

RELAXO

5th August, 2017

BSE Ltd. Corporate Relationship Department 1st Floor New Trading Rotunda Building, P J Towers Dalal Street Fort, Mumbai – 400001	National Stock Exchange of India Ltd Listing Department, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051
Scrip Code – 530517	Scrip Code – RELAXO

Sub: investor Presentation for the Quarter ended as on 30.06.17.

Dear Sir,

Please find enclosed Investor Presentation for the Quarter ended as on 30.06.2017.

Thanking You,

For **RELAXO FOOTWEARS LIMITED**


Vikas Kumar Tak
Company Secretary

RELAXO FOOTWEARS LIMITED

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



RELAXO FOOTWEARS LIMITED

Investor Presentation – August, 2017

RELAXO

Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Relaxo Footwears Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

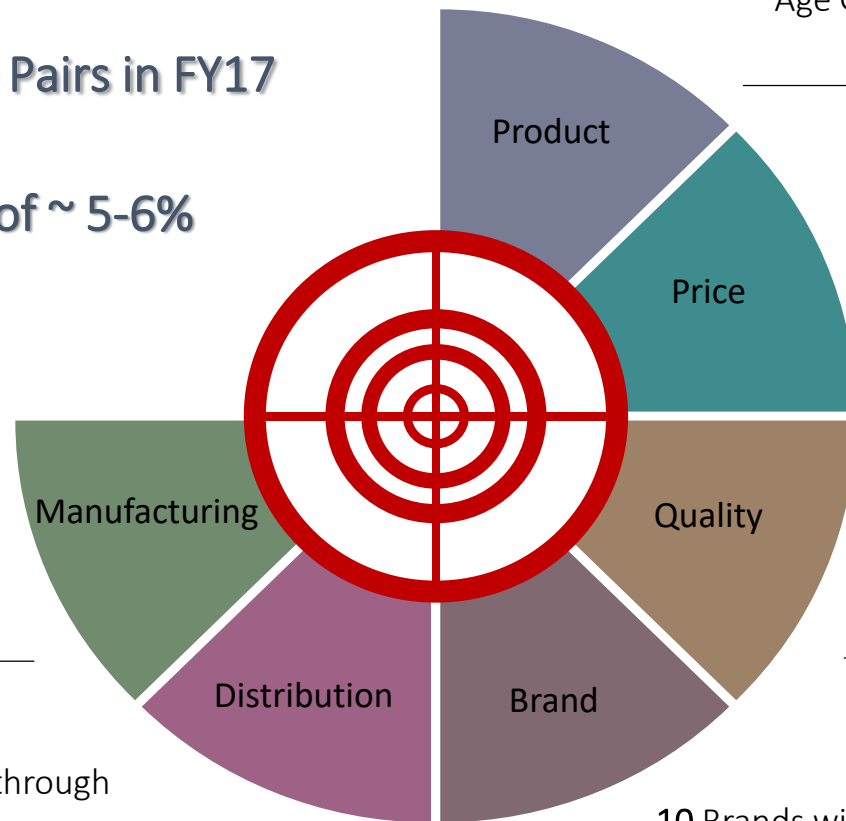
Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Our Strengths

Market Leaders

Sold **13.5** crore Pairs in FY17

Market Share of ~ 5-6%



Products available for Every Age Group & Every Price Point + 6000 SKU's

Value for Money Products catering to entire family

Every stage of manufacturing process monitored with stringent Quality Tests

~8 State of Art Manufacturing Plants with World Class Concepts

~50,000 Retailers served through distributors

275 COCO Stores

10 Brands with Ambassadors like Salman Khan, Akshay Kumar, Shahid Kapoor & Shruti Haasan

Customer Relevant Products

Market Research

Regular Market Sensing Exercises to understand the Consumer Needs across different Regional, Economic and Demographic strata

Product Innovation

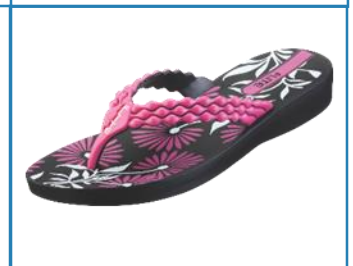
In-house design capability enables continuous Product Innovation around functionality. Launched innovative portal for employee engagement to source ideas for new product development

