



KILLER X
this is us

Integr8
THE
SPIRIT
YOUTH

LAWMAN Pg³
BE THE STAR

easies
- BY KILLER X -

DÉSI BELLE
BREAK FREE



Q2 & H1 FY23 FINANCIAL OVERVIEW & CORPORATE PRESENTATION

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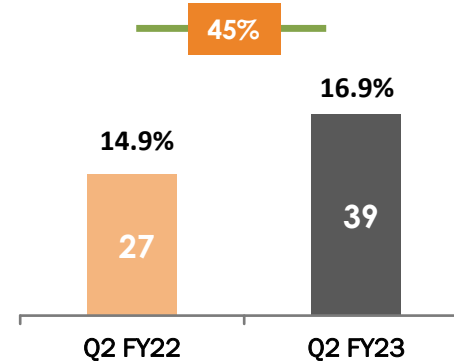
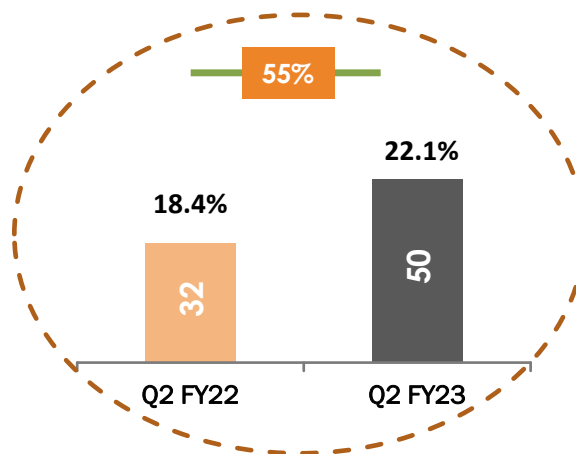
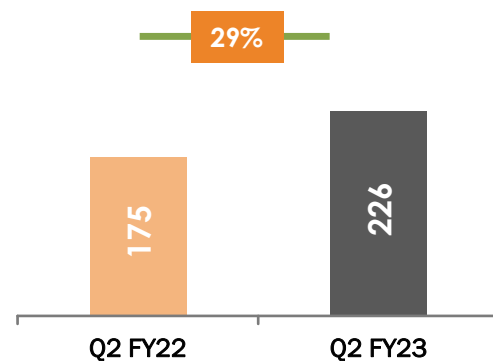
Q2 & H1 FY23 Achievement Highlights



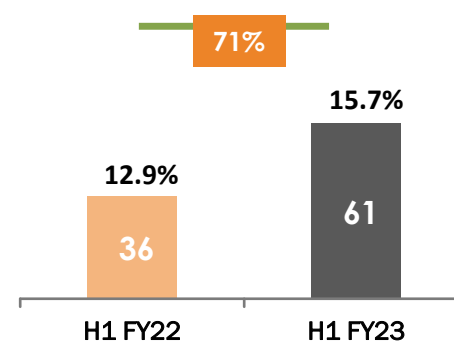
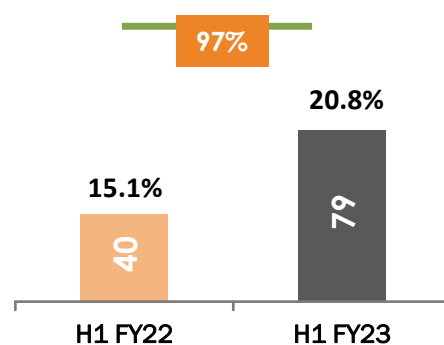
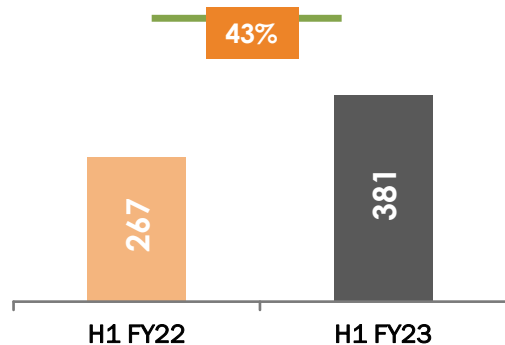
Q2/H1 FY23 – Key Financial Highlights

Q2

₹ Cr


H1

₹ Cr


Op. Revenue
EBIDTA
PAT


Profitability Highlights

Particulars (₹ Cr)	Q2 FY23	Q2 FY22	Y-O-Y % Change	Q1 FY23	H1 FY23	H1 FY22	Y-O-Y % Change	FY22
Revenue from Operations	226.3	175.1	29%	154.5	380.9	266.6	43%	607.6
COGS	132.6	103.4		87.7	220.4	158.3		358.7
Employee Expenses	24.3	19.2		23.0	47.3	36.3		79.8
Administrative & Other Expenses	10.1	12.0		8.0	18.1	19.0		35.4
Selling & Distribution Expenses	9.3	8.3		6.5	15.8	12.8		33.7
EBIDTA	50.0	32.3	55%	29.3	79.4	40.2	97%	100.0
EBIDTA Margin	22.1%	18.4%		19.0%	20.8%	15.1%		16.5%
Other Income	5.9	6.0		0.2	6.1	9.7		17
Depreciation & Amortisation	2.2	1.7		1.9	4.1	3.4		7
EBIT	53.8	36.6	47%	27.6	81.4	46.4	75%	110
EBIT Margin	23.1%	20.2%		17.9%	21.0%	16.8%		17.6%
Finance Cost	1.5	1.3		1.4	2.9	2.5		4.5
Profit before Tax	52.3	35.3	48%	26.2	78.5	44.0	79%	105.3
PBT Margin	22.5%	19.5%		17.0%	20.3%	15.9%		16.9%
Tax	13.1	8.2		4.7	17.8	8.4		23.7
PAT	39.1	27.0	45%	21.6	60.7	35.6	71%	81.6
PAT Margin %	16.9%	14.9%		14.0%	15.7%	12.9%		13.1%

