



February 03, 2022.

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

Sub: Outcome of Board Meeting.

Ref: Regulation 30, 33 and other applicable provision of the SEBI (listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to regulation 30 & 33 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 we wish to enclose herewith Un-audited Standalone & Consolidated Financial Results of the Company for the quarter and nine months ended 31st December, 2021 as approved by the board of directors at its meeting held today.

We also enclose herewith Limited Review Report of the Statutory Auditor of the Company in respect of the said results

The meeting of the Board of Directors of the Company commenced at 2:45 p.m. and concluded at 3:30 p.m.

The copy of Investor Release and Presentation being issued in this regard is also enclosed.

We request you take the same on your record.

Thanking You

Yours faithfully,
for LUX INDUSTRIES LIMITED

Smita Mishra

Smita Mishra
(Company Secretary & Compliance Officer)

M.No: 26489

Encl: As stated above

LUX INDUSTRIES LIMITED



**S K AGRAWAL AND CO CHARTERED
ACCOUNTANTS LLP**

(FORMERLY S K AGRAWAL AND CO)
CHARTERED ACCOUNTANTS
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Independent Auditor's Review Report On Standalone unaudited quarterly financial results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

**TO THE BOARD OF DIRECTORS OF
LUX INDUSTRIES LIMITED**

1. We have reviewed the accompanying Statement of Standalone Unaudited Financial Results of Lux Industries Limited ("the Company"), for the quarter ended 31st December, 2021 and for the period from 1st April 2021 to 31st December, 2021, being submitted by the Company pursuant to requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.
2. This statement is the responsibility of the company's management and approved by the Board of Directors which has been prepared in accordance with the recognition & measurement principles laid down in the Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013 read with relevant Rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a report on these financial statements based on our review.
3. We conducted our review in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement of Unaudited Standalone Financial Results prepared in accordance with applicable Indian Accounting Standards and other recognized accounting practices and policies, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.





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5. We draw attention to Note 3 of the standalone financial results regarding the Scheme of Arrangement which was approved by the National Company Law Tribunal (NCLT) vide its order dated 25 March 2021. The Company has given effect to the Scheme in the standalone financial results for all the reporting periods.

For **S K AGRAWAL AND CO**
CHARTERED ACCOUNTANTS LLP
Chartered Accountants
Firm Registration No.-306033E/E300272

S. Agrawal
Sandeep Agrawal
(Partner)
Membership No. 058553
UDIN- 22058553 AAGJTN2022



Place: Kolkata
Dated: 03 February 2022



Lux Industries Limited
 Regd. Office: 39, Kali Krishna Tagore Street, Kolkata-700 007
Statement of Unaudited Standalone Financial Results for the Quarter and Nine Months ended December, 2021

(Rs. in crores)

Sr. No	Particulars	Quarter ended			Nine Months Ended		Year ended
		Dec 31, 2021	Sep 30, 2021	Dec 31, 2020	Dec 31, 2021	Dec 31, 2020	March 31, 2021
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1	Income						
	Revenue from operations						
	a. Sale of Products and Services	655.34	612.54	530.91	1,681.86	1,337.69	1,928.99
	b. Other operating income	2.74	7.13	1.92	10.66	8.35	9.43
	Other Income	3.69	3.66	2.18	10.95	7.16	12.34
	Total Income	661.77	623.33	535.01	1,703.47	1,353.20	1,950.76
2	Expenses						
	a. Cost of materials consumed	298.98	329.44	203.48	874.09	506.37	778.39
	b. Purchase of stock-in-trade	2.33	3.81	2.94	6.96	5.83	9.06
	c. Changes in inventories of finished goods, work-in-progress and stock-in-trade	(40.97)	(110.05)	14.27	(251.93)	75.96	42.16
	d. Employee benefits expense	23.50	22.58	19.26	63.61	48.32	67.00
	e. Finance costs	3.14	2.24	2.34	7.50	8.89	10.92
	f. Depreciation and amortization expense	4.67	4.27	4.19	13.07	12.33	17.09
	g. Subcontracting/ lobbying expenses	152.62	159.15	125.11	426.01	313.45	445.76
	h. Other expenses	79.58	77.29	60.88	207.51	139.19	214.29
	Total Expenses	523.85	488.73	432.47	1,346.82	1,110.34	1,584.67
3	Profit before Exceptional Items and tax (1-2)	137.92	134.60	102.54	356.65	242.86	366.09
4	Exceptional items	-	-	-	-	-	-
5	Profit before tax (3-4)	137.92	134.60	102.54	356.65	242.86	366.09
6	Tax expense						
	a. Current Tax	34.48	33.69	26.57	90.98	62.10	92.75
	b. Deferred Tax	-	0.20	0.08	(1.22)	(0.33)	(0.53)
	c. Income tax for earlier years	-	-	-	-	-	0.50
	Total Tax Expense	34.48	33.89	26.65	89.76	61.77	92.72
7	Net profit for the period (5-6)	103.44	100.71	75.89	266.89	181.09	273.37
8	Other Comprehensive income						
	Item that will not be reclassified to profit or loss (net of tax)	0.03	0.03	(0.03)	0.10	(0.08)	0.18
9	Total Comprehensive income (after taxes) (7+8)	103.47	100.74	75.86	266.99	181.01	273.55
10	Paid up equity share capital (Face value of Rs.2/- each)	6.26	6.26	6.26	6.26	6.26	6.26
11	Other equity (Reserves)						1,004.43
12	Earning per equity share (of Rs.2/- each)						
	(not annualised except for the year ended March 31, 2021)						
	a. Basic	34.40	33.49	25.24	88.75	60.22	90.91
	b. Diluted	34.40	33.49	25.24	88.75	60.22	90.91



LUX INDUSTRIES LTD

Notes:

- 1 The Standalone un-audited financial results of the Company for the quarter and nine months ended 31st December, 2021 have been reviewed and recommended by the Audit Committee and approved by the Board of Directors of the Company in their respective meetings held on 3rd February, 2022. The Statutory Auditors of the Company have carried out Limited Review of these results and the results are being published in accordance with Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- 2 The Company is primarily engaged in the business of manufacturing garments and there is no other reportable segment as defined by Ind AS-108 "Operating Segments".
- 3 During the quarter ended June 30, 2021 the Company has allotted 48,18,681 equity shares pursuant to the Scheme of Amalgamation of J.M. Hosiery & Co Limited & Ebell Fashions Private Limited with Lux Industries Limited. Consequent to this allotment the paid-up-equity share capital of the Company stands increased to Rs. 6.26 crores. The same has been considered for calculation of EPS for all the reporting periods.
- 4 The Company has assessed and considered the impact of this pandemic on the carrying amount of inventories, receivables and other assets and the management estimates that the Company's liquidity position is comfortable and there is no material uncertainty in meeting its liability for the foreseeable future. However, the situation is still evolving and the eventual outcome of impact of the global pandemic may be different from those estimated as on date of approval of these financial statements.
- 5 Prior period figures have been rearranged / regrouped, wherever necessary.

Place: Kolkata

Date : 3rd February, 2022

By Order of the Board
For Lux Industries Limited


Ashok Kumar Todi
Chairman
DIN-00053599



LUX INDUSTRIES LTD



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Independent Auditor's Review Report On Consolidated unaudited quarterly financial results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

**TO THE BOARD OF DIRECTORS OF
LUX INDUSTRIES LIMITED**

1. We have reviewed the accompanying Statement of Consolidated Unaudited Financial Results of Lux Industries Limited ("the Parent") and its subsidiary (the Parent and its subsidiary together referred to as "the Group") for the quarter 31st December, 2021 and for the period from 1st April 2021 to 31st December, 2021 being submitted by the Parent pursuant to requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.
2. This Statement, which is the responsibility of the Parent's Management and approved by the Parent's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "*Review of Interim Financial Information Performed by the Independent Auditor of the Entity*", issued by the Institute of Chartered Accountants of India. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the circular issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.

4. The Statement includes the results of the following entities:
 - a. Lux Industries Limited
 - b. Artimas Fashions Private Limited
5. Based on our review conducted and procedures performed as stated in paragraph 3 above nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.






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6. The consolidated unaudited financial results includes the interim financial statements/ financial information/ financial results of one subsidiary which have not been reviewed/audited by their auditor, whose interim financial statements/ financial information/ financial results reflect total assets of Rs.35.63 crores as at 31st December 2021, total revenue of Rs. 6.80 crores and Rs.18.63 crores, total net profit/ (loss) after tax of Rs. (0.21) crores and Rs.(1.94) crores and total comprehensive income/(loss) of Rs. (0.21) crores and Rs. (1.95) crores for the quarter ended 31st December, 2021 and for the period from 1st April 2021 to 31st December 2021, as considered in the consolidated unaudited financial results. According to the information and explanations given to us by the Management, these interim financial statements / financial information / financial results are not material to the Group. Our conclusion on the Statement is not modified in respect of the above matter.
7. We draw attention to Note 4 of the consolidated financial results regarding the Scheme of Arrangement which was approved by the National Company Law Tribunal (NCLT) vide its order dated 25 March 2021. The Company has given effect to the Scheme in the consolidated financial results for all the reporting periods.

