

June 30, 2021

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 Q4 of FY 2021**

Dear Sir,

Please find enclosed an Investor Presentation covering the performance highlights of the Company for Q4 of FY 2021.

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



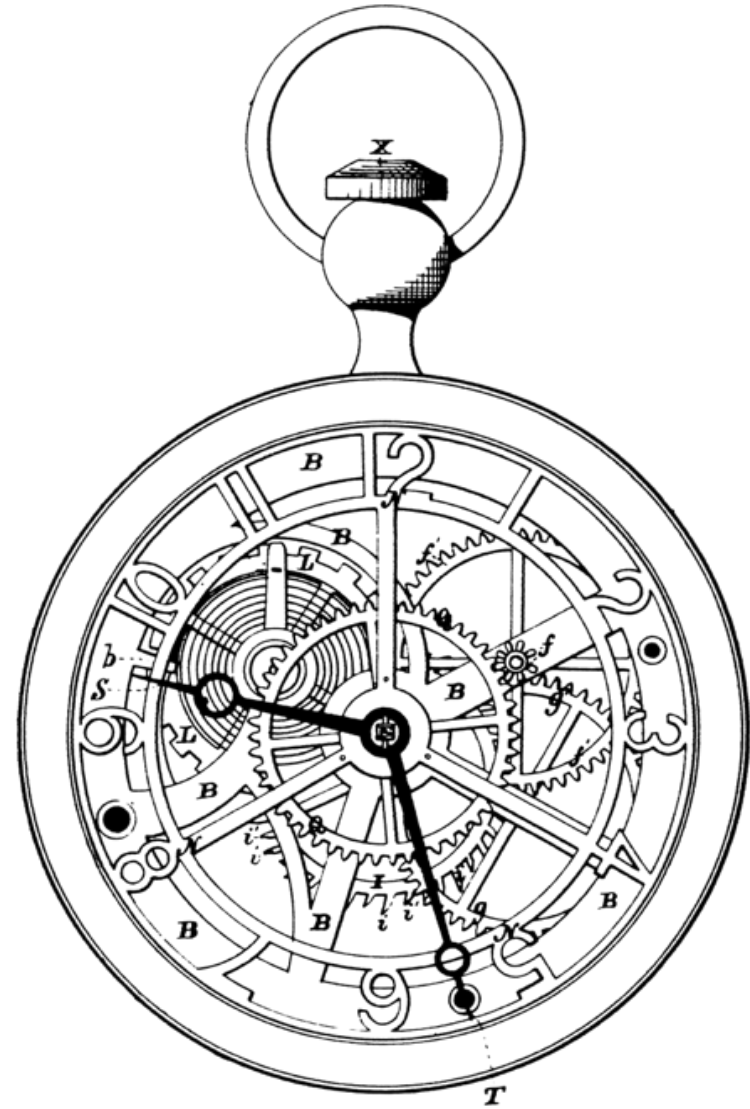
Dhiraj Kumar Maggo  
Vice President – Legal, HR and Company Secretary

# TIMEX GROUP

Timex Group India Limited

Investor Presentation Q4 FY2020-21

30 June 2021



TIMEXGROUP



## 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.

## Business Update

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### **A highly volatile and challenging year with unprecedented situations caused by COVID-19 pandemic.**

FY2020-21 was a highly volatile and challenging year. Covid-19 impacted human lives across socio-economic strata and political borders. Operational challenges arising out of lockdowns and restricted movement disrupted supplies and took an unprecedented toll on business.

The watch industry, being in the non-essential consumer discretionary category and dependent largely on the retail channel, was severely impacted.

Early on, our focus was on health & safety of our people, putting in measures at all TGIL locations to ensure the wellbeing and safety of our team.

Catering to the demand arising out of changed behavior and needs, the Company was quick to realign its plans to the emerging market and consumer scenario. The Company entered new segments and positioned its product launches to meet the changing consumer tastes.

Channel shift to E-Commerce, fast growing tech wearables segment, a new e-retail venture, and OEM verticals have supported the Company during Covid times and continue to be strong sustainable revenue streams for the future.



## **HIGHLIGHTS Q4 FY2020-21**

## Benetton India inks licensing agreement with Timex to launch watches

Timex Group India has joined hands with Benetton, one of the most popular fashion brands in the world, to introduce an exclusive line of watches in the Indian market.

This one-of-a-kind collaboration is part of a licensing deal where Benetton India will be at the forefront of creative inspiration stemming from the brand's DNA of colors and social, while Timex India will spearhead the overall designing, manufacturing and distribution.

The partnership which is exclusive to the Indian market, is a strategic business move for both Benetton and Timex to deepen footprint and reach in the country.



## We Don't Stop Campaign

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This timeless message is even more relevant today

**WE**  
**DON'T**  
**STOP**

**WE DON'T STOP is the shared value or grit and resilience between Timex and our consumers.**

It's about pride and determination. It's authentic and bold. It's real people—diverse in culture, style and action—demonstrating passion as they navigate and shape the world around them.

It speaks to our legendary durability, our obsession with watchmaking, our constant innovation, challenging the status quo and staying true to our self.





## We Don't Stop Campaign

This timeless message is even more relevant today

The world is evolving and shaping around us, and we celebrate stories of grit, resiliency and perseverance. Together we will challenge the status quo and inspire others to keep moving forward.

The We Don't Stop film came to life with popular Indian film industry actor Sidharth Malhotra. His story of personal grit resonates with the brand and the consumers. The campaign which starred various celebrities received widespread social reach.



**SIDHARTH MALHOTRA**

@sidmalhotra

### Timex tells the world to persevere in new brand film

The campaign hopes to provide a platform for all the stories out there that have inspired the company to keep going...

ETBrandEquity · March 31, 2021, 11:50 IST



Timex tells the world to be perseverant in new brand film.

Timex has unveiled its new #SidharthMalhotra becomes the global face for #Timex from India.



### Work That Speaks | Ad Reviews | 30 March to 4 April 2021

April 5, 2021 9:00 AM

Brands that cut through: UNAIDS, Vatika Naturals, MTV India, Fevicol, Gulf Oil, Disney+ Hotstar, Hindware, Timex, HealthOK

Timex | #WeDontStop



...ross the world are part of this Timex effort and the Indian face is #WeDontStop aligns with the brand that has endured decades and the top is outlined in the spot.

## We Don't Stop Campaign

This timeless message is even more relevant today



leanderpaes • Follow

leanderpaes • Our greatest glory is not in never falling, but in rising every time we fall. I believe in never giving up and getting back up each time I fall because I don't stop. This is my #WeDontStop story, what's yours?

Share your #WeDontStop story with @timex & @timex.india today and learn more about the campaign.

