

February 3, 2022

The Secretary  
BSE Ltd.  
P J Towers, Rotunda Bldg.,  
Dalal Street, Fort  
Mumbai – 400 001

**Scrip Code: 500414**

**Sub: Intimation under Regulation 30(6) of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 - Investor Presentation for Q3 of FY 2021-22**

Dear Sir,

Please find enclosed the Investor Presentation covering the performance highlights of the Company for Q3 of FY 2021-22

We have also uploaded the presentation on the Website of the Company at [www.timexindia.com](http://www.timexindia.com)

You are requested to take the above on your records.

Thanking You,  
For **TIMEX GROUP INDIA LIMITED**



**Dhiraj Kumar Maggo**  
**Vice President-Legal, HR & Company Secretary**

# TIMEX GROUP

Timex Group India Limited

Investor Presentation Q3 FY2021-22

03 February 2022



TIMEX

JUDITH LEIBER

## Disclaimer

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This presentation may contain certain forward looking statements concerning Timex's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements.

The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to implement strategy and manage growth, competition (both domestic and international), market demand for products, successful operation of our sales channels, price of our raw materials, economic growth in India and the target countries for exports, ability to attract and retain highly skilled professionals, time and cost over runs, our ability to manage our operations, government policies and actions with respect to investments, fiscal deficits, regulations, etc., inflation, foreign exchange rates, interest and other fiscal costs generally prevailing in the economy.

Past performance may not be indicative of future performance. We do not undertake to publicly update our forward-looking statements to reflect subsequent events or circumstances. Timex will not be responsible in any way for any action taken based on such statements.

This presentation is not intended, and does not, constitute or form part of any offer, invitation or the solicitation of an offer to purchase, otherwise acquire, subscribe for, sell or otherwise dispose of, any securities in Timex or any of its group companies or any other invitation or inducement to engage in investment activities, neither shall this presentation nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. The numbers & the contents in this presentation are purely indicative and subject to change.

### **IMPROVEMENT IN PERFORMANCE DRIVEN BY POSITIVE CONSUMER SENTIMENT DURING THE FESTIVE SEASON**

- E-Commerce channel continued to lead the growth on account of attractive consumer events.
- Offline retailers across channels also reported improvement in sales and footfalls with the approach of Diwali.
- Good recovery was recorded in most markets across the country, with Tier 2/3 performing better than metro cities.
- New product introductions were accepted well.
- Supply chain challenges continued with high lead times, material shortages, rising commodities prices and logistical constraints.

# Highlights

Q3 FY2021-22



# Announcement: TGIL gets Gc & Guess Manufacturing and Distribution Rights

BusinessToday.In



## Timex Group gets manufacturing, distribution rights for Guess & Gc watches

The deal is a significant win for Timex given Guess and Gc market share, reach and brand recognition in the fashion watch segment, Timex Group India said.

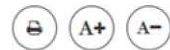


ET BRANDEQUITY.com  
From The Economic Times

## Timex gets manufacturing, distribution rights for Guess & Gc branded watches in India

*This partnership will allow Timex Group India to expand its business through the distribution of style-driven product assortments to its fashion-focused customer base...*

PTI • January 12, 2022, 16:20 IST



## In the media: Timex x Judith Leiber Collab

A Shining Moment of Fashion, Function and Fine Art



Timex and Judith Leiber come together to introduce two limited-edition watch designs, the T80 digital and Q analog.

From jewel-encrusted surfaces to its all-polished stainless construction, this Timex is guaranteed to captivate, even when no one's curious about the time - the mark of a truly stunning watch.

**With more than 900 Swarovski® crystals hand-applied across the case, dial and bracelet, this vibrant and colorful collaboration brings sparkle from the runway to the wrist.**

With the bold, artful and fashion-forward touch of Judith Leiber, the styles will be **limited to 200 units each.**



# In the media: Timex x Judith Leiber Collab

Great reviews from the press and outstanding support from socialites like Kris Jenner, Khloe Kardashian, Nicky Hilton and Dee Hilfiger



“ Timex was wise to capitalize not only on Leiber’s resurgence in popularity but also growing interest in luxury watches for women.. **HIGHNOBIETY**

**874**  
**PLACEMENTS**  
(Includes press release syndication)



**2.7B**  
**GLOBAL MEDIA IMPRESSIONS**

“ Judith Leiber Couture signs licensing deal with Timex watches

**FASHIONUNITED**

**10K+**  
**ENGAGEMENT**  
(On the Instagram page of Timex)



“ This is such a fabulous collab between Judith Leiber and Timex. I am so excited about this!  
**@krisjenner**

“ Timex Climbs into \$1,000+ watch market with Judith Leiber license

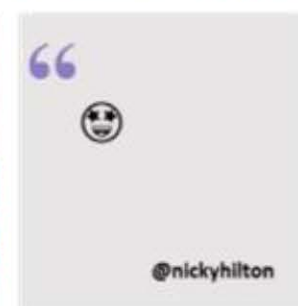
**WATCHPRO**



“ ...the limited edition Timex x Judith Leiber Q Timex and Timex x Judith Leiber T80 offer a sparkling and playfully loud charisma all their own.  
**A BLOG TO WATCH**

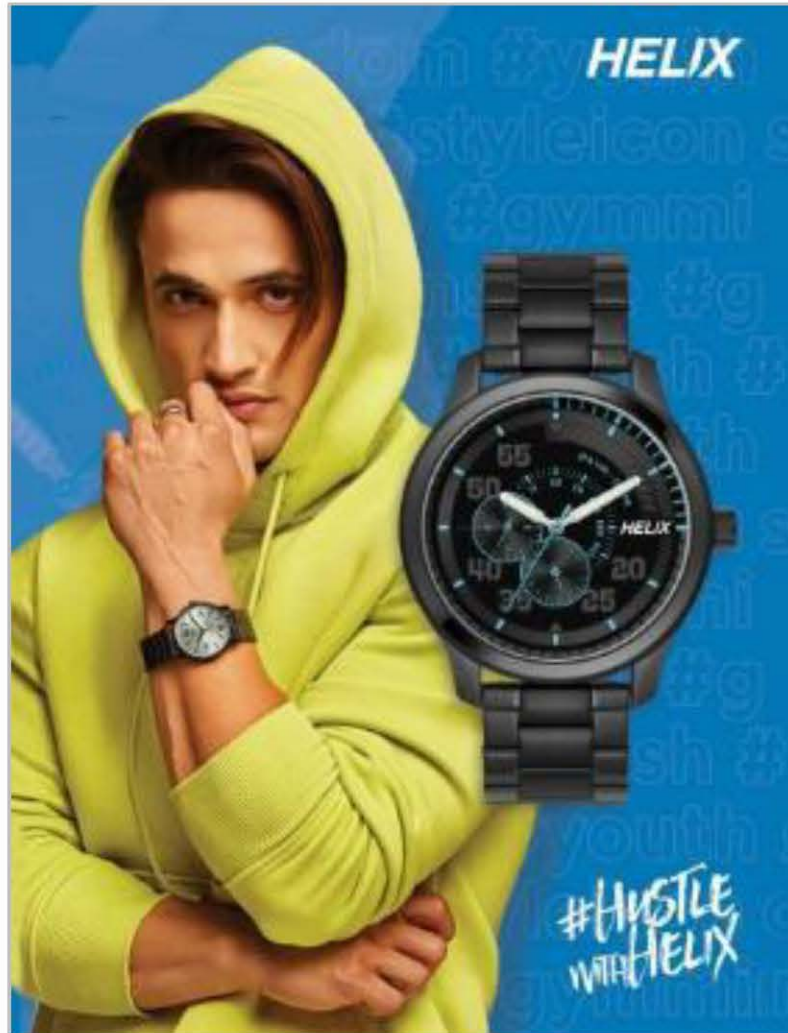


“ Judith Leiber Ices Out Iconic Timex Watches In Rainbow Swarovski Crystals  
**HYPEBEAST**



