

May 26, 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 Q4 of FY 2022

Dear Sir,

Please find enclosed an Investor Presentation covering the performance highlights of the Company for Q4 of FY 2022.

We have also uploaded the presentation on the Website of the Company at 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 FY2021-22

May 26, 2022

TIMEX

“ THE BEST
WATCH BRAND
IN THE WORLD ”

AS WRITTEN BY **RollingStone**



Disclaimer

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

Strong business recovery despite temporary consumption dip due to the 3rd wave

- Pre-selling for the upcoming Lagan season bumped up sales in offline retail.
- E-Commerce channel continued to lead the growth on account of attractive consumer events.
- Luxury and Fashion divisions maintained growth trajectory.
- Supply Chain issues, adverse exchange rate and increasing inflation continue to pose challenges

Highlights

Q4 FY2021-22



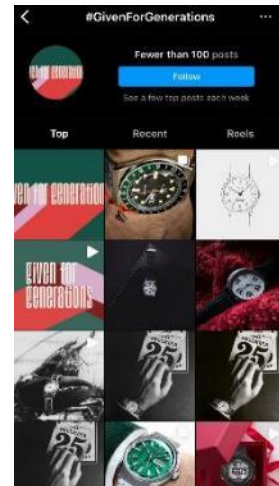
In the media: Timex Given for Generations Campaign



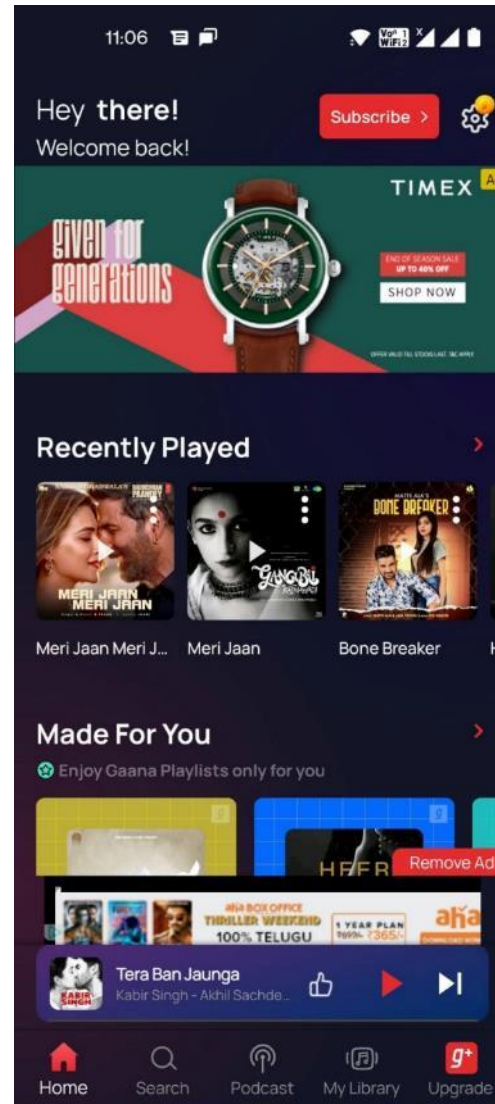
OOH : 100 Sites across top 10 cities



Outdoor : Billboards in top cites at prominent location



Social Media UGC



Display Campaign: Prominent placement covering high traffic properties



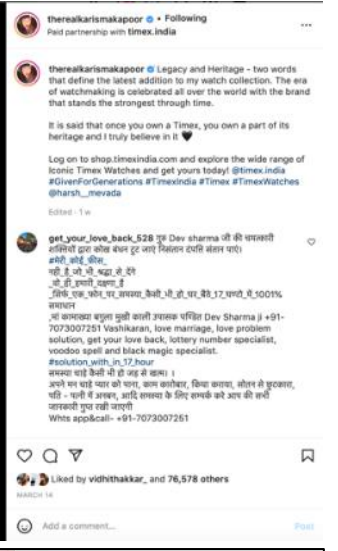
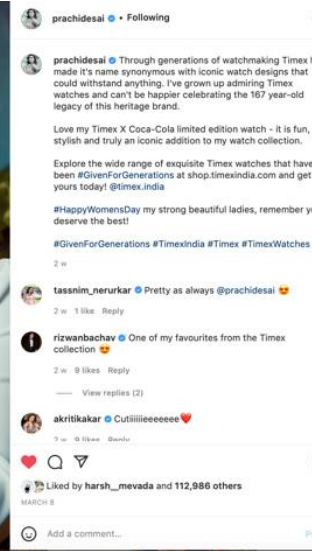
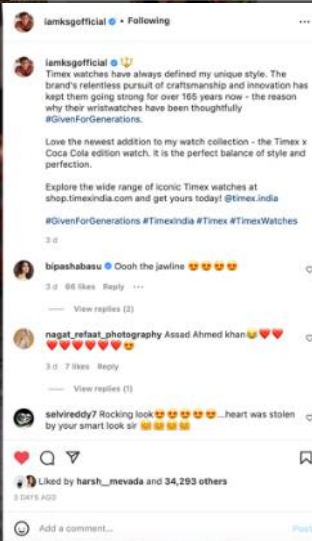
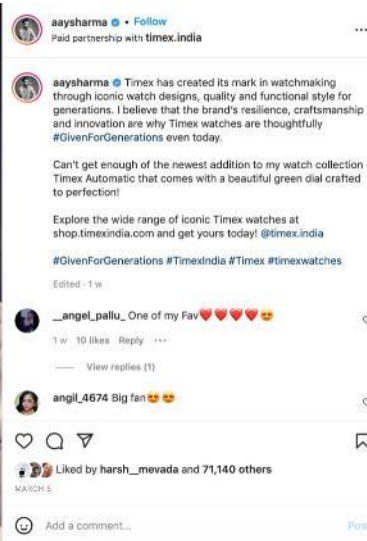
ATL Print Media: Full page ads in leading English newspaper covering all editions.

In the media: Celebrity Influencer Partnership

Celebrity and influencer partnership continuing with the Given for Generations Timex campaign.