#Timex #TimevIndia #WeDontStop

2,695 views

APRIL 11

Add a comment... Post



tonkakkar • Follow

tonkakkar • I always feel Proud Seeing My Brother @tonyakkarr getting so much of love from everywhere He's a SS-MADE MAN! One Man Army 🙌 He is what He is Today one of the success story work and Ofcourse His Humungous Talent. When I look at His Works on YouTube I see 500-600 million and Even more than 1 Billion Views on His Own Music Videos. If it was easy ton kakkar He'd be like 🙌 #WeDontStop

TONY KAKKAR

2,827,393 views

APRIL 20

Add a comment... Post



India

manyasingh993 • When the going gets tough, the tough get going. No matter how difficult the times get, I believe in never giving up and always moving forward. This is my #WeDontStop story, what's yours?

Share your #WeDontStop story with @timex & @timex.india today and learn more about the campaign.

#Timex #TimevIndia #WeDontStop

47,423 views

APRIL 16

Add a comment... Post



tonyakkarr • Follow

tonyakkarr • The journey to success is always tough 🙌 nothing ever came easy for me too, but I never gave up no matter what. This is my #WeDontStop story, what's yours?

Share your #WeDontStop story with @timex & @timex.india today and learn more about the campaign!

#Timex #TimevIndia #WeDontStop

452,071 views

APRIL 20

Add a comment... Post



## Celebrating Love – Valentine’s Day 2021

Kicked off the year with Valentine’s Day launch with SWITCH-IT-UP, a collection of interchangeable strap watches, and moved into the launch of the Timex Q Colour Series, and other popular Timex collections.



### Timex Group India introduces its new 'SWITCH IT UP' collection

By The News Desk February 10, 2021

f t in w p e



MEDIA BRIEF

# TIMEX

SWITCH IT. FLAUNT IT.  
Watches with Interchangeable Straps.



**Timex Group India Ltd** introduced its all new **SWITCH IT UP** collection, featuring 10 attractive watch styles for both men & women. Based on the concept of "two looks from one watch", the range offers high style quotient and versatility through wrist watches with interchangeable straps. Designed for men & women who love precision and subtlety, these watches are guaranteed to never let you go out of style.

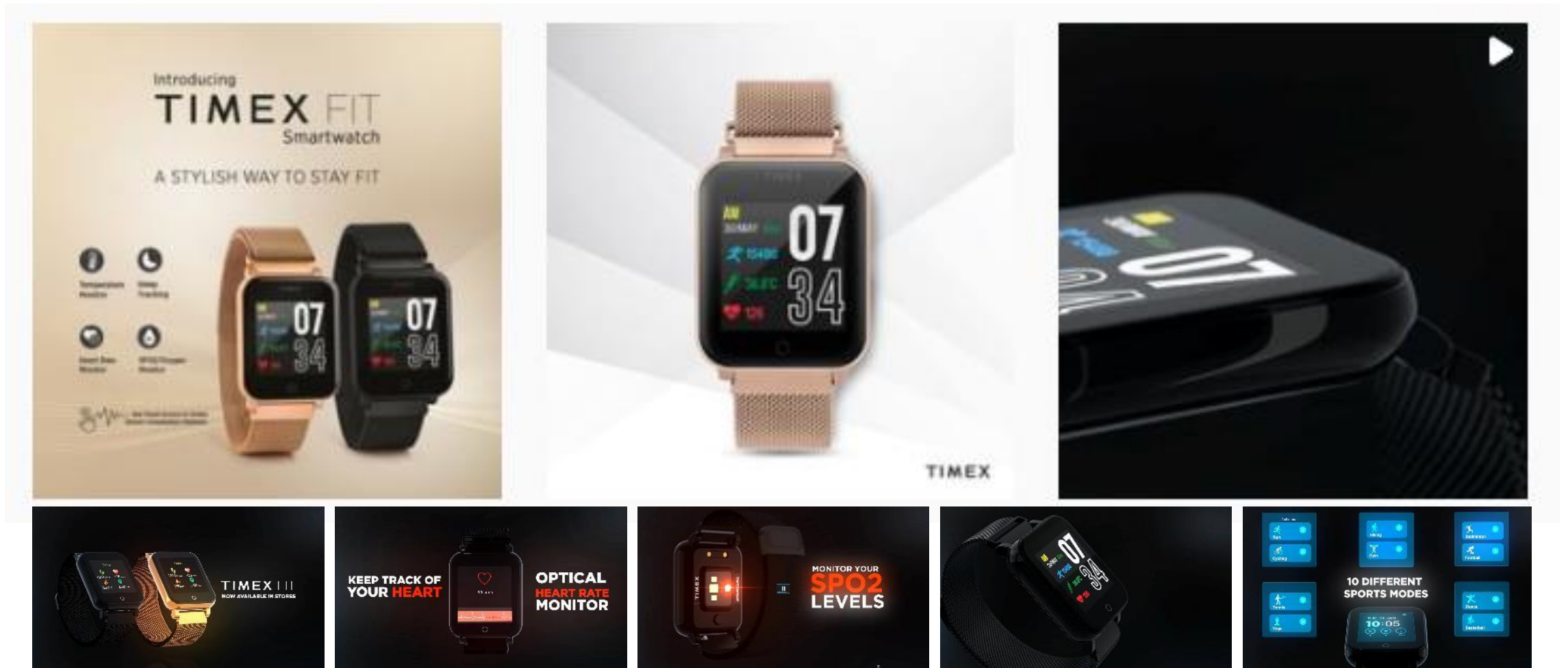




## TIMEX FIT: SpO2 & Temperature Smartwatch Launch

TIGL continued the impetus on smart wearables with the launch of its first SpO2 and Temperature enabled Smartwatch, TIMEX FIT.

Loaded with features and styled to move from the gym to the boardroom to the party floor, the Timex FIT smartwatch creates a unique blend of fashion and function.





## HELIX SMART: First Smartwatch

Catering to changing consumer tastes, TGIL launched a youth smartwatch, HELIX SMART.

Designed for the youth, the Helix SMART collection has sleek stylish body with colorful straps and boasts of multiple features and modes.



