

July 23, 2022

The BSE Limited
First Floor, New Trading Ring,
Rotunda Building,
P. J. Towers, Dalal Street.
Mumbai.

National Stock Exchange of India Limited
Listing Department
Exchange Plaza
Bandra Kurla Complex
Bandra (E), Mumbai-400051

Dear Sir,

Sub: **Investor Presentation – Regulation 30, Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Ref: **Company Code - 532732/ KKCL**

Apropos the captioned subject we enclose herewith the investor presentation for the quarter ended June 30, 2022.

This is for your information and records pursuant to Regulation 30, Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

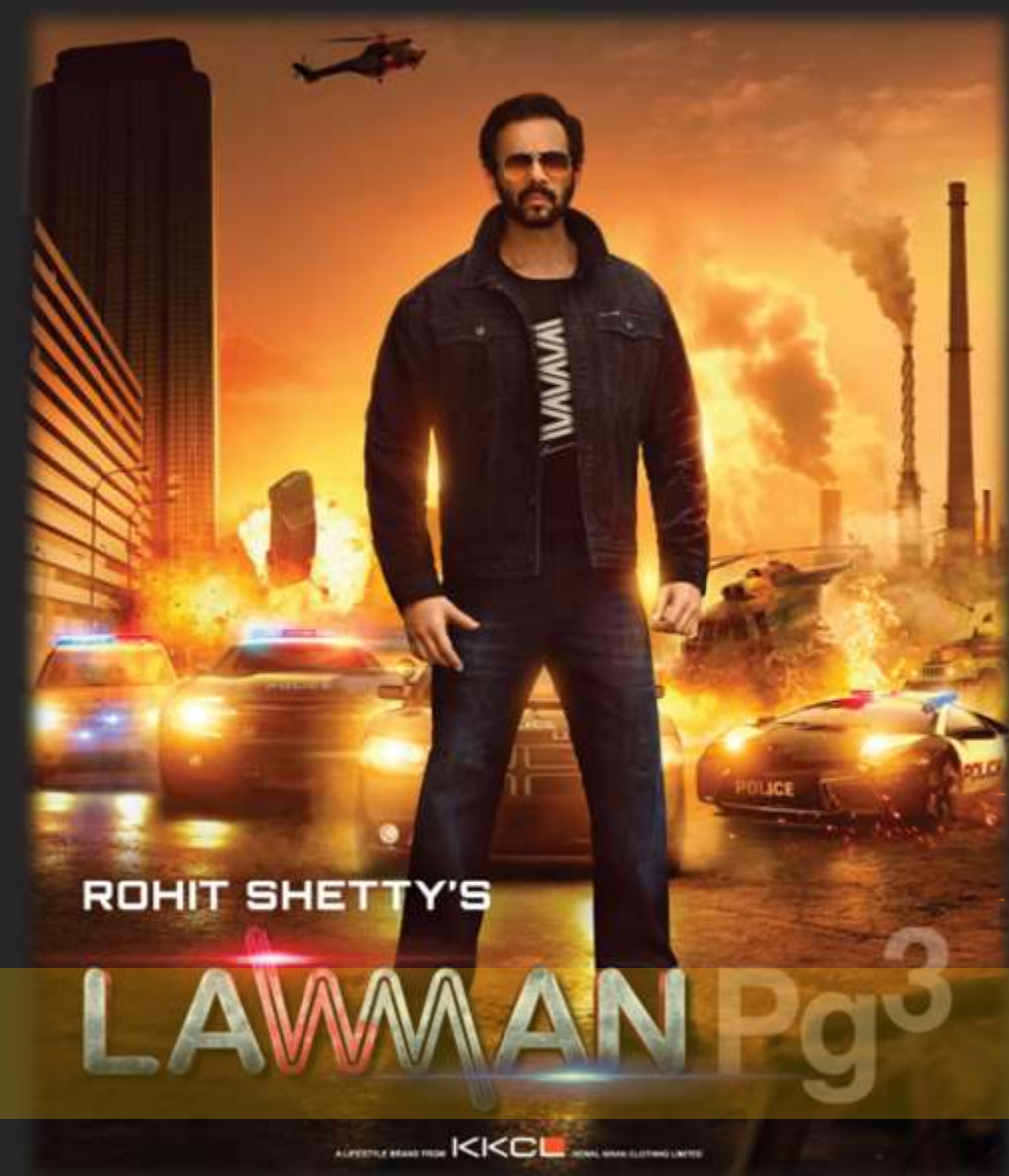
Please find the same in order and acknowledge receipt.

Thanking you.

Yours faithfully,
For Kewal Kiran Clothing Ltd.


ABHIJIT WARANGE
VICE PRESIDENT- LEGAL & COMPANY SECRETARY

Encl: a/a



L I K E D

Q1 FY23 FINANCIAL OVERVIEW & CORPORATE PRESENTATION

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Q1 FY23 Achievement Highlights



Q1 FY23 – Key Financial Highlights

REVENUE	Particulars	₹ Crs		
		Q1FY23	Q1FY22	% Change
155 Crs				
↑ 69%	Revenue from Operations	155	92	69%
	Total Expenses	125	84	50%
EBIDTA				
29 Crs				
↑ 270%	EBIDTA	29	8	270%
	EBIDTA %	19%	9%	
Profit after Tax	Interest	1	1	
22 Crs	Depreciation	2	2	
↑ 153%	PAT	22	9	153%
	PAT %	14%	9%	

Profitability Highlights

Particulars (₹ In Cr)	Q1 FY23	Q1 FY22	Y-O-Y % Change	Q1 FY20	Pre-Covid % Change	Q4 FY22	FY22	FY21	Y-O-Y % Change
Revenue from Operations	155	92	69%	110	40%	170	608	303	101%
Cost of Material Consumed	88	55		49		97	359	180	
Employee Expenses	23	17		15		23	80	53	
Administrative & Other Expenses	8	7		7		9	35	33	
Selling & Distribution Expenses	6	5		17		9	34	19	
EBIDTA	29	8	270%	22	31%	32	100	19	436%
EBIDTA Margin	19%	9%		20%		19%	16%	6%	
Other Income	0	4		2		3	17	17	
Depreciation	2	2		2		2	7	7	
EBIT	28	10		22		34	110	29	279%
EBIT Margin	18%	10%		19%		20%	18%	9%	
Finance Cost	1	1		2		1	5	7	
Profit before Tax	26	9	201%	20	34%	33	105	22	375%
PBT Margin	17%	9%		18%		19%	17%	7%	
Tax	5	0		5		8	24	3	
PAT	22	9	153%	14	53%	25	82	19	321%
PAT Margin %	14%	9%		13%		14%	13%	6%	

* Note : Costs of Material Consumed /COGS includes Costs of Material Consumed, Purchase of Stock in trade , Change in inventories of finished goods, work in progress and stock in trade and Manufacturing & operating expenses

