

SECRETARIAL DEPARTMENT

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RL/SE/AC/19-20/74

November 22, 2019

To
The Department of Corporate Services - CRD
BSE Limited
P.J. Towers, Dalal Street
Mumbai - 400 001
Fax No. 022-22721919
Scrip Code: 500330

Luxembourg Stock Exchange Societe De La Bourse De Luxembourg, 35A, Boulevard Joseph II, L-1840 Luxembourg Trading Code: USY721231212

Dear Sir/Madam,

The National Stock Exchange of India Limited Exchange Plaza, 5th Floor Bandra-Kurla Complex Bandra (East), Mumbai - 400 051 Fax No. (022) 26598120 Symbol: RAYMOND

<u>Sub: Raymond Limited: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 ("Listing Regulations")</u>

Pursuant to the relevant provisions of Listing Regulations, we would like to inform you that the management of the Company will be meeting with certain institutional investors in Singapore on November 25 and November 26, 2019.

The presentation to be made at the meeting is enclosed herewith and is also available on the Company's website www.raymond.in.

Kindly note that if there is any change to the schedule of the aforesaid meeting(s), a revised intimation will be sent to the Stock Exchanges in advance.

We request you to take the above information on record and that the same be treated as compliance under the applicable provisions of the Listing Regulations.

Yours faithfully

For Raymond Limited

Thomas Fernandes
Director - Secretarial &
Company Secretary

Encl.: a/a





Embarking on Transformational Journey

Nov 2019





"For over three years now, we have been relentless in building the organization that is future ready and our efforts have been unwavering during this transformational journey despite multiple challenges. As we continue to build capacities for enhanced performance and delivery across verticals, demerging the core Lifestyle Business is an affirmative step towards that direction and this will simplify the Group structure. We remain resolute to take right steps to enhance value creation for our shareholders."

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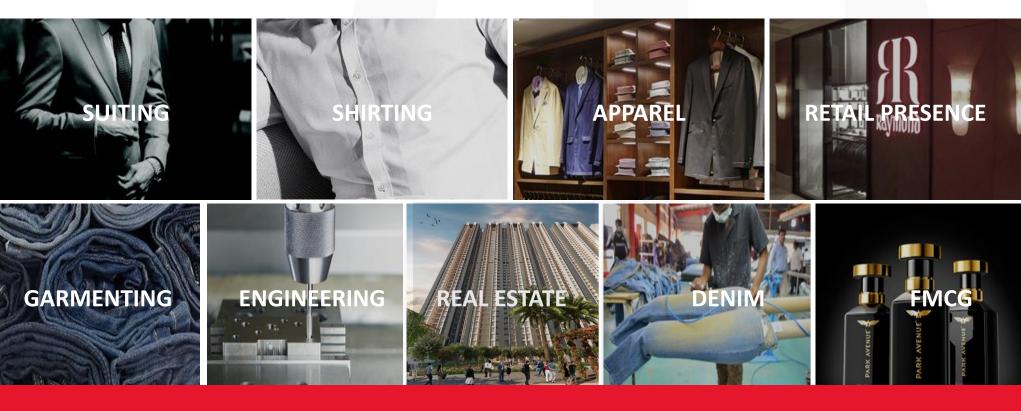




- 4 Introduction & Overview
- Major Transformation & Value
 Unlocking Initiatives undertaken
- 22 Lifestyle Company Value Creation
- Existing Company Focused on Sustained Growth for New & Existing Businesses
- The Journey Ahead Raymond Group

Raymond Group: Introduction





A diversified group with interests in Textile & Apparel sectors as well as presence across diverse segments such as Real Estate, FMCG, Engineering in national and international markets