For **S K AGRAWAL AND CO**
CHARTERED ACCOUNTANTS LLP
Chartered Accountants
Firm Registration No.-306033E/E300272


Sandeep Agrawal
(Partner)
Membership No. 058553
UDIN-



Place: Kolkata
Dated: 03 February 2022

22058553AAGKSF4843



Lux Industries Limited
 Regd. Office: 39, Kali Krishna Tagore Street, Kolkata-700 007
Statement of Unaudited Consolidated Financial Results for the Quarter & Nine months ended December 31, 2021

(Rs. in crores)

Sr. No	Particulars	Quarter ended			Nine Months Ended		Year ended
		Dec 31, 2021	Sep 30, 2021	Dec 31, 2020	Dec 31, 2021	Dec 31, 2020	March 31, 2021
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1	Income						
	Revenue from operations						
	a. Sale of Products and Services	661.58	620.07	535.48	1,698.31	1,347.84	1,942.89
	b. Other operating income	2.74	7.13	2.13	10.66	8.55	9.63
	Other Income	3.69	3.66	2.18	10.99	7.16	12.34
	Total Income	668.01	630.86	539.79	1,719.96	1,363.55	1,964.86
2	Expenses						
	a. Cost of materials consumed	302.35	332.69	204.94	882.25	510.36	785.57
	b. Purchase of stock-in-trade	2.33	3.81	2.93	6.96	5.53	7.09
	c. Changes in inventories of finished goods, work-in-progress and stock-in-trade	(41.65)	(110.21)	13.80	(255.12)	74.49	39.84
	d. Employee benefits expense	24.59	23.55	20.05	66.38	50.13	69.90
	e. Finance costs	3.70	2.73	2.81	9.05	10.33	12.72
	f. Depreciation and amortization expense	4.77	4.34	4.37	13.43	12.91	17.86
	g. Subcontracting/ Jobbing expenses	153.69	160.47	126.28	428.96	315.95	448.58
	h. Other expenses	81.46	79.55	62.77	213.33	143.36	221.19
	Total Expenses	531.24	496.93	437.95	1,365.24	1,123.06	1,602.75
3	Profit before Exceptional items and tax (1-2)	136.77	133.93	101.84	354.72	240.49	362.11
4	Exceptional items	-	-	-	-	-	-
5	Profit before tax (3-4)	136.77	133.93	101.84	354.72	240.49	362.11
6	Tax expense						
	a. Current Tax	35.54	33.69	26.57	90.98	62.10	92.75
	b. Deferred Tax	0.03	0.20	0.07	(1.22)	(0.35)	(0.52)
	c. Income tax for earlier years	-	-	-	-	-	0.50
	Total Tax Expense	35.57	33.89	26.64	89.76	61.75	92.73
7	Net profit for the period (5-6)	101.20	100.04	75.20	264.96	178.74	269.38
8	Other Comprehensive income						
	Item that will not be reclassified to profit or loss (net of tax)	0.04	0.02	(0.03)	0.10	(0.08)	0.17
9	Total Comprehensive income (after taxes) (7+8)	101.24	100.06	75.17	265.06	178.66	269.55
10	Profit for the year						
	Attributable to:						
	(i) Shareholders of the Company	101.30	100.44	75.54	265.91	180.00	271.39
	(ii) Non controlling Interest	(0.10)	(0.40)	(0.34)	(0.95)	(1.26)	(2.01)
11	Total comprehensive income for the period, net of income tax						
	Attributable to:						
	(i) Shareholders of the Company	101.34	100.46	75.51	266.01	179.92	271.56
	(ii) Non controlling interest	(0.10)	(0.40)	(0.34)	(0.95)	(1.26)	(2.01)
12	Paid up equity share capital (Face value of Rs.2/- each)	6.26	6.26	6.26	6.26	6.26	6.26
13	Other equity (Reserves)						999.30
14	Earning per equity share (of Rs.2/- each)						
	(not annualised except for the year ended March 31, 2021)						
	a. Basic	33.69	33.40	25.12	88.43	59.86	90.25
	b. Diluted	33.69	33.40	25.12	88.43	59.86	90.25



LUX INDUSTRIES LTD

Notes:

- 1 The Consolidated un-audited financial results of the Company for the quarter and nine months ended 31st December, 2021 have been reviewed and recommended by the Audit Committee and approved by the Board of Directors of the Company in their respective meetings held on 3rd February, 2022. The Statutory Auditors of the Company have carried out Limited Review of these results and the results are being published in accordance with Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- 2 The Consolidated financial results comprise of Lux Industries Limited and its subsidiary, Artimas Fashions Private Limited.
- 3 The Company is primarily engaged in the business of manufacturing The Company is primarily engaged in the business of manufacturing garments and there is no other reportable segment as defined by Ind AS-108 "Operating Segments".
- 4 During the quarter ended June 30, 2021 the Company has allotted 48,18,681 equity shares pursuant to the Scheme of Amalgamation of J.M. Hosiery & Co Limited & Ebell Fashions Private Limited with Lux Industries Limited. Consequent to this allotment the paid-up-equity share capital of the Company stands increased to Rs. 6.26 crores. The same has been considered for calculation of EPS for all the reporting periods.
- 5 The Company has assessed and considered the impact of this pandemic on the carrying amount of inventories, receivables and other assets and the management estimates that the Company's liquidity position is comfortable and there is no material uncertainty in meeting its liability for the foreseeable future. However, the situation is still evolving and the eventual outcome of impact of the global pandemic may be different from those estimated as on date of approval of these financial statements.
- 6 Prior period figures have been rearranged / regrouped, wherever necessary.

Place: Kolkata

Date : 3rd February , 2022

By Order of the Board
For Lux Industries Limited



Ashok Kumar Todi
Chairman
DIN-00053599



LUX INDUSTRIES LTD

Investor Release

Lux Industries reports robust Q3 & 9M FY22 Results

Nine Monthly Performance

- Revenue: Rs. 1,719.96 Crores, growth of 26% Y-o-Y
- EBIDTA: Rs. 377.20 Crores, growth of 43% Y-o-Y
- PAT: Rs. 264.96 Crores, growth of 48% Y-o-Y

February 3, 2022, Kolkata - Lux Industries Limited, one of India's largest hosiery producer and exporter announced its unaudited financial results for the quarter and nine month ended 31st December 2021.

Key Consolidated Financial Highlights are as follows:

Particulars (Rs. in Cr) *	Q3 FY22	Q3 FY21	Y-o-Y	9MFY22	9MFY21	Y-o-Y
Income from Operations	668.01	539.79	24%	1,719.96	1,363.55	26%
EBITDA	145.24	109.02	33%	377.20	263.73	43%
EBITDA Margin (%)	21.74%	20.20%	154 bps	21.93%	19.34%	259 bps
Profit After Tax	101.20	75.20	35%	264.96	178.74	48%
PAT Margin (%)	15.15%	13.93%	122 bps	15.41%	13.11%	230 bps

*Includes Other Income

Commenting on the Industry Trends, Mr. Ashok Kumar Todi, Chairman said,

"Over the years the Innerwear industry has evolved to bring in multiple opportunities and possibilities of growth, consumers especially the millennials are shifting the conventional consumer request of 'Kuch achcha-sasta dikhaiye!' to 'Kuch badhiya chaahiye!'. They are becoming more aware of the options and look for a high fashion factor as well as comfort, hygiene, brand image, and reasonable rates. This approach has largely graduated the business from unorganised to organised, and we at Lux are confident in our ability to carve out an increasing share and outperform the sector.

We've been rapidly changing and expanding our relevance as a family brand by offering something for everyone in the family through our diverse brand portfolio. We constantly communicate with our customers on a regular basis through various marketing initiatives and promotions to familiarise them with our brands and to inform them about the quality and comfort they can expect at competitive pricing. These initiatives have aided us in consistently achieving results that are considerably above industry averages."



Commenting on the Results, Mr. Pradip Kumar Todi, Managing Director said,

“The Company has done well across all major categories in the third quarter of FY22, delivering 24% growth over last year. Our thermal wear category witnessed some weakness which was majorly attributable to factors like abrupt weather change and delayed winters in many parts of the country. However, this is one of the fastest-growing categories in the Lux portfolio; demand for which has been shifted in current quarter of FY22 and we expect strong growth coming from the same.

Our Economy and Mid-Premium category had one of its best quarters with extremely healthy growth in the topline as well as the bottom line. Not just limited to Tier II and rural pockets, the growing consumption of this was also witnessed in metros and Tier I cities. Premium category has picked up too with our investments in the brand building showing results now.

Our all-round growth across categories not only helped us deliver strong growth in our topline but also consistently deliver better margins. Our EBITDA for Q3FY22 stood at Rs. 145.24 Crores as compared to Rs. 109.02 Crores in Q3 FY21, a growth of 33% Y-o-Y. EBITDA Margins stood at 21.74%, an increase of 154 basis points. This improvement in margins was mostly due to increased sales of premium category products under the brand One8 and ONN, followed by our mid-premium and economy brands such as Lux Cozi, Lyra, GenX, and Lux Venus. PAT increased by 35% to Rs. 101.20 crores for the quarter. Volume growth in quarter three and first nine months of FY22 was 6%, while ASP growth was 16% and 18%, respectively.

Commenting on the results and way forward, Mr. Saurabh Bhudolia, CFO said,

“The company has posted robust performance for the quarter and nine months ended December 31, 2021. We are pleased to report that the growth was not achieved at the expense of a discounted profitability. EBITDA margin for the quarter and nine months ended December 2021 strengthened by 154 bps and 259 bps Y-o-Y respectively. Interestingly, the reported growth in revenues and profitability was driven by the Company’s presence across all the geographies in the country and increased share of value-added products.

The Company's strong brand equity, combined with well-thought business acumen, has helped us consistently deliver 20% plus EBITDA margins over the last five quarters, which is among the best in the industry, and which we intend to maintain in the coming quarters.

As of December 31, 2021, our working capital cycle was 168 days, which was slightly higher than average. This is mostly due to two factors: management's conscious decision to build up raw material inventory, and some build-up



of finished goods inventory as a result of delayed winters in many parts of the country. However, by constantly monitoring and regulating all levers, we've been trying to optimise our working capital cycle, and we plan to lower our working capital days in the next few quarters.