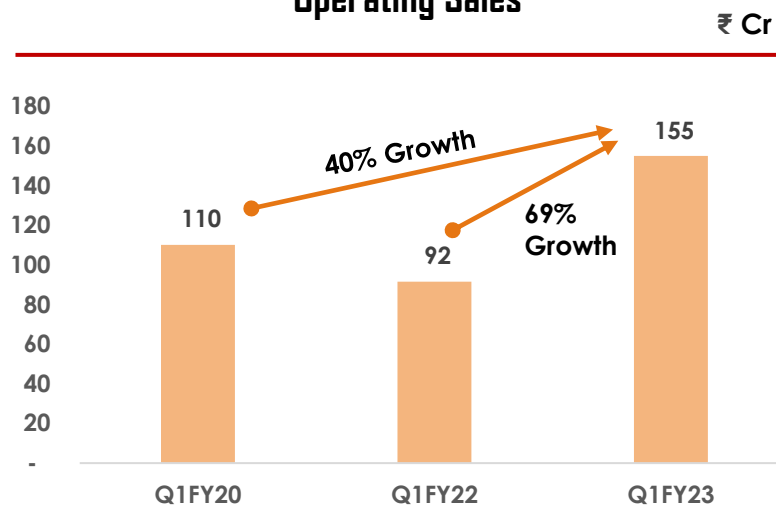
Balance Sheet

Particulars (₹ in Cr)	As at June 2022	As at Mar 2022
ASSETS		
Non-Current Assets		
Property, plant and equipment	88	84
Capital work-in-progress	2	1
Investment Property	1	1
Other Intangible Assets	0	0
Financial Assets		
Investments	57	27
Other Financial Assets	16	15
Deferred Tax Assets (Net)	4	0
Other Non Current Assets	0	0
Total - Non-Current Assets	167	130
Current Assets		
Inventories	157	113
Financial Assets		
Investments	88	118
Trade Receivables	154	171
Cash and Cash Equivalents	161	191
Bank balances other than Cash & Cash equivalents	0	1
Other Financial Assets	2	2
Other Current Assets	27	16
Total - Current Assets	588	613
TOTAL - ASSETS	756	743

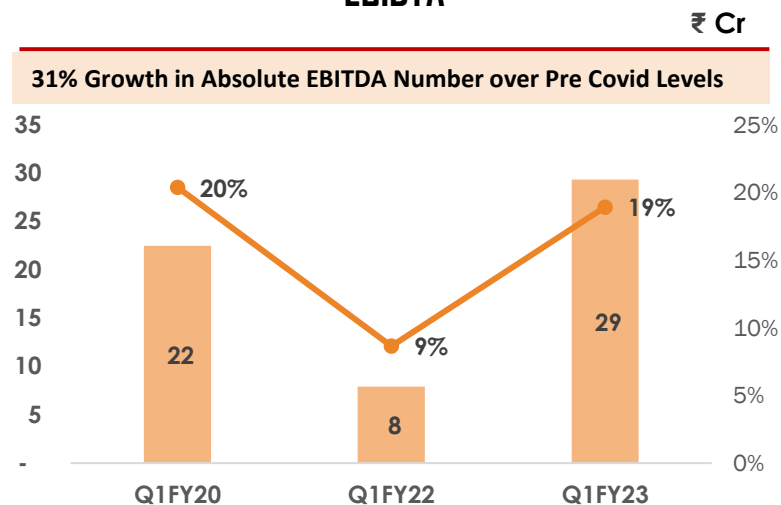
Particulars (₹ in Cr)	As at June 2022	As at Mar 2022
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	62	62
Other Equity	406	417
Total - Shareholders' funds	468	478
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liability	7	4
Provisions	0	0
Deferred Tax Liabilities (Net)	-	-
Total - Non-Current Liabilities	7	4
Current Liabilities		
Financial Liabilities		
Borrowings	64	77
Trade Payables	70	53
Lease Liabilities	1	1
Other Financial Liabilities	15	14
Other Current Liabilities & Provisions	130	115
Total - Current Liabilities	281	260
TOTAL - EQUITY AND LIABILITIES	756	743

Financial Performance : An Overview

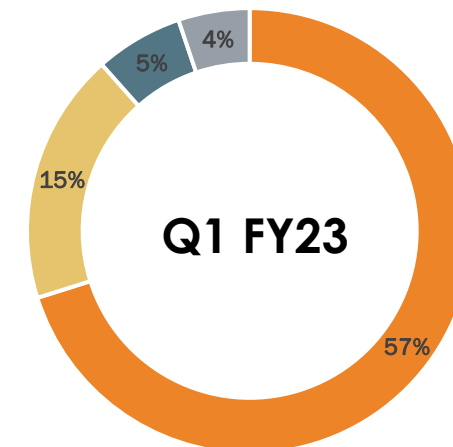
Operating Sales



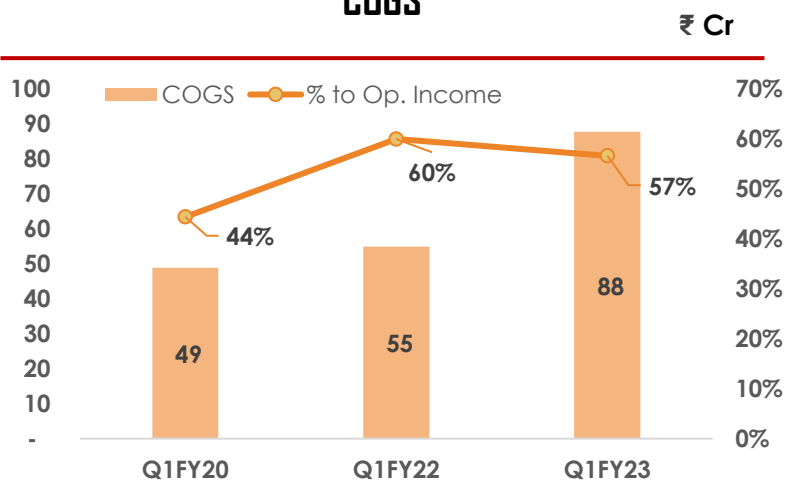
EBIDTA



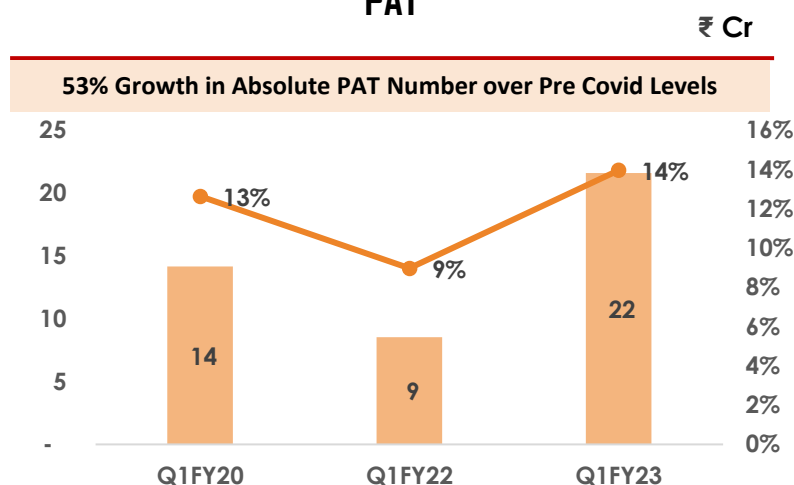
Costs Factors as a % of Operating Income



