

April 28, 2023

To, **National Stock Exchange of India Limited** Exchange Plaza, 5th Floor, Plot No. C-1, Bandra Kurla Complex, Bandra (E), Mumbai – 400051

NSE Symbol: MANYAVAR

BSE Scrip Code: 543463

Phiroze Jeejeebhoy Towers

Sir / Madam,

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Copy of Investor's Presentation April 2023 of Vedant Fashions Limited ('the Company')

Τo,

BSE Limited

Dalal Street, Fort,

Mumbai - 400001

In accordance with Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), please find enclosed a copy of 'Investor Presentation' in connection with the Audited Standalone and Consolidated Financial Results of the Company for the quarter and year ended March 31, 2023.

The aforesaid information is being uploaded on the Company's website (<u>www.vedantfashions.com</u>).

We request you to kindly take the aforesaid information on record and disseminate the same on your respective websites.

Thanking you.

For, Vedant Fashions Limited

NAVIN Digitally signed by NAVIN PAREEK Date: 2023.04.28 18:04:41 +05'30'

Navin Pareek Company Secretary and Compliance Officer ICSI Memb. No.: F10672

Encl – As above



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Introduction to Vedant Fashions

Indian Wedding and Celebration Wear Brands

Headquartered in Kolkata, incorporated in 2002 by Mr. Ravi Modi, Vedant Fashions offers Indian wedding & celebration wear for men, women & kids

Largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT¹ & PAT*. Commands dominant position in conventionally unorganized market

Manyavar brand is category leader in branded Indian wedding & celebration wear market with pan-India presence*

Growing presence in women's Indian wedding & celebration wear with Mohey - Largest brand by number of stores with pan-India presence* (Manyavar Mi Mahaui

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MANTHAN

One-stop destination with wide product portfolio for every celebratory occasion; aspirational yet value-for-money offering

Omni-channel network of EBOs, MBOs, LFS & Online (own website, mobile app & leading lateral e-commerce platforms)

Delivers aristocratic & seamless customer experience via aesthetic franchiseeowned EBOs

Retail footprint (Q4 FY23) of 1.47 mn sq. ft. across India (633 EBOs² in 245 cities & towns in India) and Overseas (16 EBOs in USA, UAE, Canada & U.K.)



What makes Manyavar Special

Aspirational Yet Value for Money

- Aspirational Brand with Aristocratic & seamless customer experience
- Uniform pricing across online & offline channels in India
- No discounts/ end-of-season sales for Manyavar brand
- Multi Decade growth Opportunity for the Category from here



- One-stop destination with wide product portfolio for men, women & kids catering to all celebratory occasions across price points
- Low level of obsolete & dead stock
- 52 Week Design collection Model

Strong Control Over Entire Ecosystem

- Strong design capabilities with data-driven/ AI backed decision-making and demand forecasting
- Tech-driven unique supply chain & inventory mgmt.
 with Automated Replenishment System at pin code level
- Integrated secondary sales network with full visibility of products sold at our stores
- Having First mover advantage, VFL scaled up and organized highly unorganized and fragmented category

Curated Marketing Strategy with Multi Channel Presence

- Emotional connect with theme-based campaigns
- Celebrity brand ambassadors
- Omni-channel network with pan-India
 presence

