



KILLER >K

**FINANCIAL OVERVIEW &
CORPORATE PRESENTATION
Q1 FY24**

● this

IS US

35
years
of dominance

Denim + Fashion

KILLERX
this is us

LAWMAN Pg³

easies
BY KILLERX

Integrati

DÉSI BELLE

Q1 FY24 - Performance Highlights



Q1 FY24 : Key Financial Highlights

Op. Revenue

15.4%

154.5

Q1 FY23



178.4

Q1 FY24

EBIDTA

16.4%

29.3

Q1 FY23



34.1

Q1 FY24

19.0%

19.1%

PAT

56.8%

21.6

Q1 FY23



33.8

Q1 FY24

13.9%

17.9%

₹ Cr

Sales Growth



Consistent Op. Margins



Profitability Highlights

Particulars (₹ Cr)	Q1 FY24	Q1 FY23	Y-O-Y % Change	Q4 FY23	FY23
Revenue from Operations	178.4	154.5	15.4%	199.5	779.5
COGS	101.64	87.7		110.3	448.9
Gross Profit (GP)	76.8	66.8		89.2	330.6
GP Margin	43.0%	43.2%		44.7%	42.4%
Employee Expenses	25.96	23.0		25.3	97.9
Administrative & Other Expenses	9.00	8.0		8.5	36.3
Selling & Distribution Expenses	7.66	6.5		16.3	44.5
EBIDTA	34.1	29.3	16.4%	39.0	151.9
EBIDTA Margin	19.1%	19.0%		19.6%	19.5%
Other Income	11.2	0.2		7.6	20.2
Depreciation & Amortisation	2.4	1.9		2.4	8.7
EBIT	42.9	27.6	55.4%	44.2	163.5
EBIT Margin	22.6%	17.9%		21.4%	20.4%
Finance Cost	1.50	1.4		1.8	6.4
Profit before Tax	41.4	26.2	58.0%	42.4	157.1
PBT Margin	21.9%	17.0%		20.5%	19.6%
Tax	7.6	4.7		10.8	37.8
PAT	33.8	21.6	56.8%	31.6	119.3
PAT Margin %	17.9%	13.9%		15.3%	14.9%



Standalone basis

KKCO
KEWAL KIRAN CLOTHING LIMITED

Balance Sheet Overview

Particulars (₹ Cr)	As at June 2023	As at Mar 2023
ASSETS		
Non-Current Assets		
Property, Plant and Equipment	84.7	83.9
Right of Use Asset	17.5	16.0
Capital work-in-progress	0.8	1.3
Investment Property	1.3	1.3
Other Intangible Assets	0.3	0.2
Financial Assets		
Investment in Subsidiary & Joint Venture	8.5	8.5
Investments Others	24.3	22.5
Loans	3.0	2.9
Other Financial Assets	16.8	20.1
Deferred Tax Assets (Net)	1.6	0.3
Non Current Assets (Net)	1.9	0.1
Other Non Current Assets	2.7	2.5
Total - Non-Current Assets	163.2	159.6
Current Assets		
Inventories	160.1	165.6
Financial Assets		
Investments	133.3	126.9
Trade Receivables	162.6	169.9
Cash and Cash Equivalents (c)	175.4	170.3
Bank balance other than (c) above	1.3	0.1
Other Financial Assets (incl. Loans)	2.5	1.3
Other Current Assets	26.1	23.4
Total - Current Assets	661.3	657.6
TOTAL - ASSETS	824.5	817.2

Particulars (₹ Cr)	As at June 2023	As at Mar 2023
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	61.6	61.6
Other Equity	506.5	485.8
Total - Shareholders' funds	568.2	547.4
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liabilities	12.7	12.9
Provisions	0.1	0.1
Total - Non-Current Liabilities	12.8	12.9
Current Liabilities		
Financial Liabilities		
Borrowings	34.6	50.8
Lease Liabilities	2.5	2.3
Trade Payables	55.5	48.1
Other Financial Liabilities	20.2	18.9
Other Current Liabilities	37.1	41.2
Provisions	88.6	94.6
Current Tax Liabilities (Net)	5.1	0.9
Total - Current Liabilities	243.6	256.8
TOTAL - EQUITY AND LIABILITIES	824.5	817.2