Going forward, by the close of the year under review, we expect Lux Industries business model to be stronger than it had ever been, and are poised to grow faster than the industry average."

About Lux Industries Limited

Lux Industries Limited, incorporated in 1995 is one of the largest players in the hosiery business having a market share of ~15% of the organised industry. Products include Men's, Women's & Kids Innerwear, Winterwear, Socks & Slacks for Women in varied colours and designs. The company has ~5,000 SKU's under various Brands and Sub Brands of LUX. The Company also has a presence across the globe with exports to 46+ countries.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact

Company:

Lux Industries Limited

CIN: L17309WB1995PLC073053

Mr. Saurabh Bhudolia

saurabh.bhudolia@luxinnerwear.com

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Investor Relations Advisors:

Strategic Growth Advisors Pvt. Ltd.

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LUX INDUSTRIES LIMITED

CORPORATE PRESENTATION | Q3 FY 22

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REINFORCING OUR ESG COMMITMENT



- Collaborated with Churchgate Partners to implement ESG
- Provide more transparency in disclosures regarding Environment, Social and Governance related issues
- Guided by the principles to make a difference in society by giving back in equal measures
- Recognizing the need for sustained progress of society to pursue long-term goals that are beneficial for the community

ESG Public Profile

[View ESG details of Lux Industries](#)



WIDENING COMMUNITY IMPACT

Supporting economically backward people

Addressing environment sustainability

Supporting 180+ elderly people

Focusing on animal welfare benefiting 500+ cows

Making available safe drinking water benefiting 1 lakh+ people

Promotion of traditional art & culture

₹2.76 crore

Actual CSR expenditure (YTD Dec'21)

₹4.6 crore

Budgeted annual CSR expenditure

2,000+

Trees planted in 35-40 acres of land



- 06 At a glance
- 07 Milestone
- 08 Product Portfolio
- 10 Merger
- 11 Presence
- 12 Export presence
- 13 Governance



CORPORATE

IDENTITY

ENSURING EVERYDAY COMFORT FOR DECADES

Lux group



Leadership

No.1

Indian innerwear company (volume terms)

₹1709 crore

Combined revenue from operations*



Prominence

~15%

Share in organised men's innerwear market

95%

Fill rate against industry average of 80%

Unique in its value proposition



Scale

30 crore

Garment pieces**;
manufacturing capacity across 7 state-of-the-art plants

2 lakh+

Retailer network across India

46+

Country export presence

2,400+

Employees

5K+

SKUs; among industry's largest innerwear ranges. It will be 13K+ if colour and size counted separately

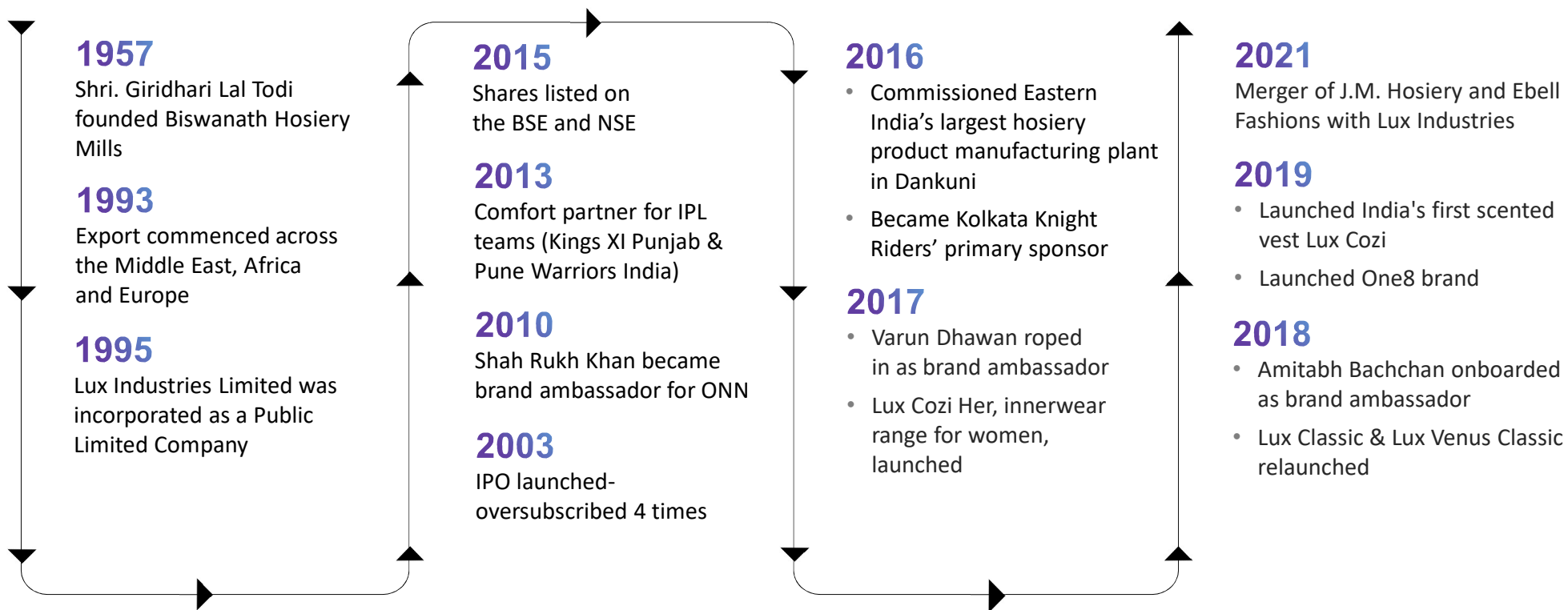
100+

Products spanning innerwear, athleisure wear categories

* YTD Dec'21

** Year Ended Mar'21

BUILDING ON A RICH LEGACY



PRESENCE ACROSS DIVERSE PRICE POINTS

Categories	Prominent brands			Winter Wear	**Total Revenue
Premium					
₹ Cr	88	120	18		226
Semi-premium					
₹ Cr	441	220	86	189*	936
Economy			Others		
₹ Cr	472	33	31		536

Presence across price segments helps the Company cater to a wide customer base and fast-track growth

* Includes complete winterwear sale including Lux Cottswool

** Note : Net sales revenue of YTD Dec'21



PBT MARGIN

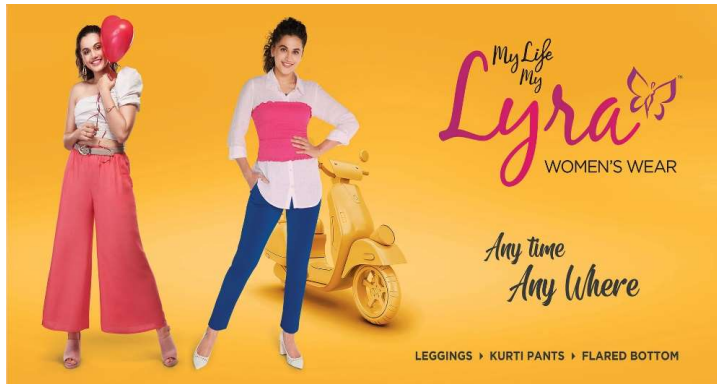
Margin	Prominent brands	*Total Revenue
22-26%	    	635
17-21%	 	527
Upto 17%	  <p>Others</p>	536



Presence across price segments helps the Company cater to a wide customer base and fast-track growth

*Note : Net sales revenue of YTD Dec'21

MERGED GROUP COMPANIES



Group companies – Ebell Fashions Private Limited and J.M. Hosiery and Co Limited merged with Lux Industries Limited

₹ 88.43

EPS in YTD Dec'21 (post-merger)

₹ 59.86

EPS in YTD Dec'20 (post-merger)

3,00,71,681

Shares of Lux (post-merger state)

2,52,53,000

Shares of Lux (pre-merger state)

Benefits of the Merger

- Market growth
- EPS accretive
- Expand product portfolio
- Expand into newer markets and segments
- Strong positioning
- Enhanced margins

Lux Industries Limited



WIDENING AND DEEPENING REACH

1,170+ dealers' network

Available in 2 lakh+ multi-brand stores and 25 EBOs

Stronger e-retail platform presence

12 Depots drive faster distribution in India

150

Exclusive brand outlets (target by FY23)

508+

Sales teams drive offtake

19

Warehouses (12 states)



Strategically located manufacturing units (West Bengal, Punjab, Tamil Nadu and Uttar Pradesh) to address growing markets



TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House recognition by Government of India

Market traction in tropical countries (including GCC region and Africa)