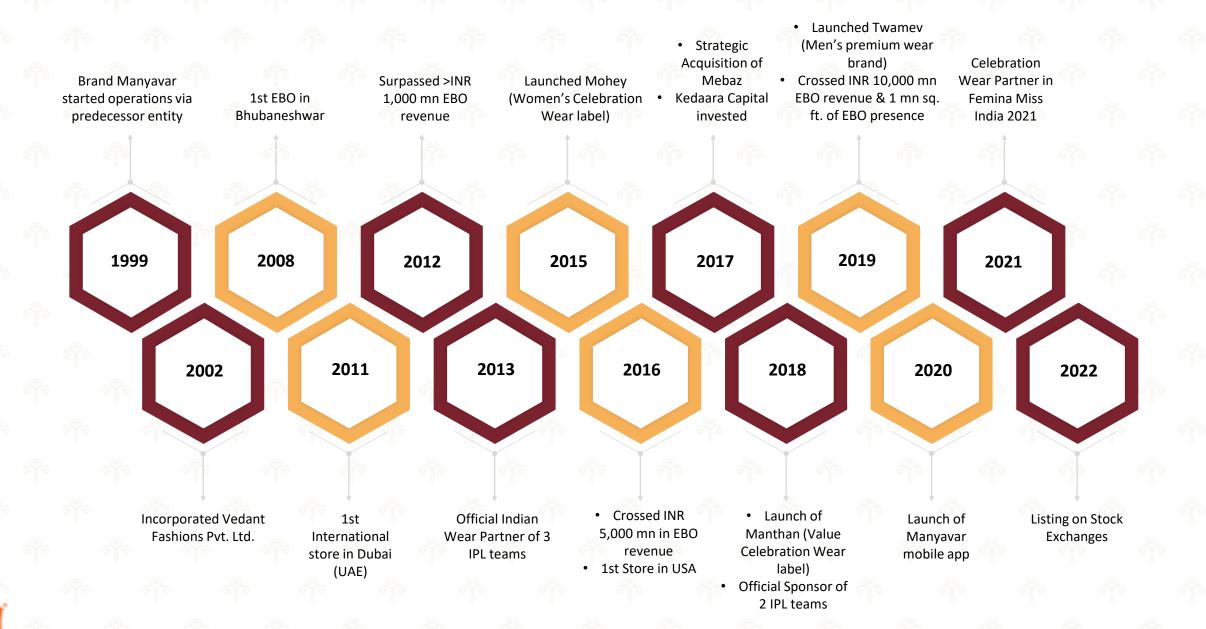
Industry Leading Economics

- World Class Financial Matrix in apparel retail being largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT & PAT*
- Asset light & franchisee-led EBO distribution model with high cash conversion ratio
- Leads the peer set in terms of financial & operational metrics

Strong Corporate Governance

- Experienced management with rich functional expertise
- Big 4 statutory auditor coupled with eminent Board of Directors
- Embraces ESG & promotes CSR

Evolution Over the Years



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Key Investment Highlights/ Our Strengths

Large & growing Indian wedding & celebration wear market driven by an increased spending on such wear

Market leader in Indian celebration wear market with diversified brand portfolio across value spectrum for entire family

Unique business model combining asset-light brand play along with seamless purchase experience; no end of season sales/ discounts for Manyavar brand

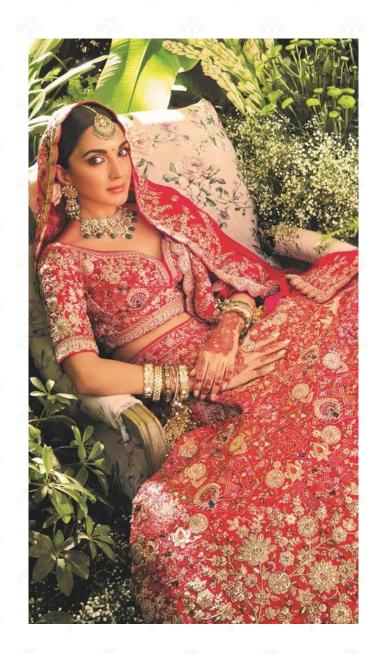
Attractive marketing initiatives of creating connections through emotions

Widespread pan-India multi-channel presence through EBO network with scalable franchisee model Technology-based supply chain network with strong processes in place

Experienced & professional leadership team

Experienced Board of Directors aided by professional partners

Strong growth trajectory with industry leading margins, return metrics & healthy cash generation