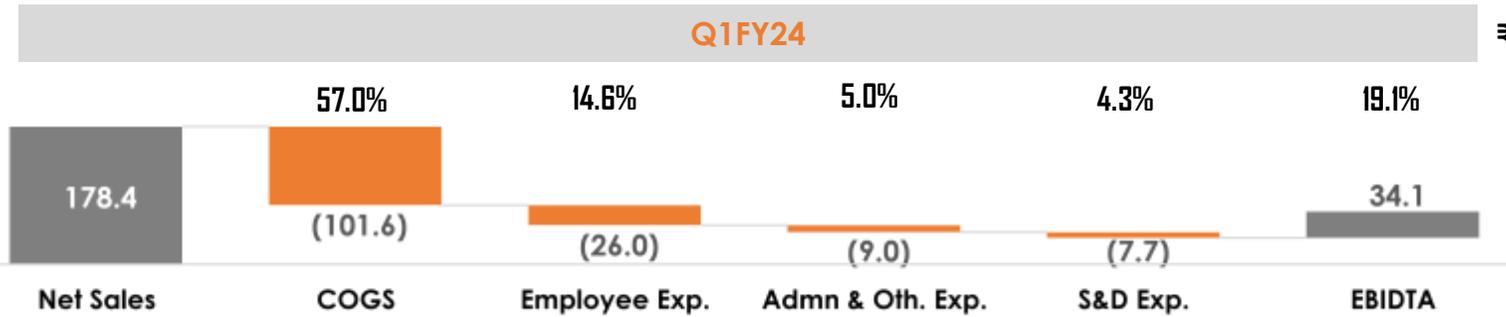


Standalone basis

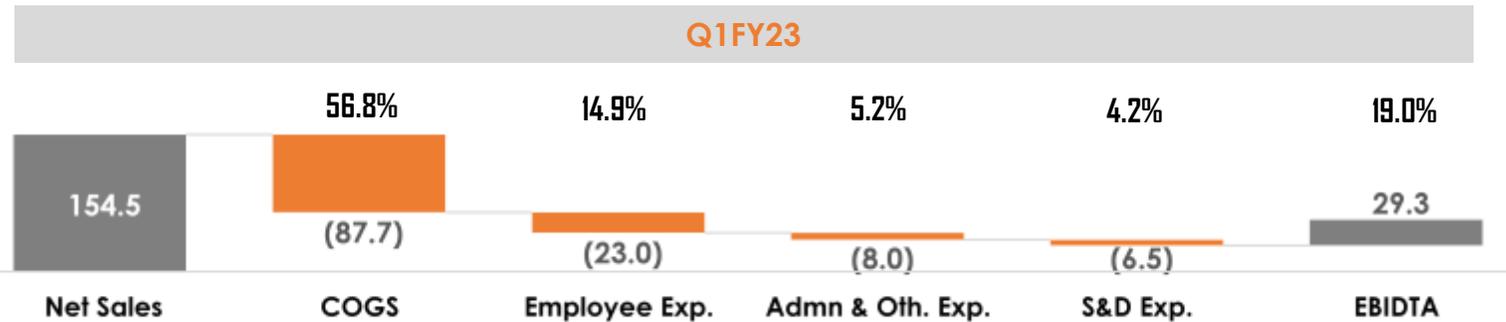
Operational Matrix

₹ Cr

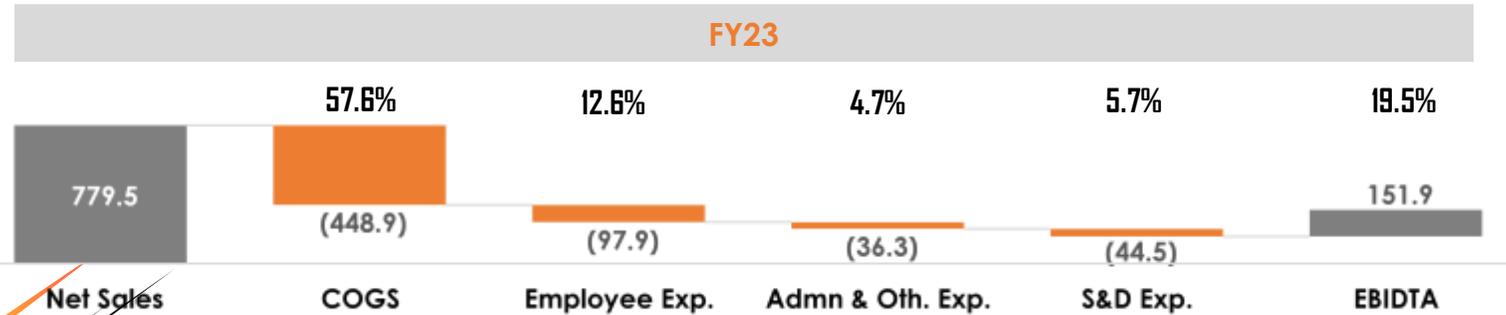
Q1FY24



Q1FY23

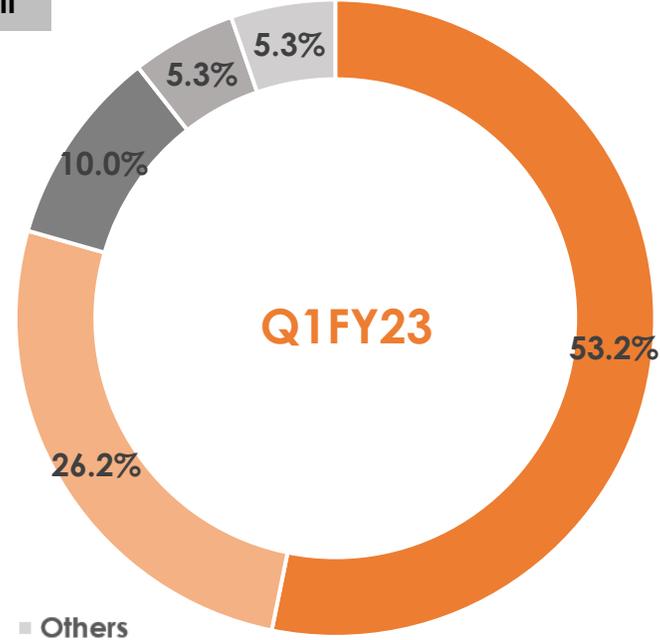
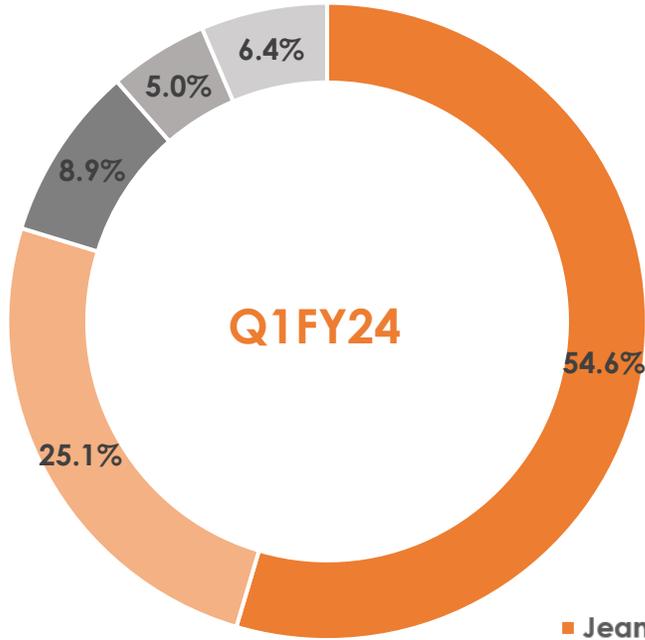


FY23



Product Category Performance

Product Wise Sales Contribution

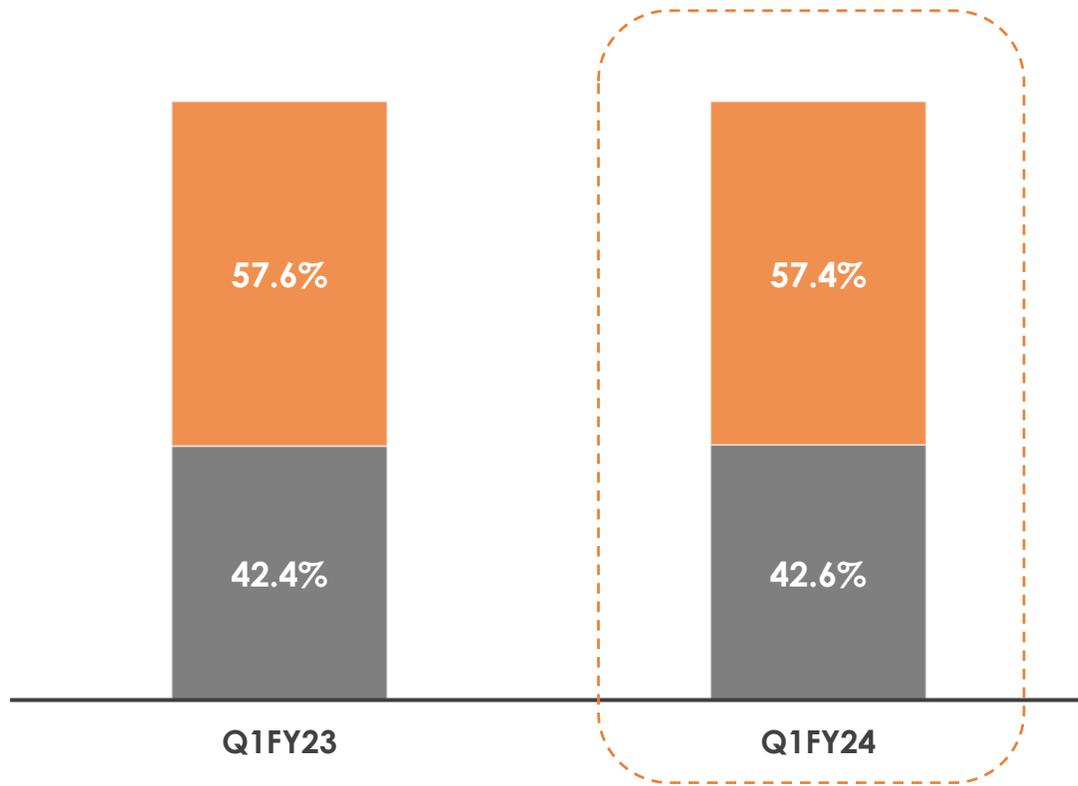


■ Jeans ■ Shirts ■ Trousers ■ T-Shirts ■ Others



Qty Sales / Sales Realisation	Q1 FY24	Q1 FY23	FY23
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	30.4	23.3	110.7
Apparel Units (% of Total Qty Sales)	60.3%	71.5%	72.7%
Sales Realisation (₹ per unit)	582	660	700