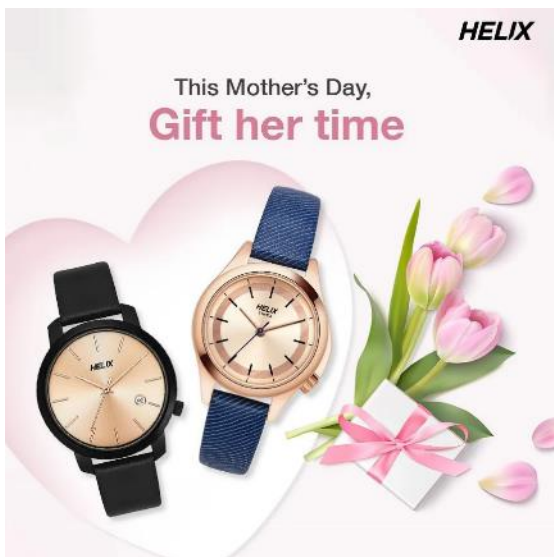
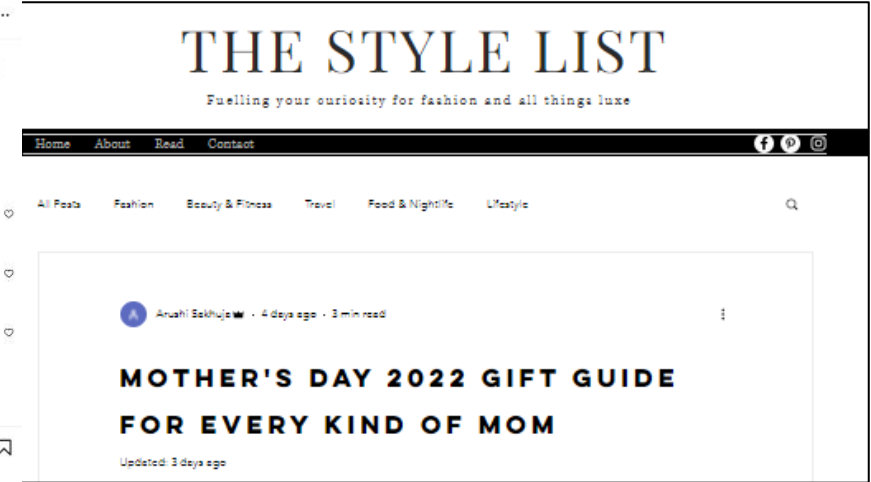
"Once you own a Timex, you own a piece of heritage"

#givenforgenerations



In the media: Mother's Day campaign

Social Media campaign & contest for Mother's day for Timex & Helix



In the media: Benetton

Benetton campaign focusing on sustainability

THE BALCONY STORIES

HOME BOOKS / CULTURE ENTERTAINMENT LIVING HEALTH FOOD TRAVEL LISTINGS BUSINESS



LIVING

Earth Day With Benetton Time wear's 'Social' Collection

2 minute read

By  EDITOR · April 15, 2022

0 SHARES   

Earth Day With Benetton Time wear's 'Social' Collection

2 minute read

By  EDITOR · April 15, 2022

0 SHARES   

SHARE



Spread the love



*~A mix of Benetton's rich heritage & Timex's impeccable craftsmanship~
~Style with a sustainable soul~*

Earth Day comes once a year, but our practices to consume consciously and protect our planet should persist throughout. The Earth Day 2022 theme calls upon all of us, together to "Invest in our Planet", for a green and prosperous future.

Our planet is the thing that unites us all. We all live on it, and it is pertinent that we all come together to protect it. Ever since the launch of Benetton Timewear in 2021, we have been loud and clear to stand on the pillars of sustainability in the fashion segment.



"Social", our hero collection, is for all conscious consumers who are looking to buy more than a watch. These compelling timepieces use sustainable materials while celebrating the Benetton style in a subtle way. Social offers six eco-conscious references, three each for men and women. At the heart of the watches lies a special movement that is designed to reduce the

"Social", our hero collection, is for all conscious consumers who are looking to buy more than a watch. These compelling timepieces use sustainable materials while celebrating the Benetton style in a subtle way. Social offers six eco-conscious references, three each for men and women. At the heart of the watches lies a special movement that is designed to reduce the environmental impact of batteries by requiring change only once in 10 years. The straps of these watches are made of natural cellulosic fibers that are vegan, sustainable, and 100% animal cruelty-free.

The hero collection features 44mm Vegan Strap Analogue watches with multiple colored dial options for both men and women. From its packaging to its movement, the Social collection offers style with a sustainable soul.



Benetton Group invites you into a partnership for the planet. Join us in our unwavering commitment to being better by choosing to fill your carts with conscious and sustainable choices.

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets with a network of over 4,000 stores and a workforce of around 7000 employees. A responsible group that plans for the future and lives in the present – with a watchful eye on the environment (sourcing 58% sustainable cotton), human dignity, and a society in transformation – the Group has a consolidated identity comprised of color, authentic fashion, quality at democratic prices and passion for its work. These values are reflected in the strong, dynamic personalities of the United Colors of Benetton and Sisy brands.

Launch of Timex Fit 2.0 Smart watch

Successful launch of Timex Square calling watch with Bluetooth calling feature was supported with marketing activity



Accessories

Navy blue works beautifully with black or grey shoes, belt. However, you can also team it with white and occasionally bright coloured accessories. Conventionally all dark colours work best with other dark bright coloured accessories.

The best Navy-blue accessories to own:

1. Smart watches




Timex Fit 2.0
This new Square BT calling Timex is packed with multi-features. It has a crisp screen, BT call monitor, HRM, activity/sleep tracking, 20 sport modes, long battery life. [shop.timexindi](#)

Therabody Theraface Pro
TheraFace pro is a unique percussive device designed for our faces which provides multiple benefits on usage. The gentle


Logitech m 360
ded with motion recording of


factor. The Plug and Play device can even stream 4K video while allowing upto 100w charging/data syncing for compatible laptops. [stuffcool.com](#)

₹2,995

 **SPO2 & HRM Monitor**
Monitor your Blood Oxygen level and Heart rate at any place any time

 **Make and Receive calls**
Bluetooth calling feature

 **Multiple watch Faces**
Download multiple watch faces from the App

 **Music on the Go**
Listen to any song from your mobile directly on your watch.

Sennheiser, Logitech, Timex and more: Tech launches in April 2022

Check out the top tech launches from April 2022 so far.

Timex Enters the Ceramic Segment

A new collection of premium ceramic watches was launched for the Valentine's Day gifting season, introducing a new look and material to the brand Timex.