**@nickyhilton**

## In the media: Hustle with Helix Campaign with Asim Riaz



### Asim Riaz On The Menswear Trend He Can't Get Enough Of And More Of His Style Tips

DAVE PEREIRA

LAST UPDATED OCTOBER 18 2021 04:37 PM



Asim Riaz chatted with NDTV Swirlster about who his male fashion inspirations are and the fashion accessories he doesn't leave home without

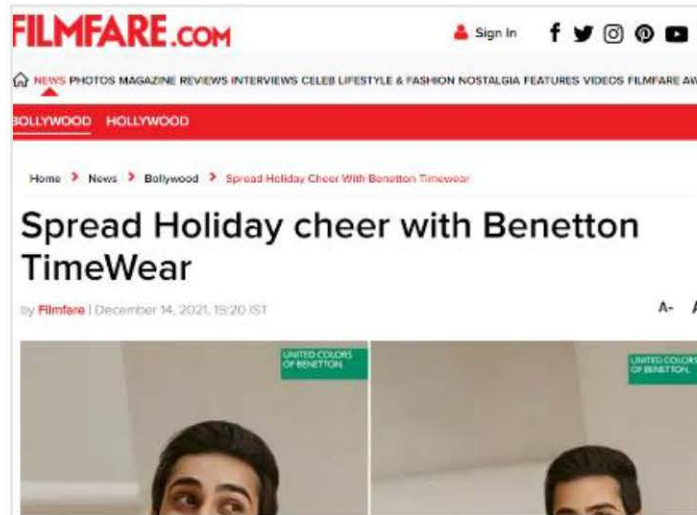
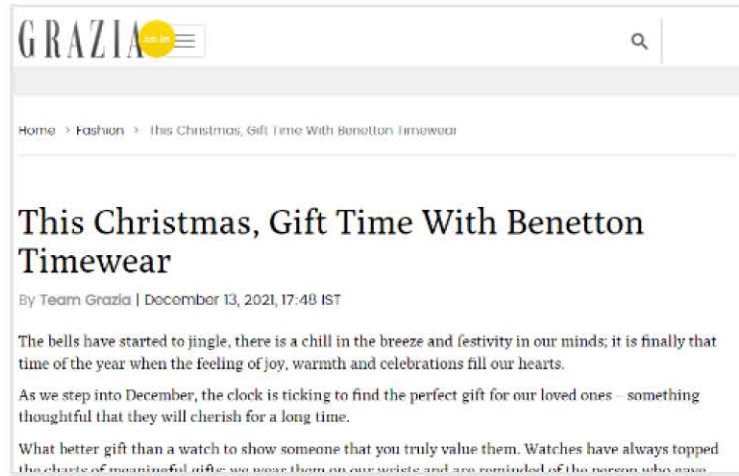


Asim Riaz speaks to NDTV Swirlster (Image Credit: Asim Riaz)

There's nobody who hasn't heard of Asim Riaz and especially if you're a Bigg Boss fan, you'll know that he's a total star. The brother of Umar Riaz, who is currently part of Bigg Boss 7.5, found fame when he was part of Bigg Boss 1.3. Since then, Asim has grown as an influencer, fitness star and even a fashion icon in his own right. As the new face of Helix by Timex, Asim chatted with



# In the media: United Colors of Benetton Timewear



## New Launches: Timex Fria Women's Collection



Crescent moon studded dial

Asymmetric jewelry design

Crystal studded semi-bangle

Square Crystals on case at lugs

Jewel tone colour combinations

## New Launches: Timex Automatic

### Sapphire Nano

Coated Domed Crystal

### 21 Jewel

Automatic

### 40 Hour

Power Reserve

### Skeletal Design

Dial



### 44mm

Case | 22mm strap

### Stainless

Steel Body

### Exhibition

Case Back

### Italian

Leather Strap

Built in India

New Launches: Helix MetalFIT 2.0 Smartwatch  
New Launches: Helix MetalFIT 2.0 Smartwatch

**HELIX**  
TIMEX

# METALFIT 2.0

WITH BLUETOOTH CALLING



Bluetooth  
Calling



Heart Rate  
Monitor



Temperature  
Sensor



SP02  
Monitor



# Financial Performance

Q3 FY2021-22

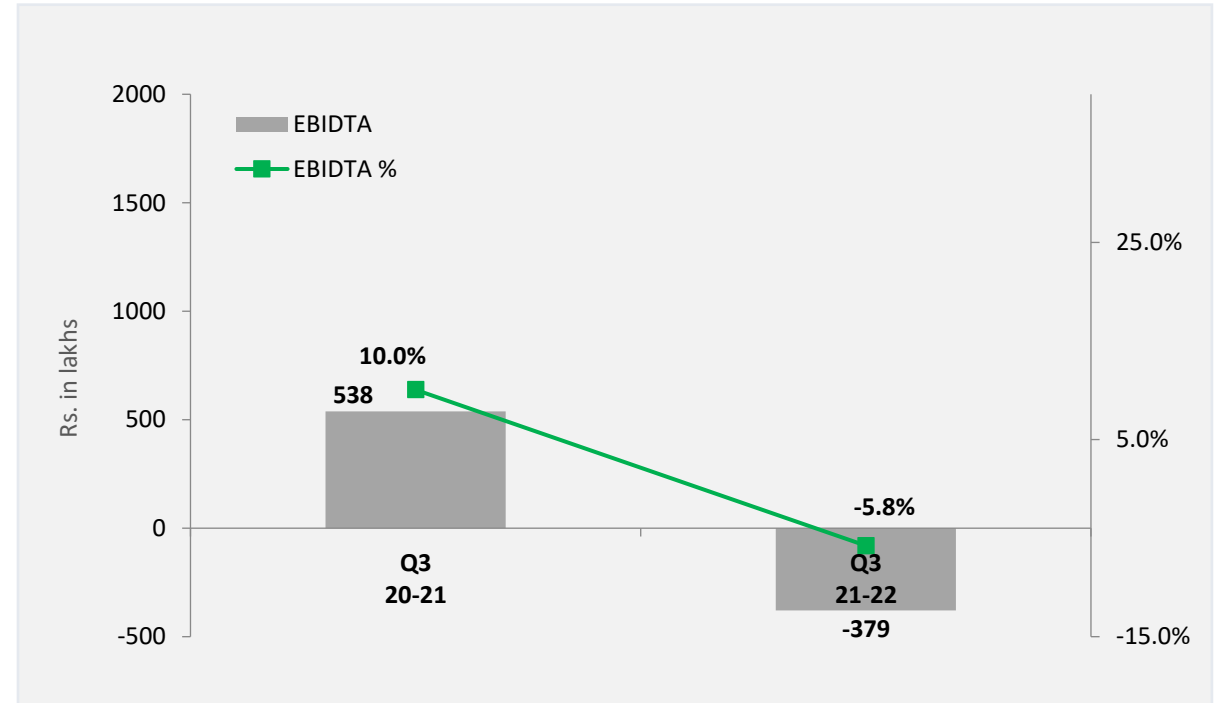
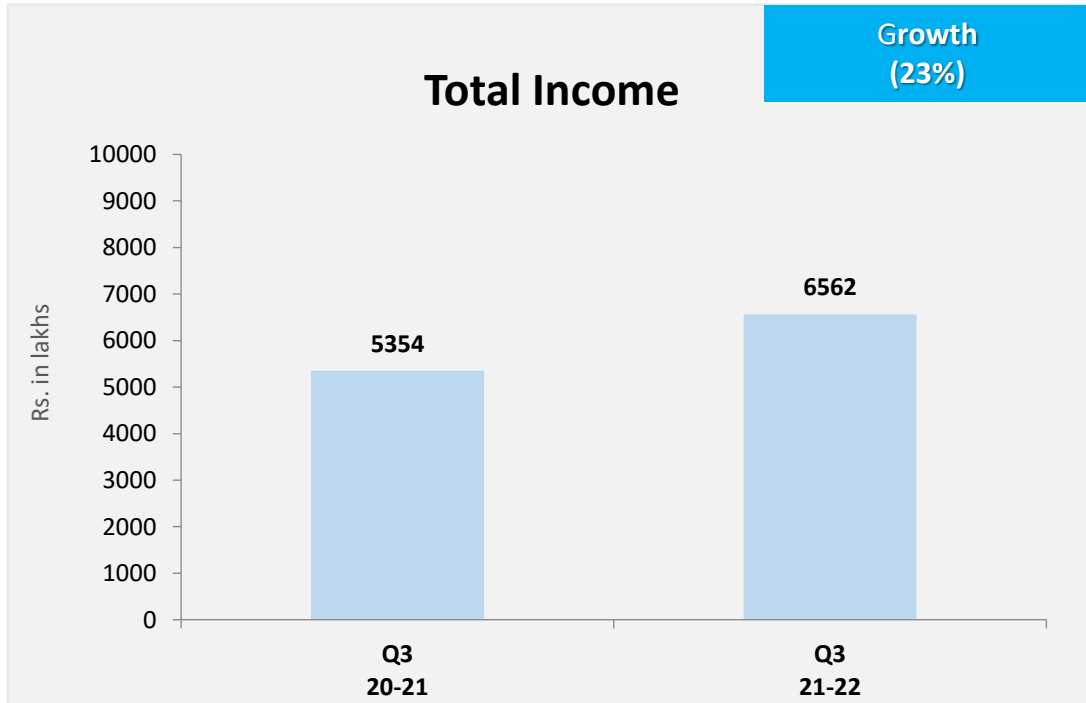