Channelwise Sales Performance



- Retail : EBD / LFS
- Non-Retail : MBO / E-Com / Exports / Factory & Seconds

EBO Network Update

EBO Addition

Particulars	COCO/COFO Nos.	FOFO Nos.	Total Nos.
As on April 01 2022	25	331	356
As on April 01 2023	28	425	453
As on June 30, 2023	27	427	454

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

Totally spread over an approx. area

~2,87,000 sq.ft spread across India



Break up of EBOs

- **Killer Brand EBOs** : 249
- **K-Lounge** : 184
- **Other Brand EBOs** : 20
- **Factory Outlet** : 1

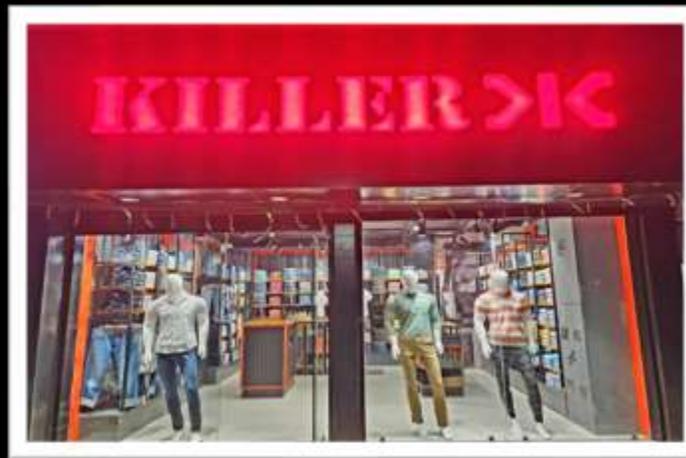
Killer EBO – Udaipur, Rajasthan



★ **Under Development EBOs : 50**



Telangana



Mau, Uttar Pradesh



Raipur, Chattisgarh

Select Recent EBO Openings



Dibrugarh, Assam



Dombivali, Mumbai, Maharashtra



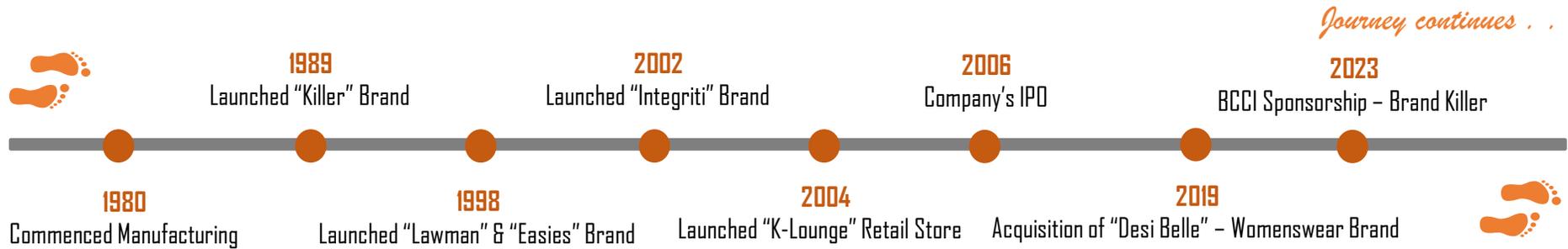
Bharuch, Gujarat

KKCL : Corporate Overview

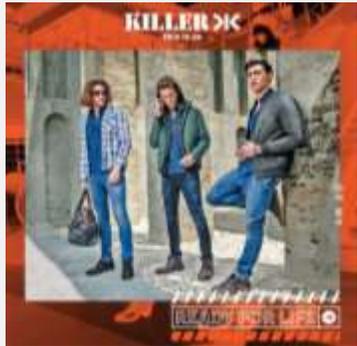


Designing Success - Since 1980's

Journey from a Denim Focused Brand to establishing Lifestyle Brand(s)



1st Flagship Store at Dadar (Mumbai, India)



- Amongst few **home grown successful Apparel Fashion Brand** with roots dating back to 1980's
- Prides itself in contribution to the evolving **Denim culture** in India with its Brand(s)
- **Integrated Play** across Value Chain : **Designing - Manufacturing - Branding - Retailing**
- **Established Widespread Distribution** : Presence and reach across India with channel mix across EBOs, LFS Stores, E-commerce and the traditional MBO channel



Driven by Sustainable Business Ethos

MISSION :

- ❖ Driving excellence through - 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 3S

Financial Sustainability driven Decision Making

Key Driver for achieving the 3 Key "S" of Business

- Business **Stability**
- Business **Sustainability**
- Business **Scalability**



Leading to :

Consistently Profitable

+

Rich Dividend Payment History

VISION :

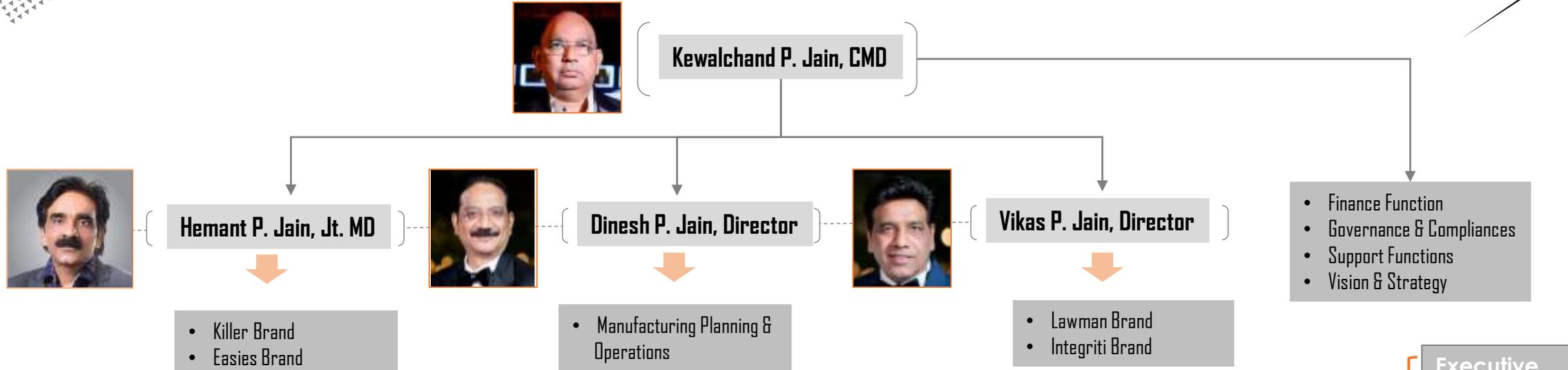
To be a world-class business organization which enables value, best services and enhancement of net worth for all the stakeholders