Raymond: A Group with Strong Leadership Position



No 1 player in worsted suiting fabrics in India

One of the world's largest manufacturer of worsted suiting fabric



5th **largest** Suit manufacturer in the World

3rd largest player in Menswear segment with 4 power brands



1st organised retailer in India

One of the largest exclusive retail network in Branded Lifestyle space



Manufacturer of world's finest fabric

Only Indian manufacturer to craft full canvas premium jackets

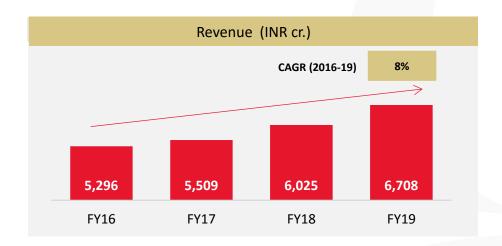


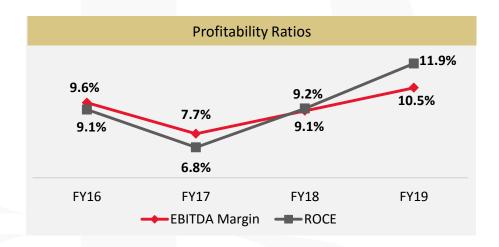
Near **100% consumer** awareness

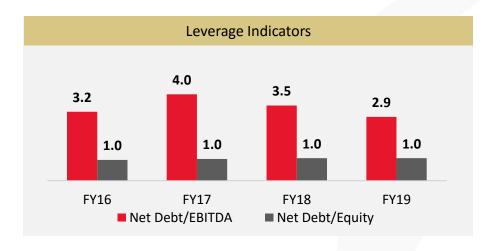
Among the **Most Trusted brands** in India

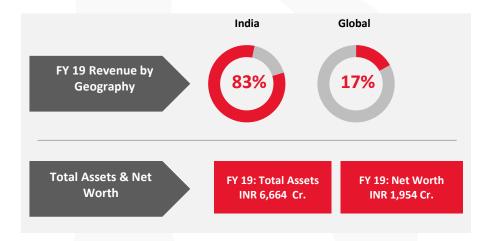
Consolidated Financial Overview





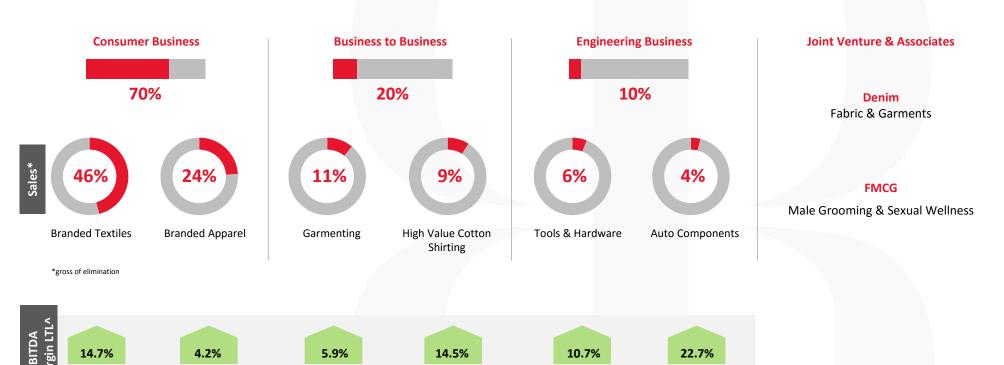






Business Overview: FY19 Sales Contribution & Margins







New Customer Segments

























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Major Transformation Undertaken



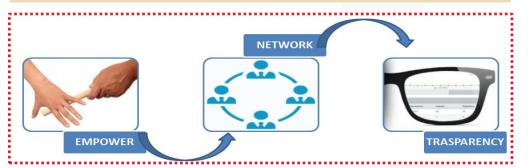
▶ Governance leading the transformation agenda

- Professionalizing Raymond
- **Successful Transformation Initiatives**



Governance - leading the transformation agenda

Governance Structure



Professional Management in place

Strong Advisory Council to advise on strategic decisions

Strong independent Boards in subsidiary companies – Raymond Apparel Limited & JK Helene Curtis

Raymond Group Leadership Team



Gautam Hari Singhania CMD, Raymond Ltd



Nirvik Singh
Non Executive Chairman
Raymond Apparel Limited
Current – COO of Grey Group



Rajeev Bakshi Non Executive Chairman JK Helene Curtis Limited Ex – Metro, Pepsi and Cadbury



Ravi Uppal Non Executive Chairman Ring Plus Aqua Limited and JK Files Limited

Current – CMD - Steel Infra Solutions P. Ltd.