### **Improvement in revenue over last year**

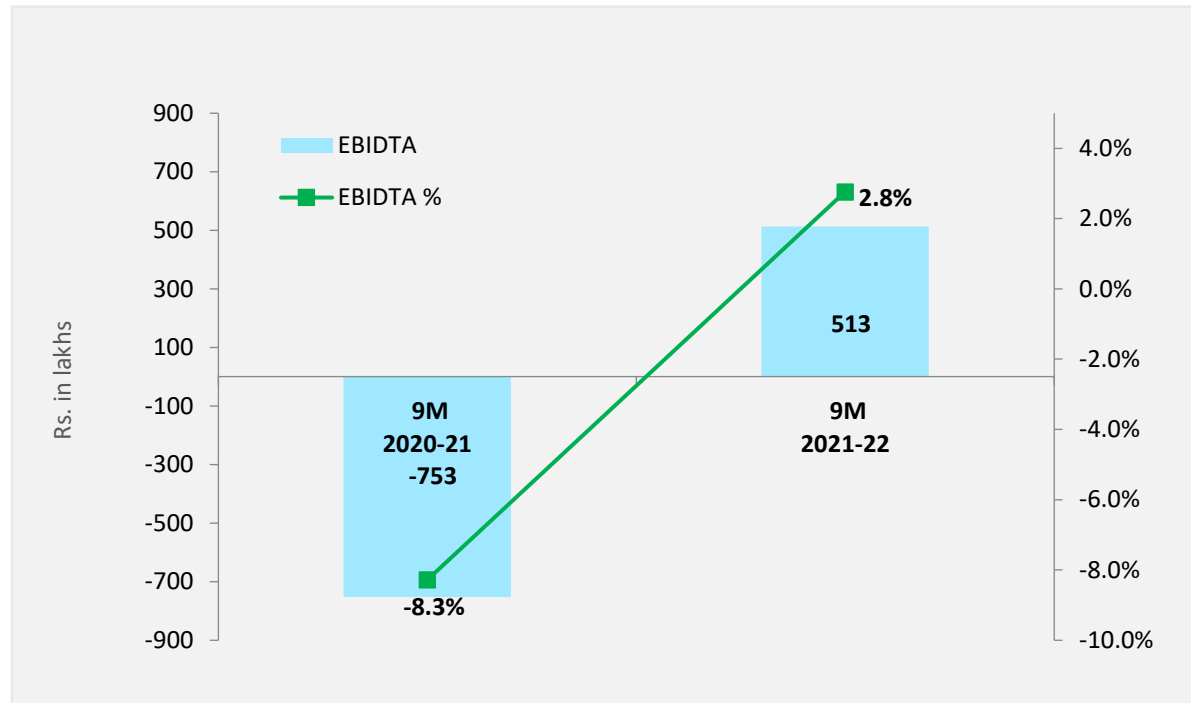
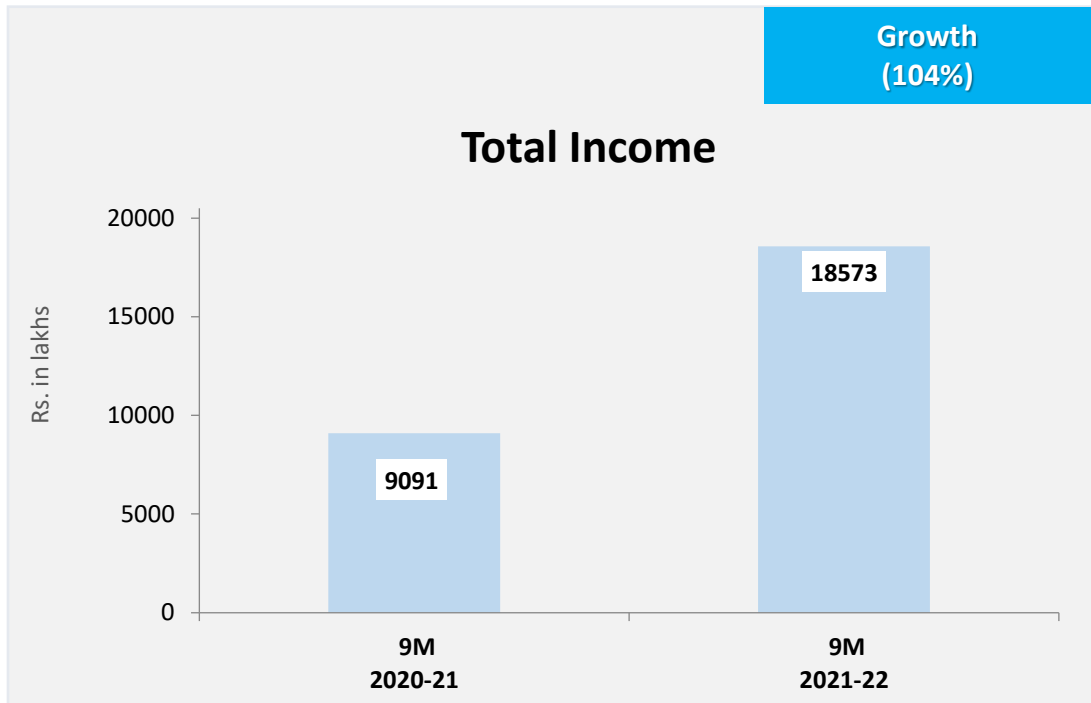
- Revenue has grown by 23% during the quarter compared to corresponding period last year. During the nine-months ended 31<sup>st</sup> December 2021 revenue has grown by 104% over corresponding period last year.
- EBIDTA is at negative Rs. 379 lacs during the quarter as compared to Rs. 538 lacs during corresponding period last year. EBIDTA for nine-months ended 31<sup>st</sup> December 2021 is at Rs. 513 lacs as compared to negative Rs. 753 lacs during corresponding period last year.
- Profit before tax is at negative Rs. 510 lacs during the quarter as compared to Rs. 400 lacs during last quarter. Profit before tax during the nine-months is at Rs. 97 lacs as compared to negative Rs. 1199 lacs last year.