24

New countries added in past 5 years

46+

Country-wide presence

60

Targeted country-presence by 2025

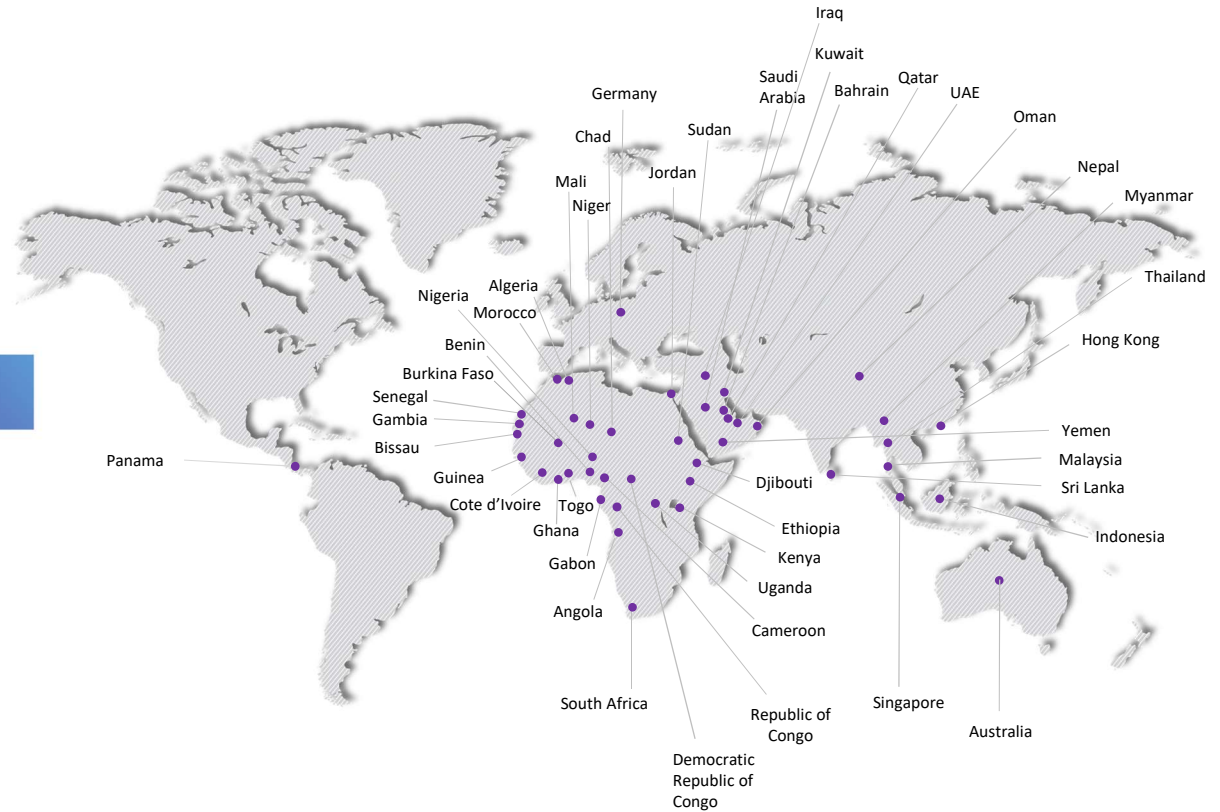
Geography-wise

93%

Domestic

7%

Exports



ADVANCING WITH GOOD GOVERNANCE

Experienced Board

- Promoter-Directors with 24 years of average industry experience; expertise- Sales & Marketing, Brand Promotion, Product Development, Board service & Governance
- Independent Directors with expertise in Accounting & Finance, Legal, Printing and Packaging

- Inducted E&Y as Internal Auditor
- Inducted Economic Laws Practice (ELP) as Compliance Consultant
- Inducted Mumbai based consultant for SoP's, RM and IFC
- S.K. Agarwal and Co. is the Statutory Auditor; planning to induct a Big 4 in next 12 months

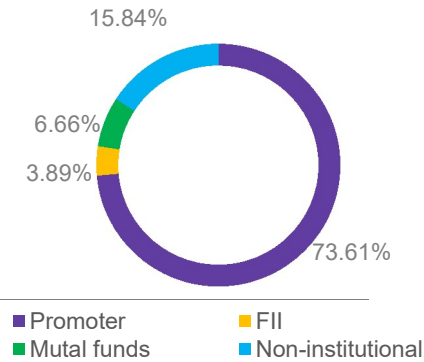
Strong Management Team

- Inducted several new members in the past two years
- New members include:
Nischal Puri, a hosiery industry veteran as the Director, Operations in Artimas Fashions Pvt. Ltd. (Subsidiary of Lux)
Saurabh Bhudolia – CFO
Jitendra Shah – VP, Finance
Sagar Shah – Head, EBO and others

Growing Trust

- Marquee investors like Nippon Life India, Jupiter India Fund, Kotak Mutual Funds, Abakkus Growth Fund and Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital

Shareholding pattern 31.12.21



50%

Share of Independent Directors on Board

2/12

Women Independent Directors

Restructured business processes

Enhanced IT investments

Industry-specific expertise

Robust governance

STRENGTHENING INTERNAL CONTROLS

Robust risk-management framework

- No duplications
- Minimal manual interventions

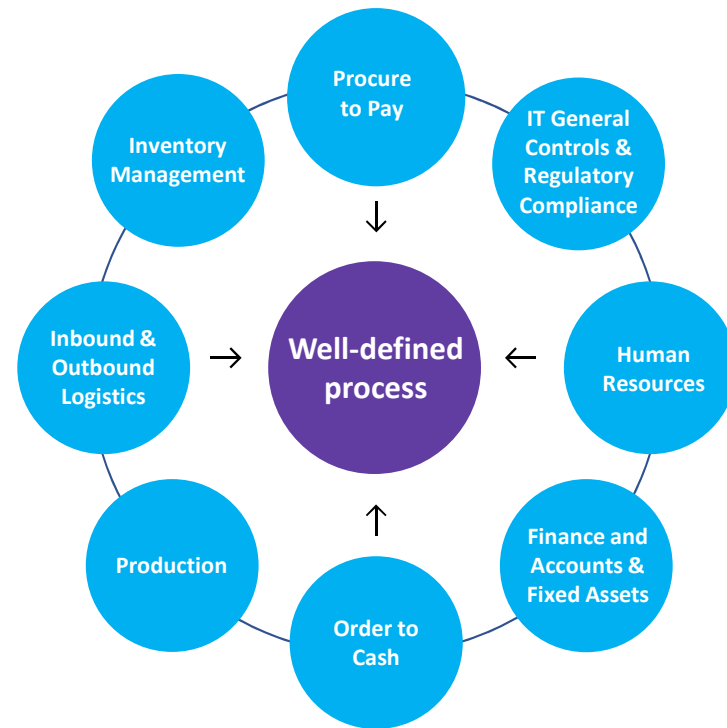
Organisation-wide accountability

Execution excellence through:

- Digital capability
- Streamlined processes
- Higher transparency

Process to be fully streamlined by 2021-22

SOP driven culture



16 Opportunity landscape



OPPORTUNITIES

RESPONDING TO MARKET OPPORTUNITIES

1,170+

Strong distribution channel

2,400+

Employee workforce

20+ years

Longstanding dealer relationship

₹110 crore

Near-term investment to augment production through internal accrual

₹24 to ₹1790

Price range of products

~15%

Existing market share in men's innerwear

₹164 crore

Gross cash balance

674+

Districts-presence in India



Lux industries Dankuni factory

₹400 crore

Additional revenue generation potential through proposed expansion

- 18 Strengths
- 19 Manufacturing
- 20 New Markets
- 21 Multi- Channel Footprint
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- 26 Leadership Profile
- 27 Next Generation
- 28 Management
- 30 New Venture
- 31 Transforming into a New Lux

FAST-TRACK

PROGRESS

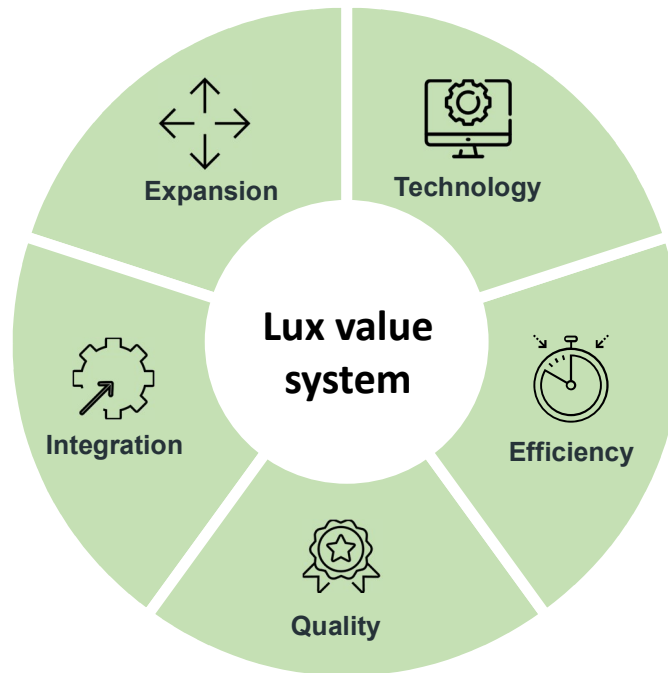


GROWTH INITIATIVES

Expansion: Foraying into new segments and geographies and expanding multi-channel footprint

Integration: Capitalising on synergies through merger with J.M. Hosiery and Ebell Fashions

Quality: Creating new benchmarks for quality and comfort



Technology: Augmenting digital capability with investments in automation (SAP Hana) for enhanced operational control

Efficiency: Presence across value-chain and scale driving organisation-wide efficiency