Fria New Collection



Design

Jewelry inspired forms

Features

Cut color crystals + Mother of pearl dials

Jewel Colors

Crystals & stones in rich colors

Financial Performance

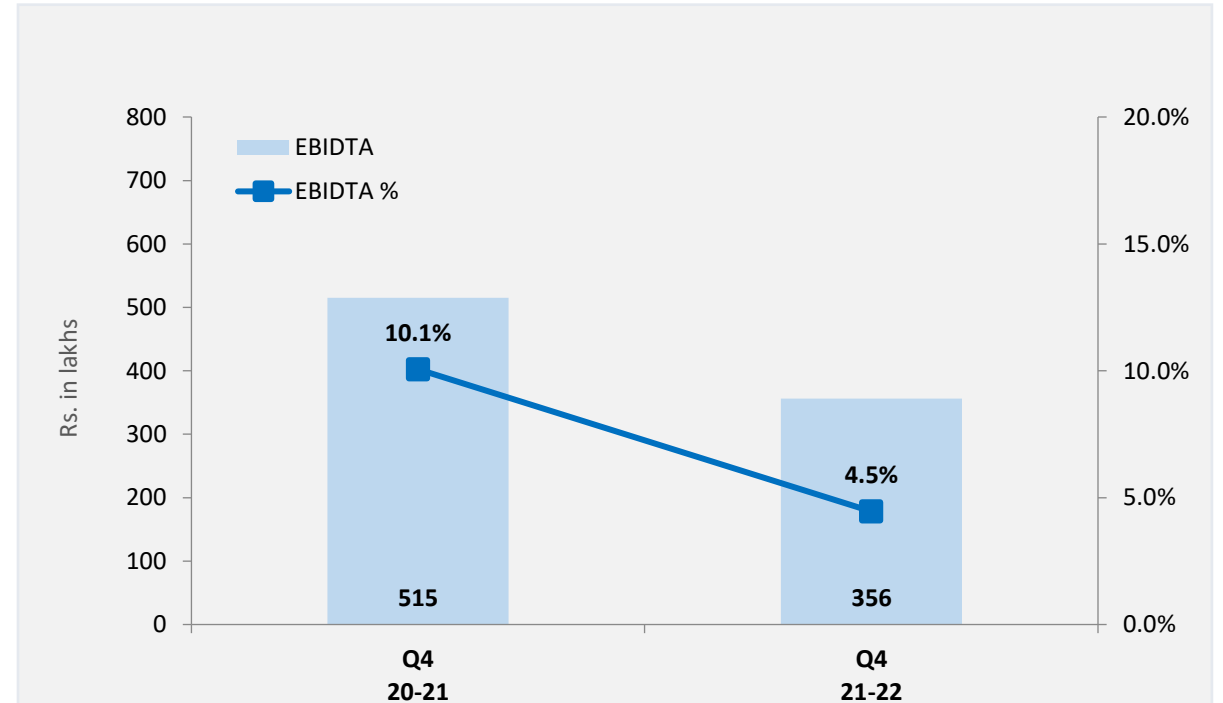
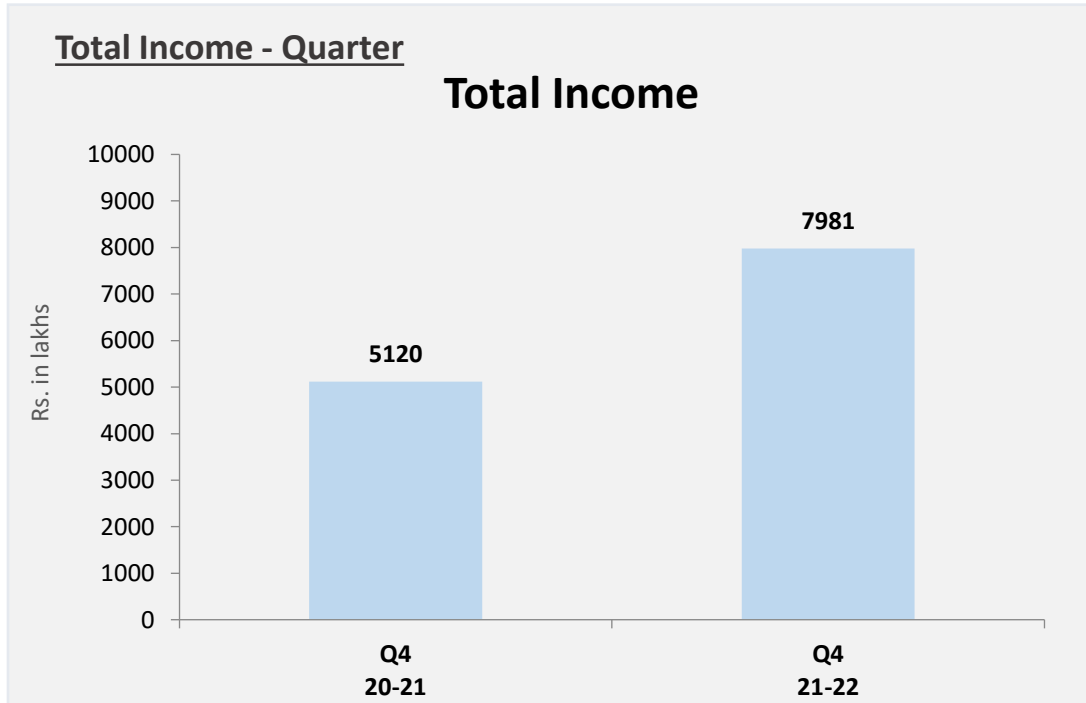
Q4 FY2021-22