# TGIL Financial Performance – Quarter ended 31<sup>st</sup> Dec 2021

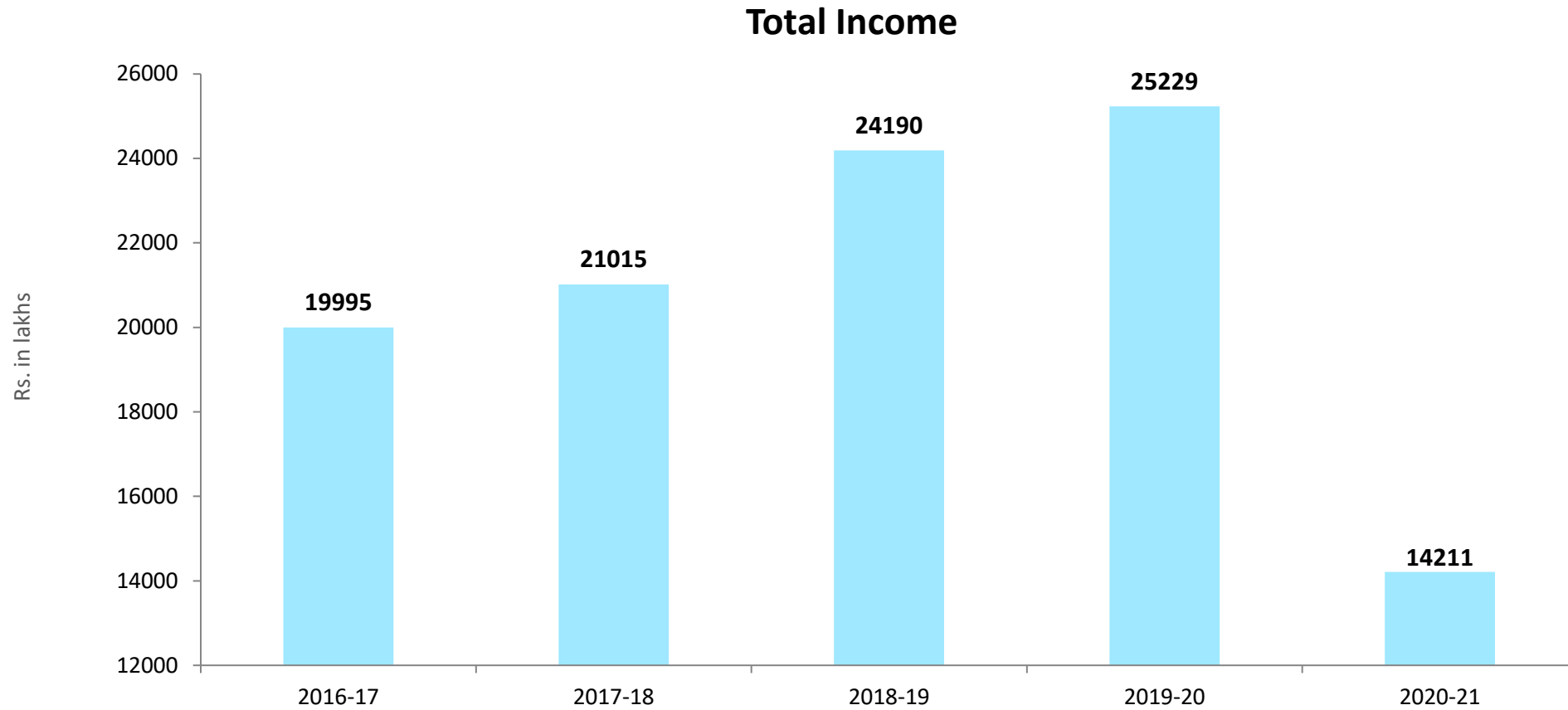


# TGIL Financial Performance – Nine-months ended 31<sup>st</sup> Dec 2021



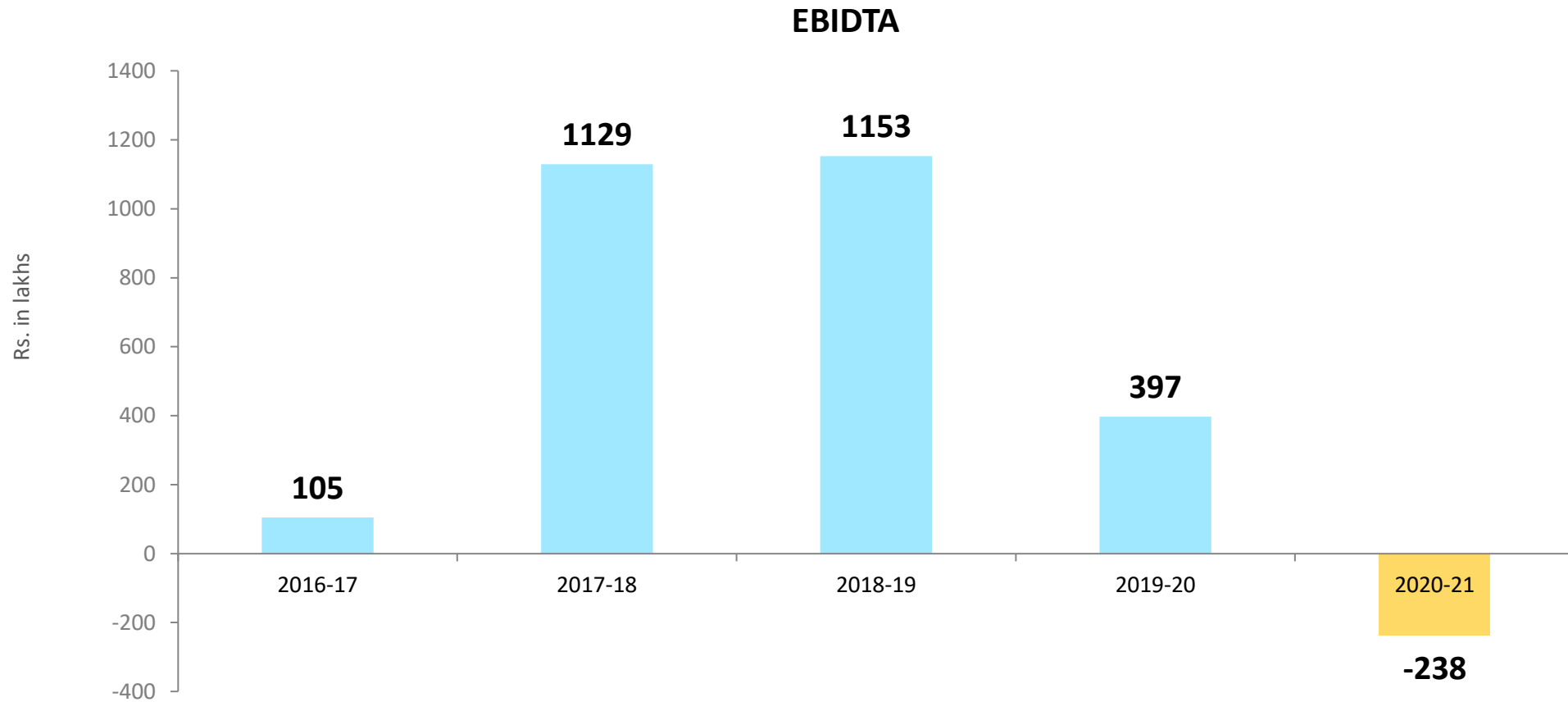
## TGIL Annual Financial Performance: Total Income