Churn in Portfolio

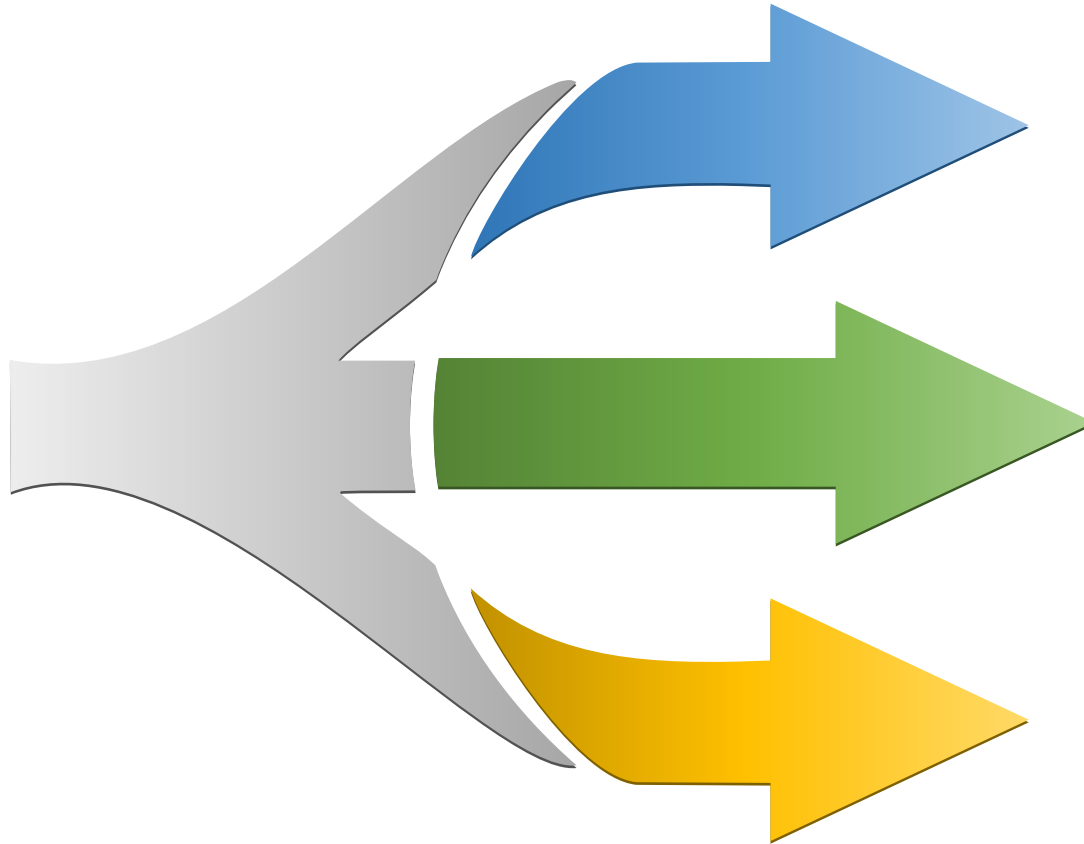
In-season launches with Optimal Product Portfolio. ~ 25% - 30% of the Portfolio is churned every year

SKUs

Over 6,000 SKUs across Product Designs for Various Sizes



Value for Money



Fashionable

+

Comfortable

+

Affordable

=

“VFM”

Committed to Quality



Brand Spectrum



Brand for all Categories

Brand Overview

Target Consumer

Brand Ambassador

RELAXO

Most Popular Brand of Rubber / Eva slippers

All strata of the Society

Salman Khan

FLITE
FASHIONABLE & LITE

Fashionable and Light weight footwear

Fashion conscious consumers

Akshay Kumar

SPARX
GO FOR IT

A range of sports and canvas shoes, sandals and slippers

Upwardly mobile youth



Bahamas

A trendy and fashionable flip-flops

Contemporary generation



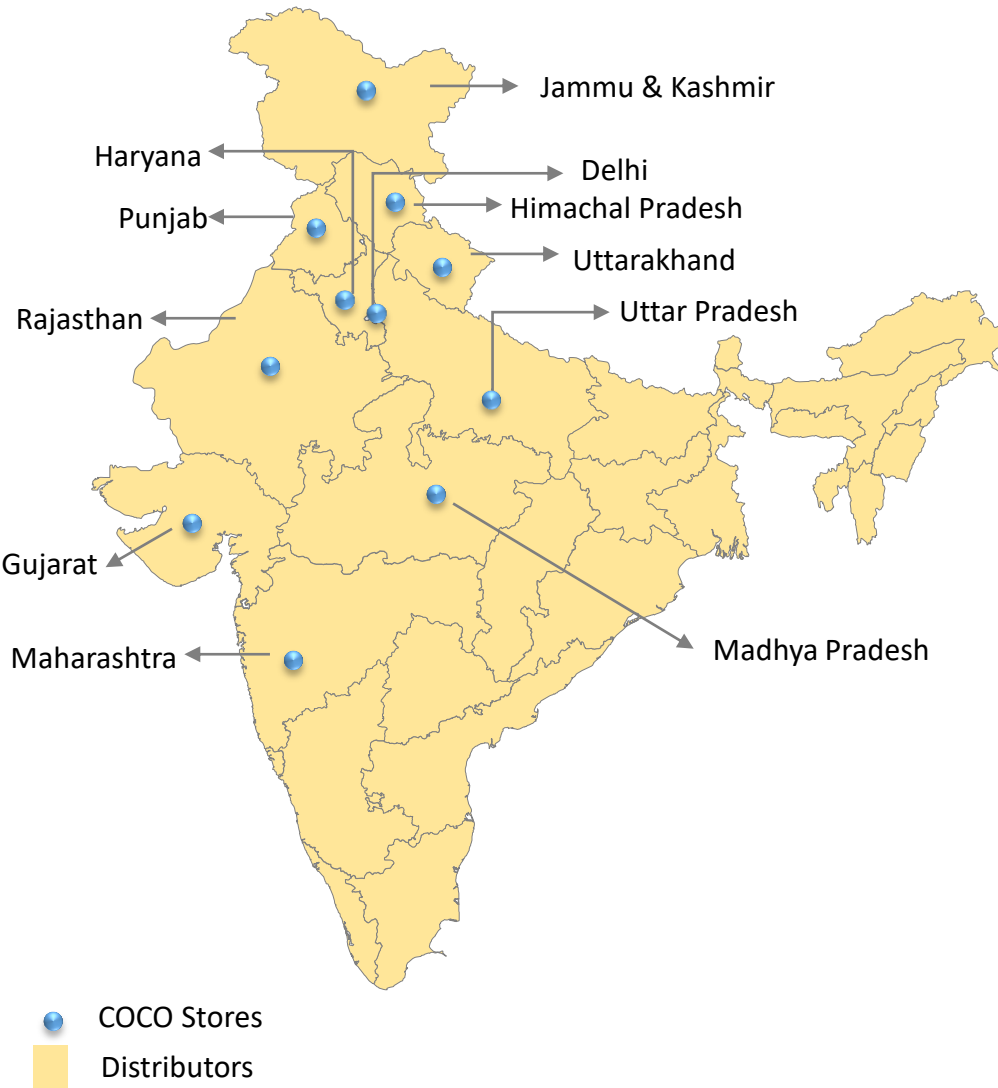
Shahid Kapoor & Shruti Haasan

SCHOOLMATE
A STEP AHEAD

A range of school shoes for boys and girls

School Students

Pan India Footprint



Relaxo Retail Stores (COCO)