Standalone basis

Balance Sheet

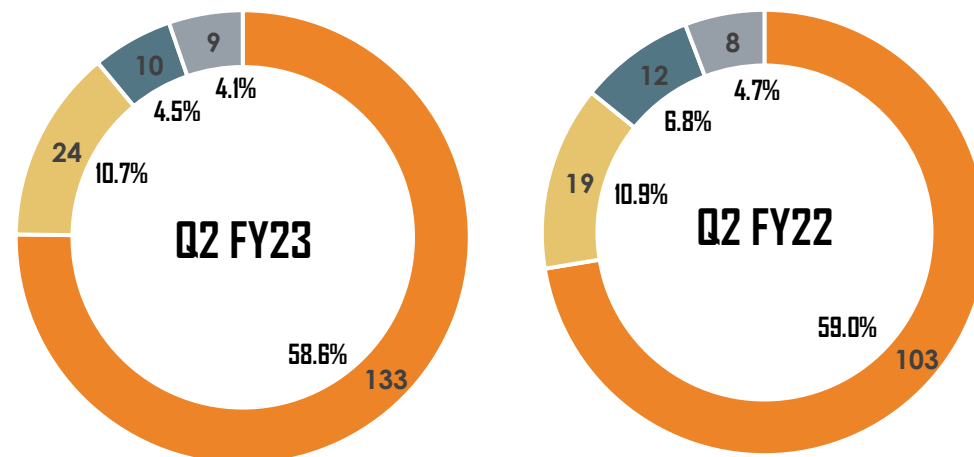
Particulars (₹ Cr)	As at Sep 2022	As at Mar 2022
ASSETS		
Non-Current Assets		
Property, Plant and Equipment	76.9	77.7
Right of Use Asset	13.3	6.8
Capital work-in-progress	2.6	0.9
Investment Property	1.3	1.3
Other Intangible Assets	0.3	0.3
Financial Assets		
Investment in Subsidiary & Joint Venture	8.5	8.5
Investments	93.3	18.8
Loans	2.6	-
Other Financial Assets	14.7	15.3
Deferred Tax Assets (Net)	3.3	0.4
Other Non Current Assets	2.0	0.3
Total - Non-Current Assets	218.7	130.1
Current Assets		
Inventories	178.4	113.0
Financial Assets		
Investments	48.0	118.5
Trade Receivables	205.3	170.9
Cash and Cash Equivalents	168.9	191.2
Bank balances other than Cash and Cash equivalents	0.6	0.6
Other Financial Assets	2.4	2.4
Other Current Assets	7.7	16.4
Total - Current Assets	611.3	613.0
TOTAL - ASSETS	830.0	743.1

Particulars (₹ Cr)	As at Sep 2022	As at Mar 2022
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	61.6	61.6
Other Equity	445.4	416.6
Total - Shareholders' funds	507.0	478.2
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liability	10.3	4.4
Provisions	0.1	0.1
Deferred Tax Liabilities (Net)	-	-
-	-	-
-	-	-
Total - Non-Current Liabilities	10.4	4.5
Current Liabilities		
Financial Liabilities		
Borrowings	65.8	76.6
Lease Liabilities	1.7	0.9
Trade Payables	73.4	53.4
Other Financial Liabilities	15.0	14.5
Other Current Liabilities	13.9	14.9
Provisions	136.2	100.1
Current Tax Liabilities (Net)	6.8	-
Total - Current Liabilities	312.6	260.5
TOTAL - EQUITY AND LIABILITIES	830.0	743.1