BUSINESS ETHOS

- ✔ MORALITY
- ✔ RIGHTNESS
- ✔ ETHICAL PRACTICES



Supported by Focused & Experienced Board



Executive
Independent



Dr. Prakash A. Mody
Independent Director

- CMD of Unichem Laboratories Limited



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

- Senior Partner in Banshi S. Mehta & Co., a reputed CA Firm
- 31+ years of rich work experience



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



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

- Partner in Banshi S. Mehta & Co., a reputed CA firm
- 20+ years of experience

Riding on Key Competitive Success Factors



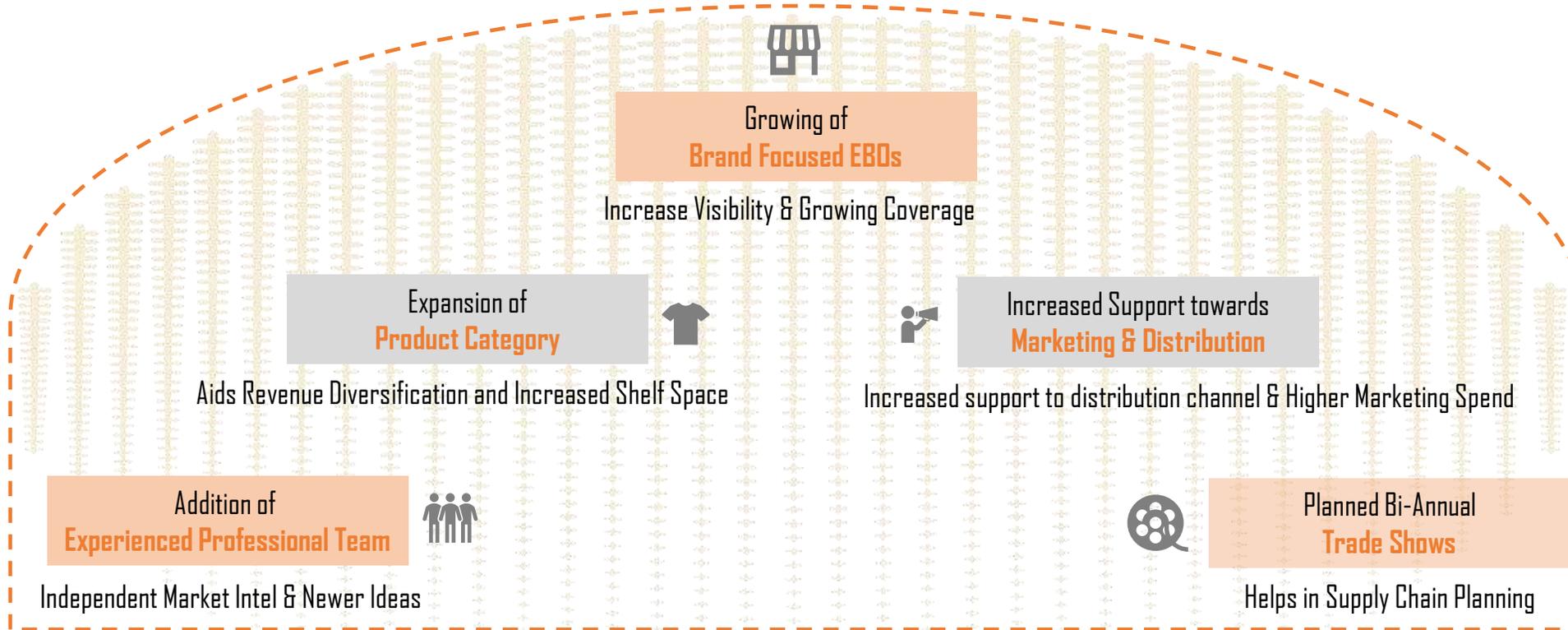
Leading to



Benefiting End Consumer
Attractive Quality Products
at
Sharp Prices



KKCL's New Dawn of Growth



FOCUSED ON HIGH SALES GROWTH WITH SUSTAINABLE MARGINS



Mr. Kewalchand P. Jain, CMD

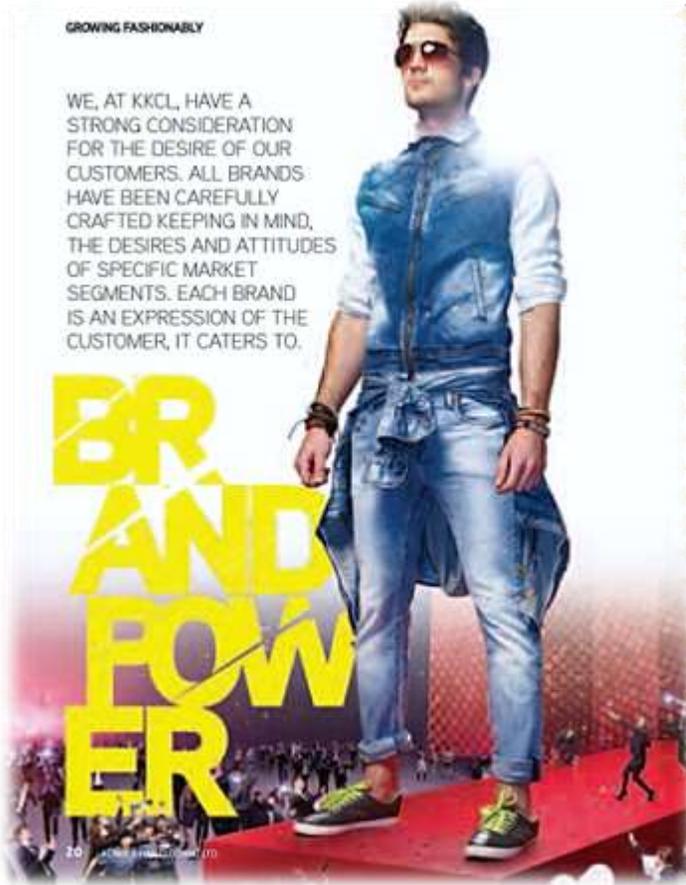
Growth Focus: We believe Indian market would continue to provide opportunities to grow and the segment we serve have potential to absorb newer products from established brands

1

KKCL : Established Brand Portfolio



KKCL : Brand Powerhouse



- 1 Flagship Brand catering to Premium Luxury segment
- 2 Premium Mid Market Segment Brand
- 3 Fashion/Partywear Brand Focused on Mid Market Segment
- 4 Targeted Premium Mass Market Brand
- 5 Focused Women Wear Brand



Denims : Label Tagging an important marketing tool

STYLE

Across Age
Across Personality
Across Occasion

KILLER X
this is us



AW 20

READY FOR LIFE

LA MAN Pg³
BY THE STAR



SMOKE
WASH

LIVE
OUT OF
THE
BOX
BY 20 COLLECTION



easies
BY KILLER X

DET-EST
TO #SHOWYOURINTEGRITY!