Diversified Brand Portfolio Catering to Aspirations of Entire Family

Brands	Willianyavar i	(Ochey)	twamev	Mebaz	MANTHAN°
Year	1999 ¹	2015	2019	2017 ²	2018 ³
Target Group	Men, Boys	Women	Men 🖓	Men, Women, Kids	Men 🐥
Price Spectrum	Mid-Premium	Mid-Premium	Premium	Mid-Premium to Premium	Value
Distribution	EBOs, MBOs, LFS, E-commerce	EBOs & E-commerce	EBO's	EBO's	MBOs, LFS, E-commerce
Product Portfolio	 Men: Kurta, Indo-western, Sherwani, jacket, accessories Kids: Kurta set, jacket set, Indo-western, accessories 	 Lehenga Saree Gown Accessories 	 Kurta set Sherwani Indo-western Suit Accessories 	 Men: Kurta, Indo-western, Sherwani, Jacket, Suit, Accessories Women: Lehenga, Saree, Suit, Kurti Kids: Lehenga, Gown, Frock, Kurta, Suit, Accessories 	 Kurta
Key Attributes	 Category leader in branded Indian wedding & celebration wear market with a pan-India presence* Other brands in the category only 1/7th the size of Manyavar No end of season sales or discounts for Manyavar brand 	 Largest brand by number of stores, with pan-India presence focusing women's Indian wedding & celebration wear* Benefit from Manyavar's leadership position & pan-India EBO footprint Celebrity brand ambassador & campaigns like "#Dulhan wali feeling" 	 Upscale consumer experience Cross-sell premium offering to Manyavar customers Priced between Manyavar & luxury boutique brands 	 South India focused regional brand; strong presence in AP & Telangana One-stop shop for ethnic celebration need of entire family Rich heritage brand with strong legacy 	 Large blend of product designs at value prices Aims to cater to sizable number of mid-market weddings & other celebrations

Source: Crisil Report; *As of FY20 (latest available); Note: (1) Brand 'Manyavar' started operations via predecessor entity in 1999; (2) Brand 'Mebaz' was started in 2002 but was acquired by Company in 2017; (3.) Large scale operations commenced after refreshed launch in 2018;

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Our Growth Strategy



Retail Expansion within and outside India



Up-selling and cross-selling initiatives



Enhancement of brand appeal through targeted marketing initiatives

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Significant potential and space for growth of our emerging brands



Disciplined approach towards acquisitions







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Company key Performance Highlights

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Revenue from Operations (Y-o-Y Growth) Q4: 15.3 % FY: 30.2 %	Gross Margin % Q4: 66.0 % FY: 67.4 %	EBITDA Margin % Q4: 50.2 % FY: 50.1 %	PAT Margin % Q4: 31.9 % FY: 31.7%	PAT (Y-o-Y Growth) Q4: 22.7 % FY: 36.3 %

Company expanded its retail footprint presence by adding ~75 k sq. ft. retail area in Q4FY23 and 2.04 lacs sq. ft. retail area in FY23, with total retail

presence of 1.47 mn sq. ft. as of Mar 2023; Company also expanded its international presence with new stores in London (UK) and Canada in Q4 FY23,

and has presence in 4 International Countries (USA, UAE, Canada and UK);

- Company recorded retail growth (Sale of our Customers) of 26.3% in FY23 as compared to FY22, and retail growth (Sale of our Customers) of 47.1% in FY23 over FY20;
- Company recorded retail growth (Sale of our Customers) of 21.2% in Q4 FY23 as compared to Q4 FY22, and retail growth (Sale of our Customers) of 45.8% in Q4 FY23 over Q4 FY20;
- Company recorded SSSG growth of 14% in Q4 FY23 compared to Q4 FY22, and SSSG growth of 16.2% in Q4 FY23 over Q4 FY20;
- Company recorded SSSG growth of 18.1% in FY23 compared to FY22, and SSSG growth of 17.6% in FY23 over FY20;
- Company has achieved ROCE of 95.3% in FY23 and cash conversion ratio (Operating cash flow over PAT) of 105% in Q4 of FY23, and 83% in FY23

Wide Pan-India Reach and Presence including International Markets

Presence (As of FY23)

1.47 mn Sq. ft. EBO's Area* (Including 36K area of Intl. Stores in 4 Countries)

649 EBO's* (Including 16 Intl. EBO's)

245 Cities and towns in India Net Rollout (Q4 FY23)

75 k Sq. ft.