TGIL Financial Performance Q4 & FY 2021-22

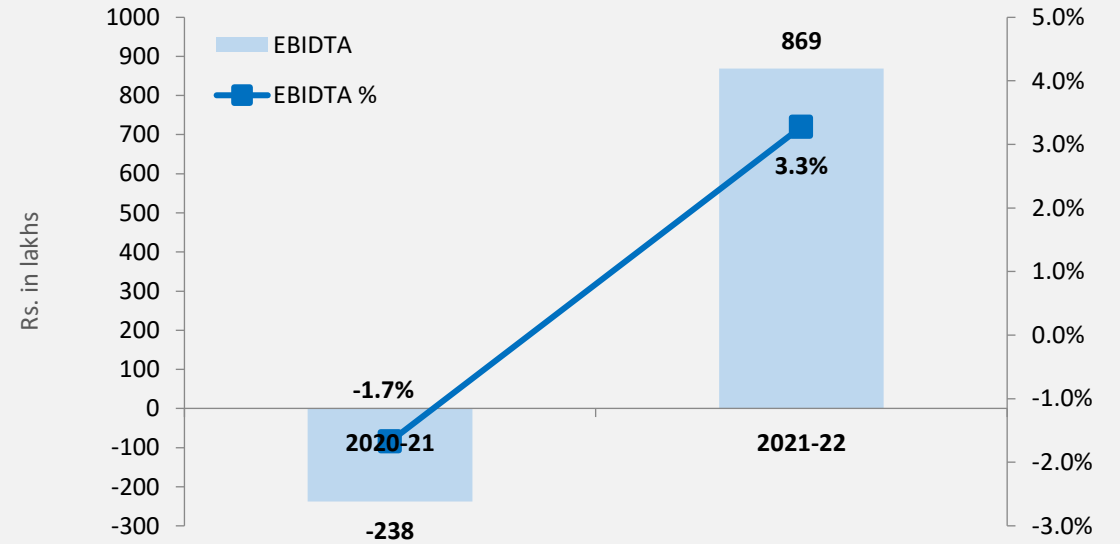
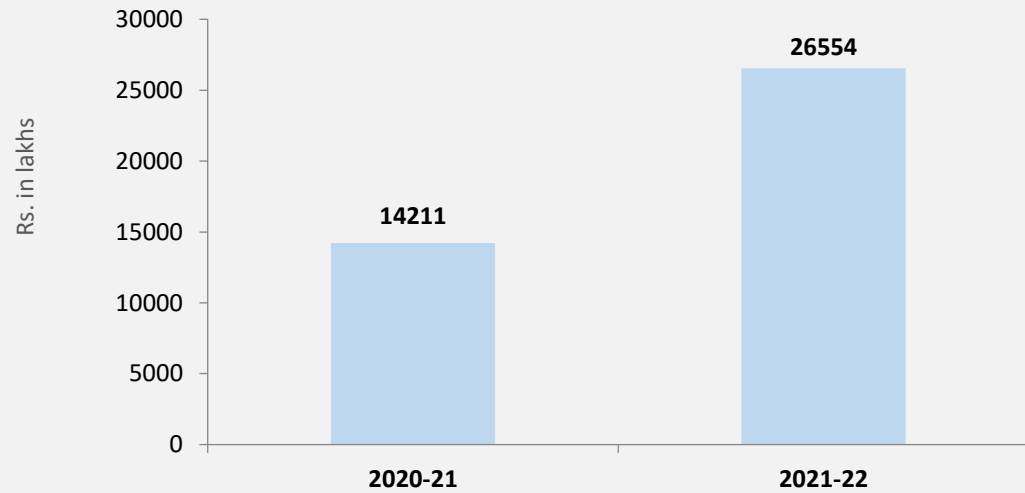
Improvement in financial performance over last year

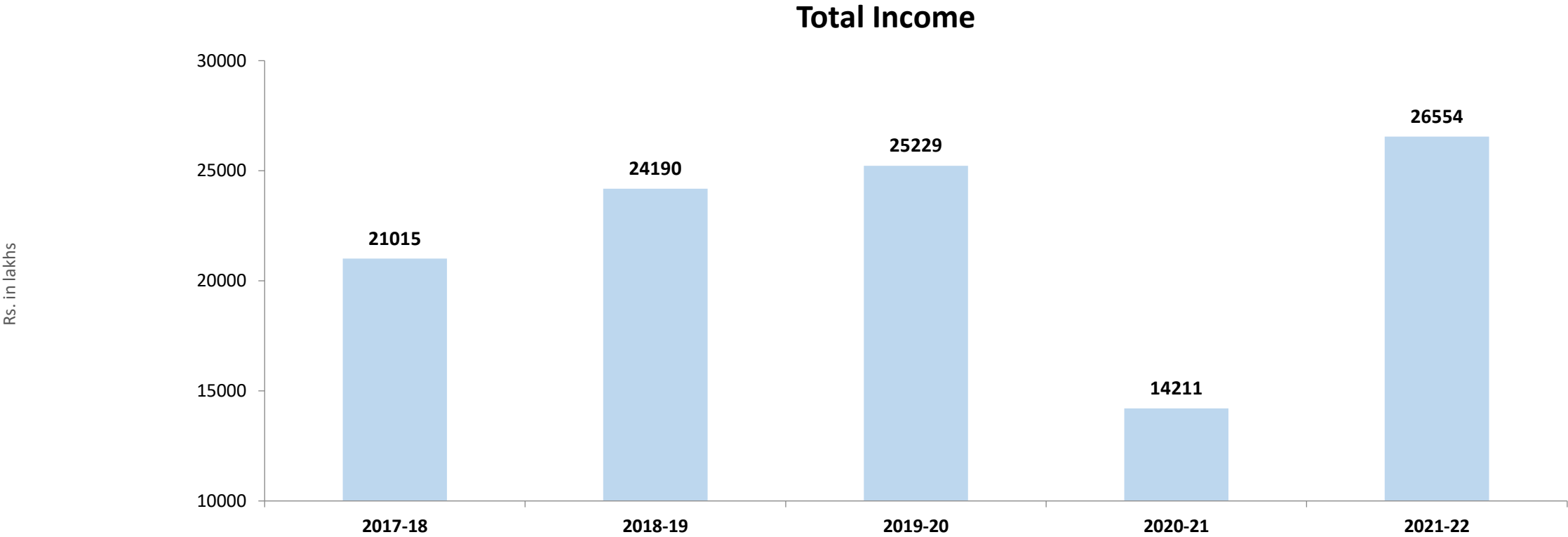
- Revenue has grown by 56% during the quarter as compared to last year. During the financial year revenue has grown by 87% over last year.
- EBIDTA is at Rs. 356 lacs during the quarter as compared to Rs. 515 lacs during last year. EBIDTA for financial year is at Rs. 869 lacs as compared to negative Rs. 238 lacs last year.
- Profit before tax is at Rs. 225 lacs during the quarter as compared to Rs. 388 lacs during last quarter. Profit before tax during the financial year is at Rs. 322 lacs as compared to negative Rs. 811 lacs last year.
- Other expenses include advertising & sales promotion expenses of Rs. 1178 lacs during the quarter and Rs. 2971 lacs for the financial year as compared to Rs. 391 lacs and Rs. 1062 lacs respectively for corresponding last quarter and last year.