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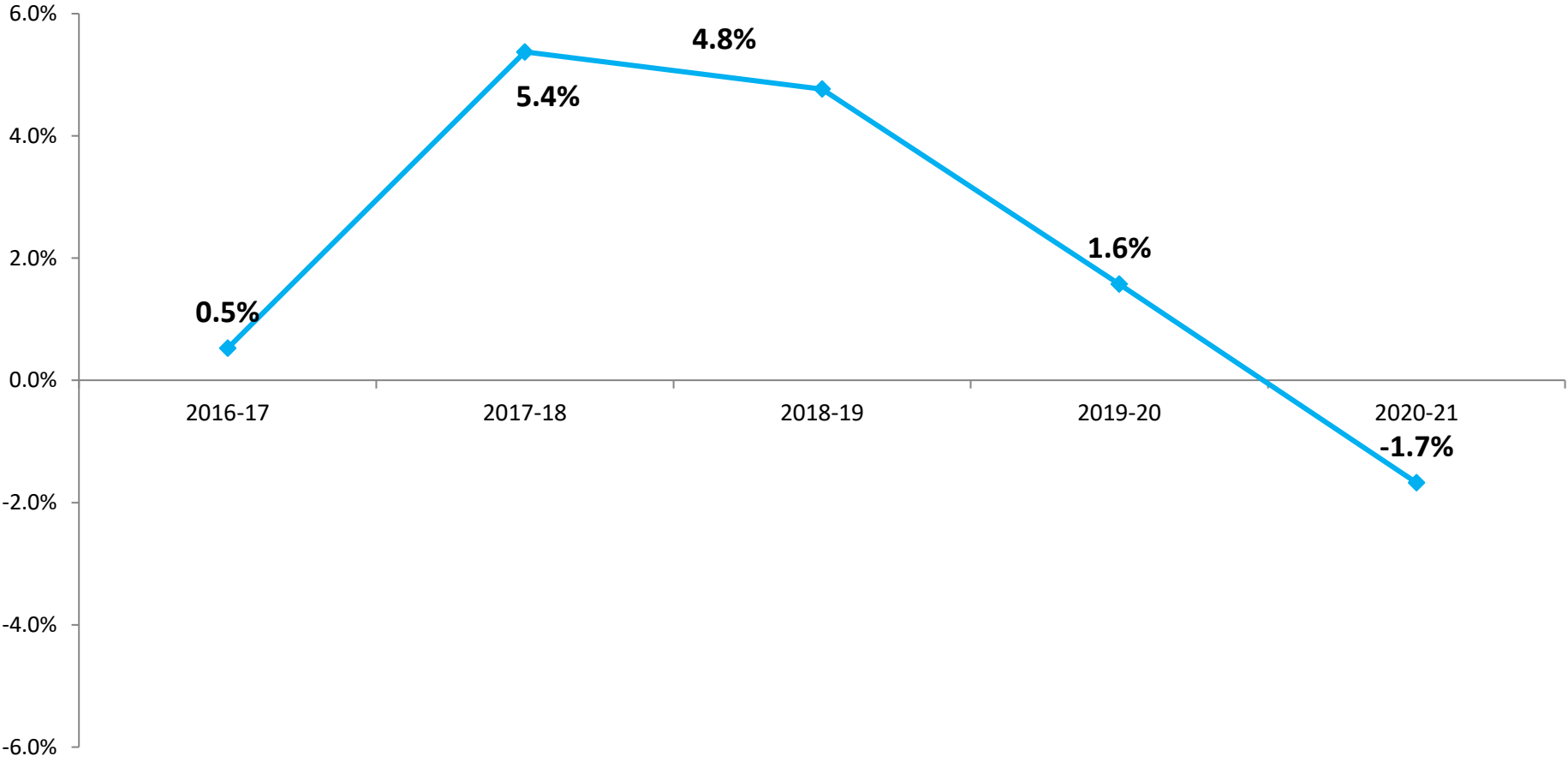
*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Annual Financial Performance: EBIDTA



*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

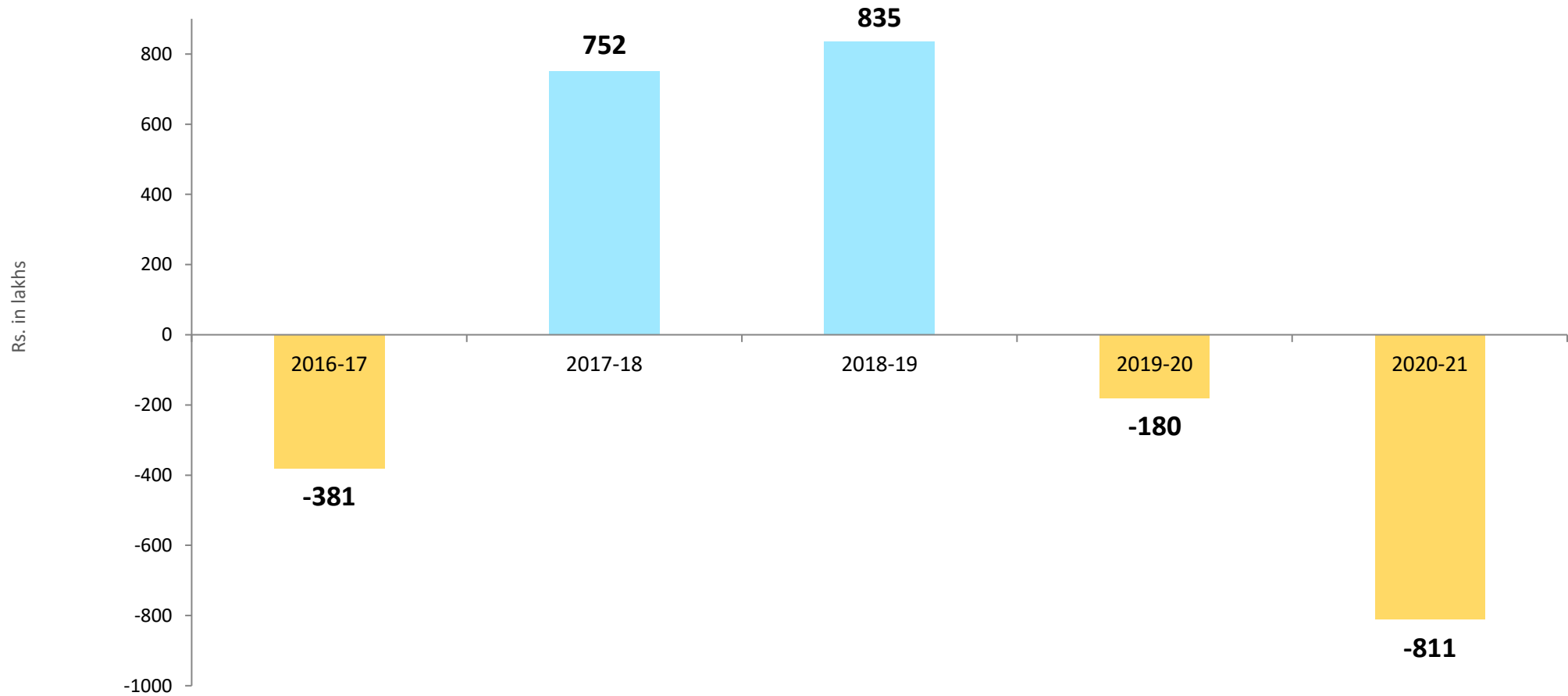
# TGIL Annual Financial Performance: EBIDTA %