EBO's Area (Including 5k area of Intl. EBO's)

9 EBO's (Including 2 Intl. EBO's) Net Rollout (FY23)

204 k Sq. ft. EBO's Area (Including 11.4k area of Intl. EBO's)

54 EBO's (Including 4 Intl. EBO's)



Note: 1.* Global EBO's Area and count including shop-in-shops (SIS); EBO' presence in 12 International Cities in 4 Countries of USA, UAE, Canada and U.K.

Key Retail Highlights

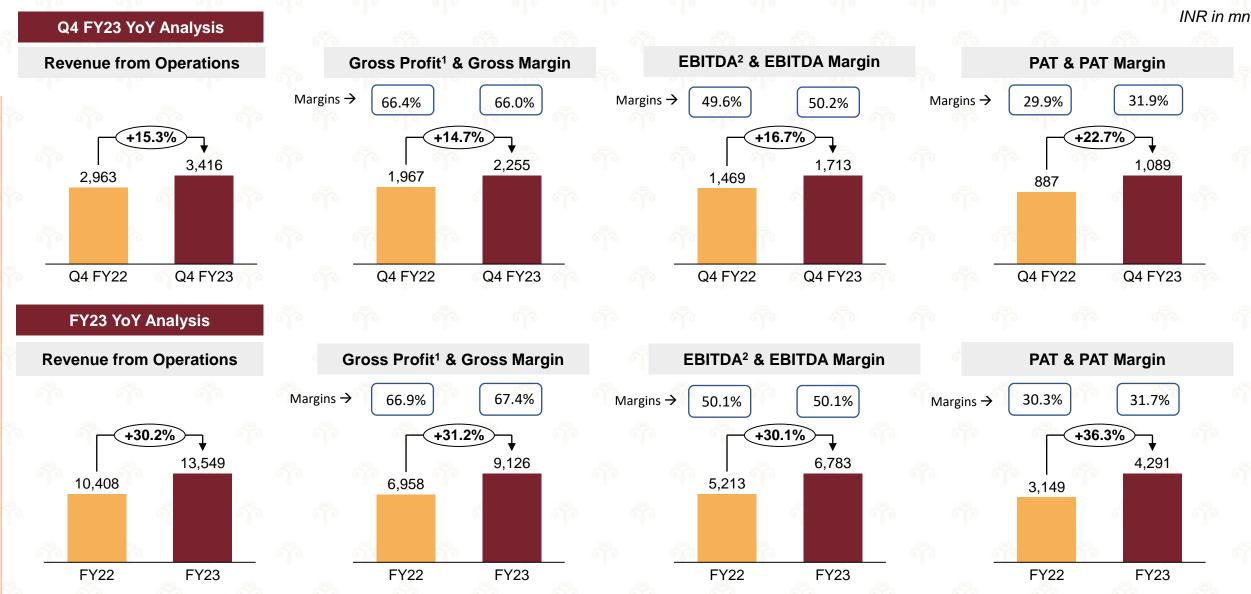
Retail Performance Vs FY20 Retail Performance Vs FY23 (Sale of our Customers¹) across Channels (Sale of our Customers¹) across Channels FY'23 Vs FY'22 Q4 FY'23 Vs Q4 FY'20 FY'23 Vs FY'20 Q4 FY'23 Vs Q4 FY'22 +21.2% +26.3% +45.8% +47.1% 4,827 18,614 18,614 4,827 3,981 14,736 3,311 12,652 Q4 FY'22 Q4 FY'23 FY'22 FY'23 Q4 FY'20 Q4 FY'23 FY'20 FY'23 VFL recorded SSSG³ of +16.2% VFL recorded SSSG³ of +17.6% VFL recorded SSSG² of +14% in VFL recorded SSSG² of +18.1% in Q4 FY'23 over Q4 FY'20 over FY'20 Q4 FY'23 over Q4 FY'22 over FY'22