Management Team



Sanjay Bahl Group CFO Ex- Landmark, HUL



Sanjay Behl CEO-Lifestyle Ex- Rcom, HUL



Vipin Agarwal
President –
Corporate
Ex – Deepak Fertilizers,
Jindal Stainless Steel



S L Pokharna President – Commercial 36 years of experience



K A Narayan President – Human Resources Ex- Wockhardt



Sudhanshu Pokhriyal President - Textiles Ex- Asian paints, Coca-Cola



Gaurav Mahajan
President - Group Apparel
Ex - Trent



Ashish Grover
VP - International
Business and
Garmenting
Ex- Niryat Sam



Ganesh Kumar CEO - Tools & hardware Ex- Arysta Life, Mosiac



Balasubramanian V
CEO - Auto
Ex- Eaton Industrial,
Bosch Chassis



Arvind Mathur CEO - Denim Ex- Coats Plc



Giriraj Bagri CEO - FMCG Ex- ITC, Colgate



K Mukund Raj CEO - Realty Ex- L&T, Reliance

Undertaken Successful Transformation Initiatives





Innovate & Sustain

Textile – The Core Business

- **▶** Product innovations
- Service innovations
- Market & Category expansion
- Channel penetration
- ► Sustain the margins



Invest & Grow

Apparel – The Growth Engine

- Asset light network expansion
- Stabilize Brand investments
- ► Retail experience store of the future
- Omnichannel penetration
- ► Full wardrobe & services solution



Turnaround Businesses

- ► Engineering Turnaround in progress of T&H business
- ► Sustain profitable growth in Auto business
- ► FMCG Business Integration –
 Increasing synergies between
 Raymond Consumer Care
 (erstwhile JK Ansell) and JK
 Helene Curtis







Strategy Initiatives Underway





Real Estate Development

- ~20 acres land being developed as a residential project
- ► 650+ flats booked within 7 months of launch
- Project cash flow -Positive on year on year basis



Deleverage

- ▶ Agreement to Sell (ATS) ~20 acres of land of JKIT (an Associate) to Virtuous Retail
- Net sale proceeds to be utilized for reducing debt of Raymond Ltd



Demerger

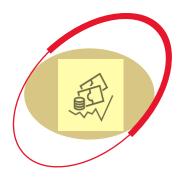
- ► Core Lifestyle business to be listed as a separate entity
- Value unlocking strategy



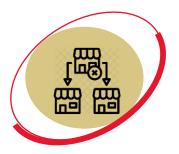
In progress

In progress





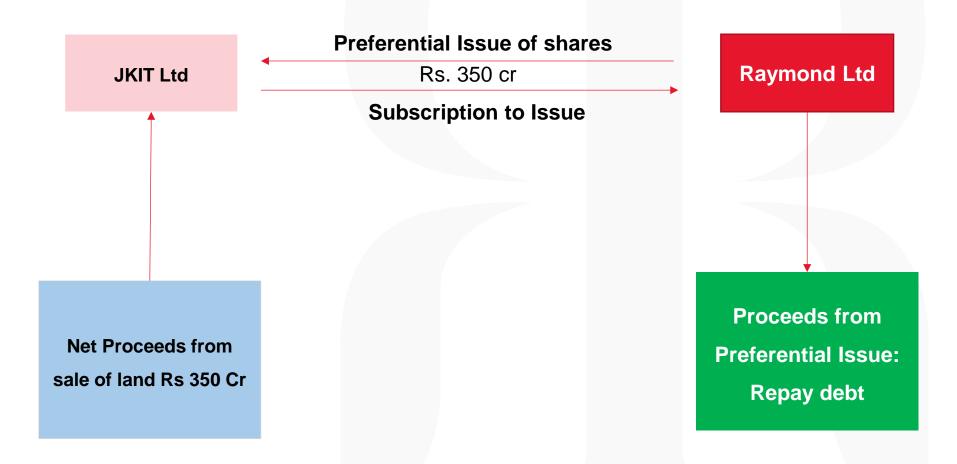




De-merger

Deleveraging Initiative – Land Sale Proceeds









Preferential Issue of Equity Shares and CCPS

- Preferential Issue through combination of equity shares and Compulsorily Convertible Preference Shares
 (CCPS) cumulatively amounting to Rs. 350 Crs by Raymond Ltd to J. K. Investo Trade (India) Ltd (JKIT)
- Net proceeds will be utilized to deleverage the balance sheet and reduce debt