Operational Matrix

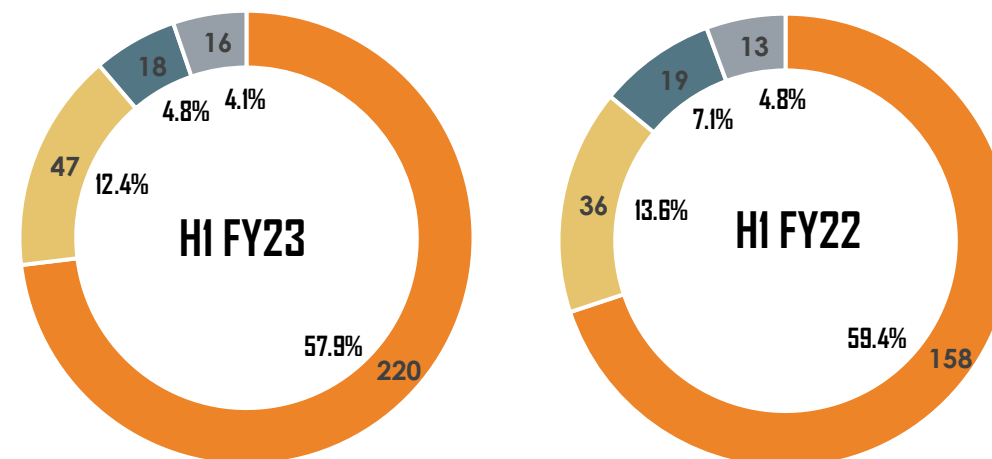
Q2 Operational Matrix

₹ Cr

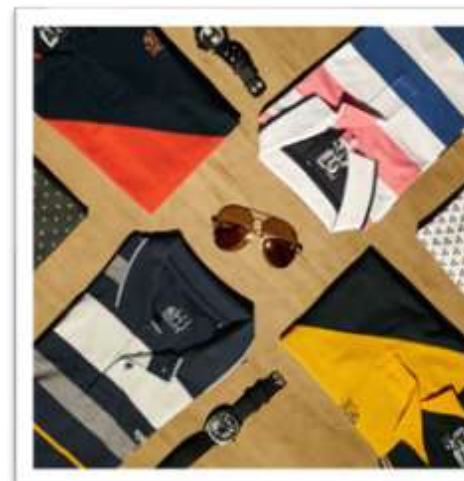


H1 Operational Matrix

₹ Cr

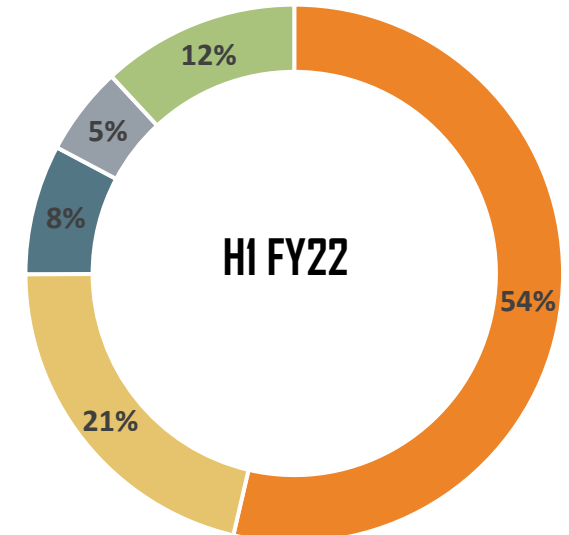
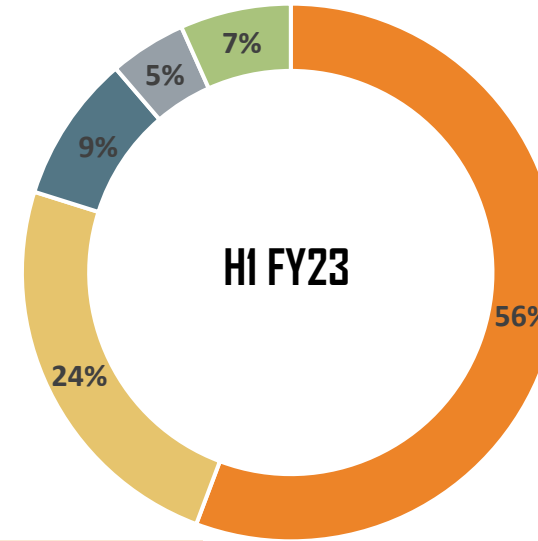
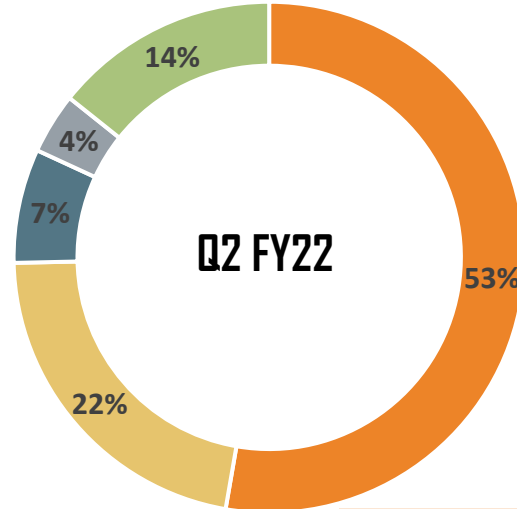
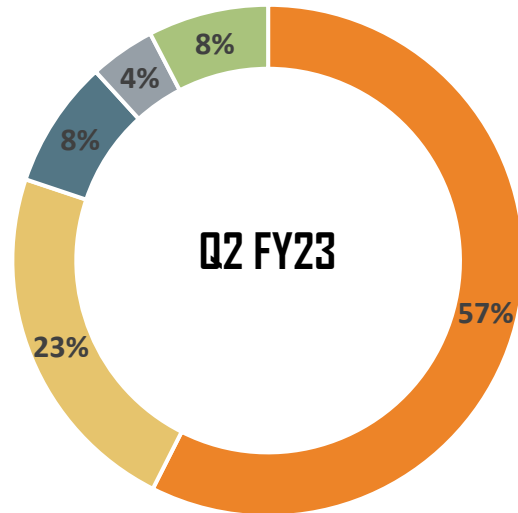


■ COGS ■ Employee Exp. ■ Admn & Oth. Exp. ■ S&D Exp. % : Refers to % of Operating Revenue