## Financial Performance

Q4 FY2020-21



### **Improvement in financial performance during the quarter over last year but performance remains impacted due to the ongoing pandemic.**

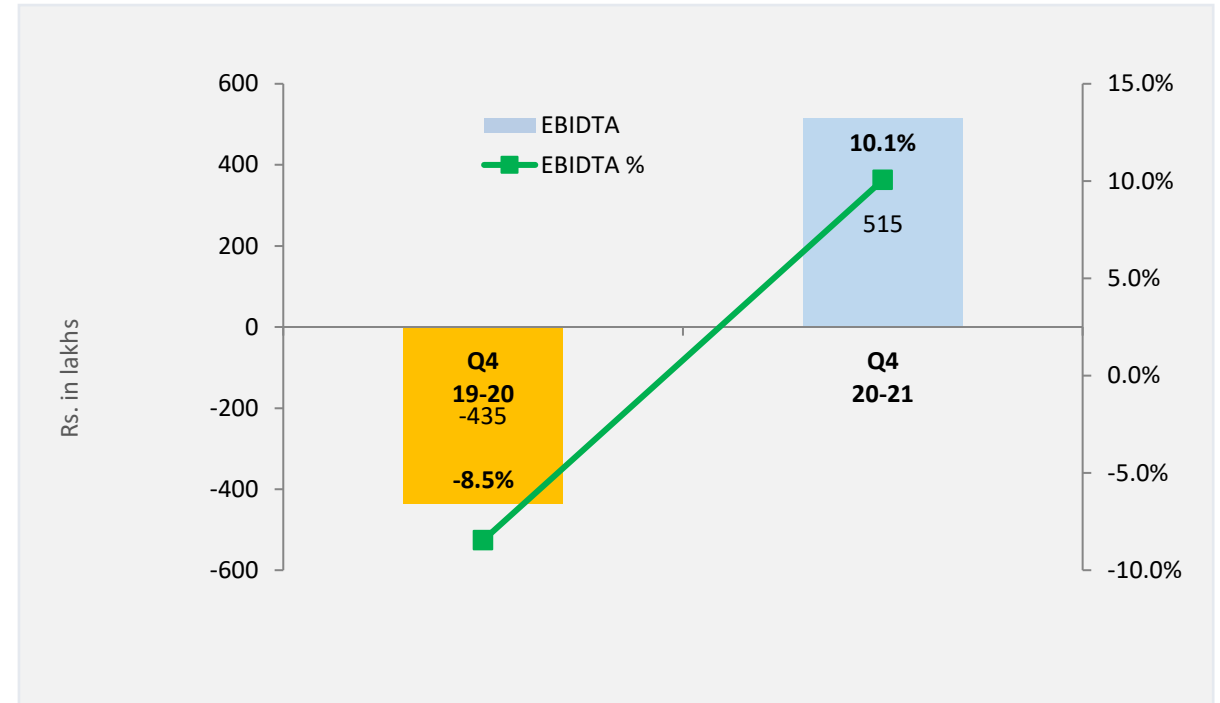
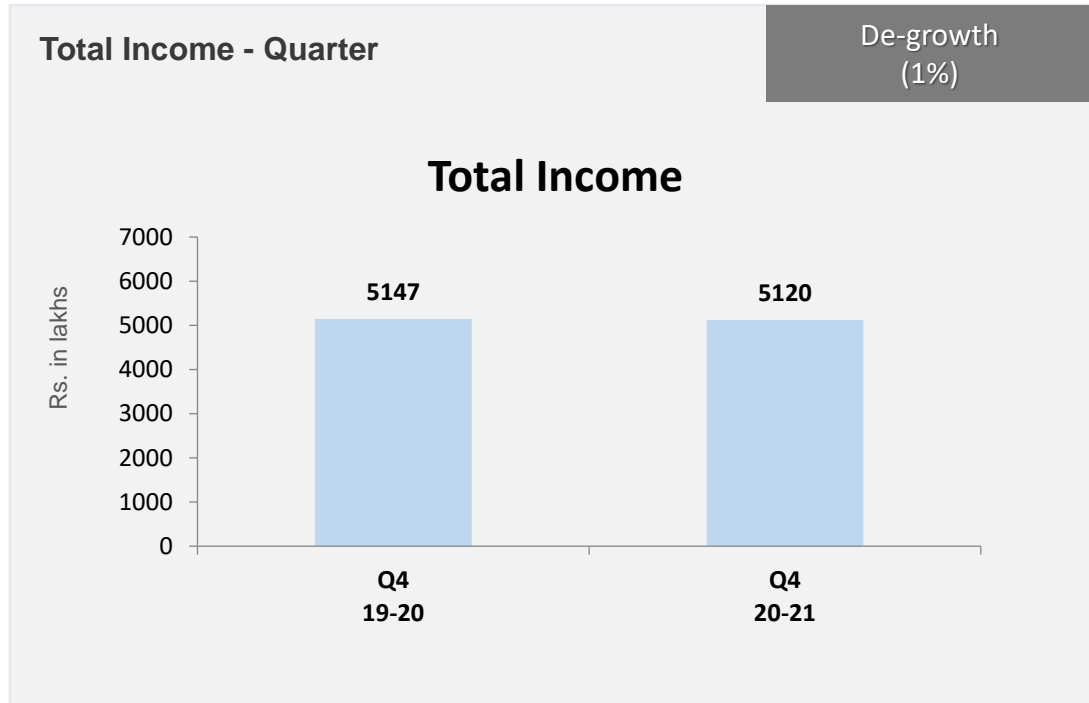
Revenue has de-grown by 1% during the quarter as compared to 23% during last quarter. During financial year revenue has de-grown by 44% over last year due to Covid 19 pandemic.

EBIDTA is at Rs. 515 lacs during the quarter as compared to negative Rs. 435 lacs last year. EBIDTA for the financial year is at negative Rs. 238 lacs as compared to Rs. 397 lacs last year.