Particulars	
Issue Size	 Rs. 225 crs through issue of 33,38,278 equity shares Rs. 125 crs through issue of 18,54,599 Compulsorily Convertible 0.01% Preference Shares (conversion ratio 1:1)
Issue Price	Equity Shares and CCPS to be issued at Rs.674 per share
Use of Proceeds	Repayment of debt
Subscriber	J. K. Investo Trade (India) Limited
Timelines	Allotment shall be completed within a period of 15 days from the date of shareholder approval resolution

Particulars	Pre-Preferential Allotment		Post Prefere	ntial Allotment
	As on Sept 30, 2019		• •	otment & CCPS ersion#
	Shares (cr)	%	Shares (cr)	%
Promoter Group	2.69	43.83%	3.21	48.21%
Public	3.45	56.17%	3.45	51.79%
Total	6.14	100.00%	6.66	100.00%









Demerger

Snapshot of Demerged Businesses



Lifestyle Company – Branded Consumer Company

Existing Company – Predominantly a Real Estate Company

Businesses

- Branded Textile
- Branded Apparel
- Garmenting

- Real Estate
- High Value Cotton Shirting
- Tools & Hardware
- Auto Components
- FMCG (Associate Co)
- Denim (JV Co)

Brands



ColorPlus















15 DEGS

Financials (FY19)*

- ➤ Revenue Rs 5,284 Cr
- ➤ EBITDA Rs 601 Cr
- ➤ EBITDA Margin 11.4%

- ➤ Revenue Rs 1,549 Cr
- ➤ EBITDA Rs 101 Cr
- ➤ EBITDA Margin 6.5%

Rationale for Restructuring



Proposed Restructuring a Means to Transform the Raymond Group

Strategic

- ✓ Positioning Lifestyle as an independent branded consumer business
- ✓ Independent existence of sustainable and pure play businesses
- √ Focused investor opportunities and better access to capital

Operational

- ✓ Simplification of group structure
- ✓ Creating operational efficiencies through demerger
- ✓ Resulting companies to each have focused strategy and specialization for sustainable growth and profitability

Financial

- ✓ Unlock shareholder value
- √ Focused Investor Opportunities choice to investors

Strong potential to create value

Transaction Overview

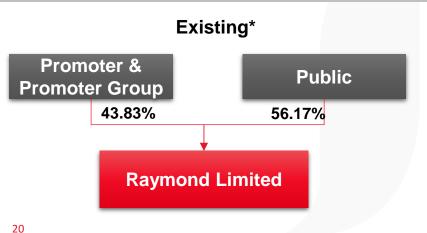


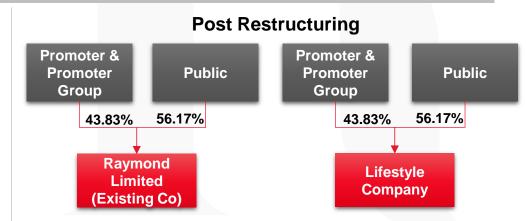
Composite
Scheme of
Arrangement
and
Amalgamation

Key Highlights:

- Lifestyle Business would be demerged into a New Lifestyle Company
- New Lifestyle Company would issue shares to the shareholders of Raymond Ltd (in the ratio 1:1) as consideration for the demerger (New Lifestyle Co shares would then be listed)
- New Lifestyle Co shareholding would mirror to shareholding of existing Raymond Limited

Issuance of New Shares - Ratio 1:1





²⁰

^{*} As on 30th Sep, 2019

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Lifestyle Business Well Poised for Value Creation