ENHANCING MANUFACTURING CAPABILITIES

Present in yarn sourcing till packaging

Flexible core manufacturing process

Key focus areas: quality, cost effectiveness and innovation

Completed upgradation and replacement of old equipment

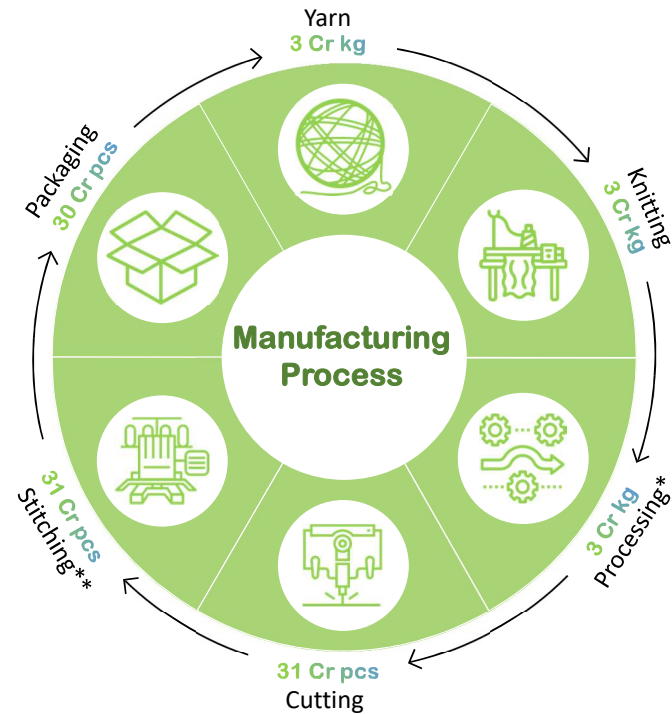


₹25 crore

Investment on cutting machines from Italy, Germany, and Singapore

30 crore*

Garment pieces manufactured every year



Note **Outsourced to job workers with strong company control

* Year Ended Mar'21

VENTURING INTO NEWER REGIONS AND SEGMENTS

From a innerwear pureplay to a mix of athleisure and outerwear player

Unique socks, innerwear and sleepwear collection for One8, globally

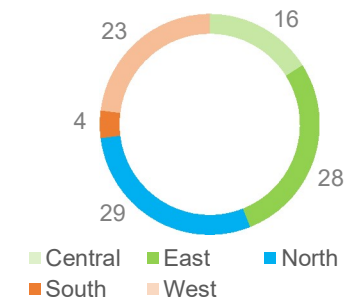
Foray into southern region of India

Enter female (innerwear and outerwear) and kids segment

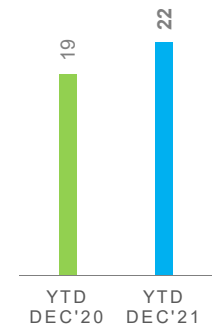
Focus on premium innerwear range:
Current Market share – ₹226 Crore in YTD Dec'21
Expected Market Share – ₹500 Crore in FY25

Foray into 46 countries;
grow exports revenue by 60% in five years

Domestic Sales (%)



Expanding EBITDA margin (%)



Share of revenues from value, semi-premium and premium products category of YTD Dec'21

Revenue share	Amount %	Volume %
Premium	13	10
Sub Premium	55	40
Economy	32	50

Share of revenues from value, semi-premium and premium products category of YTD Dec'20

Revenue share	Amount %	Volume %
Premium	11	8
Sub Premium	59	40
Economy	30	52

EXPANDING THROUGH MULTI-CHANNEL FOOTPRINT

- Growing wholesale market presence
- Association with 1,170+ dealers with focused engagement initiatives

Strong presence in multi-brand outlets and large format stores

Enlarging e-commerce footprint with Amazon, Flipkart, Myntra and AJIO, among others



#FOFO: Franchise-owned-franchise operated

Adopting investment-light #FOFO model

Target revenue of ₹100 Cr by online sales in next 3 years

<1%

Dealer attrition

12

Depots drive faster distribution in India

25

Exclusive brand outlets (EBOs)*

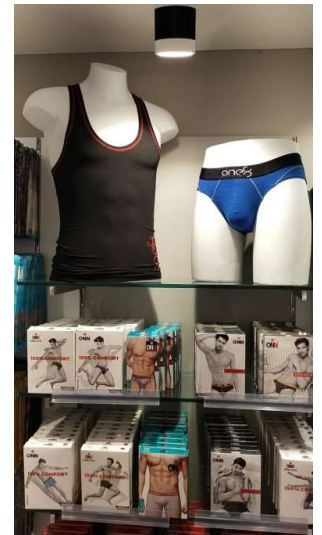
**For premium offerings*

4,000+

Average daily online orders

160+

Large store formats* to showcase the entire product range



CRAFTING 360° BRANDING INITIATIVES

Building brands judiciously

Amitabh Bachchan, Virat Kohli, Varun Dhawan, Kartik Aaryan, Taapsee Pannu are brand endorsers

Sponsored KKR team in the IPL to enhance brand respect and visibility worldwide



₹749 crore

Branding investments in the last five years +, leading to Q3 FY22

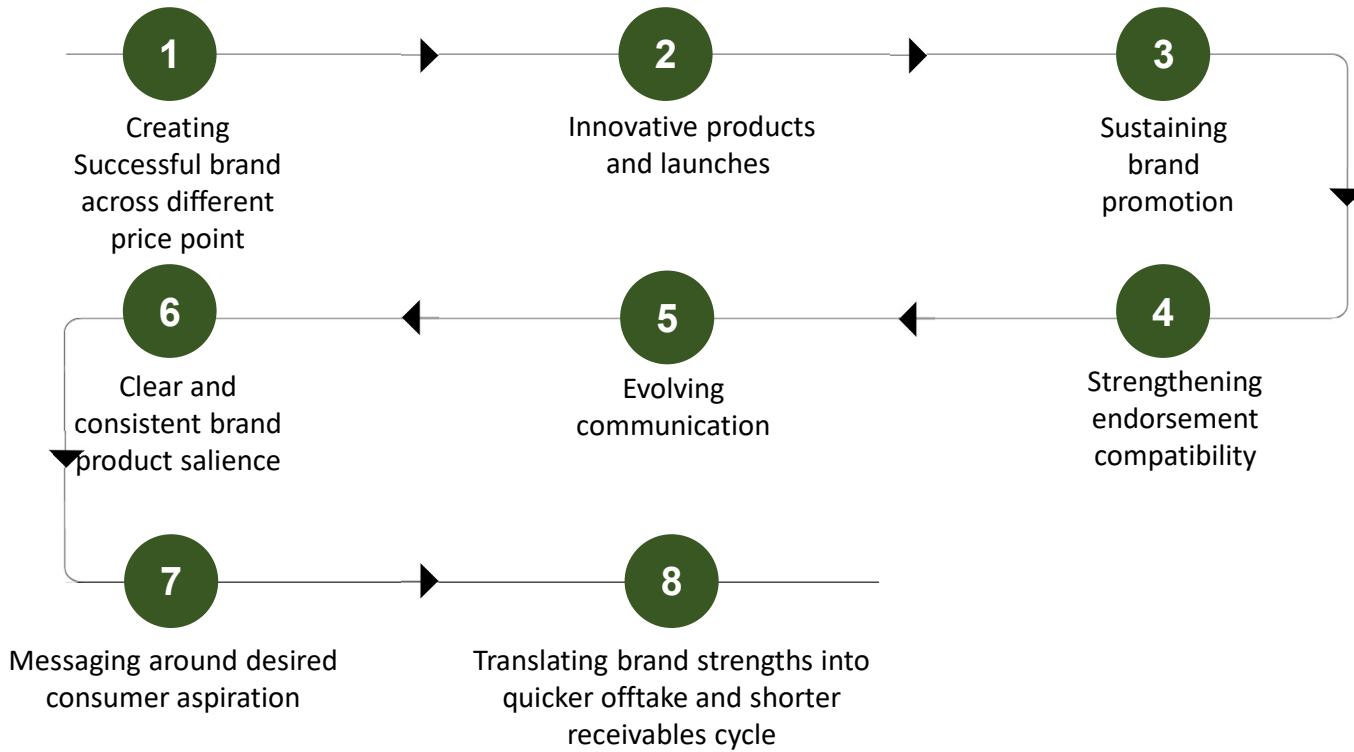
8%

Average share of revenues spent on branding (FY17- Q3 FY22)

15.67

Return on every rupee spend on A&P for YTD Dec'21

CREATING SUCCESSFUL BRAND STRATEGY



ACCELERATING DIGITAL ADOPTION

End-to-end IT solutions through dealer integration systems

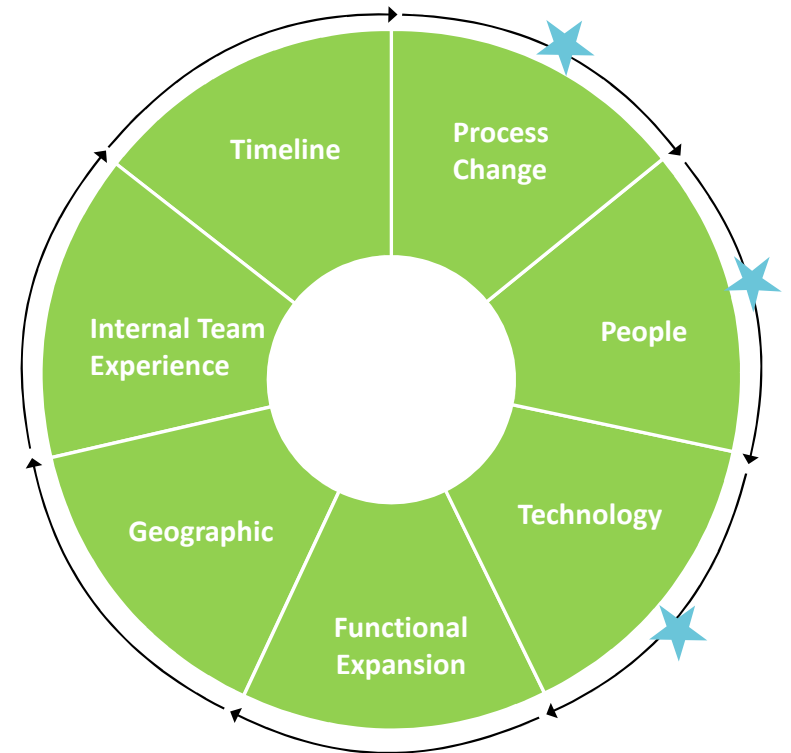
Enhanced MIS system for business visibility; data-based decision-making