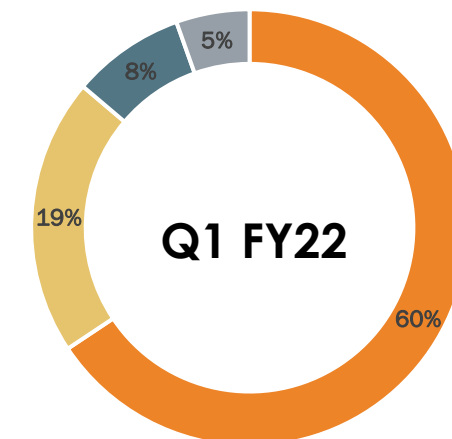
COGS



PAT



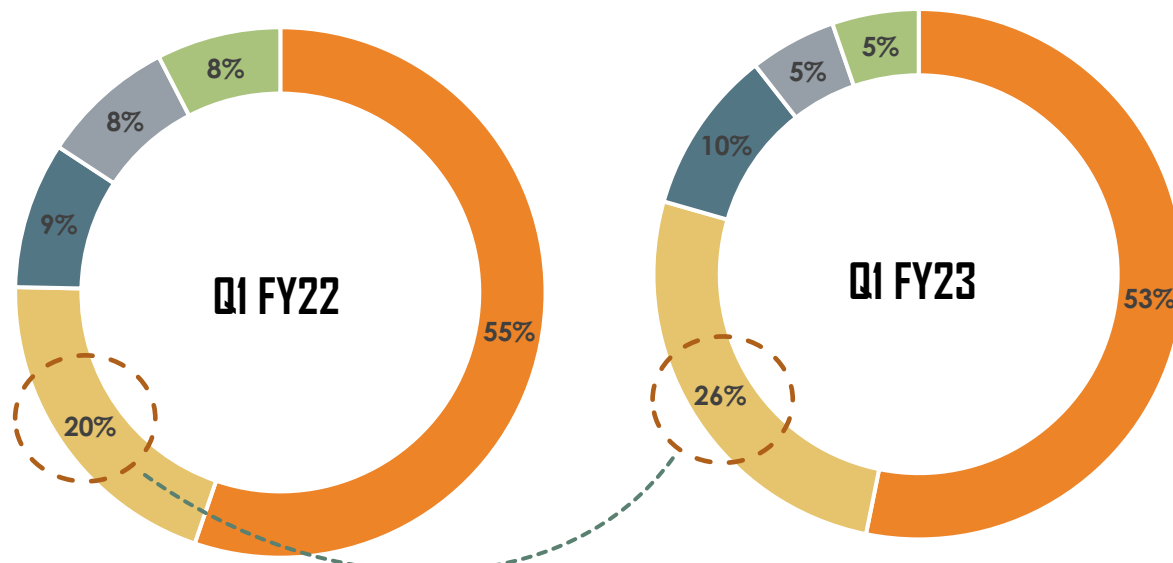
- Cost of Material Consumed
- Personnel Costs
- Admin & Other Costs
- Selling & Distribution Expenses



* Note : Costs of Material Consumed /COGS includes Costs of Material Consumed, Purchase of Stock in trade, Change in inventories of finished goods, work in progress and stock in trade and Manufacturing & operating expenses

Product Category Performance

Product Wise Sales Contribution
 (% Contribution to Total Income from Sales of Apparel and Lifestyle Accessories/Products)



■ JEANS
 ■ SHIRTS
 ■ TROUSERS
 ■ T-SHIRTS
 ■ Others (incl. Accessories)

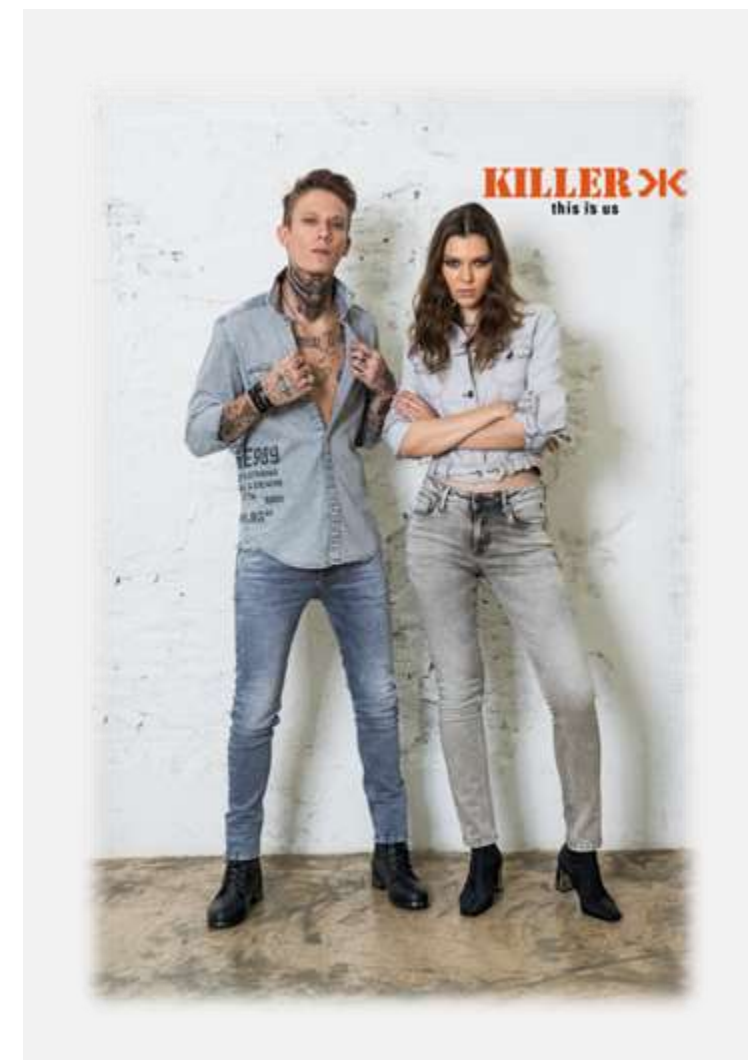
	Q1 FY23	Q1 FY22	FY22	FY21	FY20	FY19	FY18
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	23.27	14.83	89.77	57.77	82.95	84.00	58.69
Apparel Units % of Total Qty Sales	71%	73%	76%	61%	64%	61%	79%
Sales Realisation* (₹ per unit)	660	615	674	520	633	591	779

* Calculated at WSP (Wholesale Sales Price)

Channel wise Performance

Channel Wise Sales Contribution
 (% Contribution to Total Income from Sales of Apparel and Lifestyle Accessories/Products)

	Q1 FY23	Q1 FY22	FY22	FY21	FY20	FY19	FY18
Retail	42%	37%	42%	39%	43%	41%	34%
Non-Retail	40%	37%	36%	36%	42%	42%	51%
Others	18%	26%	22%	25%	15%	17%	15%



EBOs Update

Particulars	COCO/COFO Nos.	FOFO Nos.	Total Nos.
As on 1 April 2022	25	331	356
Opened during the period	1	26	27
Closed during the period	0	02	02
As on 30 June 2022	26	355	↑ 381
Under Development / WIP			67