*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Annual Financial Performance: PBT

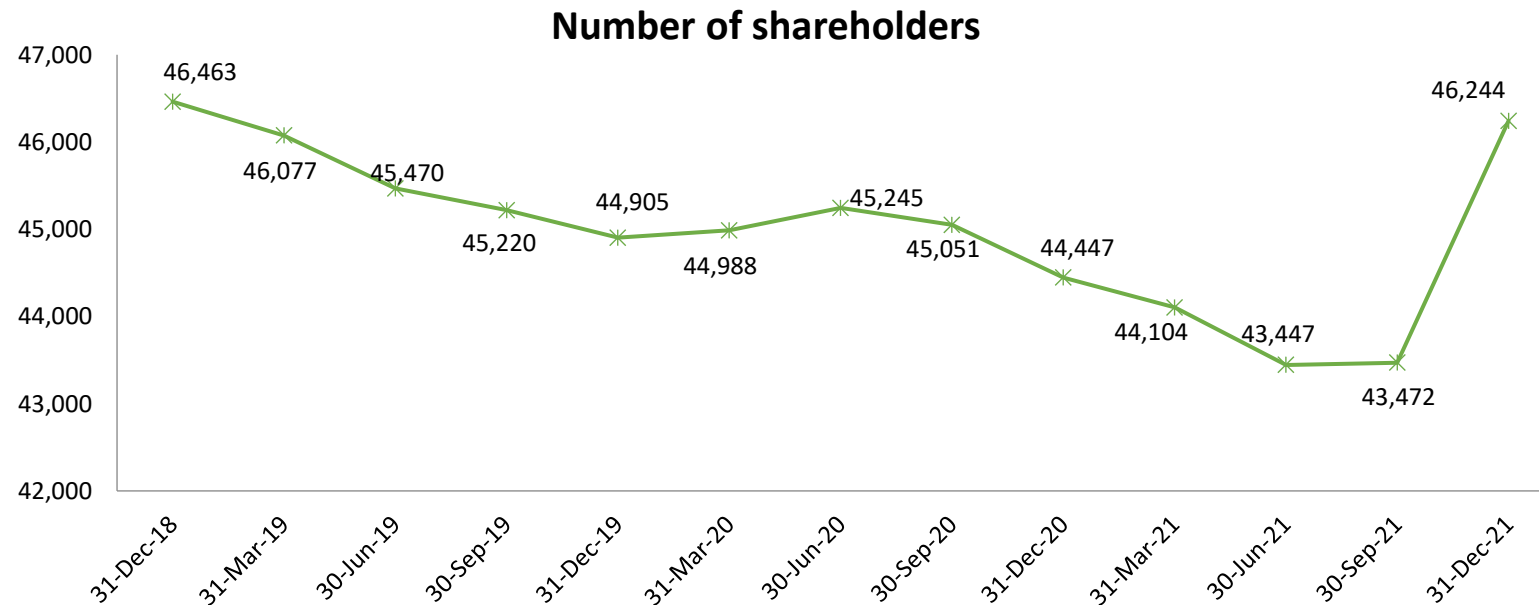
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*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

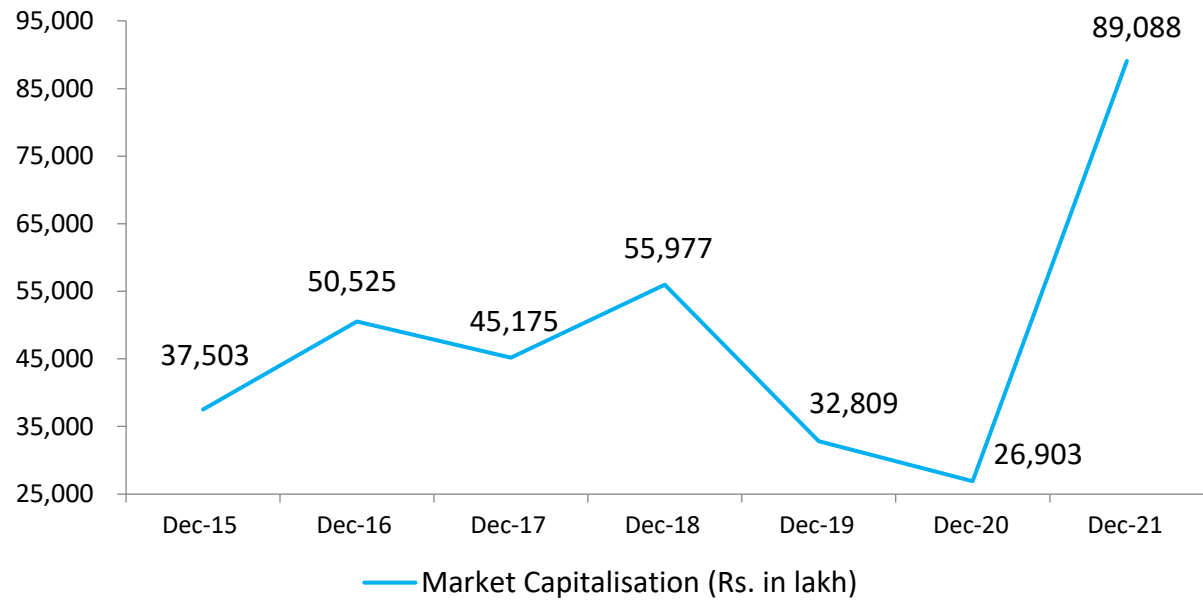
## TGIL Shareholding Pattern

	31-Dec-18	31-Mar-19	30-Jun-19	30-Sep-19	31-Dec-19	31-Mar-20	30-Jun-20	30-Sep-20	31-Dec-20	31-Mar-21	30-Jun-21	30-Sep-21	31-Dec-21
<b>Promoters</b>	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%
<b>Institutional Investors</b>	0.03%	0.03%	0.03%	0.03%	0.04%	0.03%	0.03%	0.03%	0.03%	0.06%	0.03%	0.03%	0.03%
<b>Public &amp; other shareholding</b>	25.04%	25.04%	25.04%	25.04%	25.03%	25.04%	25.04%	25.04%	25.04%	25.01%	25.04%	25.04%	25.04%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Total no. of shareholders</b>	46,463	46,077	45,470	45,220	44,905	44,988	45,245	45,051	44,447	44,104	43,447	43,472	46,244