State	Number of Stores
Uttar Pradesh	74
Delhi	59
Punjab	39
Haryana	32
Himachal Pradesh	3
Rajasthan	20
Gujarat	14
Madhya Pradesh	11
Jammu & Kashmir	9
Uttarakhand	8
Maharashtra	5
Chandigarh	1
Total	275

Available at ~**50,000 +**

Retailers PAN India

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

Closer to Customers

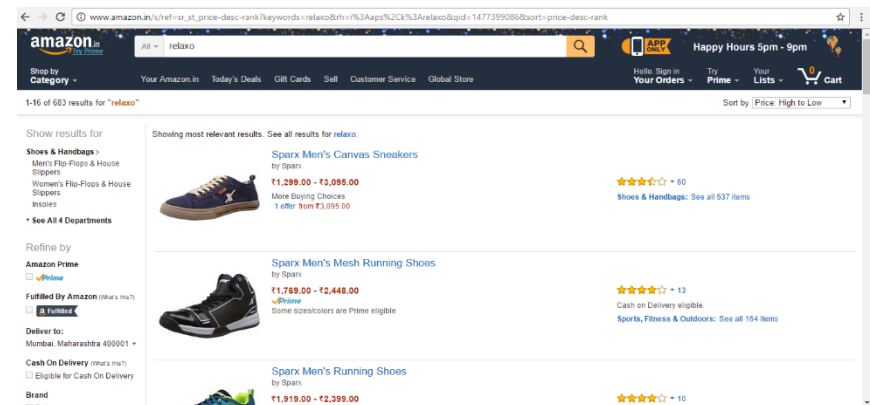
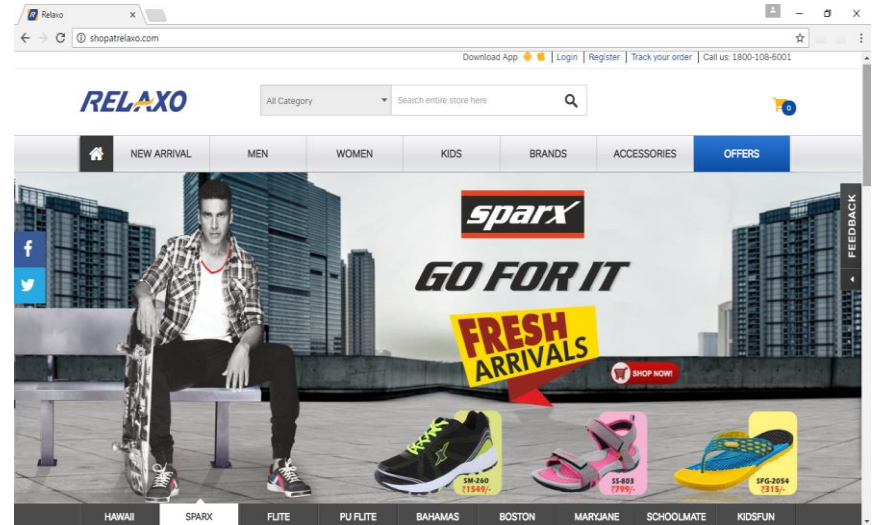


275 COCO Stores across India

Reach over ~ 50,000 + Retailers

Online Presence – www.shopatrelaxo.com

Online Shopping Websites



State-of-Art manufacturing facilities



Registered Office-
Rohini, Delhi



RFL I & II- Bahadurgarh



RFL III - Bhiwadi



RFL IV - Bahadurgarh



RFL V - Haridwar



RFL VI - Bahadurgarh



RFL VII - Bahadurgarh



RFL VIII - Bahadurgarh

Awards & Accolades



Mr. Ramesh Kumar Dua
awarded as **India's Best CEO**
(Consumer Goods) :
Business Today - 2016



by **BUSINESS WORLD**

Mr. Ramesh Kumar Dua
amongst **Most Valuable CEO**
Business World 2016



Mr. Ramesh Kumar Dua
amongst **India's Best CEO**
Business Today 2015



Mr. Ramesh Kumar Dua
amongst **India's Best CEO**
Business Today 2014



Sparx
India's Most Trusted Brand
The Brand Trust Report 2016



Relaxo
India's Most Attractive Brand
TRA Research 2016



Flite
India's Most Attractive Brand
TRA Research 2016



Sparx
India's Most Attractive Brand
TRA Research 2016



Best
Corporate Brand
The Economic Times 2016



Best Display
India's International
Footwear Fair 2016



1st Place for
Excellent Export Performance
Council for Leather Exports
2014-15



1st Place for Excellent
Export Performance
Council for Leather Exports
2013-14

Awards & Accolades

Year 2016



India's Most Valuable Company
[Average Market Capitalization]
Business Today 2016



The Next 500
[Rank 41]
Fortune India
2016



India's Largest Corporations*
Fortune India
2016

dun & bradstreet



India's Top 500 Company
[Total Income]
Dun & Bradstreet
2016



ET 500 :
Future Ready Company
The Economic Times 2016



Making It Big
CNBC TV 18
HSBC 2016

Safety Rating



- ICRA A+ Long Term Rating
- ICRA A1+ Short Term Rating & for Commercial Paper

Year 2015



BT 500 : 500 India's Most Valuable Company
[Average Market Capitalization]
Business Today 2015