- COCO - Company Owned Company Operated
- COFO - Company Owned Franchise Operated
- FOFO - Franchisee Owned Franchisee Operated



Killer EBO : Jharkhand



Killer EBO : Viviana Mall – Thane



Jaipur, Rajasthan



Mohali, Punjab



Kolhapur, Maharashtra



Gopalganj, Bihar



Select Recent EBO Openings

Rourkela, Orissa



Ghaziabad, U.P



Adilabad, Telangana



Durgapur, West Bengal



KKCL : Corporate Overview



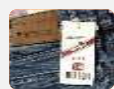
40+ years of Success filled Journey



- Amongst the **few Indian Denim brands** to have **successfully contributed** to the evolving Denim culture in India : **40+ years of tasting success and continuing**



- Integrated Operations & amongst the few players** to be present across Value Chain : **Designing - Manufacturing - Branding - Retailing**



- Denims in Apparels are recognized with distinctive Brand Labels** : KKCL has been able to penetrate through its audience with its **evolving brand culture with 4 iconic brands**



- Established name in the Menswear category** : KKCL intends to capitalize its brand recall with deep penetration across various product categories in the menswear category and opportunistically explore other categories gradually keeping its profitability driven ethos in mind

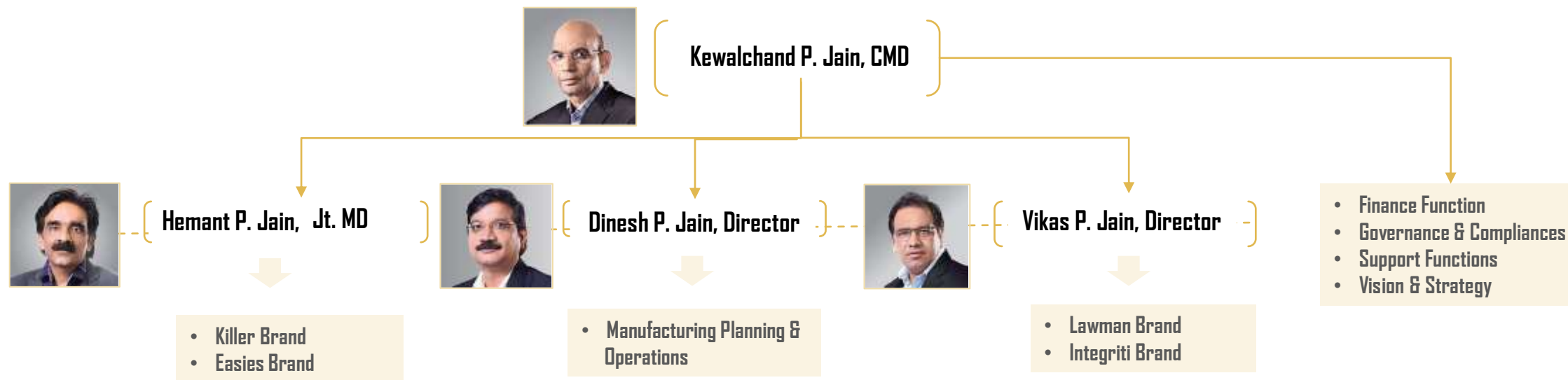


- Established Widespread Distribution** : Presence and reach across India with channel mix spread across EBOs, National Chain stores, E-commerce channel and the traditional MBO channel



Designing success since 1980s

Focused Founding Team



MISSION :

- ❖ Driving excellence through our people, business partners and other stakeholders
- ❖ Focusing on consumer satisfaction and executing a customer-centric business module
- ❖ Adopting international standards and best practices across our operations
- ❖ Executing the business based on the three core growth principles of: Stability, Sustainability and Scalability



VISION :

To be a world-class business organization which enables value, best services and enhancement of net worth for all the stakeholders.

Independent Directors



Dr. Prakash A. Mody
Independent Director

- Chairman and Managing Director of Unichem Laboratories Limited and brings onboard rich experience in marketing, research and production
- A doctorate in Organic Chemistry from University of Mumbai and pursued Marketing Management from Jajmalal Bajaj Institute of Management Studies, University of Mumbai;
- Graduate alumnus of the Harvard Business School, following attending the Owner Presidents' Management Programme.



Mr. Nimish G. Pandya
Independent Director

- Founding Partner at Pandya Juris LLP, International Lawyers & Tax Consultants and Proprietor at Pandya and Co. Advocates and Notary
- Trustee of Shree Sathya Sai Trust, Maharashtra and All India President of Shree Satya Sai Seva Organisation, India
- Member of the Bar Council of Maharashtra and was appointed as a Notary Public by the Government of Maharashtra in 1993
- Specialises in Mergers and Acquisitions, Litigation and Arbitration, Trusts and Charities, Corporate, Commercial and Financial Planning and Execution, including Transaction Support and Contracts, Intellectual Property, Technology, Media and Communications, Competition and Trade, Conveyancing and Real Estates and Family and Personal Law



C.A. Mr. Yogesh A. Thar
Independent Director

- Senior Partner in Bansil S. Mehta & Co., a reputed Chartered Accountancy firm in Mumbai
- Member of the Direct Tax Committee of the Chamber of Tax Consultants
- Member of the Institute of Chartered Accountants of India and with 31+ years of experience in Business Mergers, Acquisitions and Restructuring, Business Valuations, Corporate Taxation and Taxation of Non-resident Citizens and Foreign Companies



C.A. Ms. Drushti R. Desai
Independent Director

- Partner in Bansil S. Mehta & Co., a reputed Chartered Accountancy firm in Mumbai
- Member of the Institute of Chartered Accountants of India with 20+ years of experience in Valuation of Shares, Businesses and Intangibles, Advisory Services on Schemes relating to Mergers, Acquisitions, Spin-offs and other forms of Corporate Restructuring and Family Settlements, Financial and Management Advice, Corporate and Individual Taxation (Income-tax, Wealth-tax, Gift-tax)

Bringing multiple industry experience to the table



KKCL : A New Rising focused towards Growth



- **Induction of experienced Professional Team** across key market Functions coupled with strong business acumen of the founding team across the supply chain



- **Expansion of Product category** to diversify revenue and providing customers an increased choice offering



- Renewed focus towards increase in **growing number of Brand focused EBOs** with a dual purpose of increasing visibility and growing coverage



- **Equal participation in the growth led by new age channels of National chain stores and E-commerce** with balanced business models focused towards profitability



