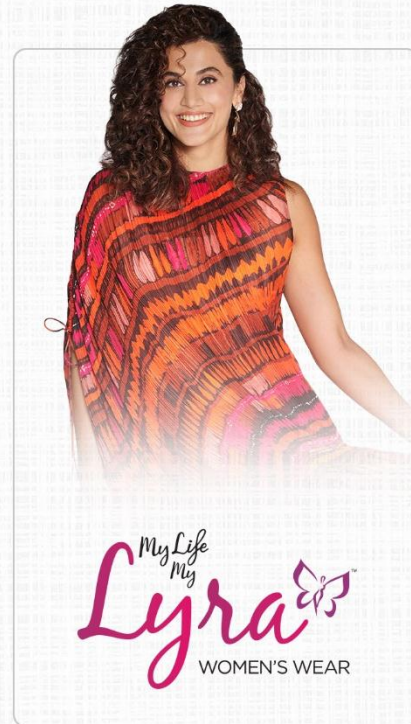
EXPORT SEGMENT



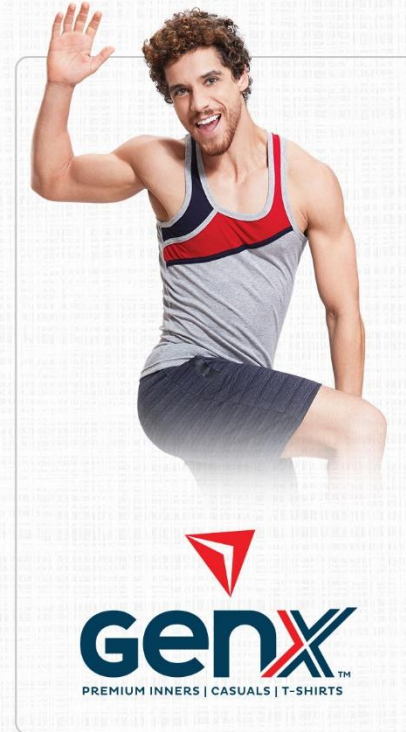
PREMIUM SEGMENT



# Our Brand Portfolio



**EBELL FASHIONS  
PVT. LTD.**



**J. M. HOSIERY &  
CO. LTD.**

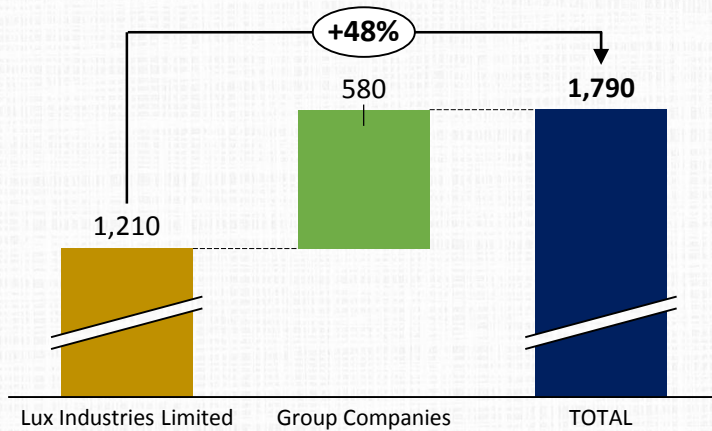


# Our Merger

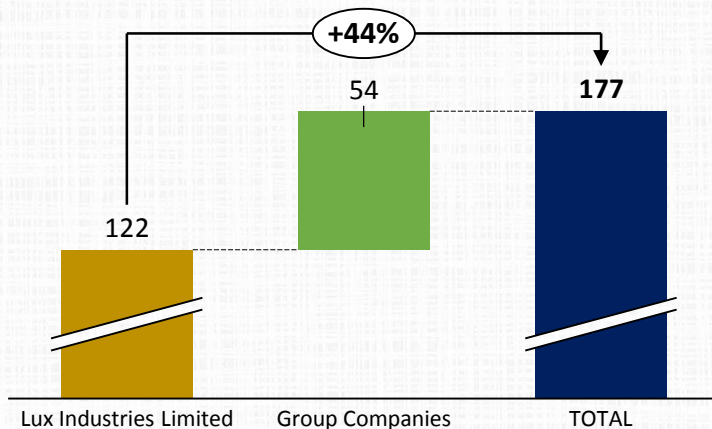


FY20 (in Rs. Cr.)