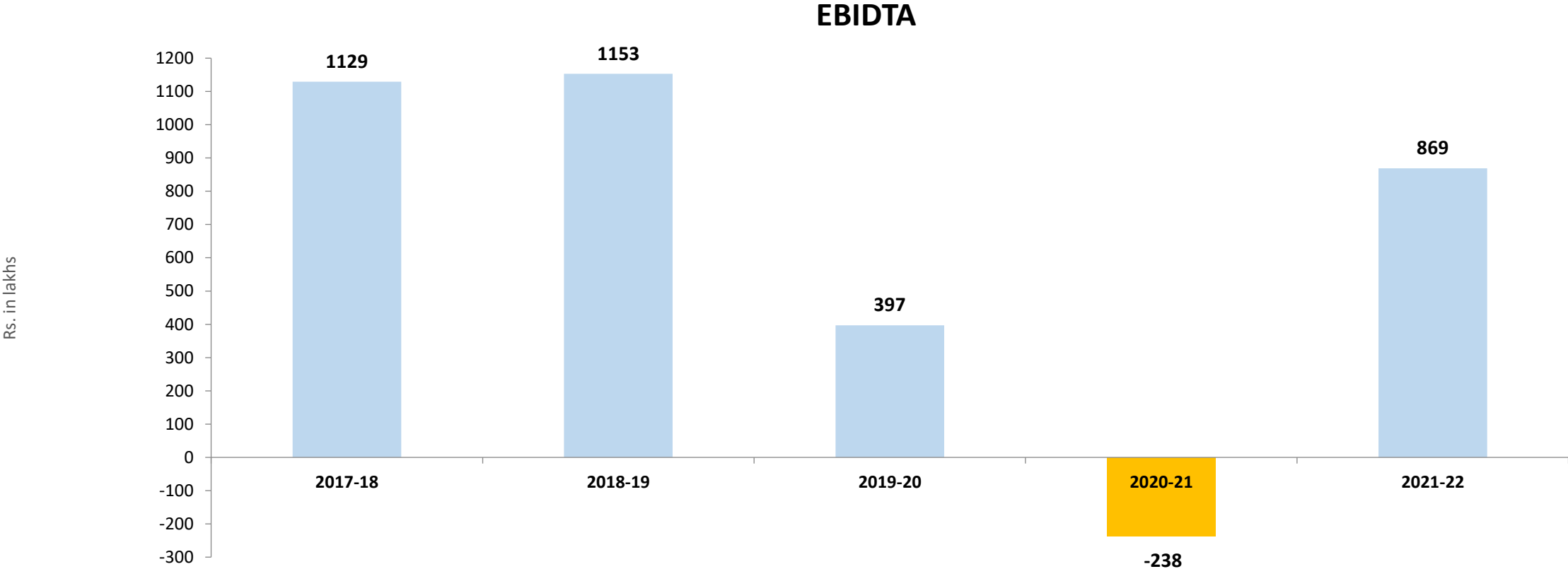


Total Income – Annual

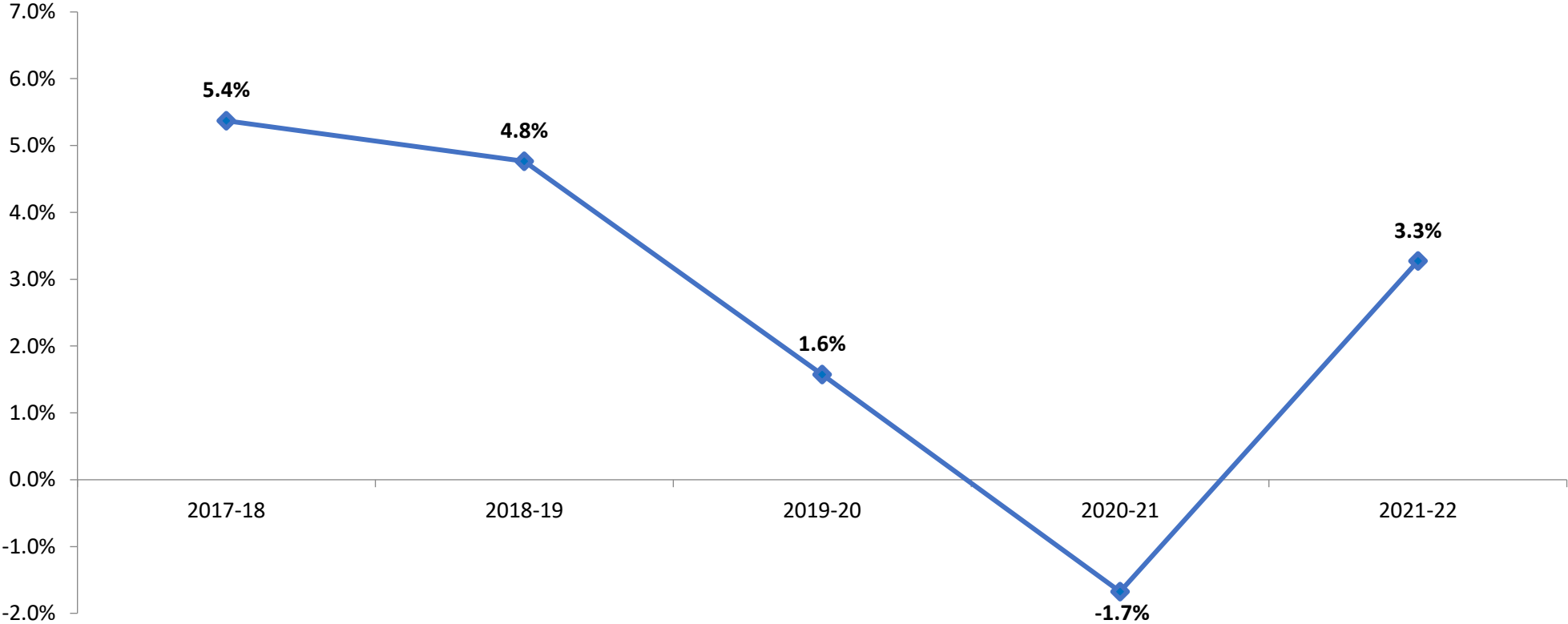
Total Income