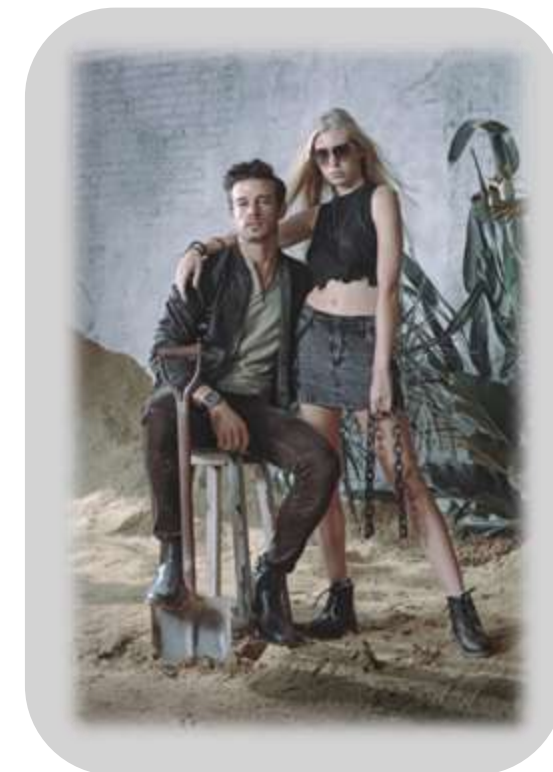
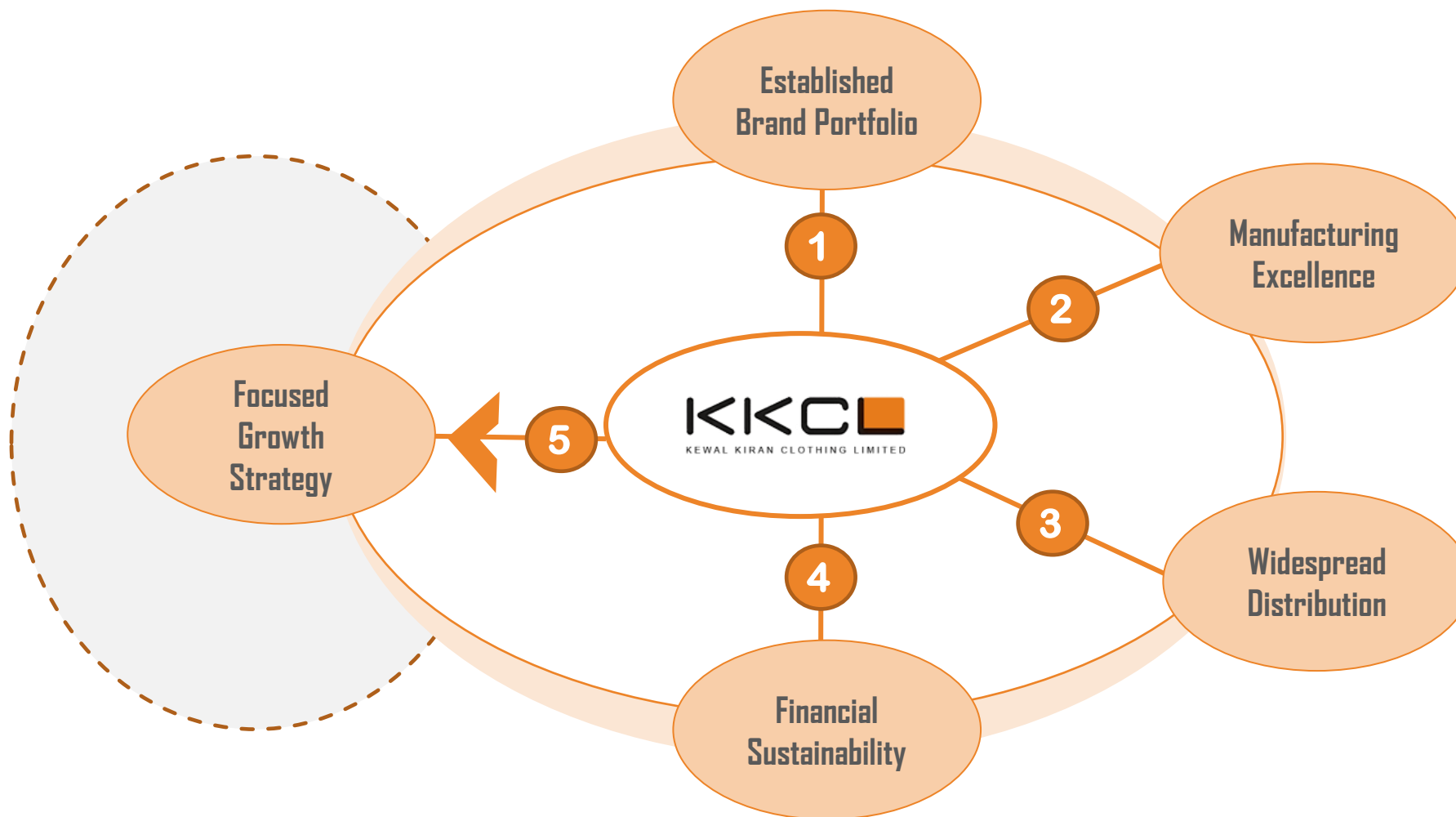
- **Increased support aids towards the distribution channel** in order to provide increased incentive to perform better



- More focus towards **increased marketing coverage**



Riding on Key Success Factors



Profitability Driven : An edge over other players

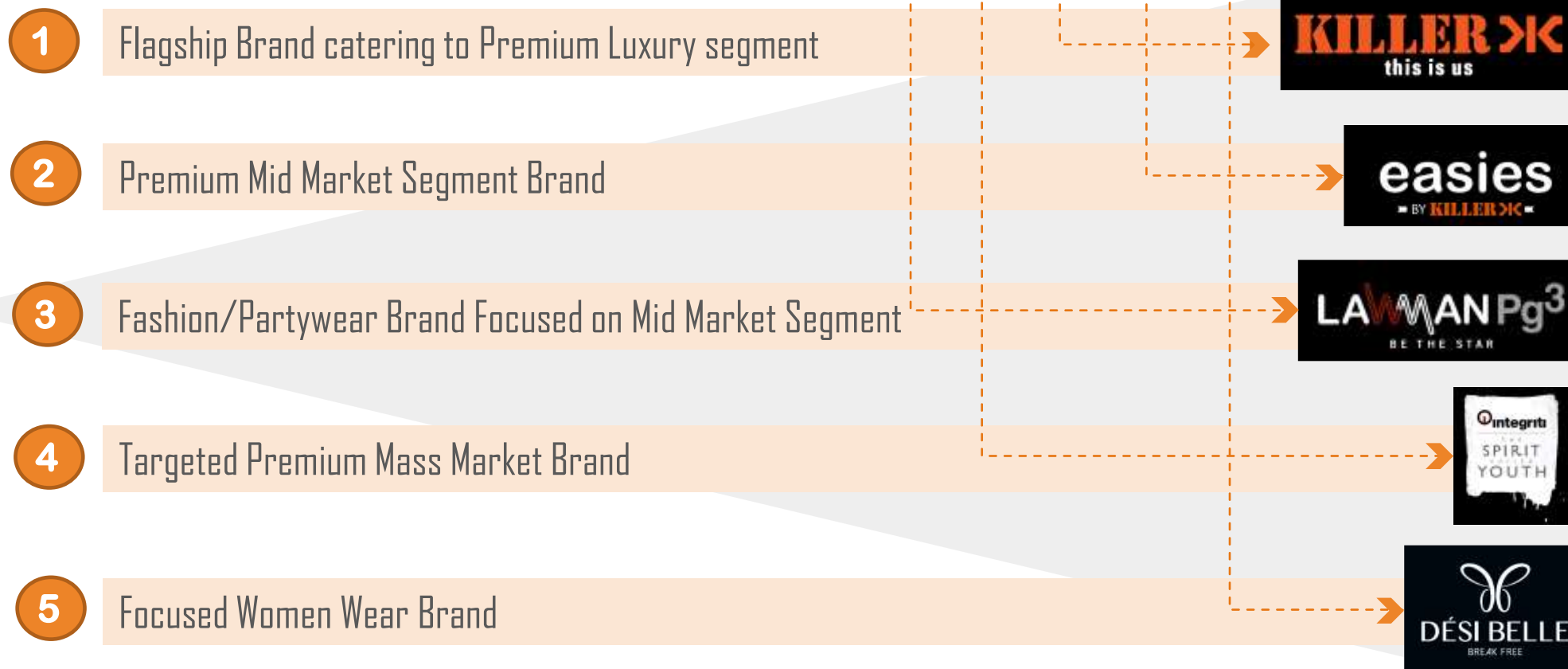
1 Established Brand Portfolio

Key Mantra - Branding drives Aspiration, commands Premium and sense of Stickiness