Market Conditions

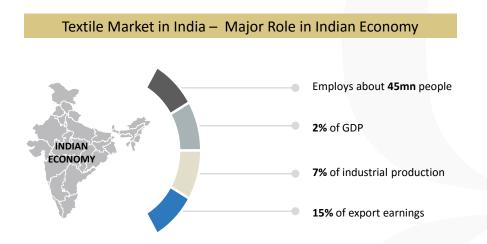
- Favourable macroeconomic indicators
- ✓ Continued conviction in India's consumer growth story
- ✓ Growing preference for quality branded products

Lifestyle Business – Core Proposition

- ✓ Raymond among India's most trusted brands with near 100% consumer awareness
- ✓ Lifestyle business has reached the right size to grow and consolidate market position
- Three pronged portfolio of textile, apparel and garmenting ideally suited to cater to the industry

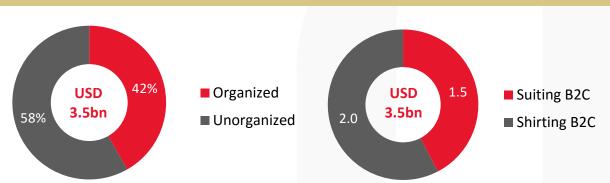
Textile Market: Overview & Opportunity







Domestic Menswear Fabric Market

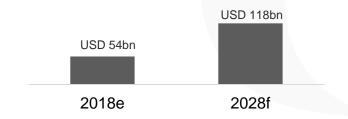


\$ 3.5bn B2C market expected to grow at mid-single digits

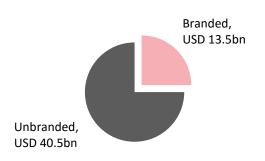
Apparel Market: Overview & Opportunity



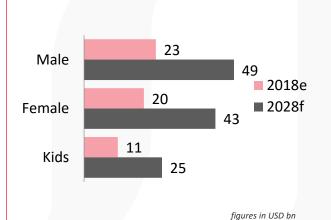








44% of total apparel market is menswear



Menswear India – USD 23 bn market dominated by Shirting & Trousers



Opportunities in the Textile & Apparel Market: Increasing income and consumer spend



Per Capita Income \$2,000 - Inflection point for exponential growth in fashion industry...

Revenue growth rate over a decade post reaching inflection point

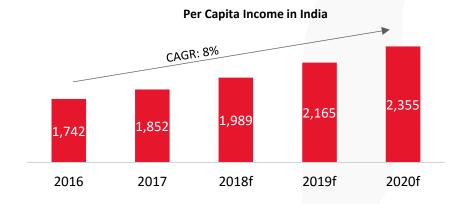


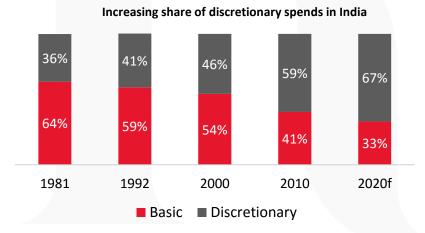




India's Per Capita Income to reach inflection point of \$ 2000 in FY 19

...coupled with high growth in consumption





Key Growth Drivers: Consumer demand well supported by factors driving the supply





Key Demand Drivers





Higher Disposable Income



Favorable demographics coupled with aspiration based purchasing



Growing Urbanization



Shift from unorganized to organized

- GST Implementation





World class Shopping Experience



Convenience shopping led by e-commerce



Customisation & Personalisation



Deeper market Penetration

Branded Textile



#1 in Worsted Suiting, Branded Shirting and Made to Measure (MTM) categories

Distribution strength

- ~20,000 POS across 600+ cities and towns
- 185+ wholesalers, 1350+ MBOs and exclusive Raymond retail network of 1040 The Raymond Shop (TRS) across Tier I – VI towns
- Strong channel partner relationship lasting more than 50 yrs

Brand awareness

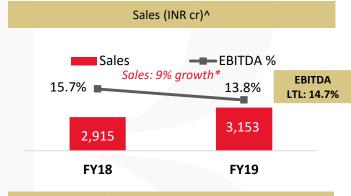
- Amongst the most preferred brands
- Near 100% consumer awareness in India