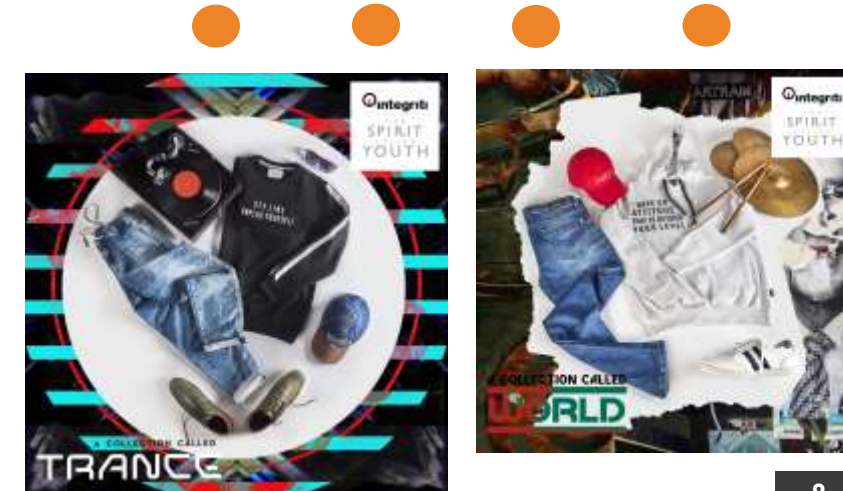
Product Category Performance

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



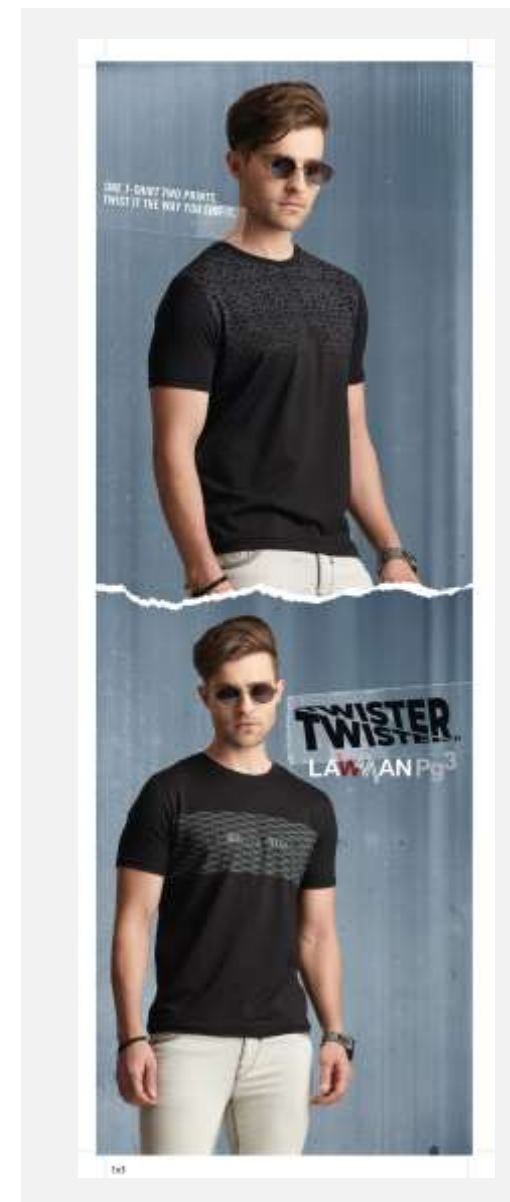
Product Wise Sales Contribution

Qty Sales / Sales Realisation	Q2 FY23	Q2 FY22	H1FY23	H1FY22	FY22
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	32.29	24.98	55.55	39.81	89.77
Apparel Units % of Total Qty Sales	75%	82%	74%	79%	76%
Sales Realisation (₹ per unit)	699	700	682	668	674



Channel wise Sales Performance

	Q2 FY23	Q2 FY22	H1 FY23	H1 FY22	FY22
Retail	41%	38%	42%	38%	42%
Non-Retail	33%	35%	36%	36%	36%
Others	26%	27%	22%	27%	22%



EBO Network Update

Particulars	COCO/COF O Nos.	FOFO Nos.	Total Nos.
As on 1 April 2022	25	331	356
As on 30 June 2022	26	355	381
As on 30 Sep 2022	29	390	419
Under Development		41	

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Break up of EBOs		
• K-Lounge	:	217
• Killer Brand EBOs	:	175
• Other Brand EBOs	:	26
• Factory Outlet	:	1

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

Totally spread over an approx. area of more than

2,70,000 sq.ft spread across India



Bihar Store Opening





Killer EBO : Viviana Mall – Thane





Orissa



Assam



Uttar Pradesh



Haryana

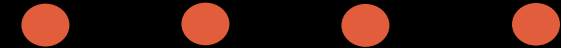


Gujarat



Bihar

Select Recent EBO Openings



Jharkhand



West Bengal



Maharashtra



Telangana

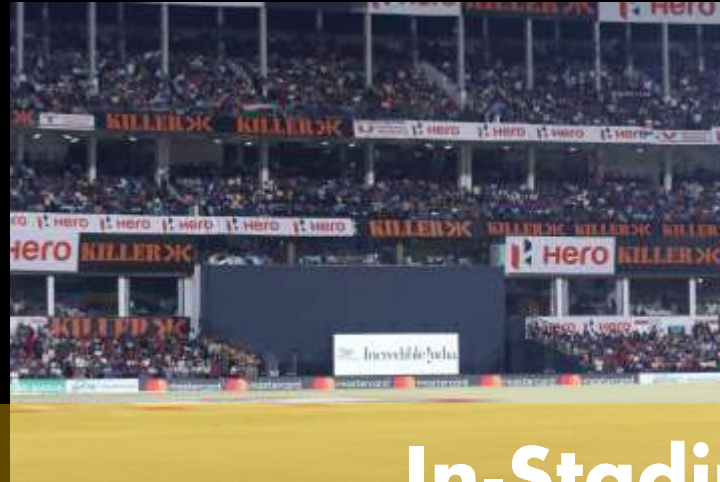
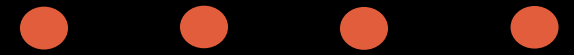