Established Brand Portfolio

“ **L I K E D** ”
by targeted consumers



Denims:
Label Tagging an important tool

Labels that compete with global contemporaries



Killer : Premium Casuals

Flagship brand "Killer" imbibes in it the cool confidence of today's youth and redefines denims, giving a bold character to them

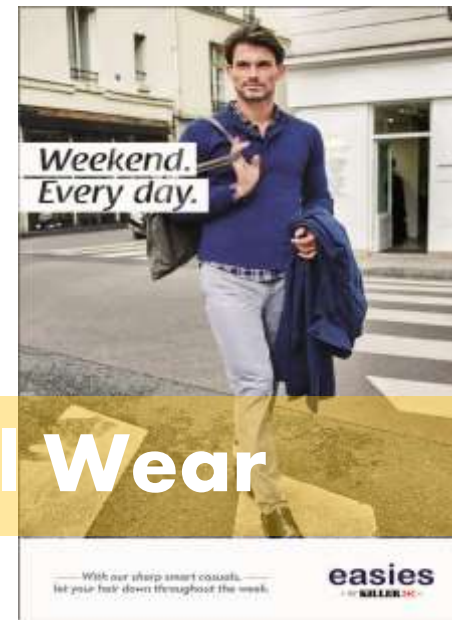


Lawman : Fashion Capital

A glamorous, lifestyle brand, "LawmanPg3" specialises in trendsetting denim and partywear for young adults



Reflecting and resonating the ambition and energy of youth, "Integrati" offers a credible, trusted and value proposition across work and casual wear



Easies : Contemporary Semi Formal Wear



A blend of classic and contemporary preferences, "Easies" is reshaping corporate fashion in India through its range of semi-formal menswear, made from the most premium range of fabric and linen



Women Wear : New Avenues



"Desi Belle" is an Indo-Western womenswear that exists at the confluence of modern style and desi touch, catering to the contemporary woman

Wide Product Portfolio capitalizing Brands



- **Accessories Business through Brand Extension** : Opportunistic Play capitalizing on Brand Recognition & Entrenchment

Deodorants - Shoes - Belts - Masks - Purses - Socks : Amongst Others

Product Identification - Licensing - Branding - Selling







New Category Focus : Jackets & Blazers





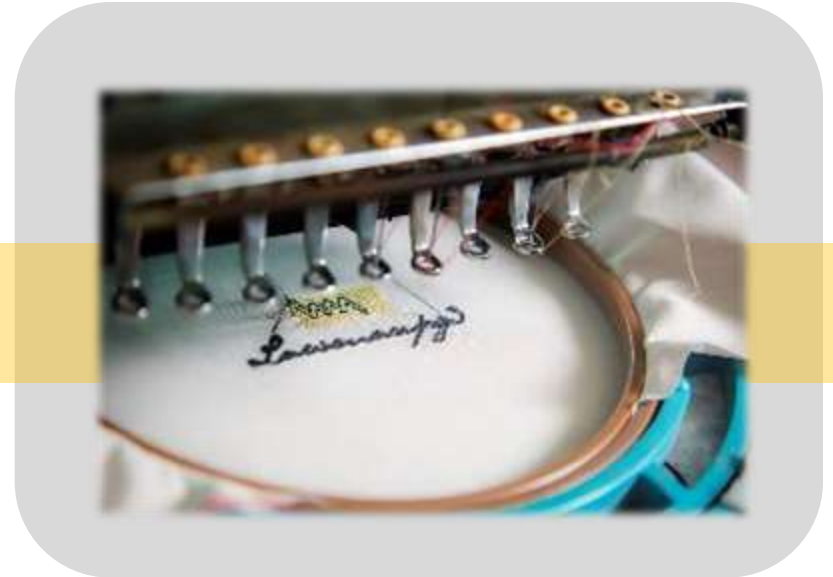
Addictions : Accessories Play as a Brand Extension



The accessories wing of KKCL, "Addictions" offers lifestyle products such as deodorants, watches, wallets, belts and innerwear

2 Manufacturing Excellence

Market dynamics paves the way for Creator's market – Manufacturing back in focus



Manufacturing Excellence

- Tech-led manufacturing capabilities** : State-of-the-art technology in manufacturing denims with units equipped with advanced machinery, helping us offer the best products to our customers
- Best in class Washing Facility:** Key Factor to Denim Manufacturing with high compliances
- Assisted by international professionals to lead our research and technology wing** allowing us to develop new products and improving existing product range
- Balanced approach towards a mix of in-house manufacturing and outsourcing** considering keeping the key functions within control to manage quality and costs
- Years of Experience in the field of manufacturing has given them a strong acumen in terms of **managing supply chain smoothly** – Especially during the time of raw material price volatility, **Company's cash positions** has played to its advantage
- All KKCL manufacturing facilities are certified ISO 9000:2008 and the Vapi facility is additionally certified ISO 14001: 2004



Designing – Procurement – Washing – Stitching – Labelling – Packing – Retail



Robust Manufacturing Setup
 – Giving it a “Good control over product costs factor and Quality”

3

Widespread Distribution

Brand recognition driving market "Pull Strategy" – playing it with a flexible profit oriented & balanced market strategy



Balanced Sales Platform

EBOs

MBOs

NCS

E Commerce

Exports

Traditional Channels : Key to Profitability

**Structured & Focused
Win-Win Philosophy
Methodology**



- Identify Right Channel Partners
- Nurturing Channel Partners & forging long term partnerships
- Opportunities of Growth for Channel Partners
- Retaining Channel Partners

Digital / Modern Retail : Key to Visibility

**Differentiated Play
Differential Offering
Methodology**



- Enhance visibility and create higher aspirational value
- Cost Benefit Analysis
- Differentiated Offering across various SKUs

Strategic Widespread Presence

Exclusive Retail Store Count

As on March 31
2022

356



As on June 30
2022

381

EBOs : Mix of K-Lounge and Brand EBOs

Mix of COCO / COFO / FOFO stores (with FOFO model dominant)

Totally spread over an approx. area of more than
2,50,000 sq.ft spread across India

MBO Presence

Widespread MBO presence through traditional Distributional Channel : 80+ Distributors covering ~4,000+ MBOs across India