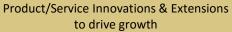
Product & Service Quality / Innovation

- Manufacturer of world's finest fabric: Super 250s
- Launched advanced fabrics like
 'Technosmart' and 'Technostretch'
- Unique Tailoring Propositions:
 - Custom Tailoring
 - Made to Measure (MTM)
 - Online Tailoring

Wide product portfolio across extensive price points

- **20,000+** SKU ranges
- Extensive price ranges (~ Rs.300 per meter to ~ Rs.3,00,000 per meter)















^{*}exc. GST impact

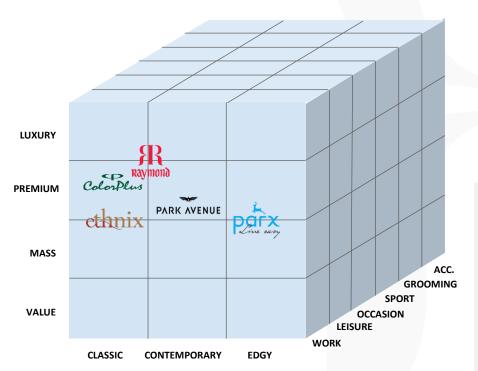
[^] Numbers shown for existing segment of Raymond consolidated

Branded Apparel

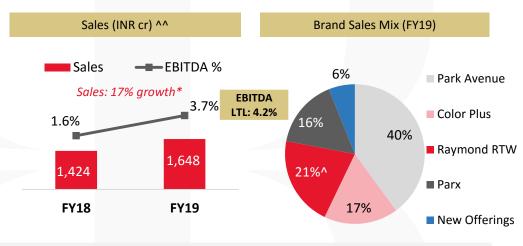


Third largest player in men's apparel with 4 power brands

Offerings across spectrum of consumer preferences



^{*}exc. GST impact

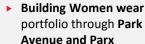


Continued focus on ${\bf strengthening\ brand\ }\&$ core proposition as a ${\bf wardrobe\ solution\ provider\ }$

- Cutting edge digital experience through "Store of Future"
- Building Omni Channel capabilities
- Strong channel network: network:1,501 exclusive retail outlets (including 378 EBO's, 5200+ MBOs, 1330+ LFS, online portals and the TRS Network







[^]includes institutional sales of ₹68 cr

[§] Numbers shown for existing segment of Raymond consolidated

Garmenting



B2B Business Segment Offering White Label-integrated Solutions

HIGHLIGHTS

- ▶ 5th largest Suit manufacturer in the World*
- 80% + exports driven
- ▶ Jackets, trousers & shirts Existing capacity ~9.8 mn pieces
- Strengthening manufacturing capabilities Commenced operations of Ethiopia plant with 2.4 mn pcs capacity
- ▶ Some of the **customers** serviced by garmenting in FY2019



^{*} Numbers shown for existing segment of Raymond consolidated

Sales (INR cr)* Sales EBITDA % Sales: 13% growth EBITDA LTL: 5.9% FY18 FY19 Only Indian

Only Indian manufacturer with the expertise to craft full-

canvas jackets



*After including Ethiopia plant capacity

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Existing Company



Key Businesses

Raymond Realty



~120 acres of land parcel @ prime location in Thane

20 acres of Real Estate under Development

B2B Shirting



B2B Shirting business catering to high value cotton & linen market (RLCL)

Engineering



Auto Component Business

– Turnaround completed in
2017

Tools and Hardware
Business – Leading
manufacturers of Steel files
in the world

JV & Associates



FMCG Business Expansion (Associate companies)

Provide Denim fabric & garmenting solutions through JV (Raymond UCO Denim)



Raymond Realty: Land Bank & Current Project





~120 acres of land parcel @ prime location in Thane

- Connectivity Eastern Expressway, Metro Line,
 Pokhran Rd
- Eco-system Schools, Hospitals, and High Street shopping