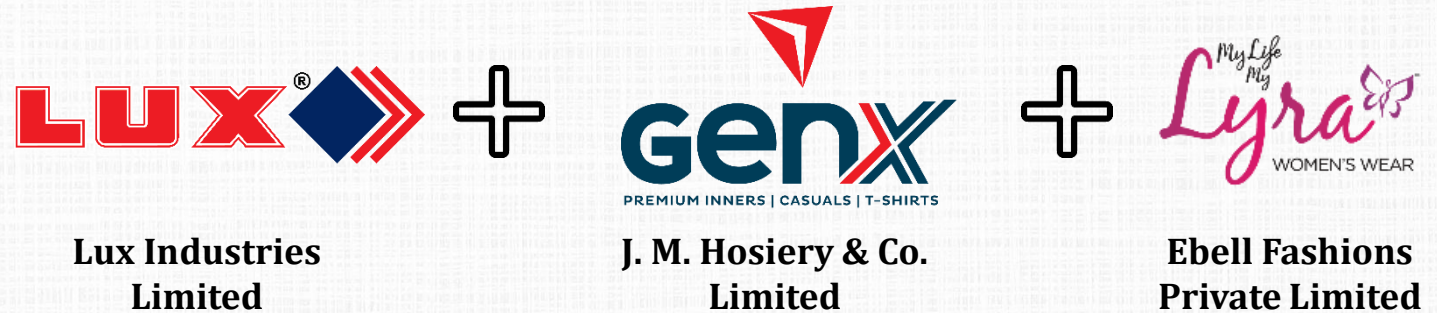
## Revenue



## PAT



Merger of JM Hosiery & Co. and Ebell Fashions with Lux Industries Limited to bring in Synergies



## Number of Shares

$$\text{Lux Industries} - 2,52,5300 + \text{Group Co.} - 48,18,682 = \text{Total Shares Post Merger} - 3,00,71,681$$

## Merger to be EPS Accretive

EPS Pre Merger – Rs. 48.50

EPS Post Merger – Rs. 59.95  
(+22.5%)

\*Lux includes consolidated numbers with Artimas

\*\*Numbers do not include any impact on interco eliminations



# Avenues of Growth



ORGANIC

LINGERIE



VESTS



BRIEFS & TRUNKS



MASS SEGMENT



MID SEGMENT



KIDS GARMENT



E-COMMERCE



Myntra



ATHLEISURE







### Internal Auditor

E&Y appointed as internal auditor



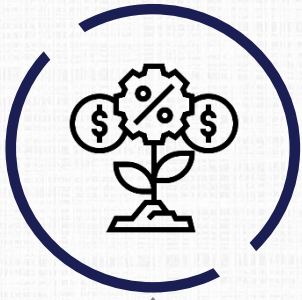
### Quality Assurance Audit

In process of appointing Quality Audit Assurance (one of the Big 4)



### SAP

Implementation of SAP



### Dividend Policy

Dividend Distribution Policy, wherein the Company shall endeavor to maintain Dividend payout ratio of 25% of the annual standalone Profit after Tax of the Company





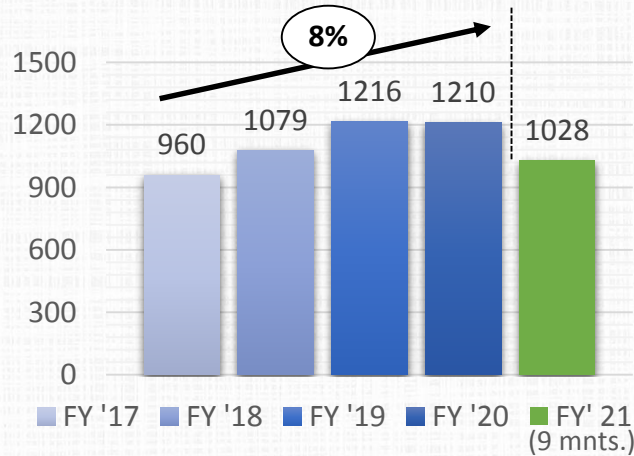
THANK YOU



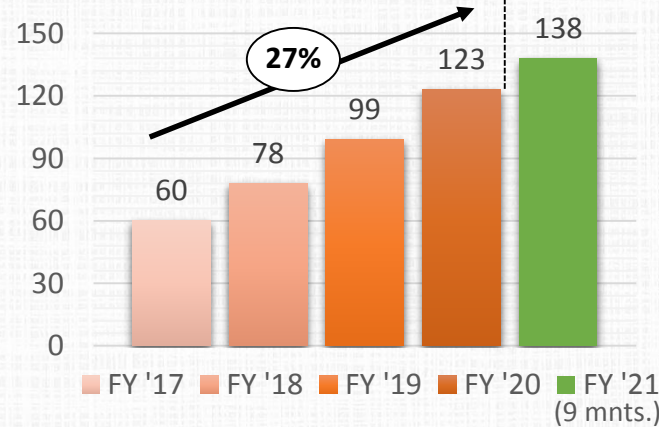
# Annexure – Operating Performance (Consolidated)