National Chain Stores

Select Key Stores: Reliance Retail, Shoppers Stop, Max, Lifestyle, & Others

Multiple E-Commerce Portal Presence

Flipkart / Myntra

Amazon



Extensive footprint of directly operated and franchise stores, along with a presence in large format stores, carefully selected multi-brand outlets (MBOs)

K-LOUNGE

- KKCL's Retail Play

K-LOUNGE



4 Financial Sustainability

Balanced Profitability driven Business Growth



Company Driven by Inherent Financial Acumen

- **Simplicity in Business working** : Focused Balanced Approach striving towards Profitability driven business growth
- **Success Driven Philosophy with a Cautious Approach** : Follow prototype model with an objective to make "Small to Big"
- **Financial Sustainability driven Decision Making** : Key Driver for achieving the **3 Key "S"** of Business
 - Business **Stability**
 - Business **Sustainability**
 - Business **Scalability**
- **Inclusive Business Culture** : Being considerate towards all key stakeholders
 - Customers
 - Human Resource (Employees)
 - Suppliers
 - Channel Partners
 - Shareholders
 - Bankers



Robust Balance Sheet Strength

Cash Rich Company : War chest for Growth

+

Provisioning Practice for Business Cushion

Consistently Profitable with rich Dividend Payment History



Profit & Loss

Particulars (₹ In Cr)	FY18	FY19	FY20	FY21	FY22
Revenue from Operations	462	502	530	303	608
Cost of Material Consumed	240	241	262	180	359
Employee Expenses	65	75	71	53	80
Administrative & Other Expenses	31	33	33	33	35
Selling & Distribution Expenses	27	41	68	19	34
EBIDTA	98	112	95	19	100
EBIDTA Margin	21%	22%	18%	6%	16%
Other Income	21	22	18	17	17
Depreciation	6	8	8	7	7
EBIT	114	126	104	29	110
EBIT Margin	24%	24%	19%	9%	18%
Finance Cost	5	7	9	7	5
Profit before Tax	109	119	96	22	105
PBT Margin	22%	23%	17%	7%	17%
Tax	35	39	23	3	24
PAT	73	80	73	19	82
PAT Margin %	15%	15%	13%	6%	13%

* Note : Costs of Material Consumed /COGS includes Costs of Material Consumed, Purchase of Stock in trade , Change in inventories of finished goods, work in progress and stock in trade and Manufacturing & operating expenses

Standalone basis

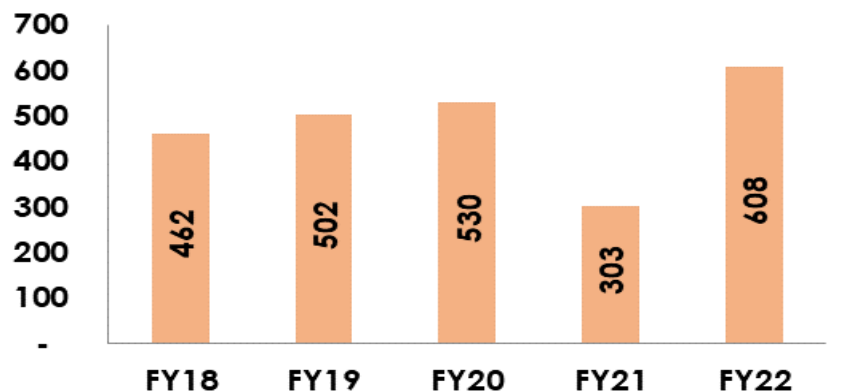
Balance Sheet

Particulars (₹ in Cr)	As at Mar 2022	As at Mar 2021
ASSETS		
Non-Current Assets		
Property, plant and equipment	84	81
Capital work-in-progress	1	1
Investment Property	1	1
Other Intangible Assets	0	0
Financial Assets		
Investments	27	22
Other Financial Assets	15	19
Deferred Tax Assets(Net)	0	-
Other Non Current Assets	0	3
Total - Non-Current Assets	130	127
Current Assets		
Inventories	113	51
Financial Assets		
Investments	118	109
Trade Receivables	171	131
Cash and Cash Equivalents	191	154
Bank balances other than Cash & Cash equivalents	1	0
Other Financial Assets	2	1
Other Current Assets	16	10
Total - Current Assets	613	456
TOTAL - ASSETS	743	582

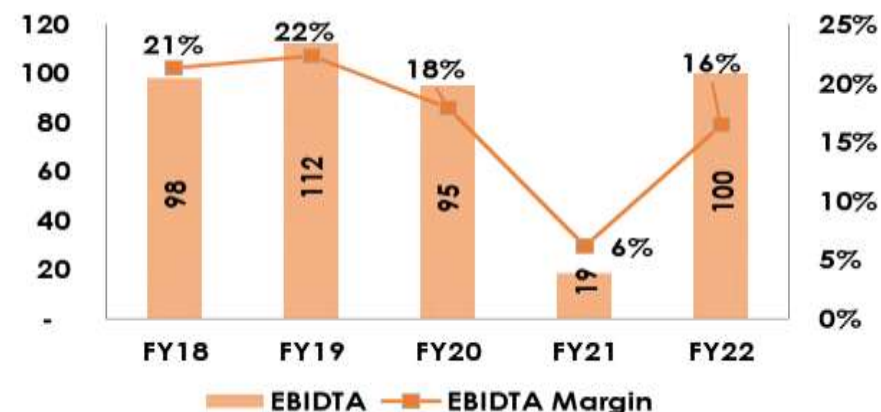
Particulars (₹ in Cr)	As at Mar 2022	As at Mar 2021
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	62	12
Other Equity	417	421
Total - Shareholders' funds	478	433
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liability	4	3
Provisions	0	0
Deferred Tax Liabilities (Net)	-	3
Total - Non-Current Liabilities	4	6
Current Liabilities		
Financial Liabilities		
Borrowings	77	46
Trade Payables	53	37
Lease Liabilities	1	0
Other Financial Liabilities	14	14
Other Current Liabilities & Provisions	115	46
Total - Current Liabilities	260	143
TOTAL - EQUITY AND LIABILITIES	743	582