Led by Bibek Maity, CIO and his 25-member team

Invested in SAP-Hana and SAP rollout across the organisation

Detailed IT investment roadmap for the next 10 years

Better control over internal operations



STRENGTHENING FINANCIALS

Overhauled credit policy to strengthen working capital

38%

ROCE, YTD Dec'21

116 days

Working Capital Days in YTD Dec'20**

168 days

Working Capital Days in YTD Dec'21**

Deleveraged balance sheet and created strong liquidity buffer

26%

Sales Growth YTD Dec'21 vs Dec'20

89 days

Inventory cycle in YTD Dec'20**

119 days

Inventory cycle in YTD Dec'21**

₹164 crore

Cash and cash equivalents, YTD Dec'21

47 days

Creditor days in YTD Dec'20**

48 days

Creditor days in YTD Dec'21**

Aggressive reinvestment in the business with focus on premiumization

47%

PBT Growth, YTD Dec'21 vs Dec'20

24x

Interest cover in YTD Dec'20

40x

Interest cover in YTD Dec'21

0.12

Debt-equity in Dec'20

0.21

Debt-equity in Dec'21

** Computed on the basis of extrapolated nine month sales to annualized numbers
Working Capital days is on a higher side mainly because of building up the inventory by seeing the current price dynamics in Raw material

OUR LEADERSHIP PROFILE



Ashok Kumar Todi
Chairman

- Visionary, Founder and Promoter
- Commerce Graduate; engaged in the hosiery business for over five decades
- Forte lies in capturing market share, marketing, formulating various policies for growth and expansion
- Introduced attractive schemes for dealers, retailers and consumers
- Associated with various philanthropic organisations in India



Pradip Kumar Todi
Managing Director

- Founder and Promoter
- Commerce Graduate
- Primarily focuses on product development and production functions
- Deep technical knowledge of the hosiery industry
- Forte lies in developing new patterns, yarn combinations, and knitting technologies
- Introduced new styles and optimised production costs

NEXT GENERATION TAKING VISION FORWARD



Navin Kumar Todi
Executive Director

- Commerce Graduate
- Engaged with the Company for 21 years
- Looking after the GenX and Lux Cozi Her brands
- Responsible for operations of the Tirupur unit
- Focusing on product premiumisation, new brands and product categories



Rahul Kumar Todi
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 17 years
- Looking after the Production function of the Tirupur Unit
- Handled wide range of responsibilities across businesses
- Overseeing several functions like finance, personnel, operations, among others



Saket Todi
Executive Director

- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 7 years
- Responsible for premium brands in the retail channel - ONN brand and exports market
- Introduced in-house capacity for stitching for better quality and cost control
- Expanded presence by 24+ countries
- Focus on quality; created a loyal customer base



Udit Todi
Executive Director

- MSC in Finance from LSE, Economics (Hons.) from St. Stephens College, Delhi.
- Engaged with the Company for 7 years
- Launched brand Lyra - +500 crore within 5 years making it the market leader.
- Instrumental in setting up the Dankuni facility with cost optimization.
- Setting up new facilities for further growth plans.
- Expanding women's wear segment into a complete range including inner wear and athleisure.

STRENGTHENING THE MANAGEMENT TEAM

Professionals in key positions



Saurabh Kumar Bhudolia
Chief Financial Officer

- Qualified Chartered Accountant
- 18+ years of experience in Corporate Finance, Accounts, Planning, Risk Management, Mergers and Acquisitions etc.
- Strong business and financial acumen, instrumental in fund raising, investor relationship
- Earlier worked as a CFO in Future Lifestyle and in his early career handled multiple roles in Tata Steel, Mondelez and Sula Vineyards



Smita Mishra
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 11 years
- Heads the complete compliance functions and ensures efficient administration; compliance with statutory and regulatory requirements
- Played a critical role during listing on NSE and BSE



Sanjay Mittal
Vice President (Sales)

- Has led and supported various leadership roles for 25+ years at the company
- Heads the sales function and plays a significant role in formulating the Sales Strategy
- Strong understanding of hosiery market and achieving targets, critical role in gaining market share via new launch with incremental topline

STRENGTHENING THE MANAGEMENT TEAM

Well-defined roles and responsibilities



Bibek Maity
Chief Information Officer

- Postgraduate (MBA & MCA)
- 22+ years of experience in IT
- Associated with the Company for 5+ years
- Responsible for SAP implementation in the Company
- Enabling smoother business decisions by implementing IT-enabled tools



Surendra Kumar Bajaj
Vice President (Marketing)

- 35+ years of experience in marketing industry
- Associated with the Company for 6+ years
- Worked with Khaitan Group of Companies before joining Lux
- Instrumental in formulating marketing strategy and plans



Narendra Panjwani
Head of Quality Control

- Bachelor of Science
- 20+ years experience in hosiery industry
- Associated with the Company for 7+ years
- Helps maintaining product quality right from its development to commercialization
- Worked with Maxwell Industries for 21 years

NEW VENTURE

FORAYING INTO THE PREMIUM SEGMENT WITH ONE8

Impressive portfolio
(innerwear, loungewear,
sleepwear)

Company's critical
margin driver

Endorsed by Virat Kohli
and has huge growth
potential

₹ 19 crore*
Revenues in YTD Dec'21

x7 times
Expected revenues in
2024-25

Created an inorganic,
and new distribution
channel



Brainchild of Nischal
Puri, an industry
veteran

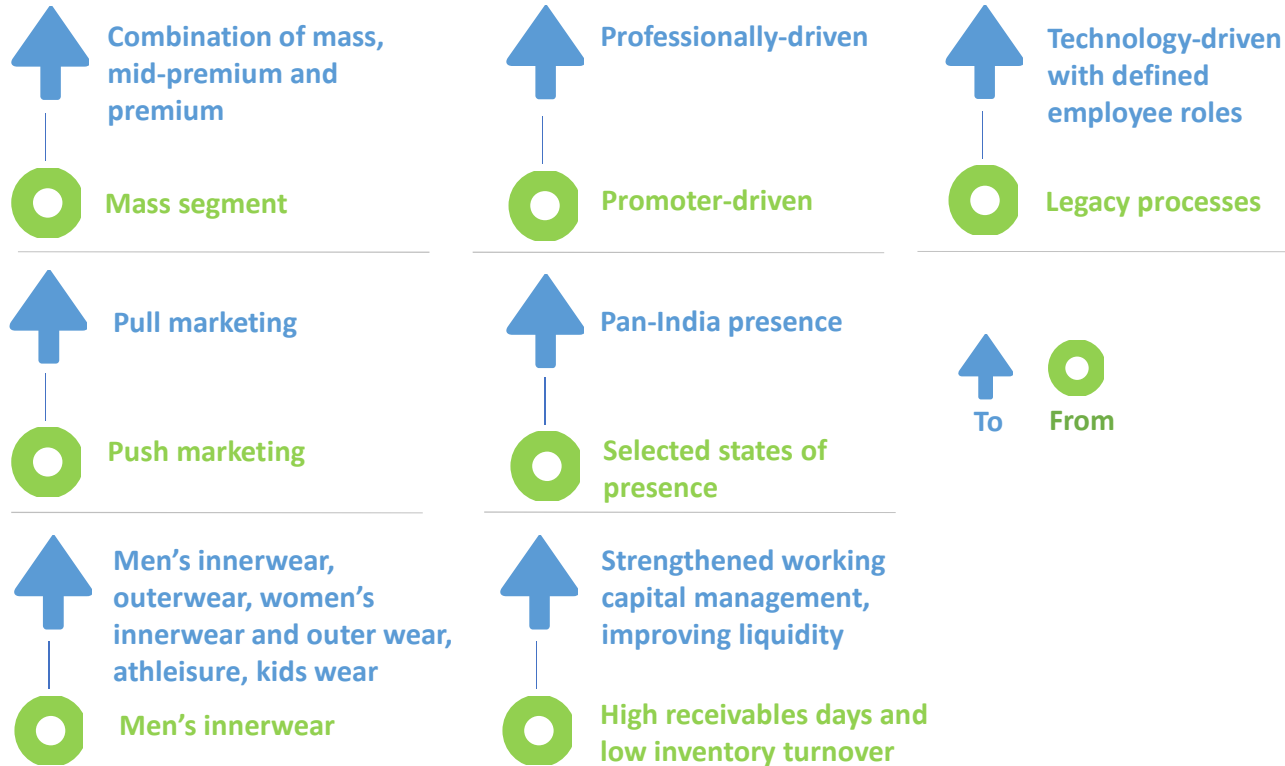
Independent and
dedicated manufacturing
facilities



* Includes complete sale of Artimas Fashions Pvt. Ltd. including One8 and others

Lux Industries Limited

PREPARED FOR TOMORROW



33 Financial performance



PERFORMANCE

SNAPSHOT FOR YTD Dec'21 and Dec'20

In ₹ crore

Revenue

Dec'21	Dec'20	26%
1719.96	1363.55	▲

In ₹ crore

EBITDA

Dec'21	Dec'20	43%
377.20	263.73	▲

%

EBITDA Margin

Dec'21	Dec'20	259 bps
21.93	19.34	▲

In ₹ crore

Gross Profit

Dec'21	Dec'20	44%
656.91	457.22	▲

%

Gross Margin

Dec'21	Dec'20	466 bps
38.19	33.53	▲

In ₹ crore

Cash Flow

Dec'21	Mar'21	-22%
66	85	

In ₹ crore

PAT

Dec'21	Dec'20	48%
264.96	178.74	▲

%

PAT Margin

Dec'21	Dec'20	230 bps
15.41	13.11	▲

SNAPSHOT FOR QE Dec'21 and Dec'20

In ₹ crore

Revenue		
Dec'21	Dec'20	24%
668.01	539.79	▲

In ₹ crore

EBITDA		
Dec'21	Dec'20	33%
145.24	109.02	▲

%

EBITDA Margin		
Dec'21	Dec'20	154 bps
21.74	20.20	▲

In ₹ crore

Gross Profit		
Dec'21	Dec'20	31%
251.29	191.84	▲

%

Gross Margin		
Dec'21	Dec'20	208 bps
37.62	35.54	▲

In ₹ crore

Cash Flow		
Dec'21	Mar'21	-22%
66	85	

In ₹ crore

PAT		
Dec'21	Dec'20	35%
101.20	75.20	▲

%

PAT Margin		
Dec'21	Dec'20	122 bps
15.15	13.93	▲

BIRD'S-EYE VIEW

Category	Nine Months Ended				
	NSV Dec'21 (in ₹ crores)	NSV Dec'20 (in ₹ crores)	Sales Growth	Volume Growth	ASP Growth
Premium	226	149	52%	35%	13%
Mid- Premium	936	790	19%	5%	13%
Economy	536	407	32%	3%	27%
Total	1698	1346	26%	6%	18%