Q2 FY23 : Brand Promotion Campaign





- India v/s Australia Series
- India v/s South Africa Series



In-Stadium Branding - Cricket





Outdoor Marketing Campaign



BEST Bus



Mumbai Metro Station



Airport

KKCL : Corporate Overview



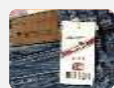
40+ years of Success filled Journey



- 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

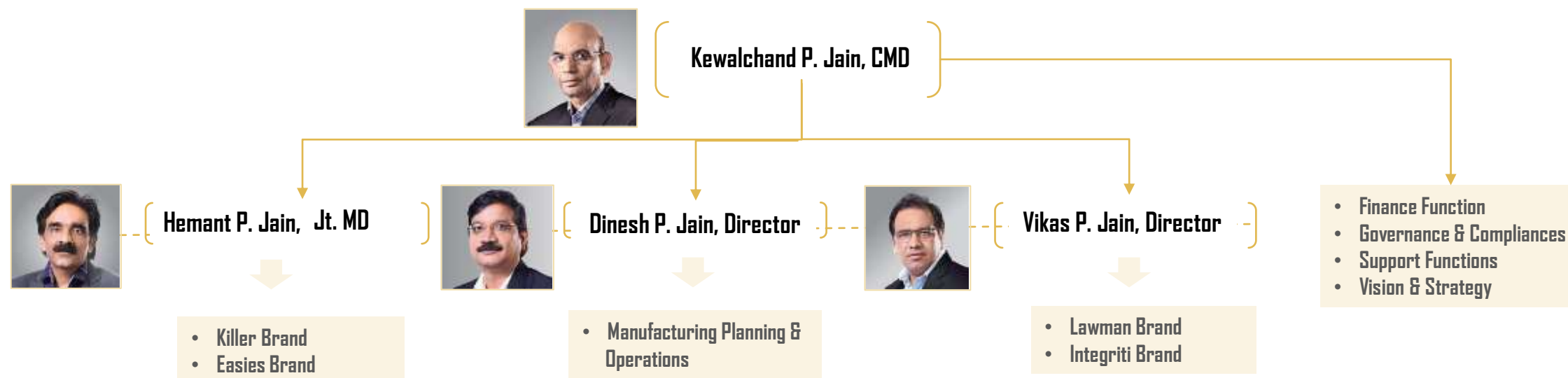


- Established Widespread Distribution** : Presence and reach across India with channel mix spread across EBOs, National Chain stores, E-commerce channel and the traditional MBO channel



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 Jamnalal 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

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 Large Format 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**



- **Organizing Trade Shows** twice a year which helps in supply chain planning





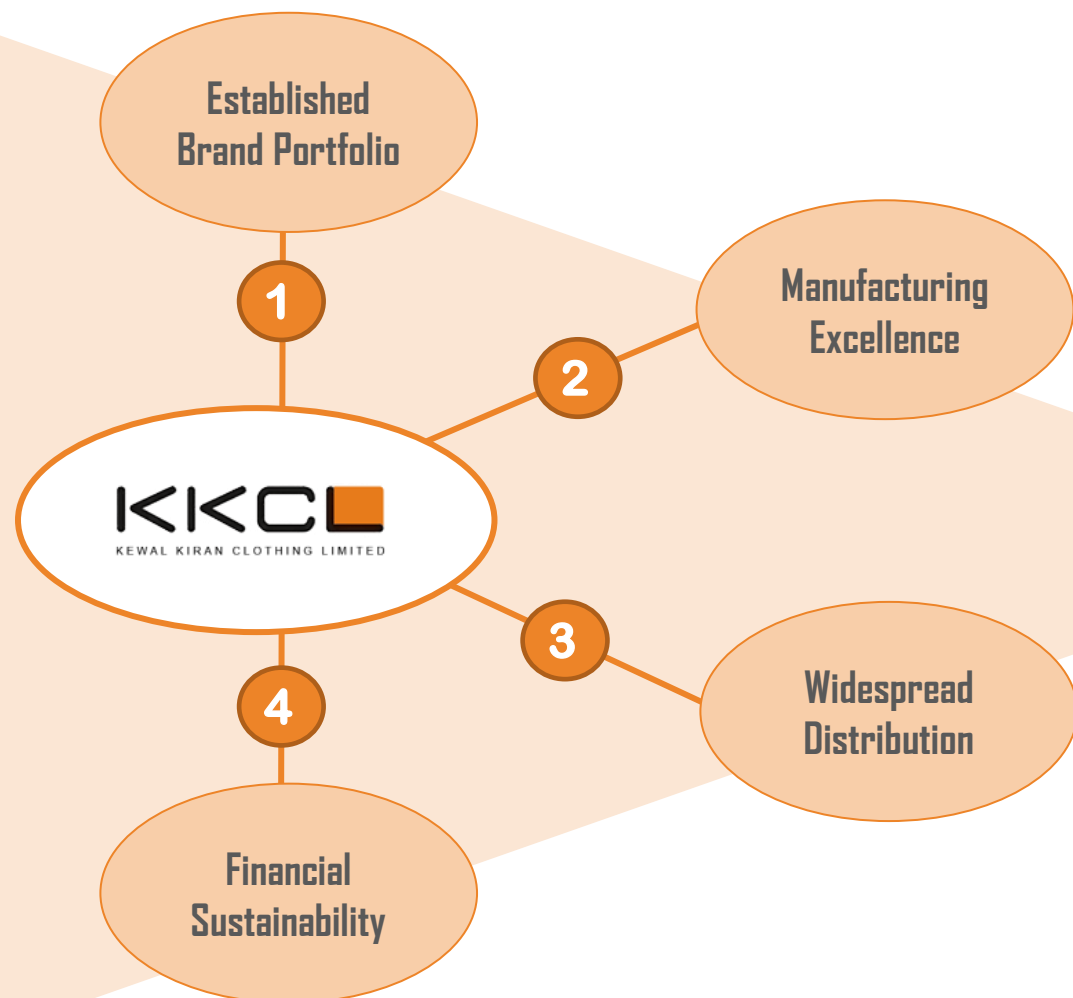
Killer & easies Trade Show : August 2022



Trade Show : Connecting with Channel Partners



KKCL : Riding on Key Success Factors



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



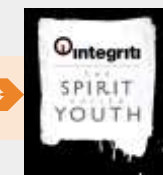
1 Flagship Brand catering to Premium Luxury segment