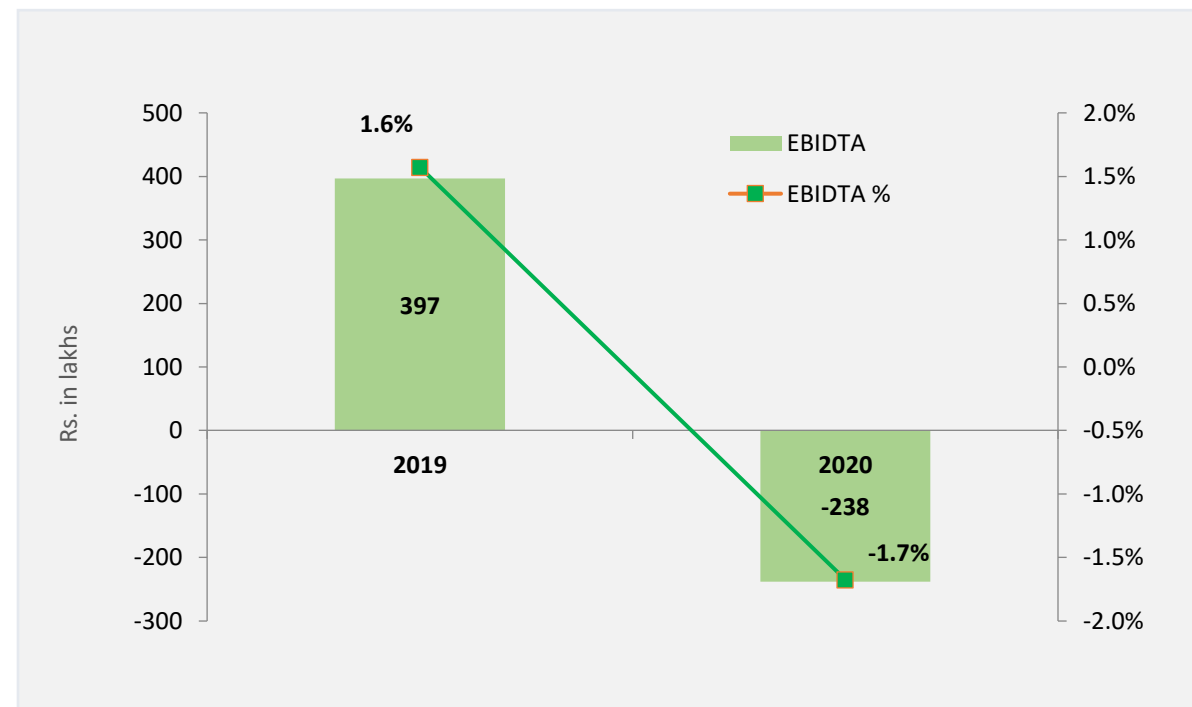
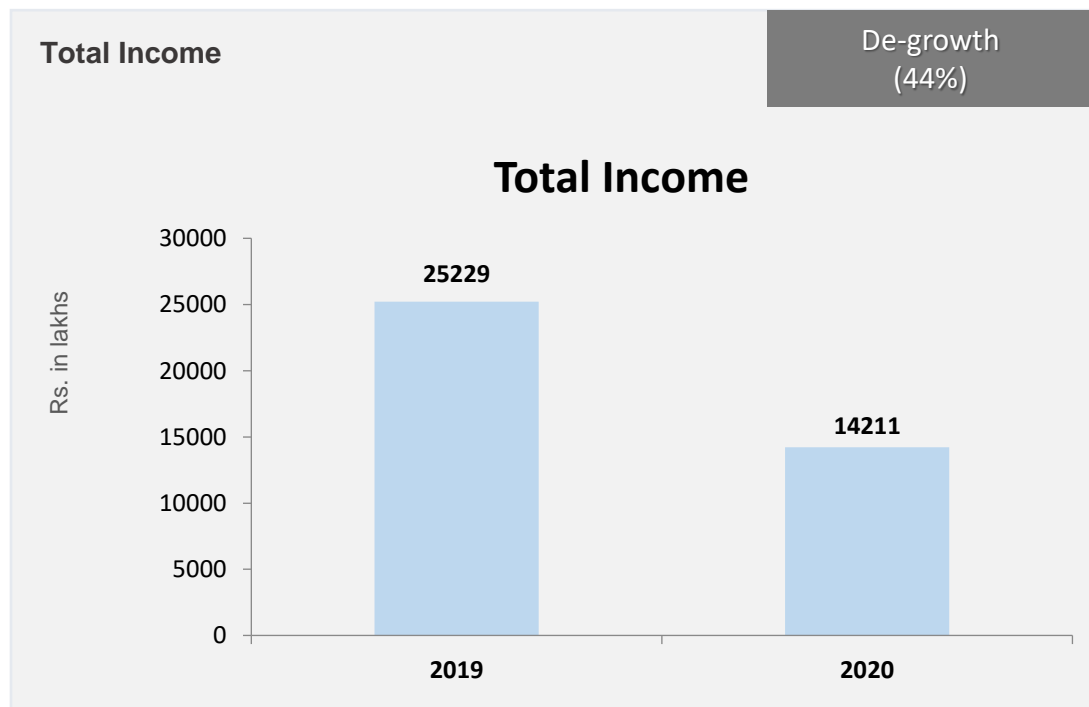
Profit before tax for the quarter is at Rs. 388 lacs as compared to loss before tax of Rs. 559 lacs last year. During financial year loss before tax is at Rs. 811 lacs compared to loss before tax of Rs. 180 lacs last year.

*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.*





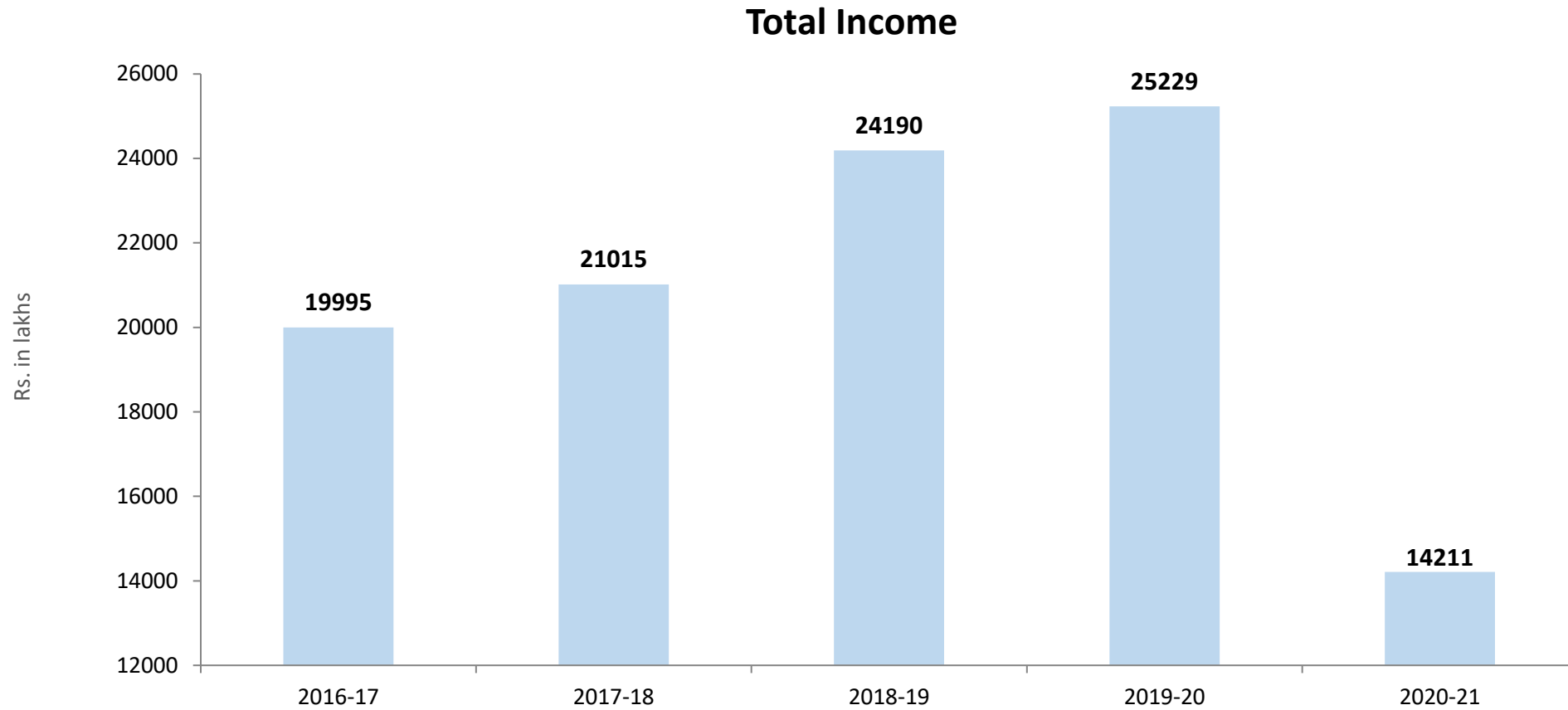
Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.