Integrati
SPIRIT
YOUTH

WE CHOOSE
LIFE
NOT DRUGS

SOME WEAR WHITE
FOR DEFEAT
SOME FOR PEACE



SS20

DESI BELLE
SINCE 1987

2

KKCL : Product Innovation



Wide Product Portfolio capitalising on Established Brands



T-shirts



Winterwear



Casual Blazer



Widening Product Portfolio with **Rising Brand Aspiration**

Shirts



Lifestyle Brand

Bottom wear to Top Wear To Accessories

To being



Athleisure

Trousers

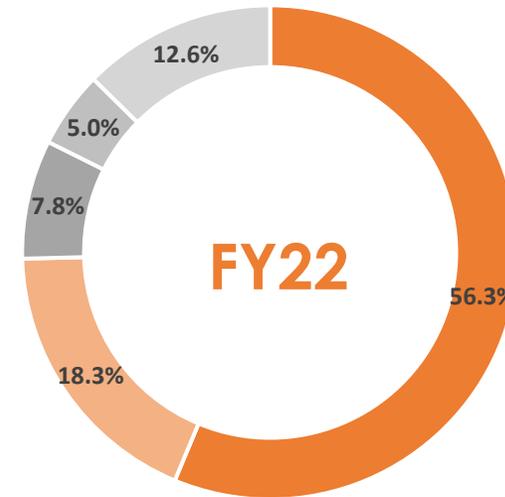
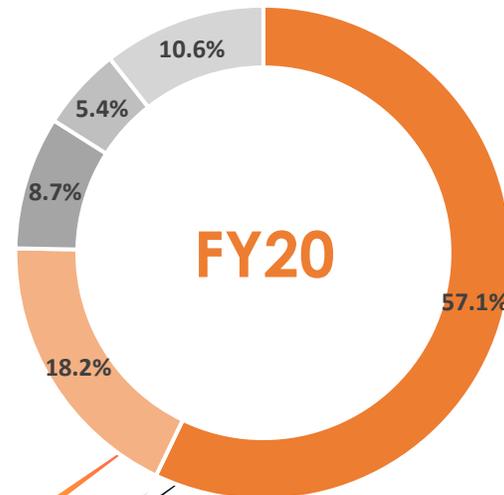
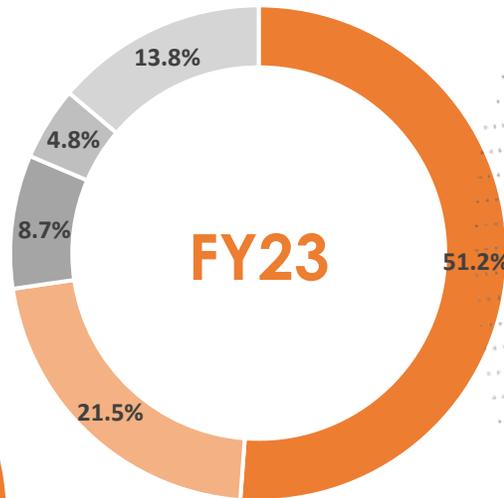
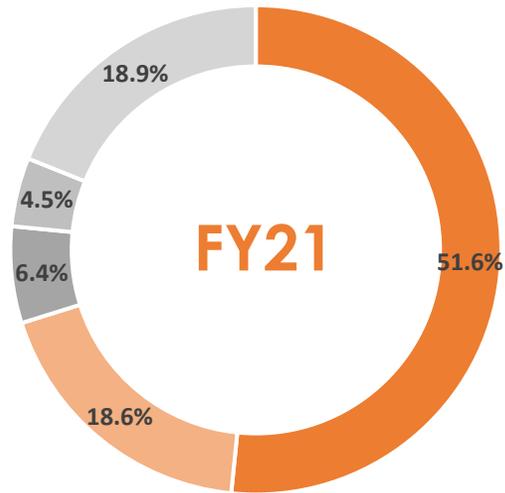
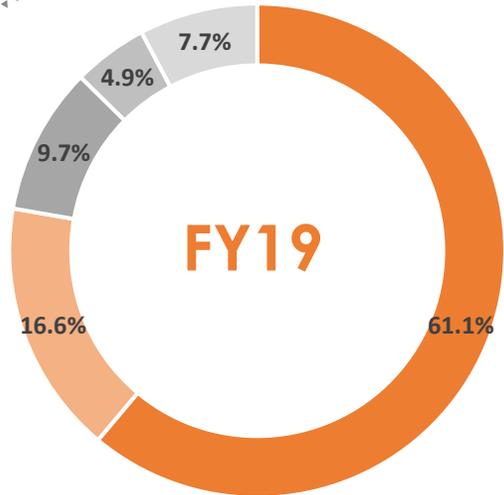


From being
Denim Focused

Accessories



Product Wise Sales Performance



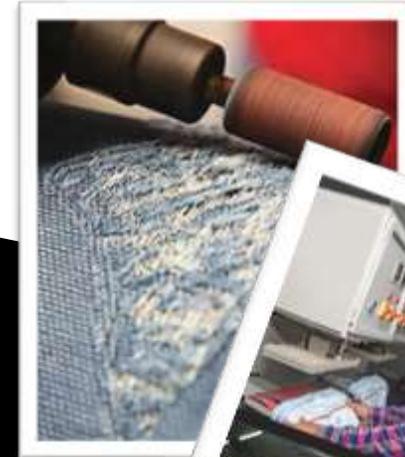
■ Jeans ■ Shirts ■ Trousers ■ T-Shirts ■ Others

Our Offerings

- Jeans
- Shirts
- T-shirts
- Women's wear
- Trousers
- Accessories

3

KKCL : In-House Manufacturing & Technical Capabilities



Manufacturing : A Key MOAT for KKCL

IN-HOUSE CAPABILITIES : **Designing – Procurement – Washing – Stitching – Labelling – Packing – Retail**



- **State of the Art manufacturing capabilities** : Technology led manufacturing units equipped with advanced machinery, helping us offer the best products to our customers
- **Assisted by international professionals to lead our research and technology wing** allowing us to develop new products and improving existing product range
- Years of Experience in the field of manufacturing has given them a **strong acumen** in terms of **managing supply chain smoothly**
- **Manufacturing facilities are certified ISO 9000:2008 and the Vapi facility is additionally certified ISO 14001: 2004**
- **Balanced approach towards Manufacturing to derive Costs Advantage:** House the key value added processes within the in-house arena and outsource the less critical functions



Latest Mfg. Technology with Environment Friendly Practices



- Use of **High end Machines with objective to Conserve Water, Purify Chemicals** and save resources like time and energy



- **Adopt certified green chemicals**, latest blue technology and energy conservation initiatives to be one of the best environment friendly organisations



- **Use of Ozone System for Denim Wash** : (i) Water Saver (ii) Stain remover with less water and (iii) purify chemicals used during denim manufacturing



**BEST IN CLASS
IN-HOUSE
WASHING
FACILITY**

The Vapi Manufacturing Unit won gold awards in 'FAME Excellence Award 2017' and 'Grow Care' India's Environment Award 2017'.