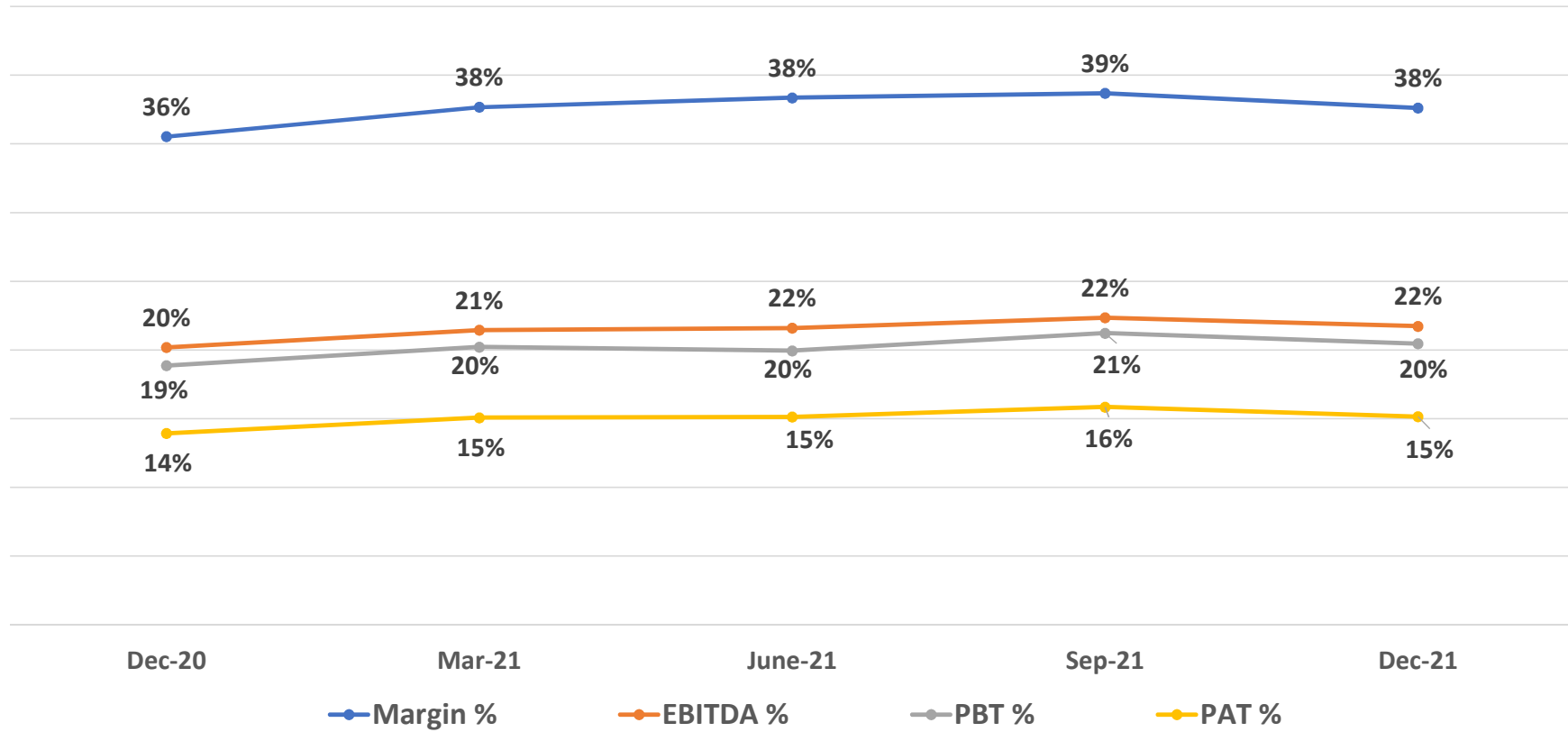
Category	Quarter Ended				
	NSV Dec'21 (in ₹ crores)	NSV Dec'20 (in ₹ crores)	Sales Growth	Volume Growth	ASP Growth
Premium	81	70	16%	0%	22%
Mid- Premium	360	329	9%	5%	5%
Economy	221	135	64%	9%	47%
Total	662	534	24%	6%	16%

CONSOLIDATED CASH FLOW STATEMENT

In ₹ crore

Cash Flow	Dec'21	Dec'20
Net Cash flow from Operations	(145.77)	369.16
Cash flow from / (used in) investing activities	44.51	(92.94)
Cash flow from / (used in) in financing activities	82.54	(146.86)
Net increase / (decrease) in cash and cash equivalents	(18.72)	129.36
Cash and cash equivalents at the end of the year	65.97	135.42
Add: Investments lying in the closing date	97.97	118.99
Closing Cash and Cash Equivalent	163.94	254.41
Borrowings as on Closing Date	259.28	108.16

Sustainable Growth (Last Five Quarters)



* The ratios have been computed quarterly for the above mentioned periods

HIGHLIGHTS

Revenue for the year to date is at ₹ 1719.96 Crore with a growth of 26%

Gross margin for the Nine Months stands at 38.19% improved by 466 basis points as compared to YTD Dec'20

Growth led by premium category @ 53%, well supported by mid-premium range with a growth of 19%

EBITDA stands at ₹ 377 Crore @21.93% with an improvement of 259 basis points over YTD Dec'20

PBT and PAT margins for the Nine Months is @ 20.62% and 15.41% respectively

Working capital days for the YTD Dec'21 stands at 168 days which is higher by 9 days over last HYE Sep'21 mainly because of Inventory build up

Gross Cash reserve stands at ₹ 163.94 Crore

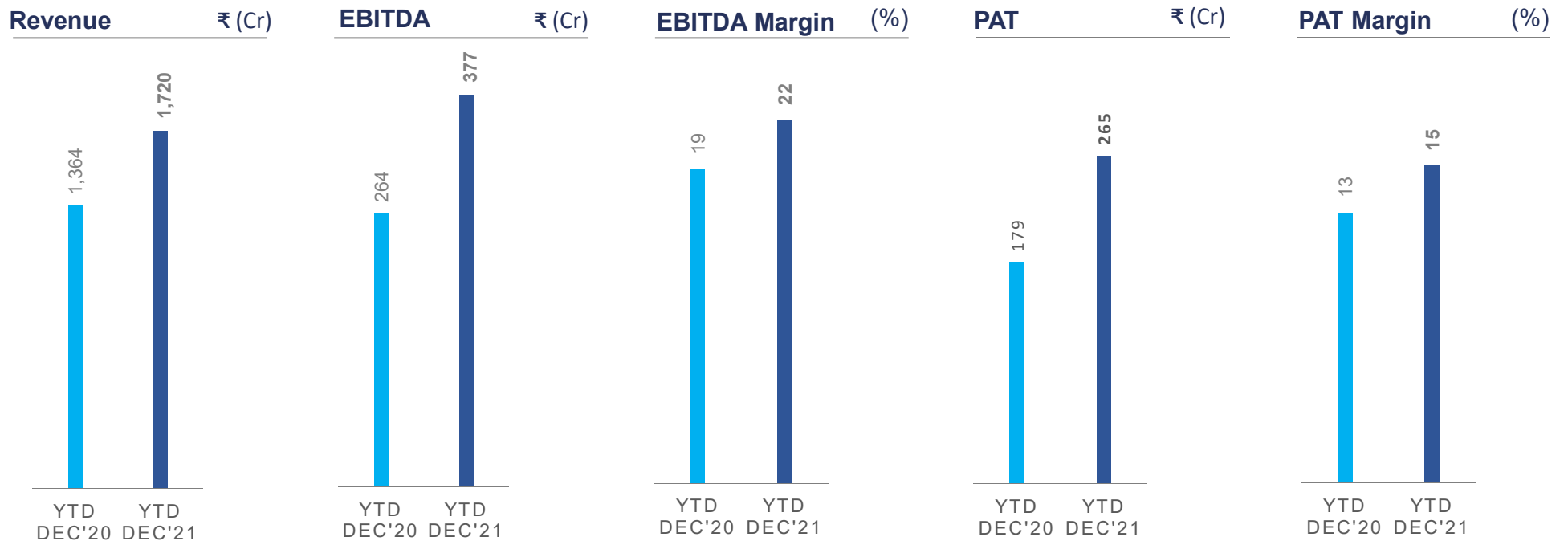
Company has appointed a Mumbai based consultant for standardization and digitalization of SoP's along with RM and IFC Audit

Appointed ELP as Compliance Consultant (GST). Entire work has been done and expecting the final reports shortly