Key Financial Indicators

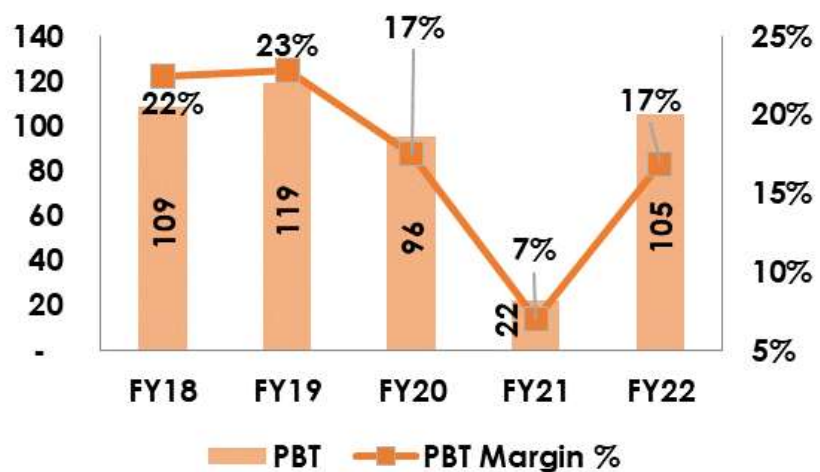
Operating Income ₹ Cr



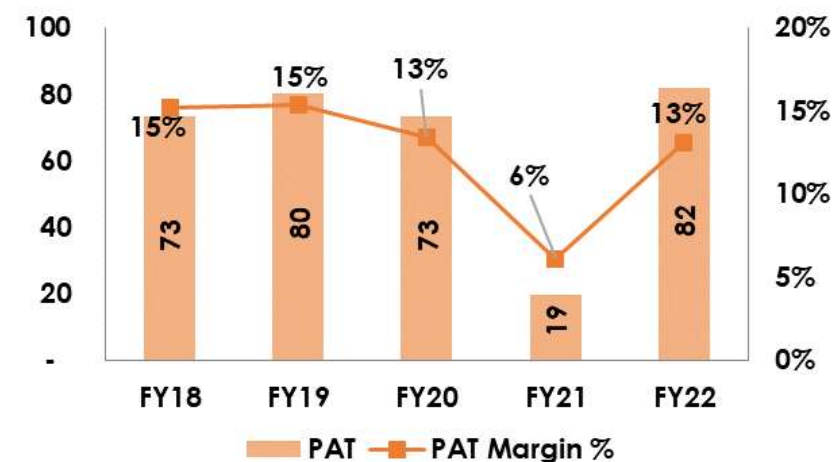
EBIDTA ₹ Cr



PBT ₹ Cr



PAT ₹ Cr



5 Focused Growth Strategy



Focused Growth Strategy

Continue to focus on EBO addition :

- With an objective to capitalise on the growth avenues and to increase its brand visibility, KKCL will continue to focus on to add aggressively its brand EBOs with a mix of both COCO/COFO and FOFO stores with FOFO dominating the number which has always been the Company's preference
- This will also help to balance the distribution channel wise sales across key mediums with being less dependent on any one channel

Continuous focus to explore new product categories :

- With an established brand franchise in Menswear segment, KKCL intends to explore new avenues of growth with focus on new range of products viz. jackets and winterwear segment – which has also helped the Company to fortify its regional penetration in the northern market in India
- On an experimental basis, the Company will continue to expand its product categories to capitalise on its established brands

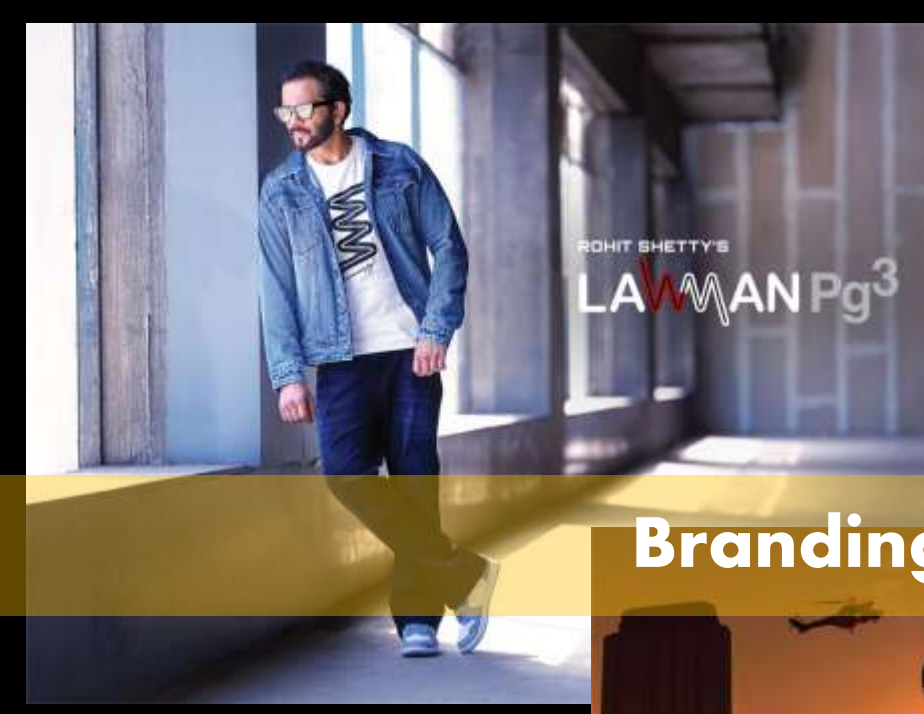
Aggressive Marketing & Advertising :

- Dedicated Expenditure to be made towards aggressive marketing and advertising leading to brand entrenchment across targeted customer base
- Focus on customer connect programmes leading to enduring customer relationship

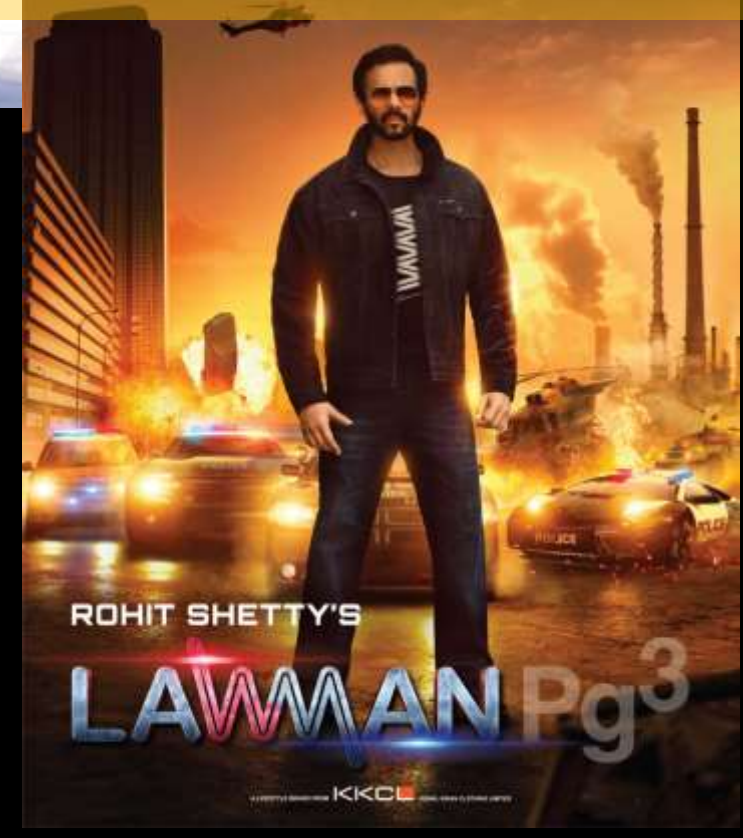


Technology Upgradation :

- Always on the anvil to look at bringing in technological upgradation across functions to smoothen operations however keeping the costs benefit analysis in mind
- Explore towards strengthening its own digital and e-commerce platform to capitalise its brand strengths and also thereby providing an omnichannel avenue across its EBO network



Branding Initiatives



Laxmi Nagar , NCR



Juhu Versova, Mumbai



Andheri, Mumbai



Recent Brand Promotion

Mayur Vihar - Nr. Holiday Inn Hotel, NCR



Bannerghatta Road, Bengaluru



Kurla, Mumbai



Thank You



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