Raymond's maiden venture into Real Estate Development

Overall 20 acres of residential development Phase 1: ~14 acre of development

- Total 10 towers with ~2.8 mn sq.ft of saleable area
- Total 2BHK units available for sale: 2,800
- RERA registration received for 5 towers in Phase 1
- Total Bookings to Sep'19: 664
- Construction commenced for 4 towers







Financial Projection for overall 20 acres (Aspirational & Premium*)				
Project Revenue	Rs. 4,000 – 4,200 Cr			
PAT Margin	25%+			
Peak funding	Rs.250 - 300 Cr			

^{*} Premium project to be launched soon

- Project cash flow Positive on year on year basis
- ➤ Loan is expected to be repaid by F.Y. 21-22

Co-Creators



Architect Hafeez Contractor









B2B Businesses: High Value Cotton Shirting & Denim



High Value Cotton Shirting (B2B)



- ➤ High value cotton and linen fabric supplier to Domestic and International brands.
- Proximity to the weaving cluster, resulting flexibility and cost advantage

FY19 Revenue*: Rs. 648 cr

FY19 EBITDA: Rs. 89 cr

Raymond UCO Denim (JV)^



- Manufactures and markets denim fabric and garments. Catering to the new-age consumer with new and innovative products.
- Caters to customers across Americas, Europe and Asia

FY19 Revenue[^]: Rs. 929 cr

^{*} FY19 financials for existing segment (100% operations & include minority interest) of Raymond consolidated



B2B Businesses: Engineering



Auto Components



- Manufacturers of Ring gears, flex plates and water pump bearings
- Successful turnaround in FY17 with profitable growth momentum

FY19 Revenues*: Rs. 259 cr FY19 EBITDA: Rs. 58 cr

Tools and Hardware



- ➤ Leading manufacturers of Steel files in the world
- Dominant in India along with strong distribution network in Africa, Asia and Latin America

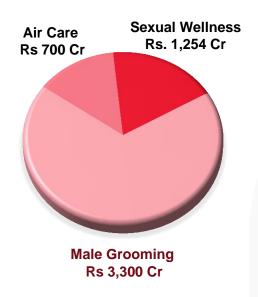
FY19 Revenue* Rs. 401 cr FY19 EBITDA: Rs. 43 cr



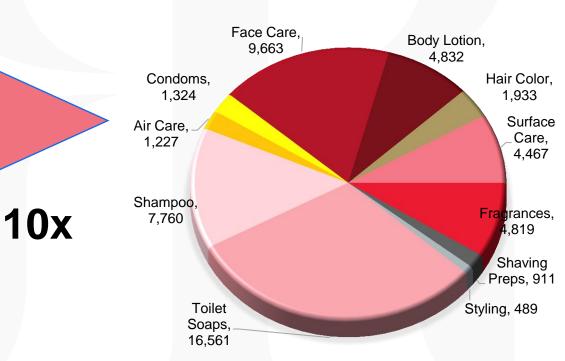




Current Core Categories Size - ~5250 Cr



Addressable Market (FY23) Size - ~54000 Cr



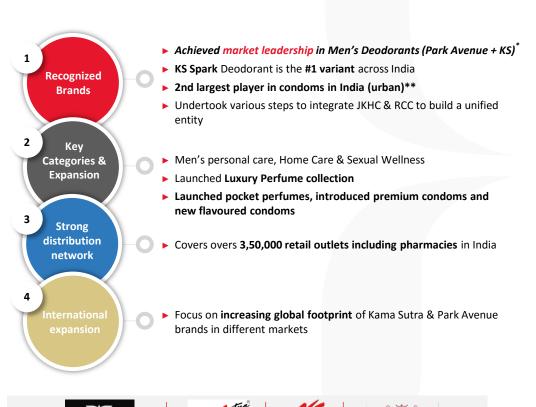
Source: Neilsen Audit Report, Euro Monitor, Industry Estimates



FMCG Business



Leading Brands in Consumer Care and Sexual Wellness



FY19 Revenue: INR 569 cr[^] | 29% growth YoY



Market data, AC Nielsen reports - Moving Average Trend, *10 months, #12 months, Brand Trust Report **Dec-2018

[^] Revenue for 100% Operations of FMCG business







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The Journey ahead - Create consistent shareholder value



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