India's Fastest Growing Company
[Rank 74]
Business World 2014-15



The Next 500
[Rank 188]
Fortune India
2015

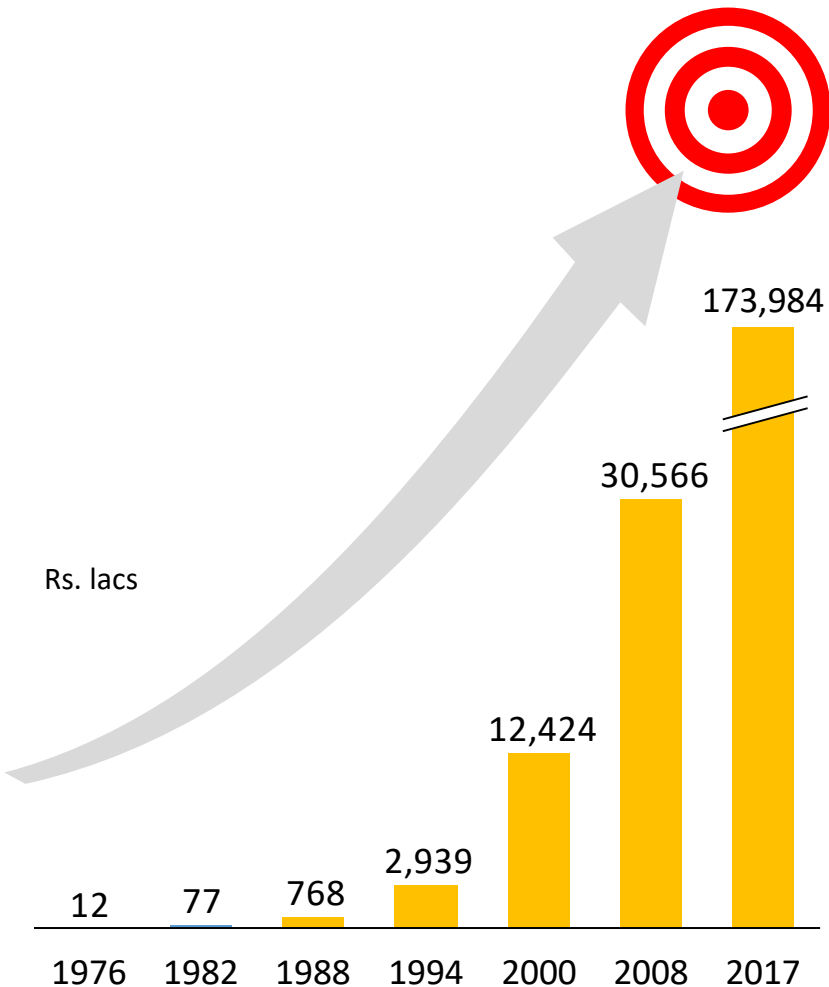
dun & bradstreet



India's Top 500 Company
[Total Income]
Dun & Bradstreet
2015

Background & Objectives

Evolution



1976 : Launched Relaxo Brand

1984 : Relaxo Footwears Limited was incorporated

1995: IPO to set up a plant in Haryana

1995: Started manufacturing Footwear (rubber slippers) for the masses

2000: Expanded capacity in Haryana

2004-05: Launched 'Flite' and 'Sparx' Brands

2005: 1st COCO store launched

2007: Commenced exports

2010: Renewable Power Capacity of – 6.00 MW

2012-14: Business Transformation Initiatives

- Signed top-notch celebrities as Brand ambassadors
- Strengthen SCM, Regional Warehouses (RWH)
- Launched E-Commerce Platform
- Increased People engagement
- New product development & portfolio strategy

2016: 250th COCO Store opens

2017: Revamp of the RELAXO Brand

Board of Directors

Ramesh Kumar Dua, Managing Director

- Over 41 years of experience in sales and marketing, production and new product development in Footwear Industry
- Director in Relaxo Rubber Private Limited & Marvel Polymers Private Limited
- Commerce Graduate & Rubber Technologist (LPRI, London)

Nikhil Dua, Whole Time Director

- Over 21 years of experience in production and new product development and has rich knowledge of product mix in Footwear Industry
- Commerce graduate and has studied from International School of Modern Shoe-making, Czech Republic

Pankaj Shrimali, Independent Director

- Over 33 years of experience in areas of finance, accounts, secretarial, corporate management, legal & corporate consultancy services, strategic management and investment banking for reputed corporate houses
- Fellow member of ICAI, ICSI, and Institute of Cost Accountants of India

Vivek Kumar, Independent Director

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

Mukand Lal Dua, Whole Time Director

- Over 44 years of experience in new product development and quality control in Footwear Industry
- Director in Relaxo Rubber Private Limited & Marvel Polymers Private Limited
- Science Graduate

Deval Ganguly, Whole Time Director

- Over 36 years of experience in areas of manufacturing, project and plant management in various reputed organisations
- Joined Company in 2011 as President, Manufacturing and was elevated to Board w.e.f 5.11.2012. He is B.Tech from IIT Kanpur

Kuruvila Kuriakose, Independent Director

- Over 32 years of experience in area of Finance in Footwear Industry
- B.Sc (Special) in Maths from Kerala University and member of the Institute of Chartered Accountants of India

Deepa Verma, Independent Director

- Over 29 years of experience in academic administration.
- Associated with University of Petroleum & Energy Studies since inception and has held various positions such as Director (NCR) region, VP (Academic Affairs) & presently in charge of Institutional Affairs & HR
- B.Sc, LL.B, M.A (Psychology), Diploma in Educational Guidance & Counselling

Management Team

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

MBA having over 15 years of experience in Sales & Marketing.

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

MBA having over 16 years of experience in Finance, HR & IT

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

MBA having over 13 years of experience in Retail Business.