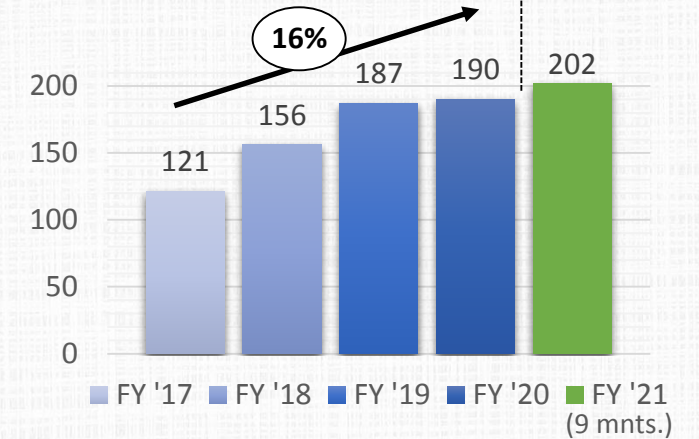
### Revenue (in Rs. Cr.)



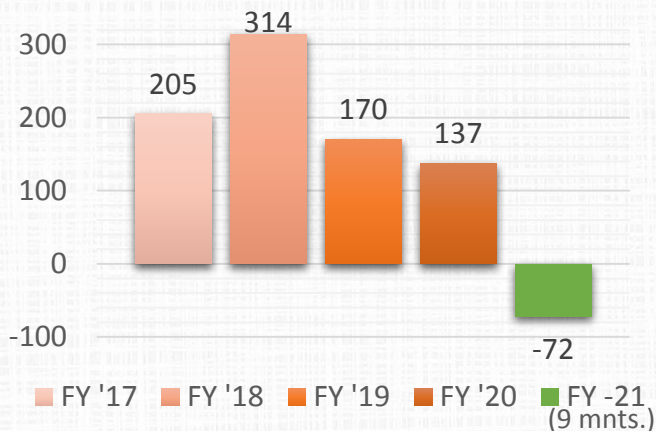
### PAT (in Rs. Cr.)



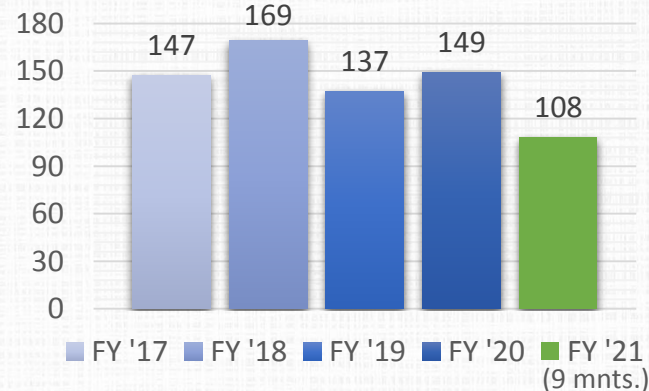
### EBITDA (in Rs. Cr.)



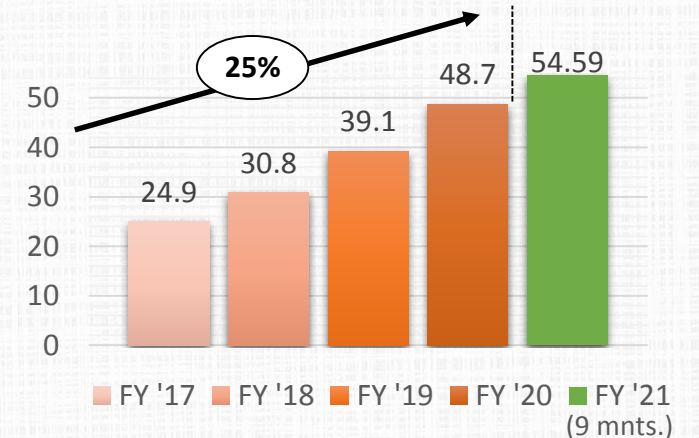
### Net Debt (in Rs. Cr.)



### Working Capital (Days)



### EPS



- The Revenues stated for FY '18 have been restated as per IND AS-115
- FY '17 figure is on Standalone basis
- CAGR figures calculated from FY '17 to FY '20