4

KKCL : Widespread Distribution



Growing Distribution Coverage

Widespread Distribution across Channels

EBO

454
(COCO/COFO : 27 , FOFO : 427)

MBO

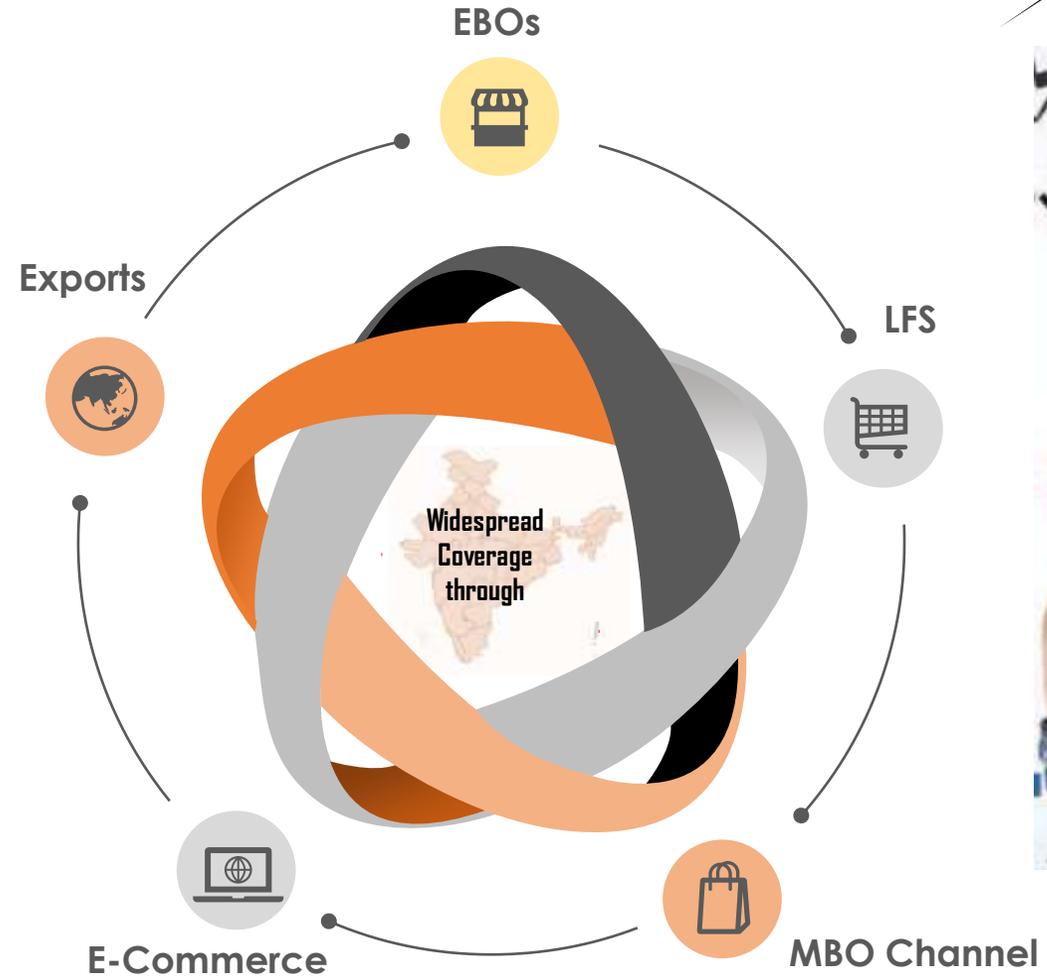
Widespread MBO presence through traditional Distributional Channel : 80+ Distributors covering ~3,000+ MBOs across India

LFS

Select Key Stores: Reliance Retail, Max, Lifestyle, & Others
2000+ counters across regions

E-Comm

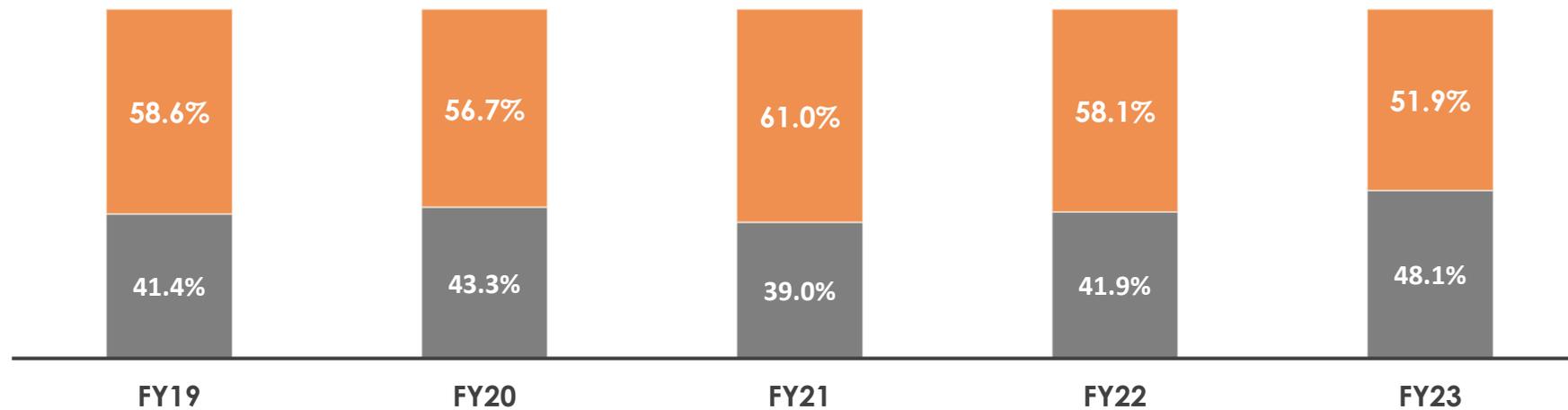
Multiple E-commerce Platform Presence : Flipkart / Amazon