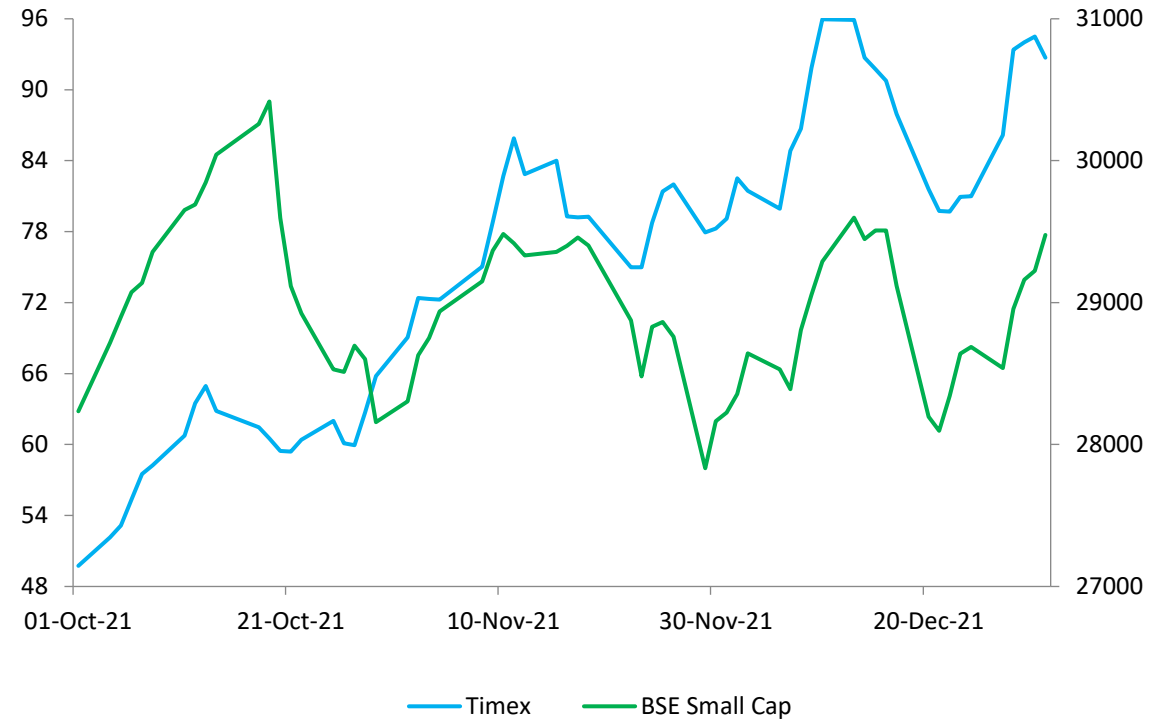


# TGIL Market Capitalization

6 year CAGR: 16%



Timex Share Price vs BSE Small Cap



Note: The market capitalization is based on BSE closing prices at the end of the period





**ABOUT US**

Timex Group is America's Oldest Watchmaker, Established in 1854 in Connecticut, USA

Designs, manufactures and distributes products to consumers around the world



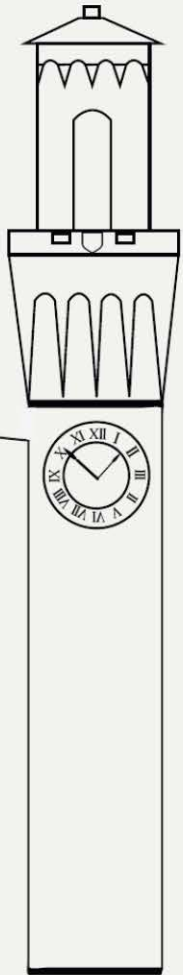
**167**  
YEARS OF EXPERIENCE

**11+**  
GLOBAL BRANDS

**2.7B**  
WATCHES SOLD

**120**  
DISTRIBUTORS

**3,000**  
GLOBAL EMPLOYEES



**Legacy**

**Craftsmanship**

**Design**

**Fairness**



1854



## We Learned the Rules, then We Broke Them

We were rebel watchmakers with a cause. Established in 1854 as the Waterbury Clock Company, we turned a 300-year-old industry upside down. We stamped our gears out of metal, instead of carving them from wood. We made smaller, more accurate movements faster than ever before. In fact, even Detroit's automakers were inspired by our assembly lines when the automobile became a thing.

1901



## From the Pocket to the Wrist

By 1901 our movements fit in your pocket and cost just one dollar, (\$35 in today's dollars). We became the people's watchmaker. They helped the trains run on time and helped settle the Wild West. When timepieces turned from fragile curiosities to durable everyday carries, even Mark Twain brought two.

The move to the wrist just took a little ingenuity and two metal bars welded to the sides of our smallest model.

1960



## Takes a Licking, Keeps on Ticking

By the 1960s, our watches were so inexpensive, handsome and durable, every third watch sold in America was a Timex. Our televised torture tests, proved our mechanical superiority, of our Timex Marlin™, still a favorite after a half-century.

## Made for Badass Women

In the first half of the 20th Century, a Timex became a symbol of an independent women. In a man's watch world, we liberated the market with thoughtful designs and small movements that didn't sacrifice our legendary durability.

The women who wore them, and the generations of women watchmakers who created them, made Timex the most popular watch in the world.

1967



## The World's Most Popular Watch

If the waterbury watch is our soul, The Timex Easy Reader™ in our Heart. Beautiful in its simplicity, the timeless, utilitarian design quickly became ubiquitous with Timex. Since 1977, we've made more than 100 million. If your father had a Timex, it was probably a Timex Easy Reader™. The influence of the Easy Reader's minimalist beauty can be seen across nearly every Timex today.

## Precision Quartz Timekeeping

As the world entered the space age, our wound brass springs were replaced by counting the vibrations of a quartz crystal. These tiny electric movements meant you never had to wind your watch again, and our designers were no longer bound to the shape and size of a mechanical movement. The Q Timex series reshaped watches for a new generation.



## Let's Get Digital

There were many inside Timex who thought digital would be our end. What they didn't count on was the spirit of a watch maker who'd changed the world again and again with a deep spirit of innovation.

In 1984, we introduced the world's first sports watch that today crosses nearly every finish line in the world. Athletes are so attached to their reliable Timex Ironman, they often wear it on one wrist with a GPS smartwatch on the other.

## Another Bright Idea

Remember that little dim light bulb on the side of a watch dial? We knew there was a better way, and we changed the way the world told time in the dark with a patented technology called electroluminescent. Our Indiglo® backlight made its way beyond watches to car dashboards, appliances, and even lit escape route in 1993 at the World Trade Center.



## Smart Before it was Cool

We introduced the first connected "smart" watch years before most people even owned a mobile phone. The Timex Datalink is one of very few wrist watches officially certified for space flight by NASA. It used a digital eye to read information from your computer screen and built the foundation for today's connected smartwatches.

## You Asked, We Listened

We are proud of our reputation as the people's watchmaker, our innovations and designs start with what you are asking for. Our mission has always been to respond at a price you can afford, like jeweled automatic movements under \$250.



## Designed in Milan

Our Milan-based design director Giorgio Galli is our biggest fan, and knows what makes Timex tick better than anyone else. Every Timex starts with a careful consideration of our legacy and a passion to blaze forward. In 2019, we asked Giorgio to create a watch that brings to life everything Timex stands for — in other words, to create the most "Timex" Timex ever made. He answered with the SI Automatic.

Present



## Watchmaking Back in the USA

Just like our very first mantel clocks, 167 years ago, our American Documents® collection layers American ingenuity and craftsmanship with European precision to create a truly amazing timepiece. This American-made watch is drop forged in US-sourced stainless steel by auto parts manufacturers, and assembled in our Connecticut Headquarters with a high-quality Swiss movement. What started as an impossible idea is now a Timex watch made in America.

# About TGIL

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Timex Group India Limited (TGIL) is a group company of Tanager Group B.V. (formerly known as Timex Group B.V.)