INR in mn

(7)

Note: (1). Sales of our customers comprises of sales of products of our brands (a) made by our EBOs, LFSs and online channel customers, and (b) made by us to MBOs (including shop in - shops) and certain lateral e -commerce platforms customers at RSP; (2) SSSG stores for comparing with Q4 FY'22 and FY'22 includes stores open on or before 31st Mar' 2021 and running as on 31st Mar' 2023; (3) SSSG stores for comparing with Q4 FY'20 and FY'20 includes stores open on or before 31st Mar' 2021 and running as on 31st Mar' 2023; (3) SSSG stores for comparing with Q4 FY'20 and FY'20 includes stores open on or before 31st Mar' 2019 and running as on 31st Mar' 2023.

Key Financial Highlights (Consolidated)



Note: (1) Gross Profit = Revenue from Operations – Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods & Work-in-progress + Purchase of stock-in-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) Note for EBITDA = PBT + Finance cost + Depreciation - Interest Income on fixed deposits, bonds & debentures - Dividend Income - Profit on sale of investments - Profit on fair valuation of investments carried at FVTPL

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Profit and Loss Statement Q4 and FY23 (Consolidated)

			Quarter ended		Year ended	Year ended	
	Particulars		Dec 31, 2022	Mar 31, 2022	31-Mar-23	31-Mar-22 (Audited)	
		(Unaudited)	(Unaudited)	(Unaudited)	(Audited)		
Sr.no	Income:		~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	<u>.</u>	90	89. 89.	
I	Revenue from operations	3,416	4,414	2,963	13,549	10,408	
all.	Other income	134	100	× 111	402		
Ш	Total income (I + II)	3,551	4,514	3,074	13,952	10,908	
IV	Expenses:	6	83 83	80	83 83		
	Cost of materials consumed	0	0 0	Ū.	0 0		
	- Raw materials	306	385	380	1,436		
	- Accessories & packing materials	45	52	55	191	176	
	Purchases of stock-in-trade	566	721	532	2,281	1,706	
	Changes in inventories of finished goods, stock-in-trade and work-in-progress	47	16	(224)	(389)	(366)	
	Employee benefits expense	148	153	166	566	്റ്റ് 575	
	Finance costs	84	75	86	315	284	
	Depreciation and amortisation expense	274	251	269	1,038	944	
	Other expenses	625	843	613	2,755	2,206	
	Total expenses	2,096	2,495	1,878	8,193	6,678	
		an (an	(co)(co)	(20)	(9).		
V	Profit before tax (III-IV)	1,455	2,019	1,196	5,758	4,230	
202		9					
VI	Tax expense/(credit):						
	- Current tax	348	511	308		1,057	
	- Deferred tax charge/(credit)	18	5	1	23	24	
VII	Profit for the period / year (V-VI)	1,089	1,504	887	4,291	3,149	

INR in mn

Consolidated Balance Sheet

INR mn							M
Assets							
Non-current assets							
Fixed Assets (Tangible and Intangibles)							
Right-of-use assets							
Capital work-in-progress							
Investments							
Other non-current assets							
Total non-current assets							
Current assets							
Inventories							
Trade receivables							
Investments including Cash and bank Balance	e						
Other current assets							
Assets held for sale							
Total current assets							
Total assets							
Equity and Liabilities							
Equity							
Equity share capital							
Other equity							
Total equity							
Non-current liabilities							
Lease liabilities							
Deposits							
Deferred tax liabilities (net)							
Other Liabilities & Provisions							
Total non-current liabilities							
Current liabilities							
Lease liabilities							
Trade payables							
Other current liabilities							
Total current liabilities							
Total equity and liabilities							