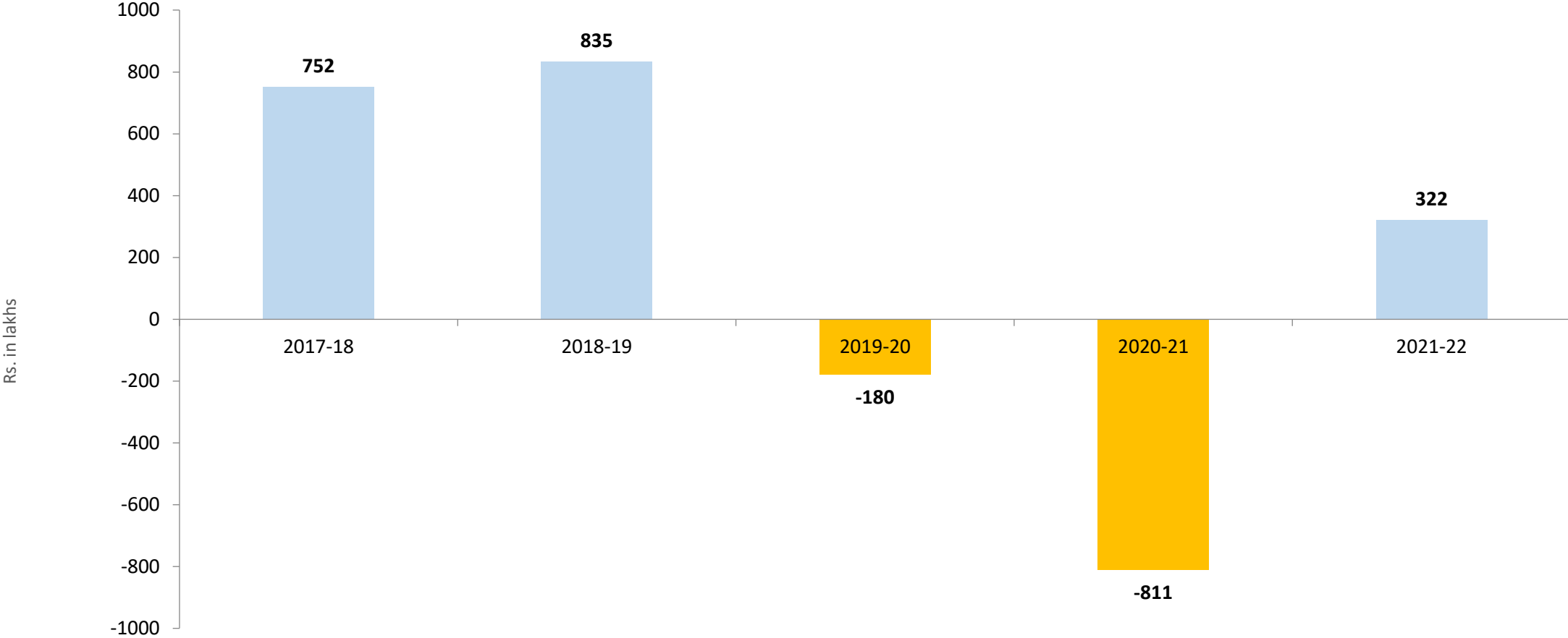




EBIDTA %



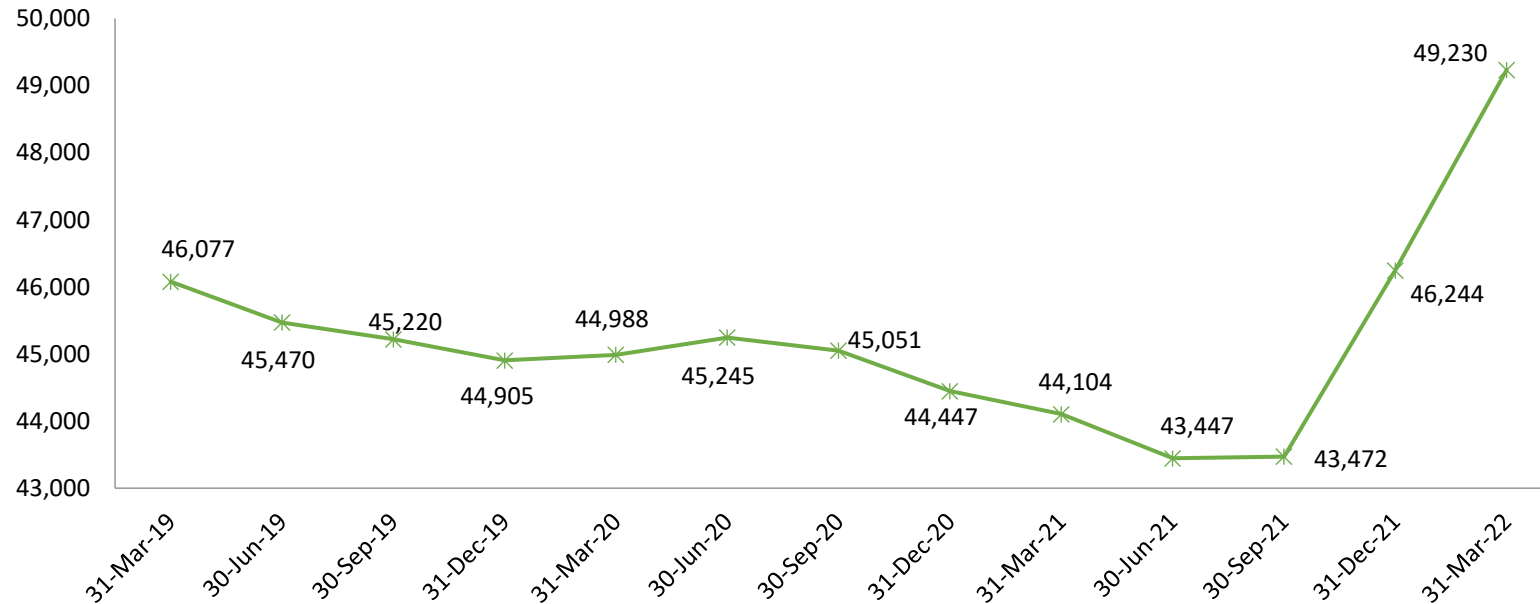
TGIL Financial Performance – Profit Before Tax