- Revenue from operations includes other operating income for the quarter ended December 31, 2020, of Rs. 164 lacs on account of reversal of provisions against receivables, created during quarter ended March 31, 2020.

*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.*

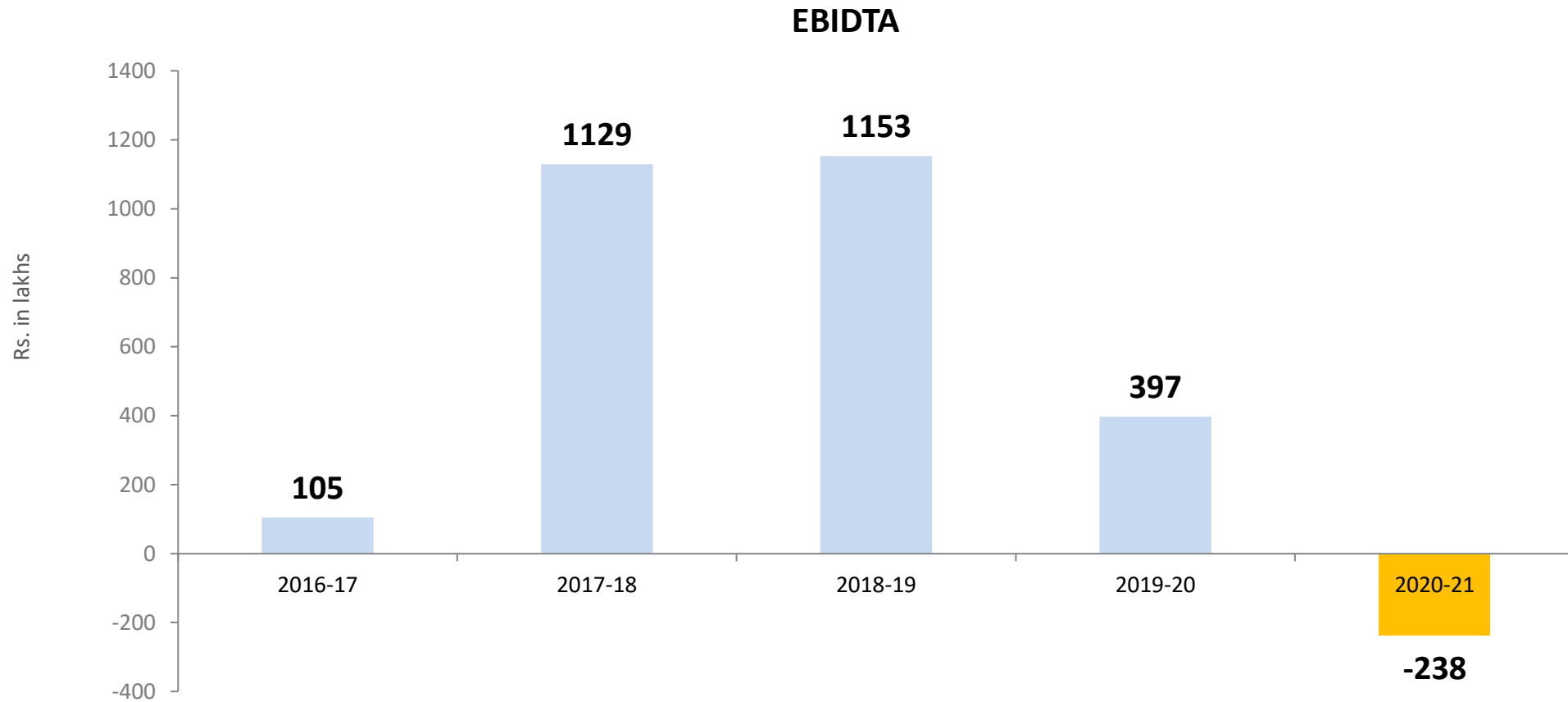
## TGIL Annual Financial Performance: Total Income



*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

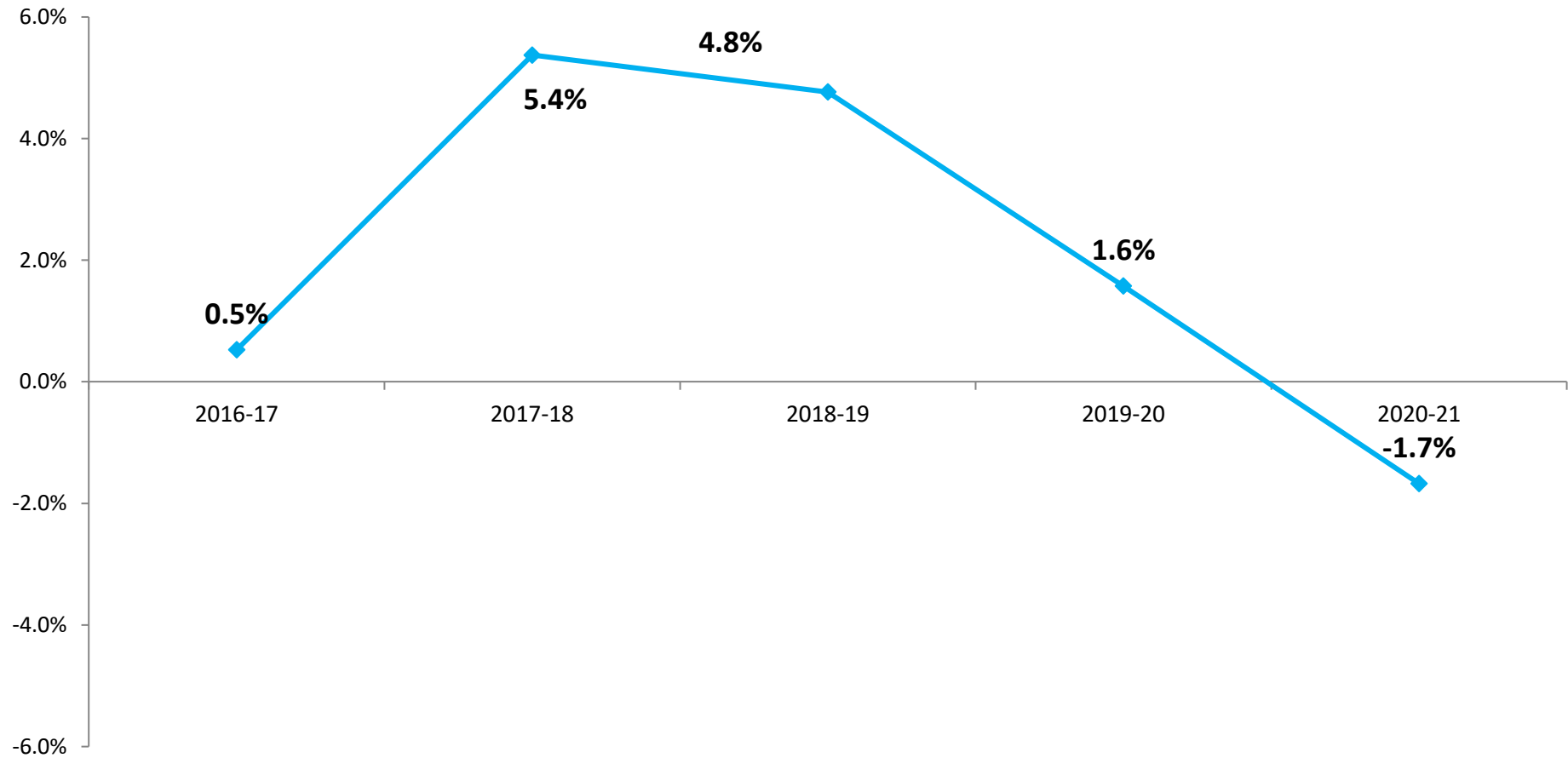
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*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Annual Financial Performance: EBIDTA %