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

MBA having over 19 years of experience in HR & Admin

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

Graduate having over 29 years of experience in Sales & Marketing

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

FCA having over 26 years of experience in Finance, Taxation, Fund raising and Management

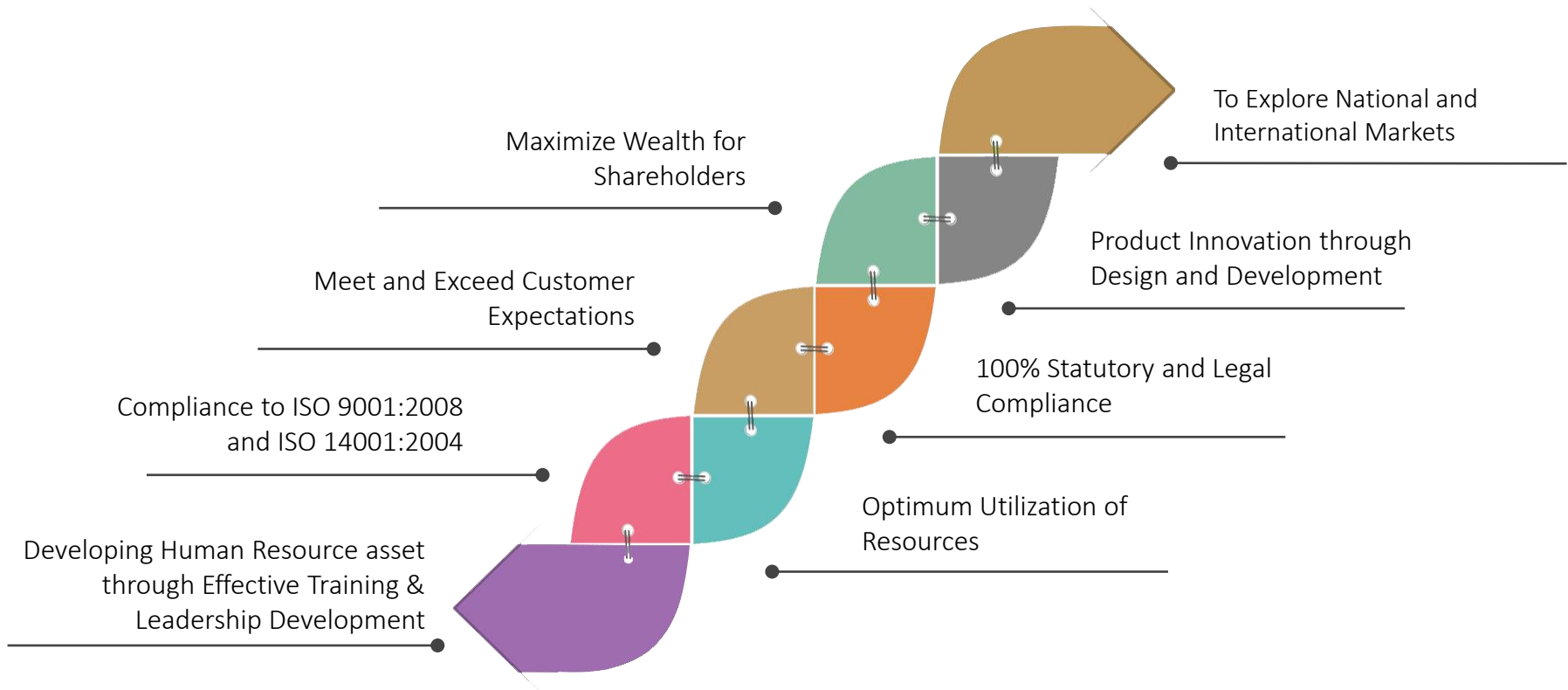
**Mr. HR Sapra,
VP - Materials**

BE having over 44 years of experience in Materials & Procurement

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

Graduate having over 7 years of experience in Manufacturing.

Corporate Objectives



Growth Potential

Huge Industry Potential



Future Ready

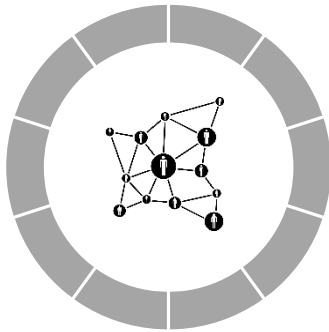
Manufacturing Excellence

- Lean Manufacturing
- Maynard Operation Sequence Technique (MOST)



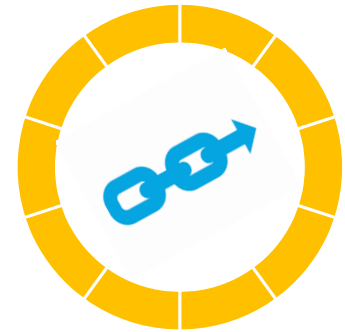
Technology & Innovation

- SAP Compliant & Microsoft Dynamics Navision
- Product Development & Design Innovation
- End to End Product Tracking
- Real-time customer experience feedback



Supply Chain

- Forward looking supply & capacity planning
- Optimum Inventory management



Sales & Distribution

- Channel Management Initiatives
- Strengthened CDCs & RDCs operations
- Modern Trade and E-Commerce Platform

Cost Optimization

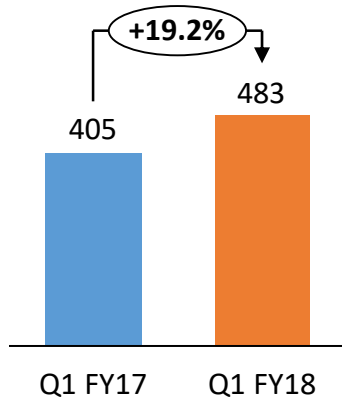
- Optimizing manpower utilisation, material cost & energy Consumption
- Rationalization of expenses