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



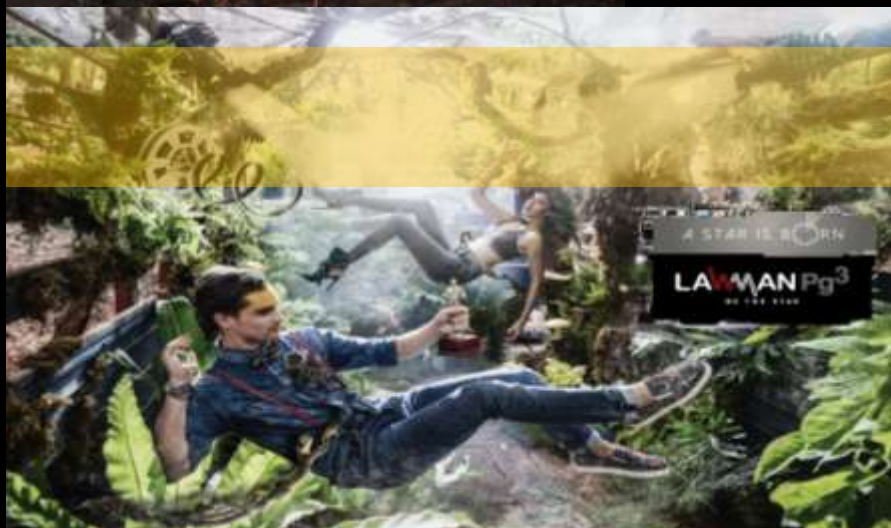
Denims:
Label Tagging an important tool

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



Integriti : Youth Culture



Reflecting and resonating the ambition and energy of youth, "Integriti" 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

Bottom Wear

Jeans

Shorts



Trousers



▪ Focused approach to continue to expand portfolio with an experimental approach



Top Wear

Shirts

T-Shirts

Jackets



- **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: Winterwear





New Category Focus : Jackets & Blazers





Additions : 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



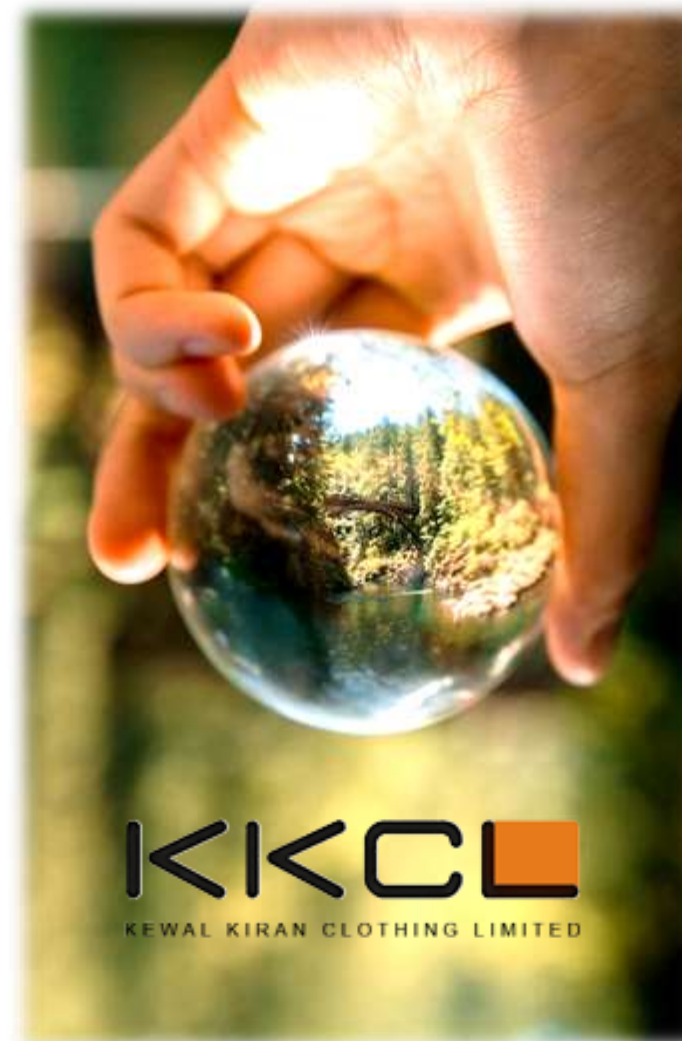
Designing – Procurement – Washing – Stitching – Labelling – Packing – Retail



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

Coupled with Environment Friendly Practices

- Use of High end Machines with an 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



3

Widespread Distribution

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



Strategic Widespread Presence

Exclusive Retail Store Count

419 EBOs

** As on September 30, 2022*



MBO Presence

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

Large Format Stores

Select Key Stores: Reliance Retail, Shoppers Stop, Max, Lifestyle, & Others – 1800+ stores across regions

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)

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
COGS	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 & Amortisation	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%

Balance Sheet

Particulars (₹ Cr)	As at Mar 2022	As at Mar 2021
ASSETS		
Non-Current Assets		
Property, plant and equipment	84.4	80.8
Capital work-in-progress	0.9	1.0
Investment Property	1.3	1.3
Other Intangible Assets	0.3	0.2
Financial Assets		
Investments	27.3	21.9
Other Financial Assets	15.3	18.7
Deferred Tax Assets(Net)	0.4	-
Other Non Current Assets	0.3	2.9
Total - Non-Current Assets	130.1	126.8
Current Assets		
Inventories	113.0	50.6
Financial Assets		
Investments	118.5	109.0
Trade Receivables	170.9	131.0
Cash and Cash Equivalents	191.2	153.6
Bank balances other than Cash & Cash equivalents	0.6	0.1
Other Financial Assets	2.4	1.3
Other Current Assets	16.4	10.0
Total - Current Assets	613.0	455.6
TOTAL - ASSETS	743.1	582.3