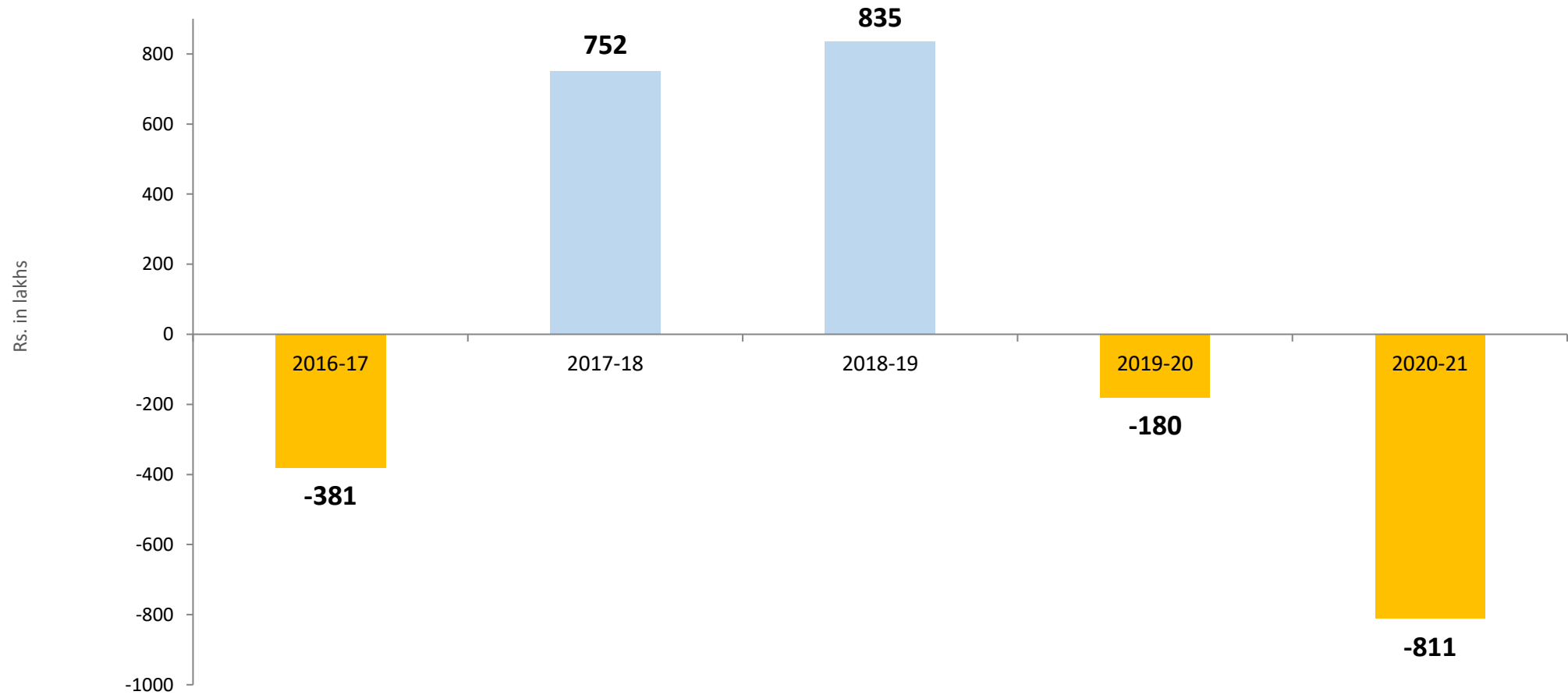
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*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Annual Financial Performance: PBT