Financial Performance

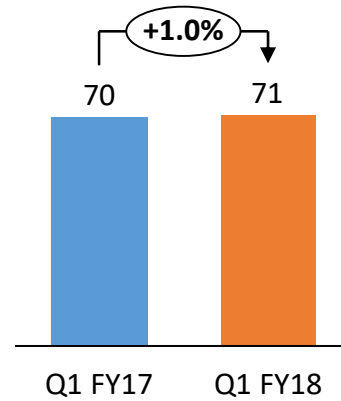
Q1 FY18 : Performance Highlights

Rs. in Crores

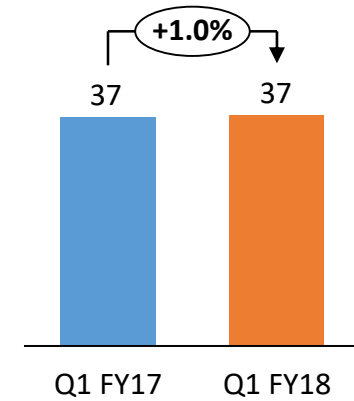
Revenue



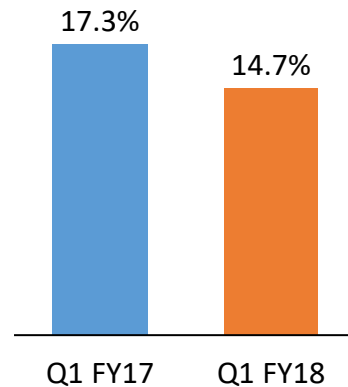
EBITDA



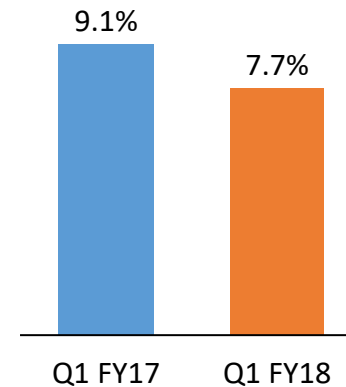
PAT



EBITDA (%)



PAT (%)

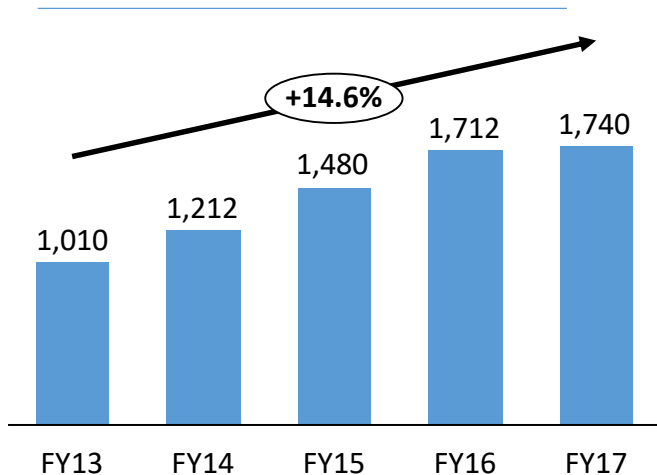


The Financial Results for Q1 FY18 have been prepared in accordance with the Indian Accounting Standards (Ind AS)