TGIL Shareholding Pattern

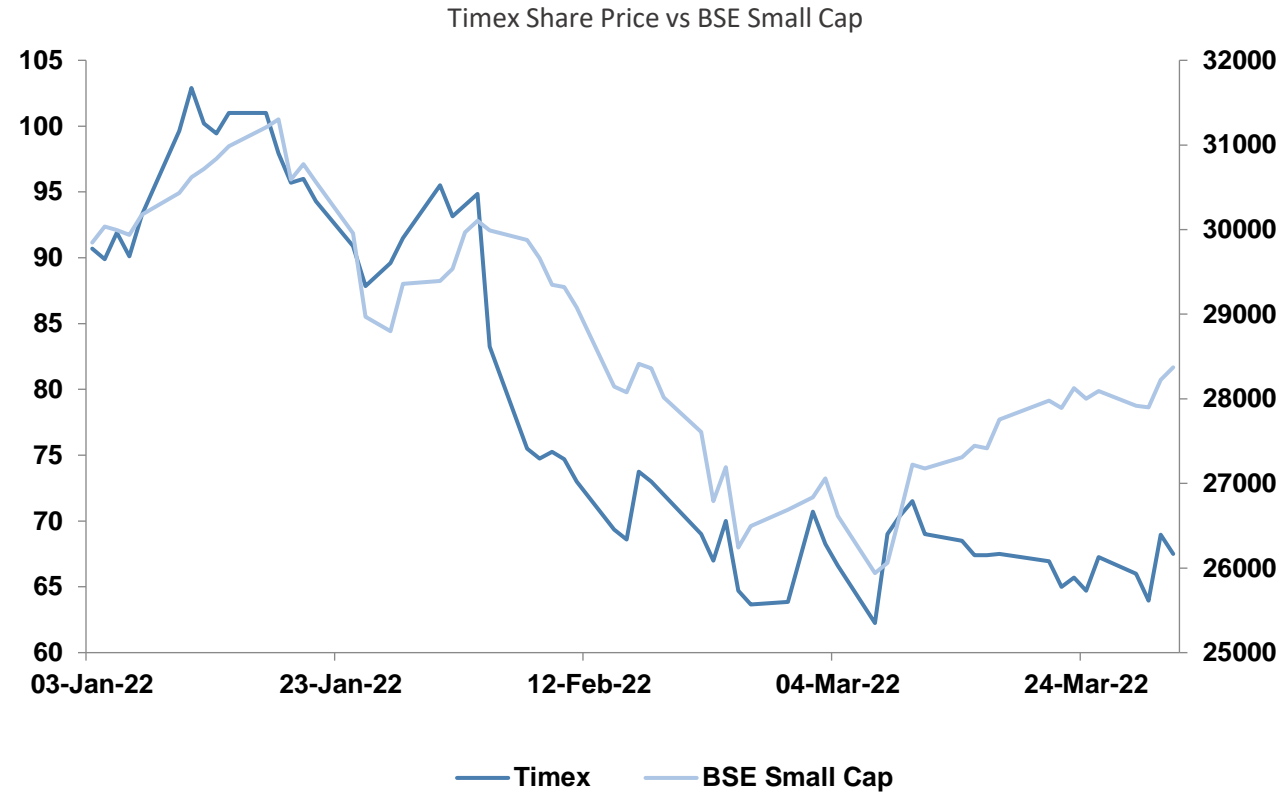
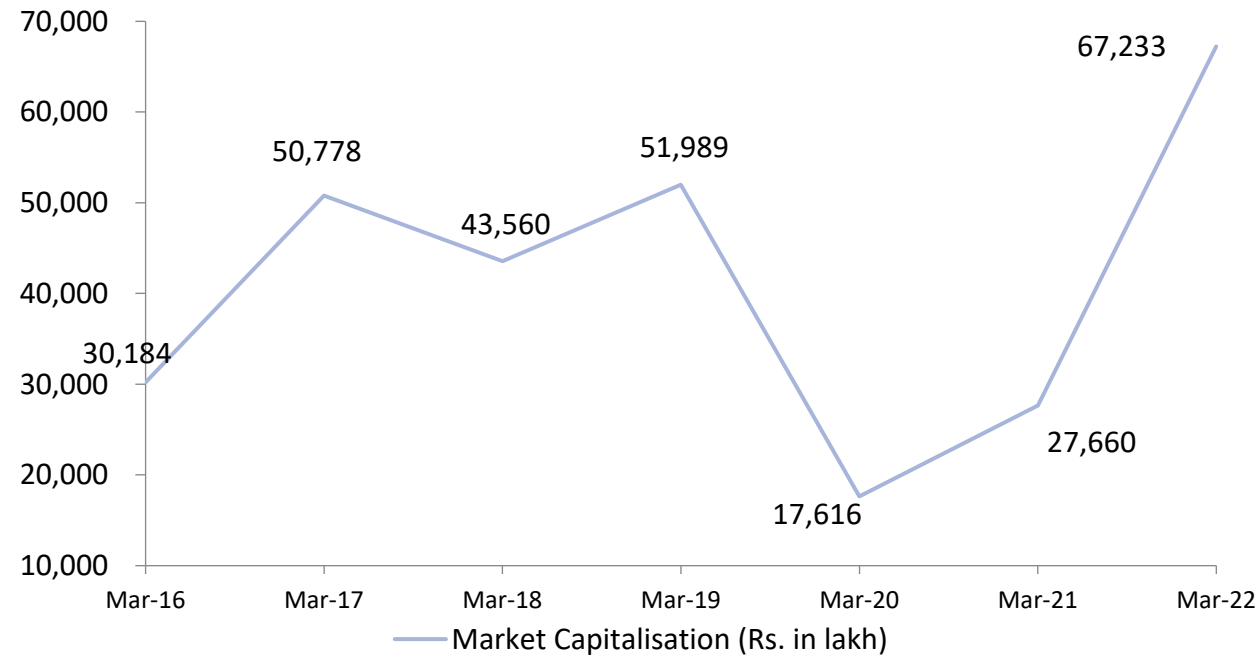
	31-Mar-19	30-Jun-19	30-Sep-19	31-Dec-19	31-Mar-20	30-Jun-20	30-Sep-20	31-Dec-20	31-Mar-21	30-Jun-21	30-Sep-21	31-Dec-21	31-Mar-22
Promoters	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%	74.93%
Institutional Investors	0.03%	0.03%	0.03%	0.04%	0.03%	0.03%	0.03%	0.03%	0.06%	0.03%	0.03%	0.03%	0.03%
Public & other shareholding	25.04%	25.04%	25.04%	25.03%	25.04%	25.04%	25.04%	25.04%	25.01%	25.04%	25.04%	25.04%	25.04%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total no. of shareholders	46,077	45,470	45,220	44,905	44,988	45,245	45,051	44,447	44,104	43,447	43,472	46,244	49,230

Number of shareholders



TGIL Market Capitalization

6 year CAGR: 14%





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



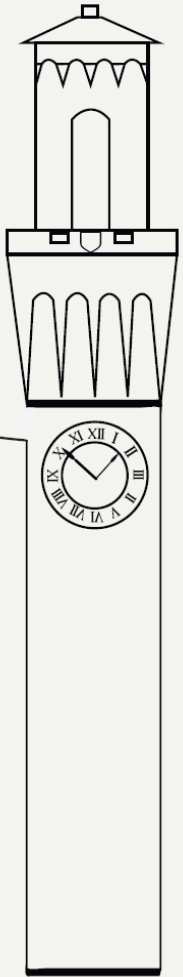
167
YEARS OF EXPERIENCE

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.