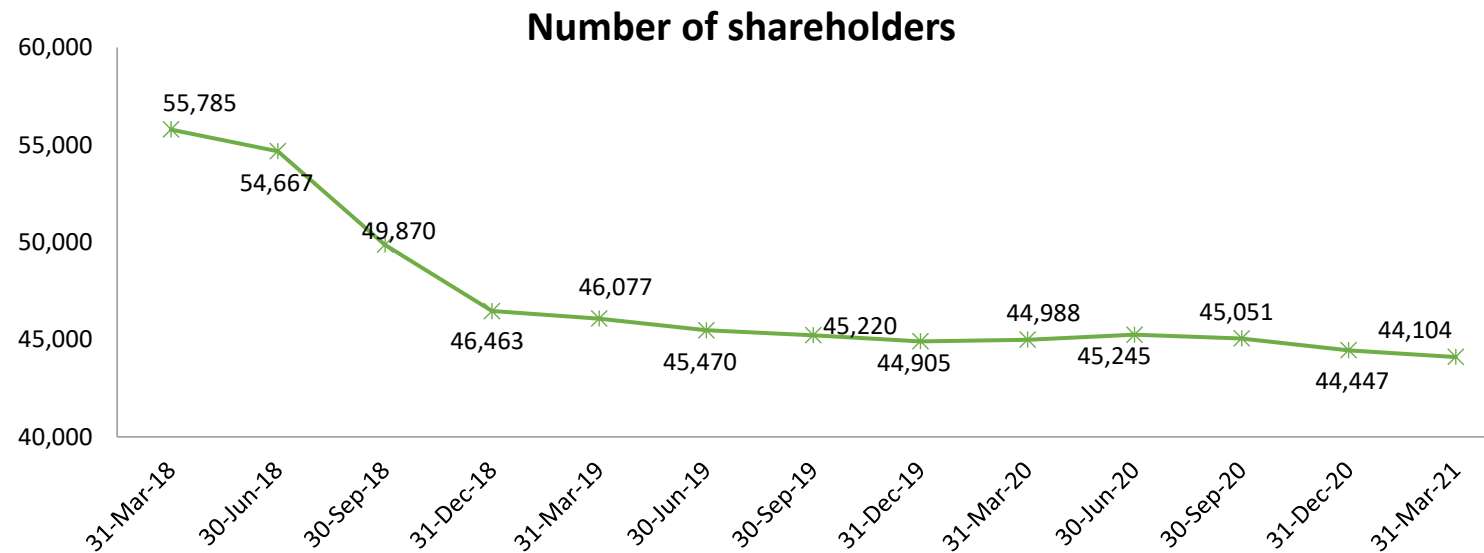
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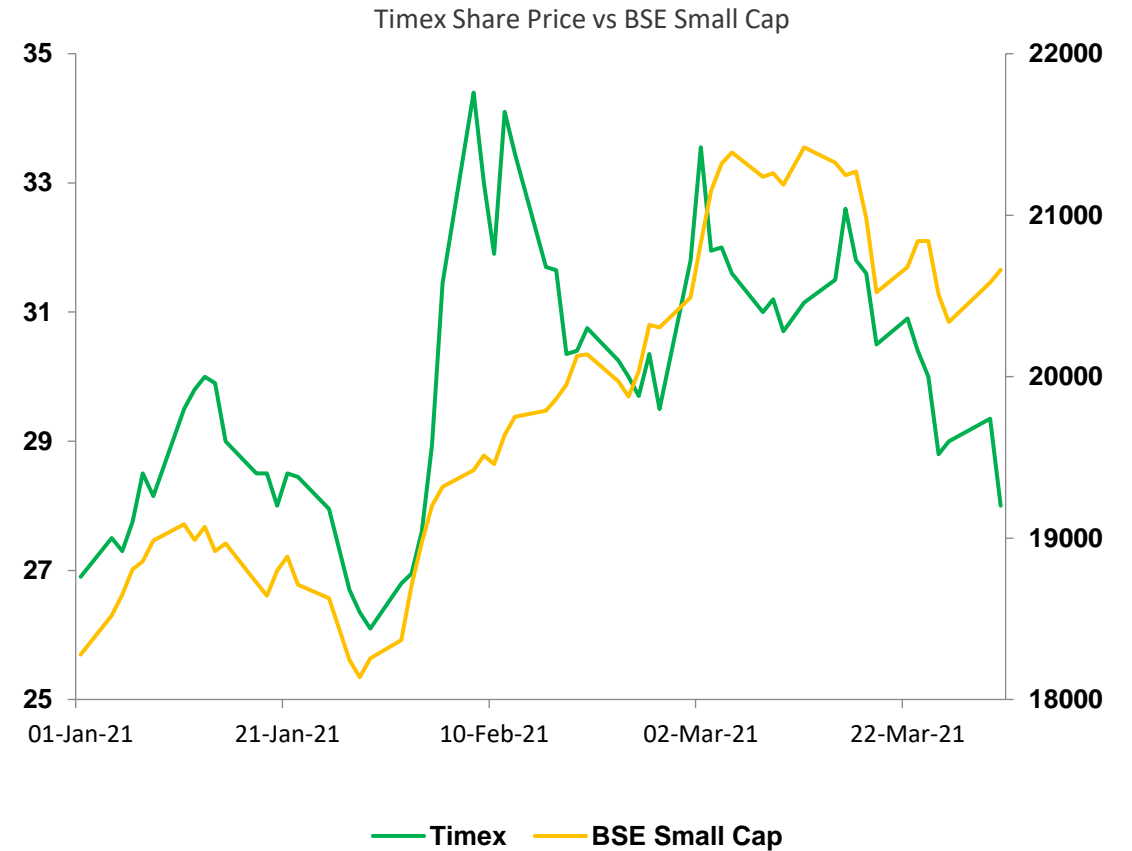
*Company's operations and financial results for the financial year ended March 31, 2021, have been adversely impacted by the outbreak of COVID-19 pandemic due to which the results are not comparable with previous year.*

## TGIL Shareholding Pattern

	31-Mar-18	30-Jun-18	30-Sep-18	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
<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>	0.13%	0.13%	0.04%	0.03%	0.03%	0.03%	0.03%	0.04%	0.03%	0.03%	0.03%	0.03%	0.06%
<b>Public &amp; other shareholding</b>	24.94%	24.94%	25.03%	25.04%	25.04%	25.04%	25.04%	25.03%	25.04%	25.04%	25.04%	25.04%	25.01%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Total no. of shareholders</b>	55,785	54,667	49,870	46,463	46,077	45,470	45,220	44,905	44,988	45,245	45,051	44,447	44,104