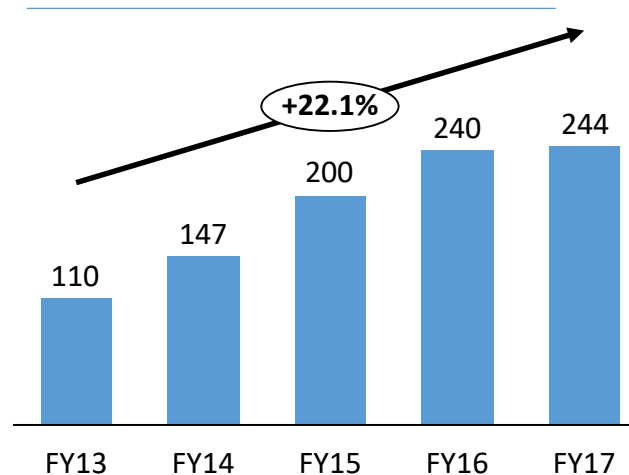
Annual Performance Highlights

Rs. in Crores

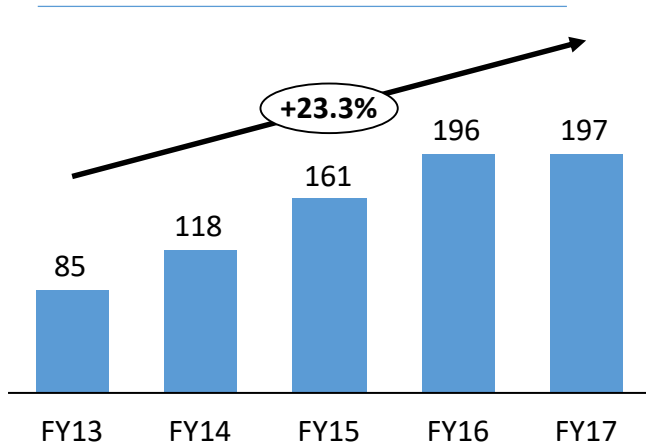
Revenue



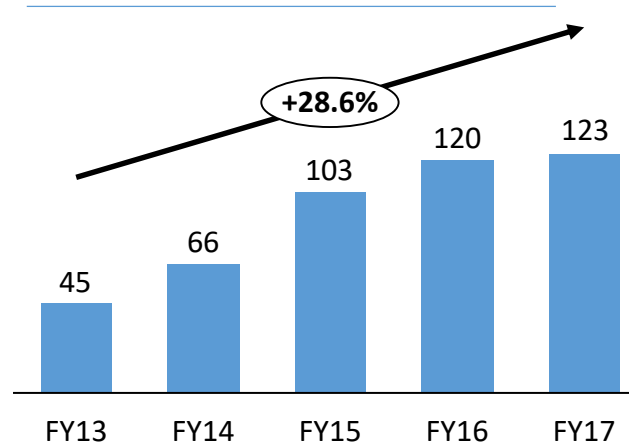
EBITDA



EBIT

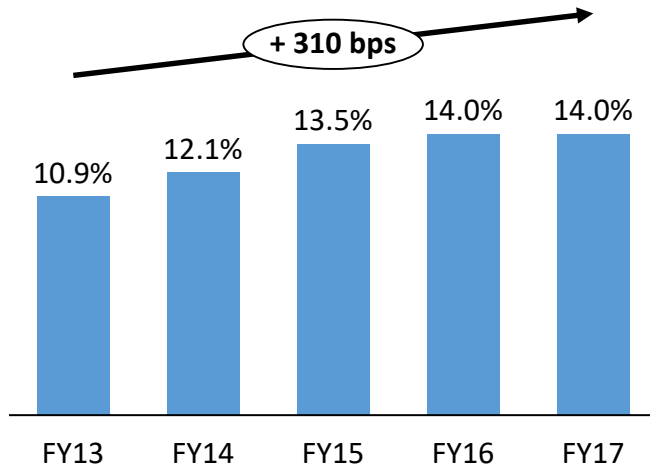


PAT

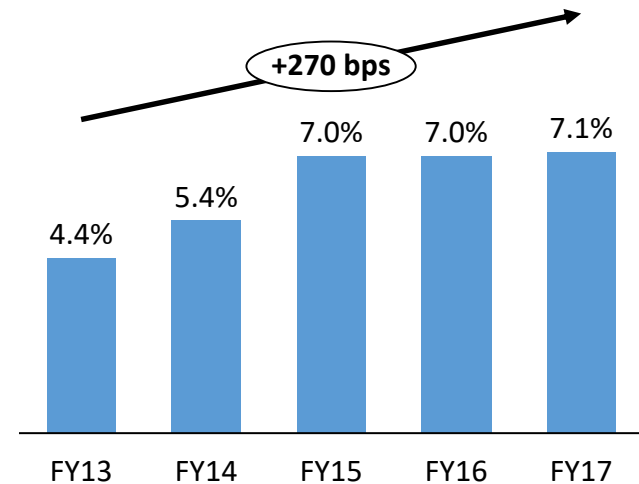


Operational Efficiencies

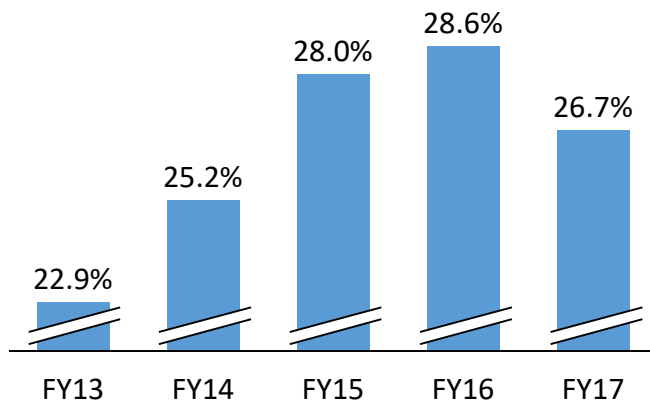
EBITDA (%)



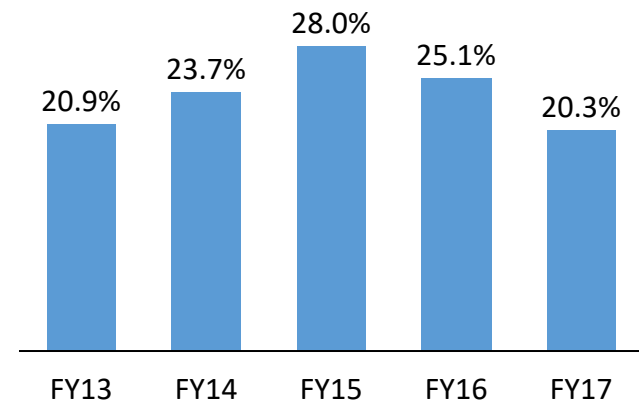
PAT (%)



RoCE (%)

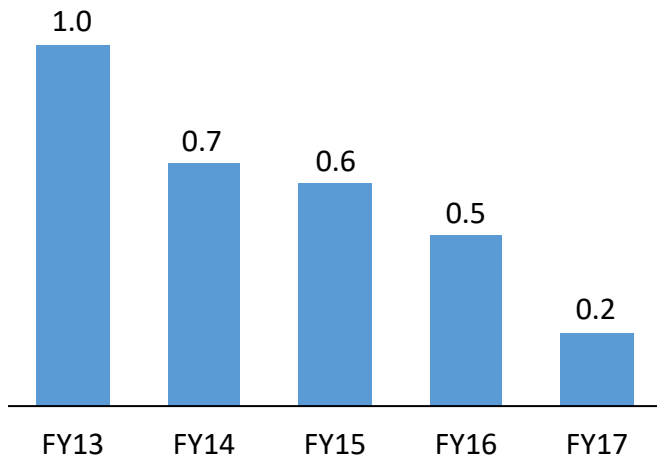


RoE (%)

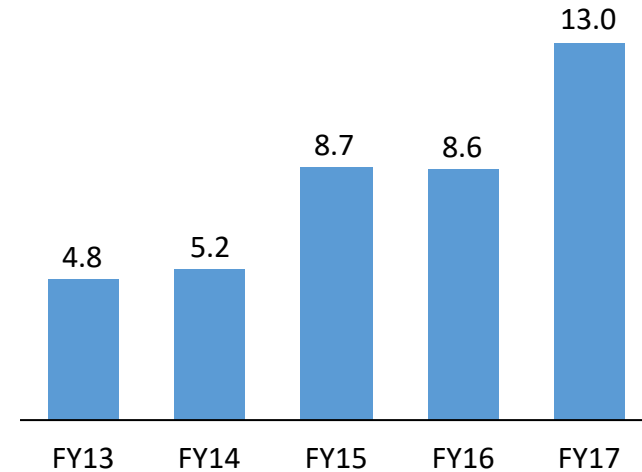


Debt Ratings & Profile

Net Debt/Equity (x)