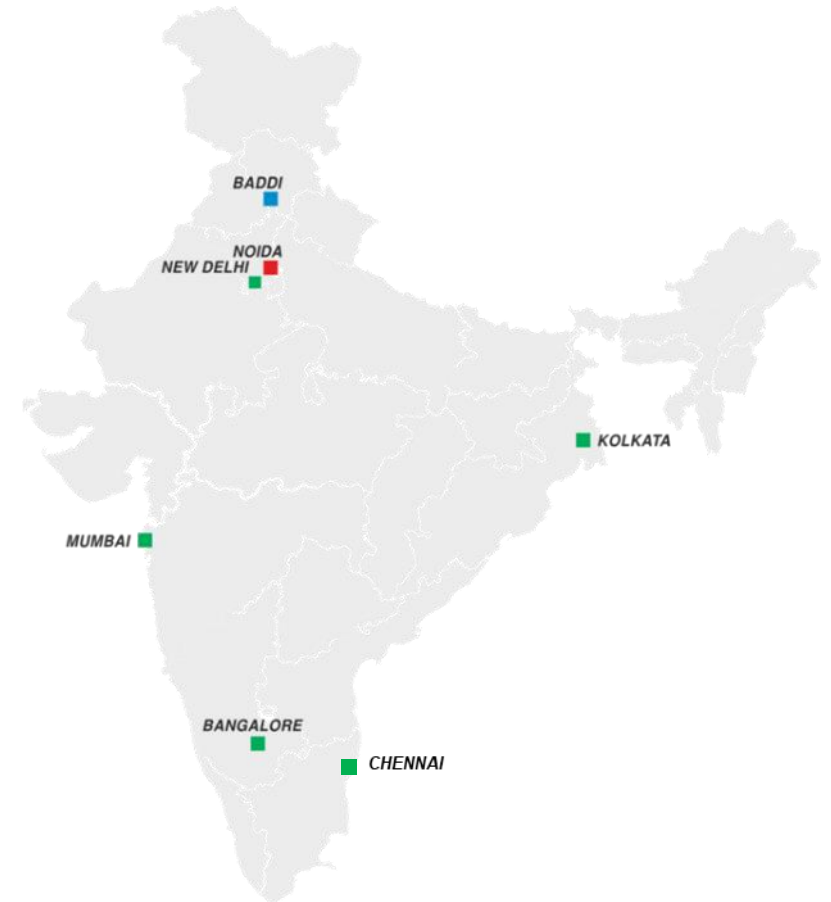
**Having entered India in 1988**, Timex Group India today has one of the most powerful portfolios of brands in the watch industry. With technological innovation and cutting-edge design, we recognize the tremendous opportunity to leverage the reach and appeal of each brand's individual identity, personality, and customer base.

## Locations

Noida [Headquarters], New Delhi [Registered Office]

Baddi, Himachal Pradesh [Factory]

Regional Sales Offices – Noida, Mumbai, Kolkata, Bangalore, Chennai



**1988-1990** Joint venture between Timex Group and Jayna Times Industries Ltd.

**1990-2000** Joint Venture with Titan Company. JV ended in 2000.

**Since 1994** Public Limited Company listed on Bombay Stock Exchange.

**Since 2000** Subsidiary of Timex Group Luxury Watches B.V.

## **David Thomas Payne | Chairman**

Experience: 22+ years

Qualification: B. Sc. (Computer Science) - University of Alabama & a Juris doctorate from Washington & Lee University

## **Sharmila Sahai | Managing Director**

Experience: 30+ years

Qualification: B.A., Post Graduate Diploma in Marketing Management from the Centre of Management & Development

## **Sylvain Tatu | Non-Executive Director**

Experience: 25+ years

Qualification: Mechanical Engineer, Masters in Business Administration

## **Pradeep Mukerjee | Independent Director**

Experience: 30+ years

Qualification: Masters in Personal Management & Industrial Relations from TISS & IR & B. Sc. from IIT

## **Gagan Singh | Independent Director**

Experience: 30+ years

Qualification: Chartered Accountant and Cost Accountant

## **Bijou Kurien | Independent Director**

Experience: 35+ years

Qualification: PGDBM from XLRI & Science Graduate



# Brand Portfolio

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One of the strongest portfolios in the watch industry across consumer segments



TIMEX

Salvatore Ferragamo  
TIMEX GROUP

NAUTICA

FURLA  
SINCE 1927 ITALY

VERSACE  
WATCHES

TED BAKER  
LONDON

MISSONI

TMX

HELIX

UNITED COLORS  
OF BENETTON

GUESS

Gc

adidas

## Powerful Distribution Network

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A strong network of sales touchpoints that enable TGIL to reach consumers across the country

**MULTI  
BRAND**

4869

**LARGE  
FORMAT**

280

**DEFENCE  
CANTEEN**

1347

**TIMEX WORLD  
SHOWROOM**

44

**LUXURY  
RETAIL**

55

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**TATA  
CLIQ | LUXURY**

**amazon**

**Flipkart** 

 **Myntra**

**NYKAA  
FASHION**

**AJIO**

# Supply Chain: We are a True Global Watchmaker with the Owned Capabilities



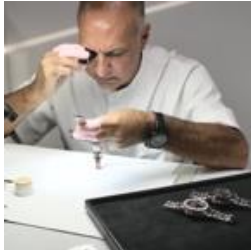
**Middlebury, USA**  
HQ & Watchmaking



**Besancon, France**  
Movement Production



**Pforzheim, Germany**  
Research and Development



**Lugano, Switzerland**  
Watchmaking



**Baddi, India**  
Manufacturing



**Cebu, Philippines**  
Manufacturing



# Baddi Plant: Superior Watchmaking & Supply Chain

**A state of the art SA 8000: 2014 and**

**OHSAS: 18001:2018 certified watch assembly unit**

**in Baddi, Himachal Pradesh, India**

Land Area: 10,000 sq. meters; Built up area: 3,278 sq. meters.

Assembly of watches from piece parts to complete watch. Currently handling over 50 types of watch – movements.

Assembly capacity of 10 k watches per day.

Includes assembly of digital, Analogue, Ana-Digi, Indiglo®. We have also assembled Smart-bands in the Baddi factory.

Assembly operation starts with assembling of fit-up i.e., by mounting dial and hands on the movement.

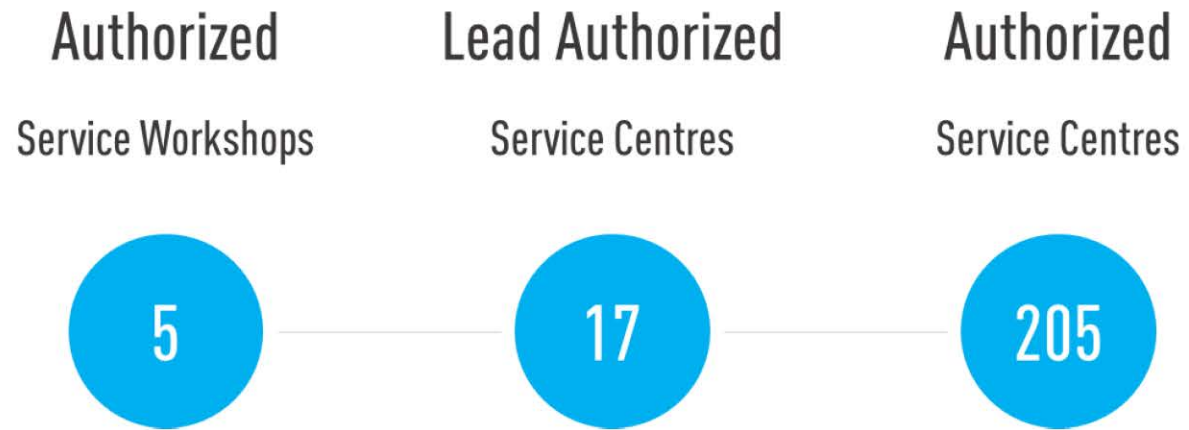
Online and Offline Assembly capability to accommodate both high & low volume movements.



## TGIL After Sales Service

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Over 200 locations supported by a Customer Care Call Centre service



# TIMEXGROUP