Channel Wise Sales Contribution

Brand recognition driving market **Pull Strategy**

Playing it with a flexible **Profit oriented & Balanced Market Strategy**



- Retail : EBO / LFS
- Non-Retail : MBO / E-Com / Exports / Factory & Seconds



KKCL : Sustainable Financial Performance

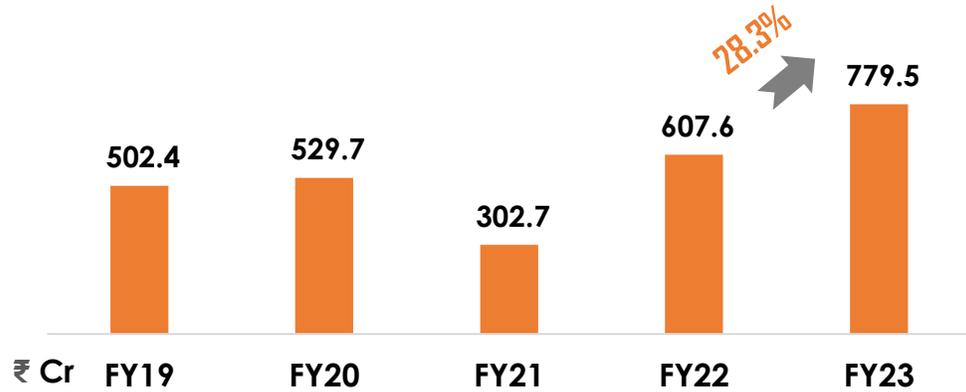


Sales Volume & Realisation

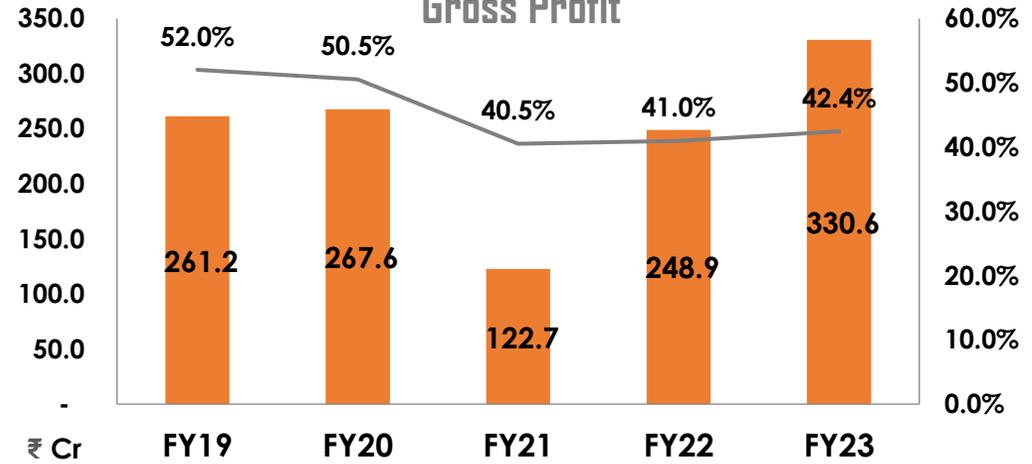


Consistent Robust Financial Performance

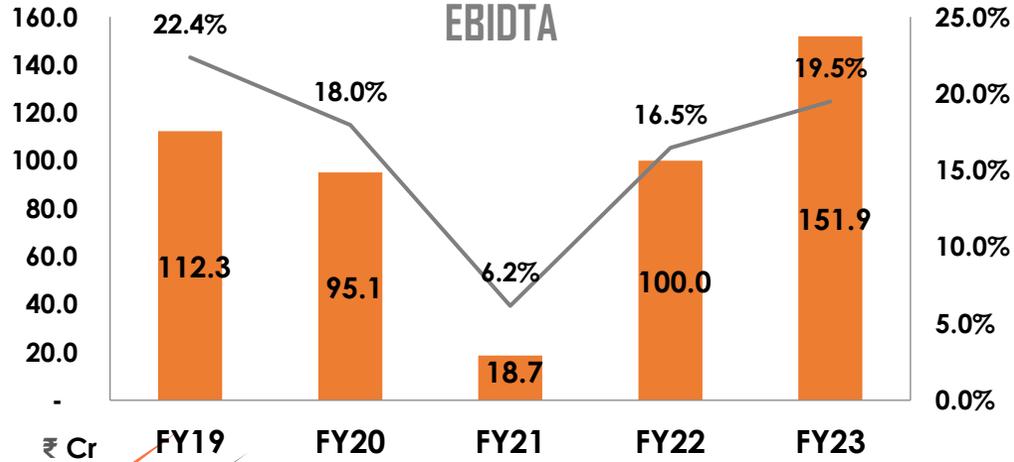
Revenue from Operations



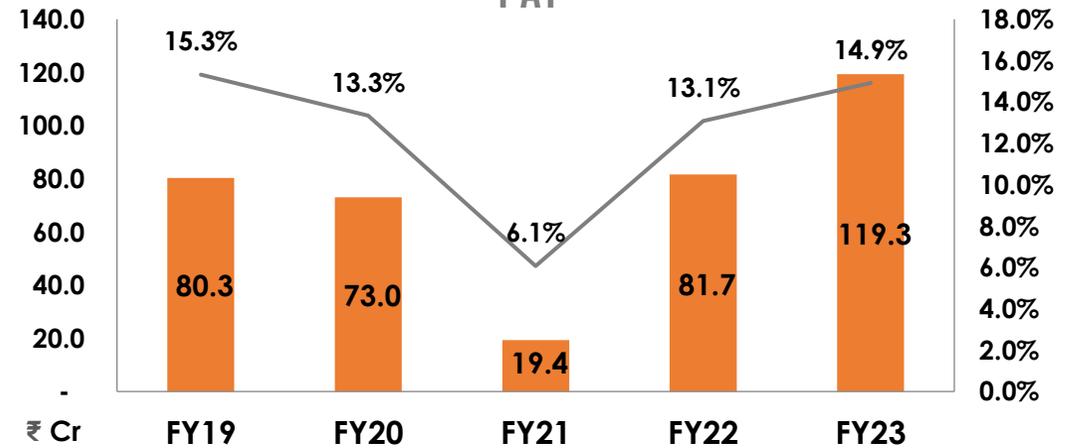
Gross Profit



EBIDTA

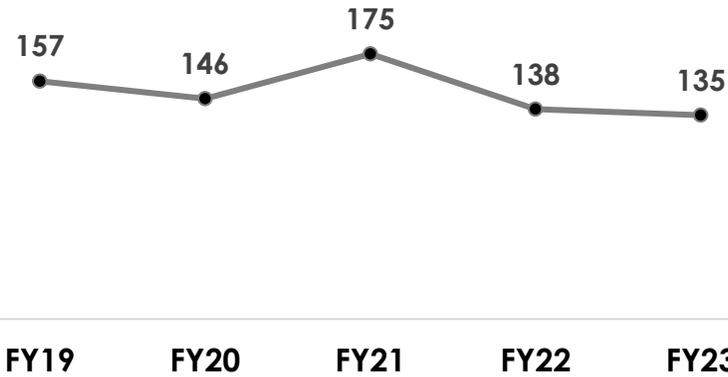


PAT



Consistent Robust Financial Performance (contd.)