Interest Coverage Ratio (x)



Credit Ratings

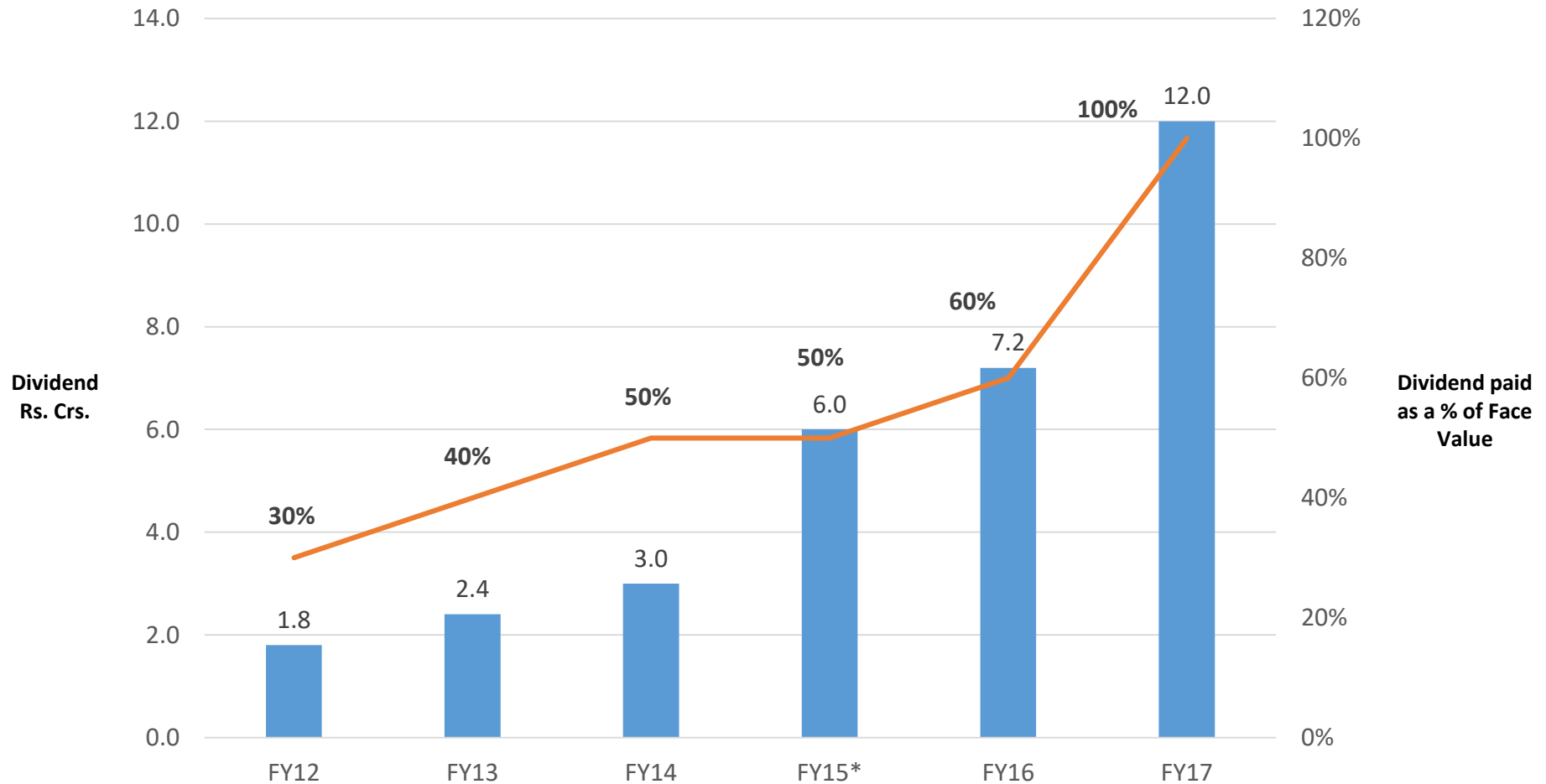
Agency	Instruments	Ratings	Comments
ICRA	Short Term Funds	A1+	Indicates very strong degree of safety for short term debt instruments Instruments rated in this category carry the lowest credit risk
ICRA	Long Term Funds	A+ with positive outlook	Indicates adequate degree of safety for long term debt instruments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

P&L Statement

Particulars (Rs. Crs)	Q1 FY18	Q1 FY17	Y-o-Y
Net Revenue from Operations	483	405	19%
Total Raw Material	221	167	
Manufacturing Expense	58	49	
Employee Expenses	48	46	
Selling & Distribution Expense	44	35	
Other Expenses	40	37	
EBITDA	71	70	1%
EBITDA %	14.7%	17.3%	
Other Income	1	3	
Depreciation	13	13	
EBIT	58	60	
EBIT (%)	12.1%	14.9%	
Finance Cost	2	5	
Profit before Tax	56	56	
Tax	19	19	
Profit after Tax	37	37	1%
PAT %	7.7%	9.1%	
EPS	3.11	3.08	

The Financial Results for Q1 FY18 have been prepared in accordance with the Indian Accounting Standards (Ind AS)

Consistent Dividend Paying



* Post Bonus

For further information, please contact:

Company :

Investor Relations Advisors :

Relaxo Footwears Limited
CIN: L74899DL1984PLC019097

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Mr. Vikas Tak
vikastak@relaxofootwear.com

Ms. Payal Dave / Mr. Deven Dhruva
payal.dave@sgapl.net / deven.dhruva@sgapl.net

www.relaxofootwear.com

www.sgapl.net

RELAXO