Standalone basis

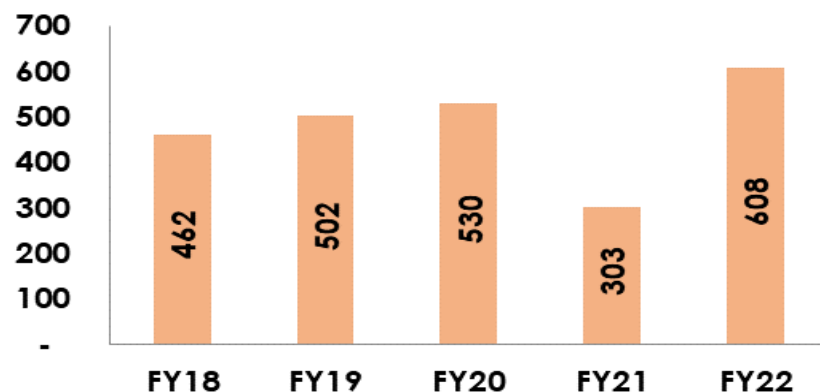
Particulars (₹ Cr)	As at Mar 2022	As at Mar 2021
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	61.6	12.3
Other Equity	416.6	420.6
Total - Shareholders' funds	478.2	433.0
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
Lease Liability	4.4	3.1
Provisions	0.1	0.1
Deferred Tax Liabilities (Net)	-	2.9
Total - Non-Current Liabilities	4.5	6.1
Current Liabilities		
Financial Liabilities		
Borrowings	76.6	46.4
Trade Payables	53.4	36.5
Lease Liabilities	0.9	0.3
Other Financial Liabilities	14.5	13.6
Other Current Liabilities & Provisions	115.1	46.4
Total - Current Liabilities	260.5	143.3
TOTAL - EQUITY AND LIABILITIES	743.1	582.3