60	00	INR in mn
As a	at	As at
March 31	, 2023	March 31, 2022
	0.445	
	2,416	2,480
	2,791	2,667
	20	
	1,694	1,003
	1,362	1,207
	8,282	7,358
	1,736	1,430
	4,734	3,967
	6,277	4,160
	630	770
		13
	13,378	10,340
	21,660	17,698
	21,000	17,030
	243	243
	13,756	10,585
	13,999	10,827
	1,958	1,934
	1,064	<u>کی</u> 912
	197	168
	475	423
	3,695	3,438
	975	853
	859	730
	2,132	1,849
	3,967	3,432

21,660

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Consolidated Cash Flow

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INR mn	Year ended 31-Mar-23	Year ended 31-Mar-22
Cash flow from operating activities		
Profit before tax	5,758	4,230
Operating profit before working capital changes	6,739	5,050
Movement in working capital	(569)	(450)
Cash generated from operations	6,170	4,600
Net income tax (paid)	(1,472)	(1,090)
Net cash from operating activities	4,698	3,510
Cash flow from investing activities		
Purchase of property, plant and equipments, capital work in progress & intangible assets (including capital advances)	(45)	(23
Proceeds from sale of property, plant and equipments & intangible assets (including advance received)	101	132
Net proceeds from sales / (purchase) of investments	(2,492)	37
Interest and dividend income and other items	116	418
Net cash from/ (used) in investing activities	(2,319)	56
Cash flow from financing activities		
Payment of Lease Liability	(1,115)	(834)
Buy back of shares	r r	(3,313)
Dividend paid	(1,214)	
Interest paid other than lease & other items	(3)	(4
Proceeds from fresh equity shares issuance against vested ESOPs in Holding Company	15	47
Net cash used in financing activities	(2,318)	(4,105
Net increase / (decrease) in Cash and cash equivalents	61	(30)
Cash and cash equivalents at the beginning of the period	36	66
Cash and cash equivalents at the end of the period	97	36