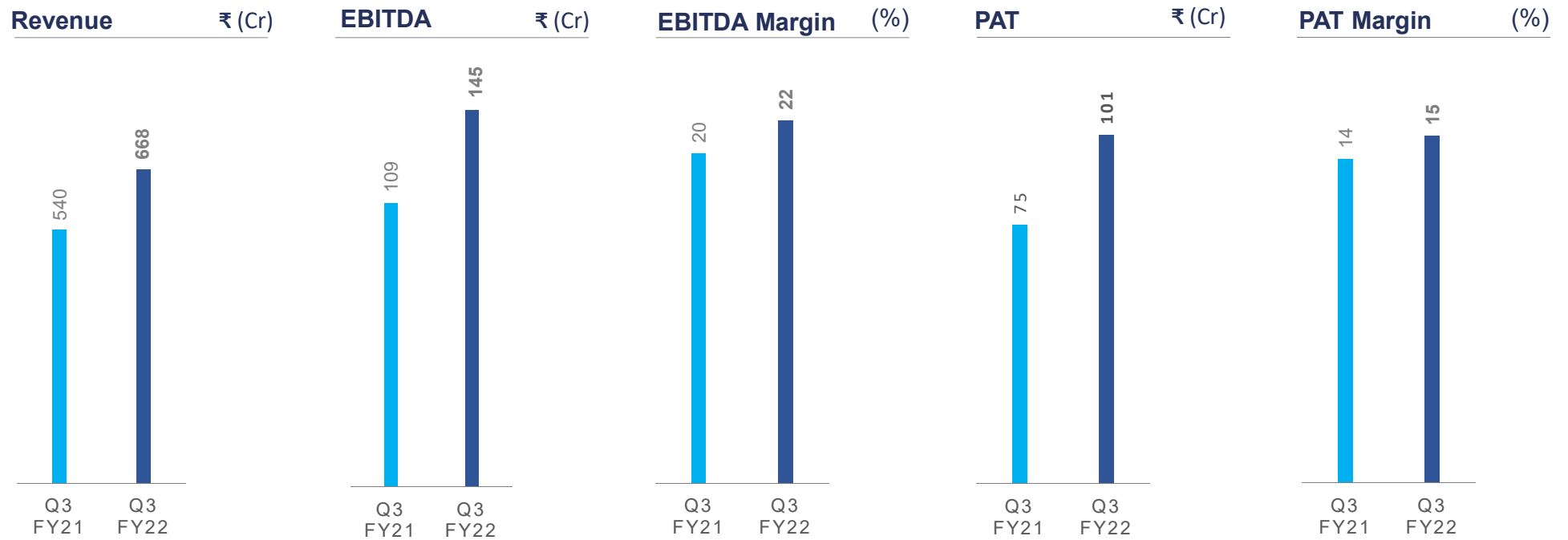
Company continues E&Y as its Internal Auditor

Advertisement spend for the year ended is around ₹ 108 Crore @ 6.38% of Net Sales

CONSISTENT PERFORMANCE (YTD Dec'21 vs Dec'20)

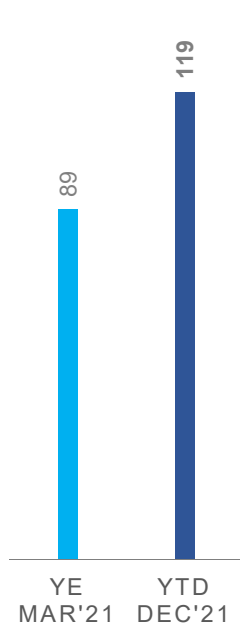


CONSISTENT PERFORMANCE (Qtr Dec'21 vs Dec'20)

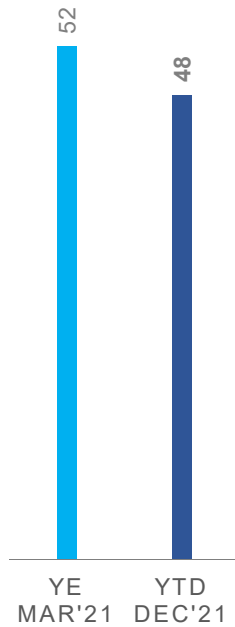


CONSISTENT PERFORMANCE

Inventory Turnover (days)*



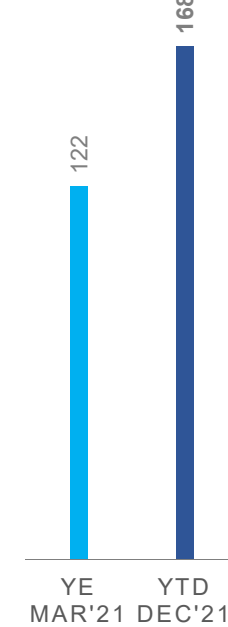
Credit Turnover (days)*



Debtor Turnover (days)*



Working Capital Turnover (days)*

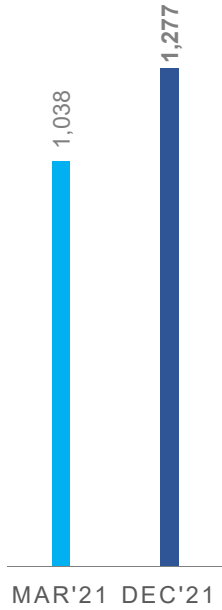


*Computed on the basis of extrapolated nine month sales to annualized numbers

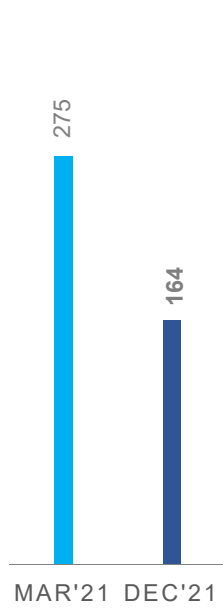
CONSISTENT PERFORMANCE

Capital Employed

₹ (Cr)

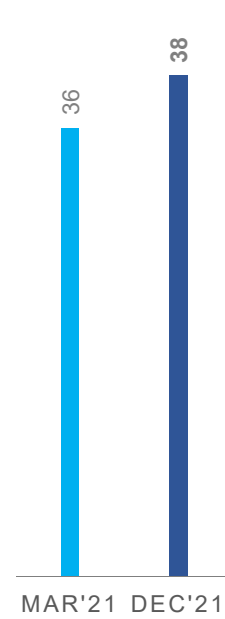


Cash and Cash Equivalents* ₹ (Cr)



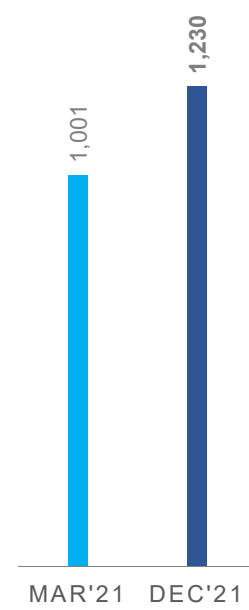
RoCE

(%)



Net Worth

₹ (Cr)



*Gross cash and cash equivalents

- 44 Environment
- 45 Sustainability
- 47 CSR



SUSTAINABILITY

REDUCING ENVIRONMENTAL FOOTPRINT

1 MW rooftop solar power plant at Dankuni (West Bengal) unit

Energy-saving LED lighting systems in our plants save energy

Process technology help save water

40-45% of our total power requirements met through renewable sources

Substantial electricity cost reduction

Reducing carbon footprint

2 lakh litre

Water saved every day through state-of-the-art processing technology



Rooftop solar power plant at Dankuni unit

CONTINUING SUSTAINABILITY COMMITMENT



Action

Our products are made of 100% natural fibre and we use recyclable packaging

Many suppliers manufacture exclusively for us

Manufacturing locally and maximising local sourcing

Embedding sustainability and circularity across the value chain

Social commitment includes sustainability and inclusive growth



Impact

Hygienic products and reduced environmental impact

Consistent product quality and employment generation

Boosting local economy and well-being in the society

Including sourcing sustainable raw materials, manufacturing processes, supply chain and waste management

Including sustainable raw materials; enhanced workforce management and greater community reach



COMBATING THE PANDEMIC TOGETHER

Organized vaccination drive for around 1600 people including employees and their loved ones

Free distribution of oximeter and oxygen concentrators to the needy

Regular temperature checks and periodic sanitization at the Company premises

Distributed free food packets to 3000+ people

Replaced biometric with face detector attendance system

200+

People touched through the healthcare initiatives



₹11.67 lakh

Support to Covid relief measures (YTD Dec'21)



SPREADING THE SEEDS OF KNOWLEDGE

Commitment for support of ₹ 2 crores towards the building of a free residential school project for over 1000+ unprivileged girls in Joka, WB, out of which ₹ 75 lacs have already been spent.

Built the Saraswati Sishu Mandir School at Bali (Murshidabad)

Providing quality education to local and tribal children

Partnership and consultation with NGOs, registered trusts and Section 8 companies

100 +

Students enrolled



Saraswati Sishu Mandir School at Bali (Murshidabad)

Help Us Help Them Foundation – School Project



Current Status of Project



Proposed

ENSURING WELL-BEING FOR ALL

**Supporting
Pushpawati Singhanian
Hospital & Research
Institute**

**Reaching healthcare
through focused
intervention areas
(kidney ailments, cardio-
vascular diseases, cancer
among others)**

**Engaging in providing
treatment to ailing
population**

**Providing OPD and IPD
services to the
economically
underprivileged**

200+

Bed facility

1,500+

Liver transplants



Pushpawati Singhanian Hospital & Research Institute

Commitment given to Tata Medical Center of ₹ 2.50 crore for one Operation Theatre including infrastructure and medical equipment's out of which ₹ 2.00 crore has already been funded and balance will be paid during the year



Safe Harbor

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