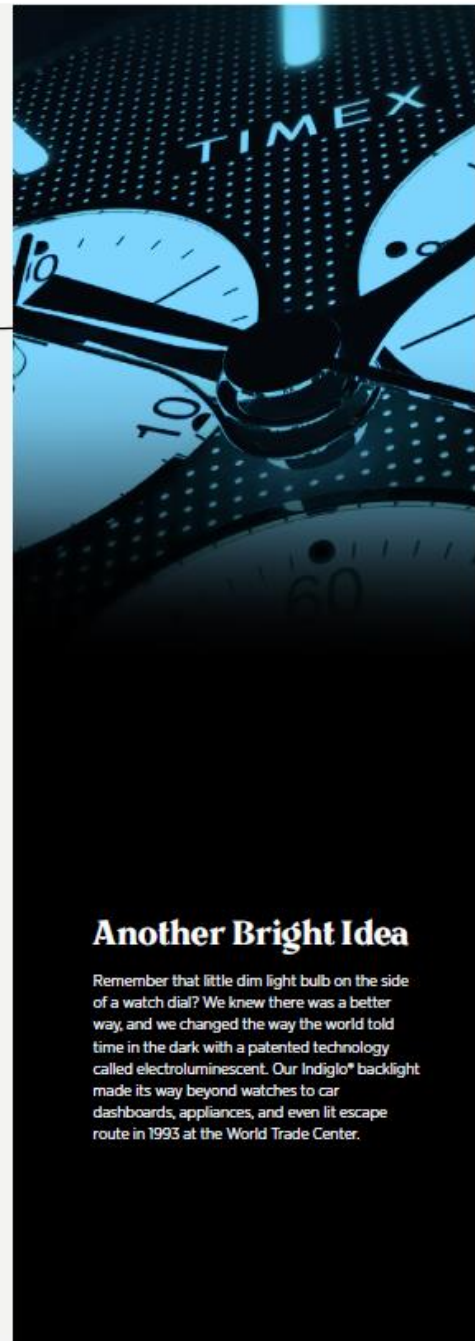
Let's Get Digital

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 S1 Automatic.

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

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

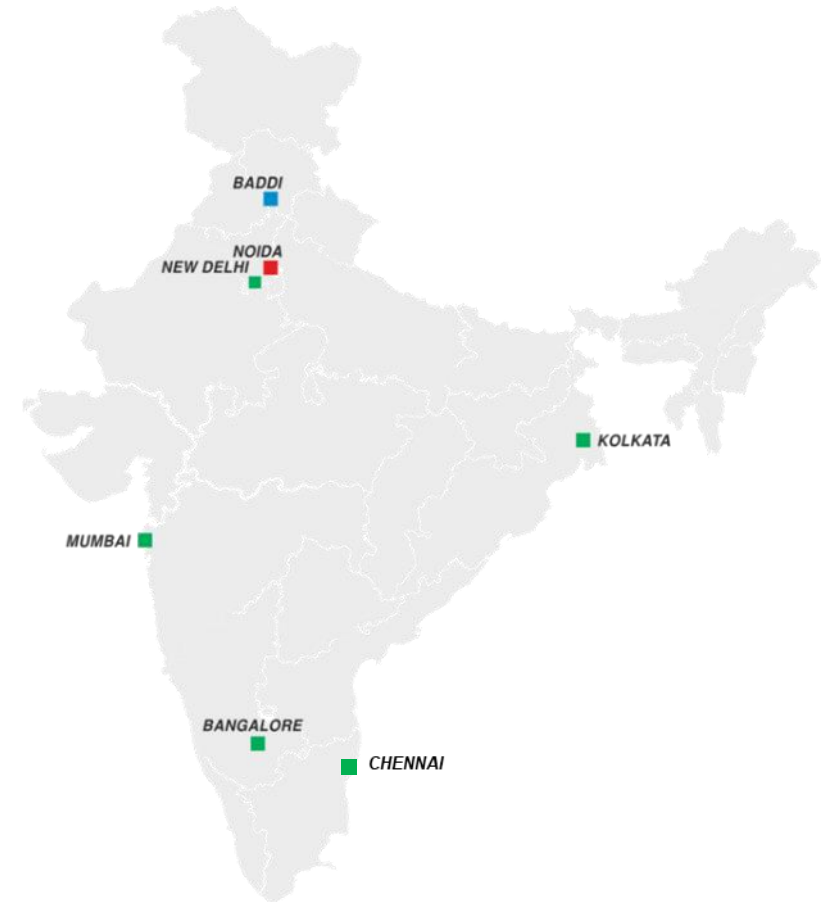
Having entered India in 1988, Timex Group India today has one of the most powerful portfolios of brands in the watch industry. With technological innovation and cutting-edge design, we recognize the tremendous opportunity to leverage the reach and appeal of each brand's individual identity, personality,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

Deepak Chhabra | Managing Director

Experience: 26+ years

Qualification: Footwear technologist & Marketeer

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

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

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

**MULTI
BRAND**

5199

**LARGE
FORMAT**

293

**DEFENCE
CANTEEN**

1347

**TIMEX WORLD
SHOWROOM**

44

**LUXURY
RETAIL**

62

**TATA
CLIQ | LUXURY**

amazon

Flipkart 

 **Myntra**

**NYKAA
FASHION**

AJIO

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



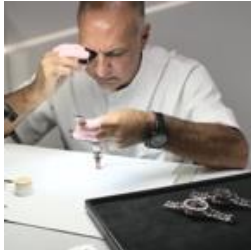
Middlebury, USA
HQ & Watchmaking



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: 45001:2018 certified watch assembly unit

in Baddi, Himachal Pradesh, India

TIMEXGROUP

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

Over 200 locations supported by a Customer Care Call Centre service



TIMEXGROUP