Marketing Campaign



#Taiyaar Hokar Aaiye

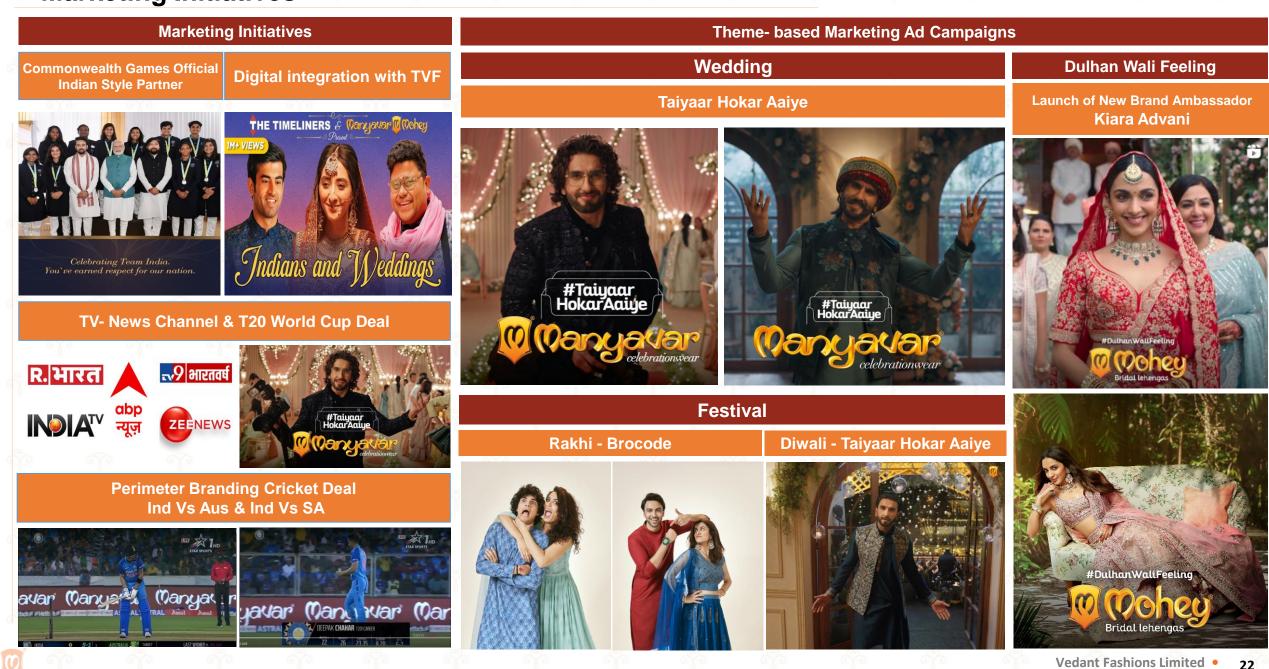




#DulhanWaliFeeling

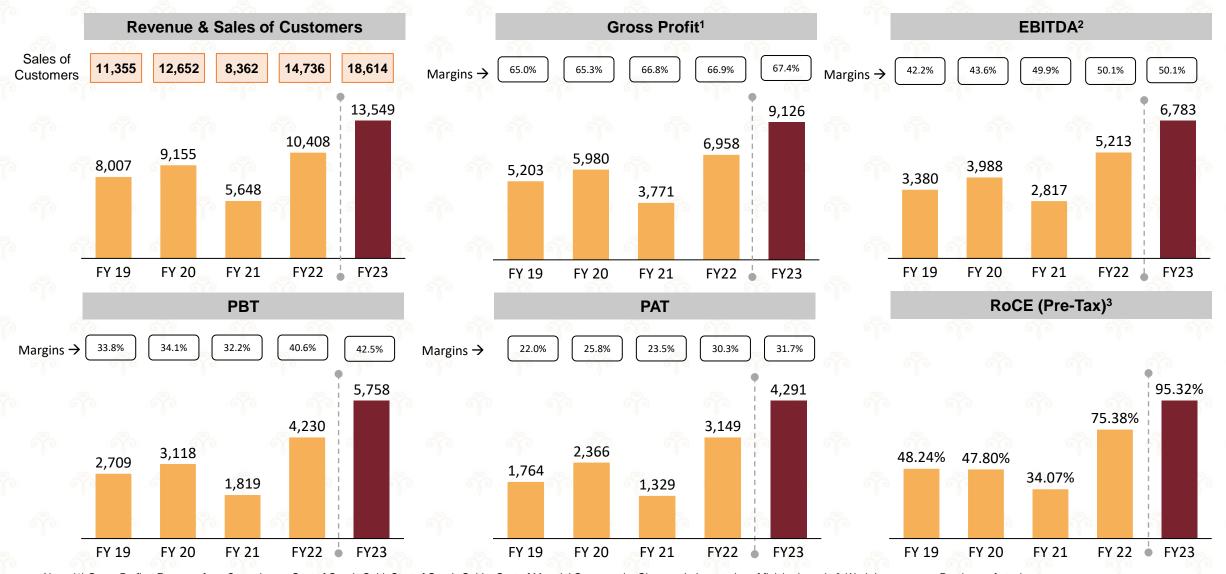
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Marketing Initiatives



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Long Track Record of Strong Growth Trajectory