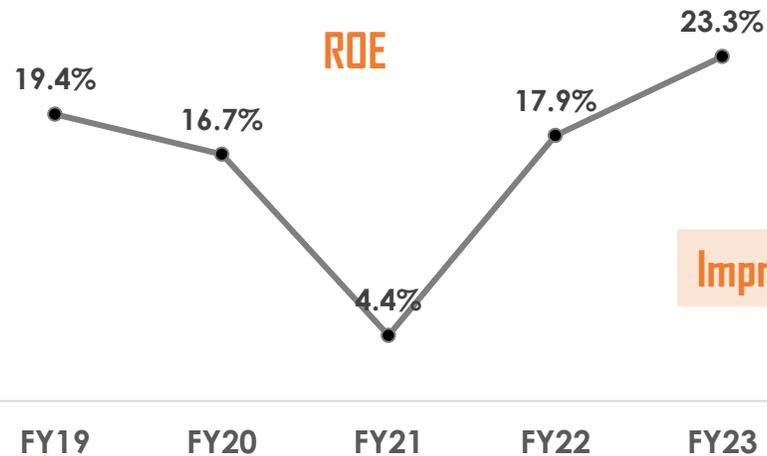
Working Capital Days – Improving Efficiencies



Strong Balance Sheet Strength

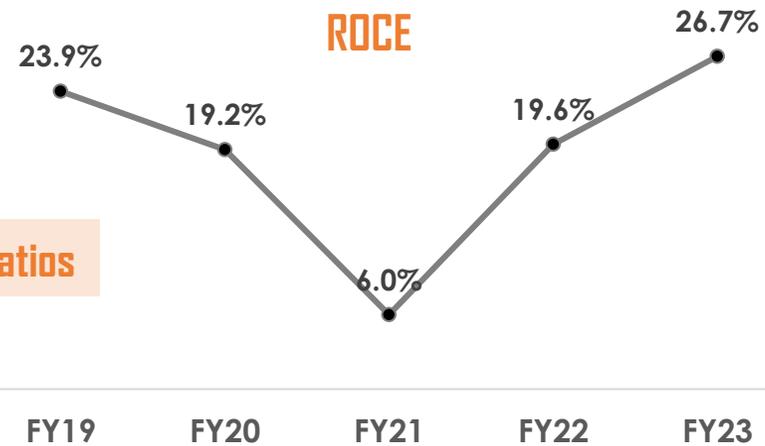
Particulars	FY22	FY23	Q1FY24
Cash & Cash Equivalent / Bank Deposits	205.1	181.1	184.7
Investments	137.3	149.4	157.6
Total Debt	76.7	50.8	34.6
Net Cash Position	265.7	279.7	307.7

* Investment does not includes investment in Subsidiary & JV



Impressive Return Ratios

ROE : PAT / Average Networth



ROCE : (EBIT – Bank Charges) / Capital Employed (Networth + Borrowings + Lease Liabilities + Net Deferred Tax – Other Intangible Assets)



KKCL : Marketing Focused Approach

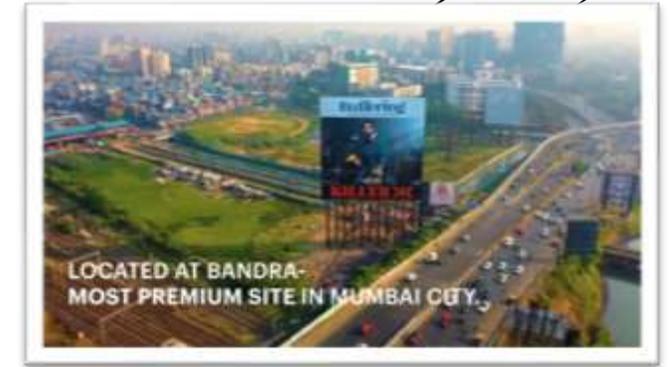


Increased Brand Awareness Campaign

Brands are the centre of Communication Strategy

- Brand Positioning
- Brand Traits
- Short term and Long term goals of each Brand

BRAND DNA



- **Made of Advertising :** Preferred mode of advertising differ from brand to brand
 - (i) Print Advertisements, (ii) movies and events sponsorships (iv) sports sponsorships (v) outdoor advertising
- **Current Trending Marketing Focus :** With an objective to create a cult for the customer base and for them to be proud to associate with the brand they aspire, the focus is to leverage Outdoor Advertisements and Large Sports sponsorships and social media collaborations
- **Select Recent Brand Promotions :**
 - Was the official Sponsor for Team India's Cricket Team
 - Title Sponsor of India v/s Bangladesh Cricket Test Series
 - India V/s South Africa In-stadium Brand Advertisement
 - Pro Kabaddi League- Season 9 – Team Sponsorships



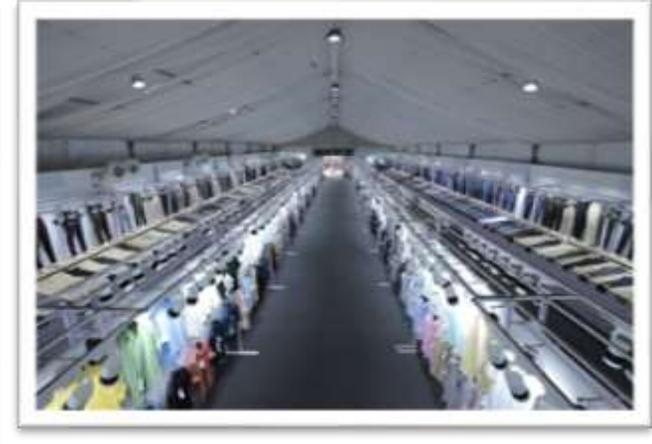


KILLER >K
this is us

Strengthening Channel Partnerships

- **Bi-Annual Trade Shows** for Key Fashion Seasons

- Helps to connect in-person with channel partners
- Feedback sharing
- Better Supply Chain planning on account of Order Bookings
- Lesser risks towards dead Inventory



- **Increased Support for Channel Partners**

- EDSS support in form of costs sharing
- Shop-in-Shop arrangement with some channel partners
- Wider Product range catering across categories and across seasons



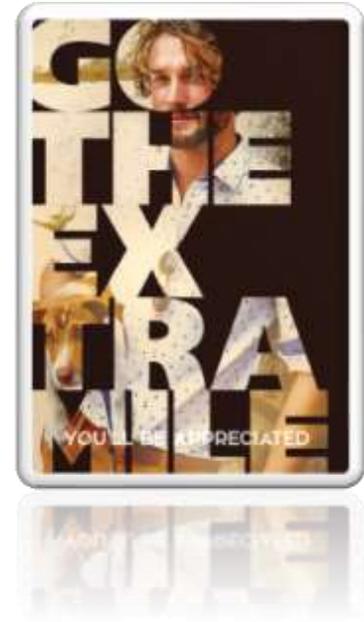
Recent Awards & Accolades



Economic Times : Asian Business Leaders 2022-23



India's Retail Champ Award – Retailers Association of India (RAI)



Economic Times : Iconic Brands of India 2022



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Thank You

KKCL
KEWAL KIRAN CLOTHING LIMITED

460/7, I.B. Patel Road, Kewal Kiran Estate,
Goregaon (East), Mumbai 400063



Investor Relations Advisor

Marathon
We can go the distance

Marathon Capital Advisory Private Limited

Rahul Porwal (99675 76900 / rahul@marathoncapital.in)

Bhavin Ranawat (9819345619 / bhavin@marathoncapital.in)