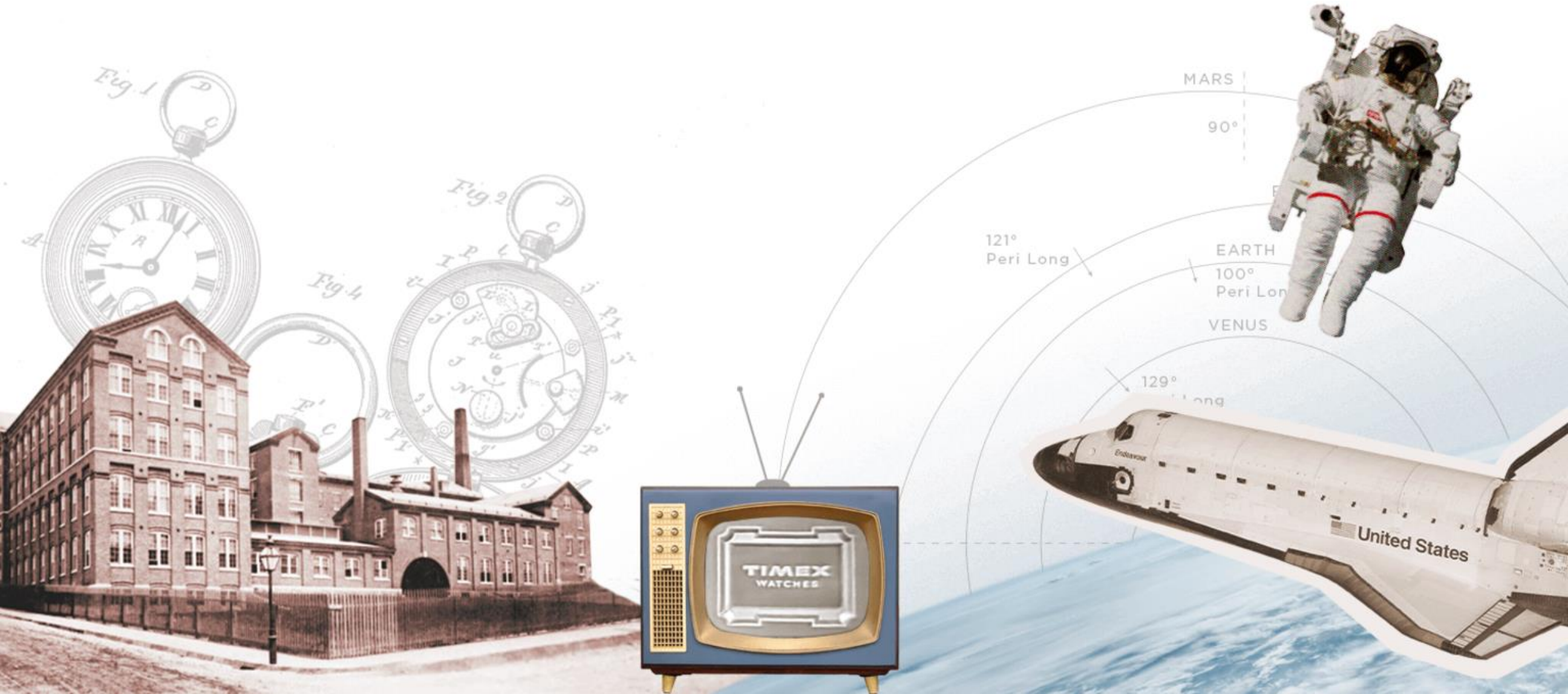
## TGIL Market Capitalization



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

## Our Unique Capabilities Set Us Apart in Crafting Watches and Bringing Them to the World

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**BEST-IN-CLASS  
DESIGN**

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**STRONG  
BRAND  
PORTFOLIO**

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**POWERFUL  
DISTRIBUTION  
NETWORK**

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**SUPERIOR  
WATCHMAKING  
& SUPPLY CHAIN**

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## 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**

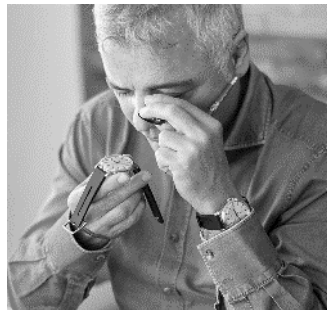
Experience: 30+ years

Qualification: Chartered Accountant and Cost Accountant

### **Bijou Kurien | Independent Director**

Experience: 35+ years

Qualification: PGDBM from XLRI & Science Graduate



“  
A very reserved and elemental design that is an entirely low-key path for what amounts to a bold move from 165-year-old brand.  
HODINKEE

“  
How Giorgio Galli is subtly shifting Timex into one of the most exciting watch brands.  
Watch Journal



### BEST-IN-CLASS DESIGN

#### Design Fuses Consumer Expectations with the Brand DNA

**Based in Milan** and lead by Giorgio Galli, whose name is synonymous with innovation, originality and imagination, our dynamic design team is one of the most admired in the industry.

**Immersed in brand DNA** and connected to consumer expectations, the design team focuses on individuality and relevance to **bring brands to life**.

**Apart from Milan, Timex also has design studios in India and Hong Kong.**

## Brand Portfolio

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

# TIMEXGROUP



*TGIL Brand Portfolio*

TIMEX

Salvatore Ferragamo  
TIMEX GROUP

NAUTICA

FURLA  
SINCE 1927 ITALY

VERSACE  
WATCHES

TED BAKER  
LONDON

UNITED COLORS  
OF BENETTON.

HELIX

TMX

*Additional Global Brands*

GUESS

Gc



MISSONI

## Powerful Distribution Network

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Nearly 8000 sales touchpoints that enable TGIL to reach consumers across the country

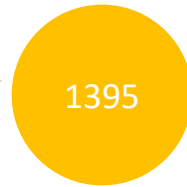
Multi-Brand  
Doors



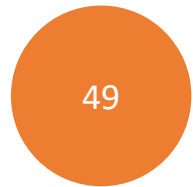
Large Format  
Stores



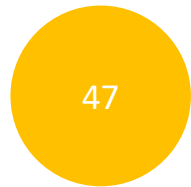
Defence  
Canteens



Timex World  
Showrooms



Luxury Retail  
Doors



E-Commerce  
Partners



amazon

Flipkart



Myntra

paytm  
mall

TATA  
CLiQ



Supply Chain: We are a True Global Watchmaker, with the Owned Capabilities to Create and Assemble Every Component of a Watch



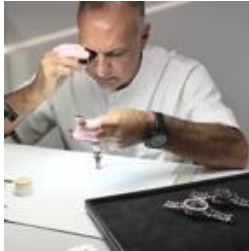
**Middlebury, USA**  
HQ & Watchmaking



**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.



### CERTIFICATIONS



SA8000:2014

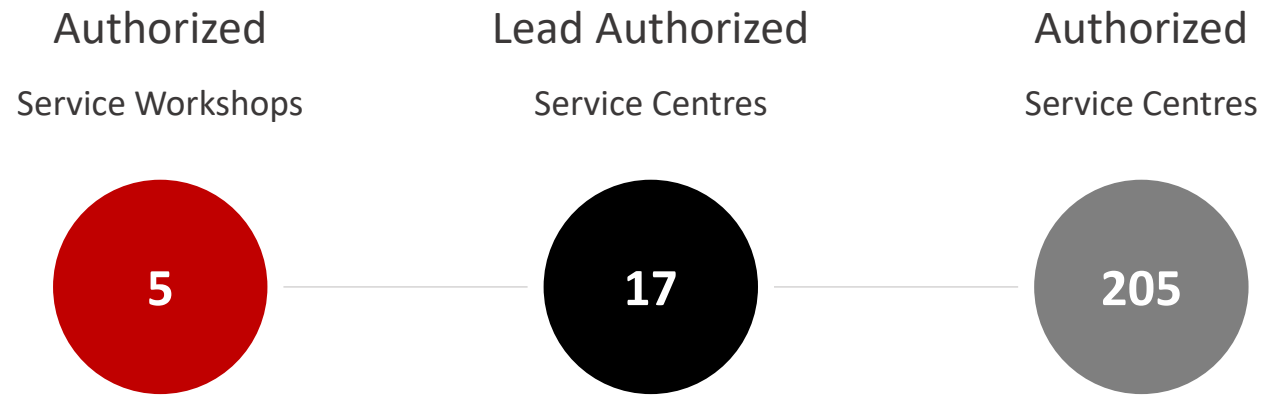


ISO45001:2018

## TGIL After Sales Service

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Over 200 locations supported by a Customer Care Call Centre service





**TIMEX**GROUP