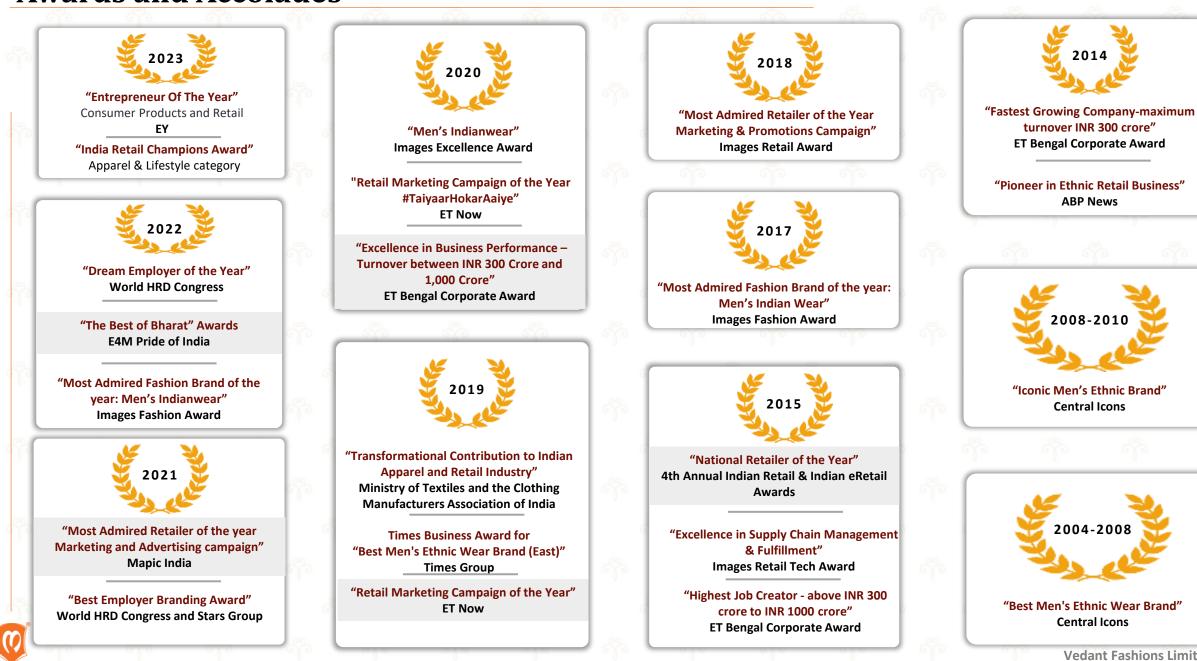


Note: (1) Gross Profit = Revenue from Operations – Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods & Work-in-progress + Purchase of stockin-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) EBITDA = PAT + Finance costs + Total tax expense + Depreciation - Other finance income (3) ROCE = Numerator = PBT + Finance cost – (Interest income on fixed deposits, debentures + Profit on sale of investments + Profit on fair valuation of investments carried at FVTPL + Dividend income from mutual funds) Denominator = Net worth – (Current investment + Non current investment + Other bank balance)

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INR in mn

Awards and Accolades



Glossary

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Term	Description
Company	Vedant Fashions Limited
Crisil Report	The report titled "Assessment of the apparel industry with a special focus on Indian wedding and celebration wear market in India" dated Sep-2021 as updated by the addendum dated December 2021 prepared by CRISIL
EBO	Exclusive brand outlets of a brand or company
ERP	Enterprise resource planning system
Indian wedding & celebration wear	Apparel worn on special occasions such as weddings; close-knit family functions like puja, house warming, etc.; festivals such as Diwali, Eid, Holi and Rakshabandhan; and other events such as Independence Day and Republic Day
Indo-western	Combination of traditional Indian ethnic apparel & western wear
LFS	Large format stores
МВО	Multi-brand outlets
Men's ethnic wear or apparel	Apparel including Kurtas, Indo-westerns, Sherwanis, jackets & other accessories
OPBDIT	Operating profit before depreciation, interest & tax
Ready-to-wear	Apparel made for general market & sold through shops rather than made to order for an individual customer
RSP	Retail selling price
Sales of Customers	Includes sales of products of Company's brands (a) made by Company's EBOs, LFSs & online channel customers, & (b) made by Company to MBOs (including shop-in-shops) & certain lateral e-commerce platforms customers at RSP
SIS (Shop-in-shops)	An arrangement where a separate retail space is allocated in stores for retailing Company's products
Women's ethnic wear or apparel	Apparel such as lehengas, sarees & stitched suits

Thank You

Company :



Vedant Fashions Limited CIN: L51311WB2002PLC094677

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