Key Financial Indicators

Standalone basis

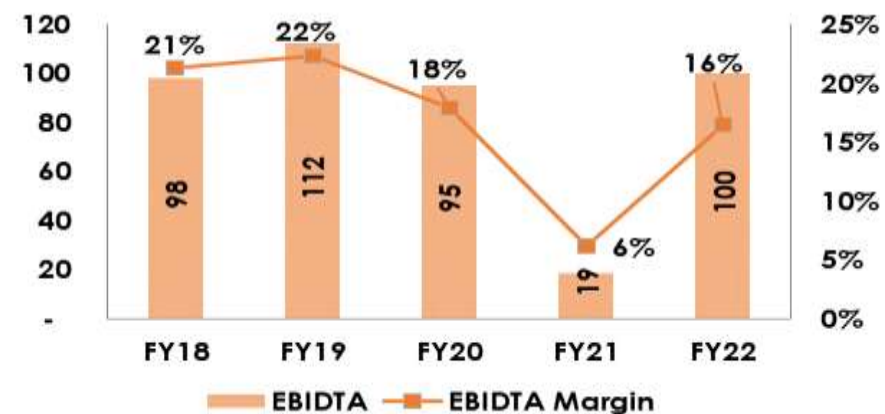
Operating Income

₹ Cr



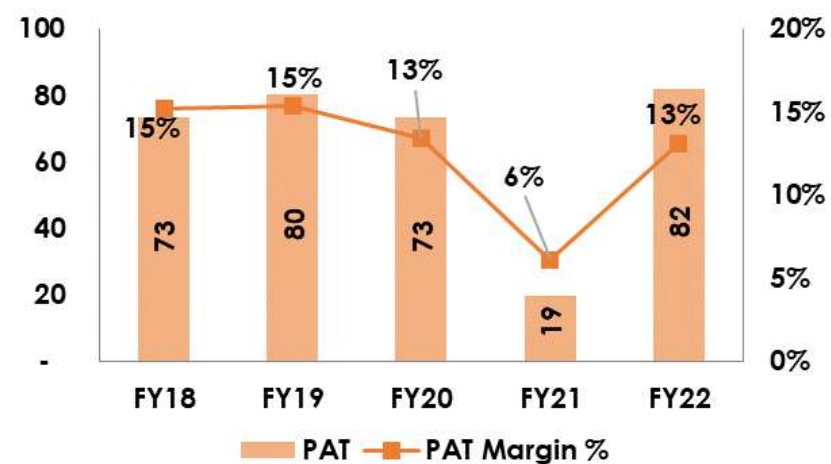
EBIDTA

₹ Cr



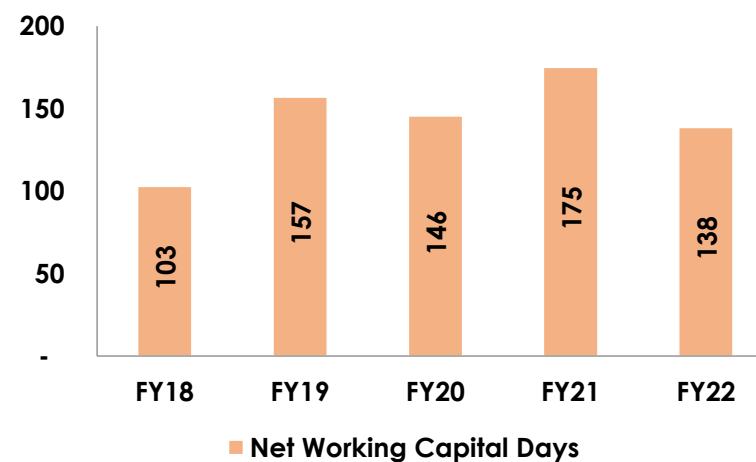
PAT

₹ Cr



Net Working Capital Days

In Days

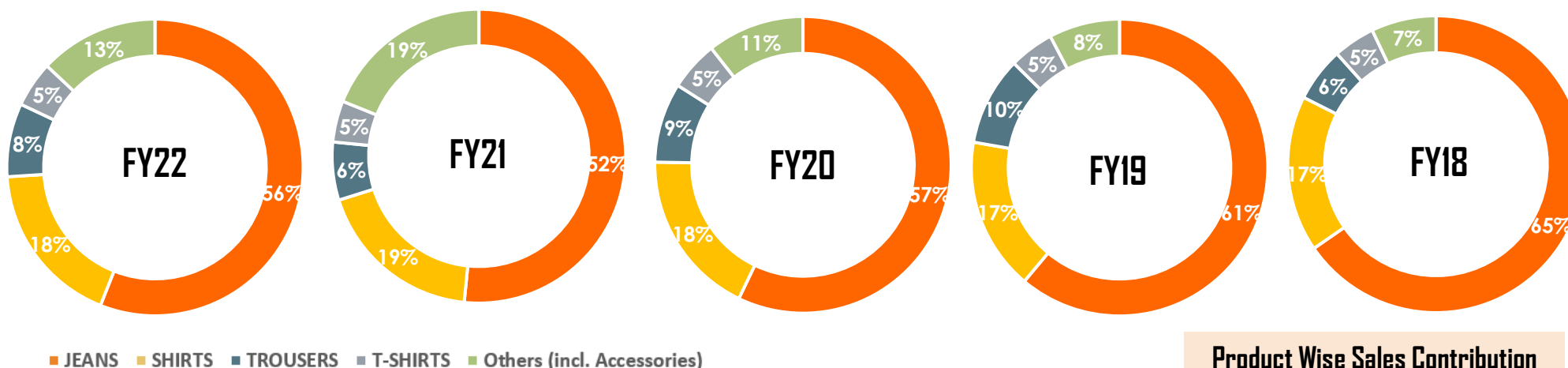


Channel wise Sales Performance

	FY22	FY21	FY20	FY19	FY18
Retail	42%	39%	43%	41%	34%
Non-Retail	36%	36%	42%	42%	51%
Others	22%	25%	15%	17%	15%



Product Category Sales Performance



Product Wise Sales Contribution



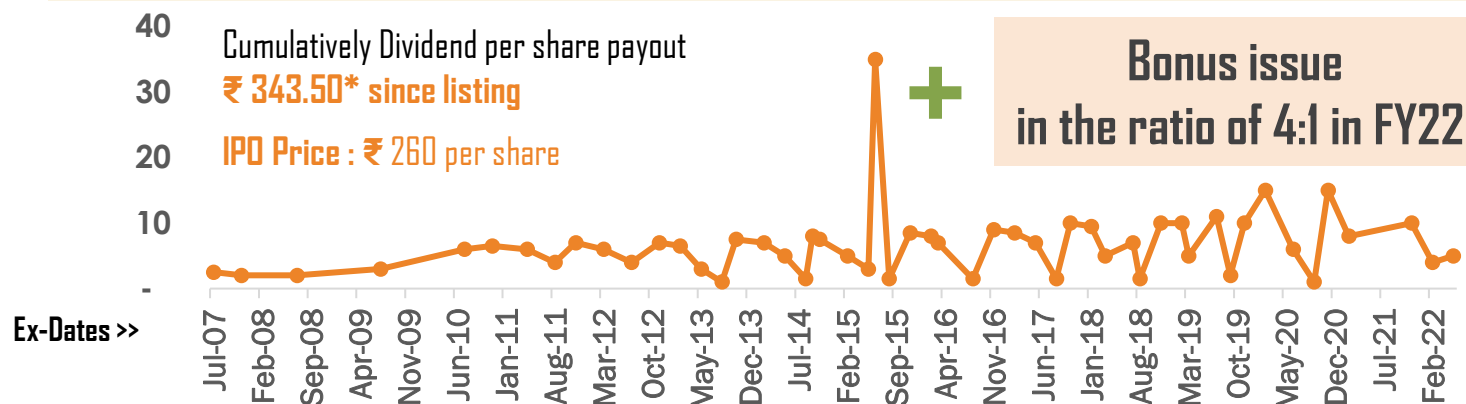
Qty Sales / Sales Realisation	FY22	FY21	FY20	FY19	FY18
Apparel and Lifestyle Accessories/Products Sales Qty (Units in Lakhs)	89.77	57.77	82.95	84.00	58.69
Apparel Units % of Total Qty Sales	76%	61%	64%	61%	79%
Sales Realisation (₹ per unit)	674	520	633	591	779

Consistent Performance since Listing



Shareholders Information - Consistent Performance since Listing

Consistently Rewarding Shareholders – Dividend Payout

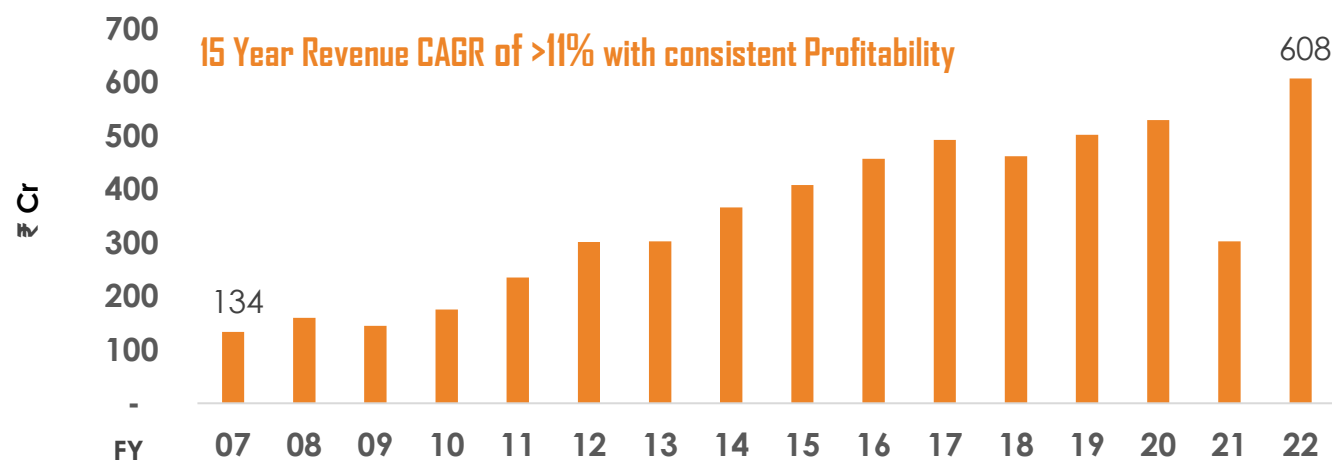


Particulars – Current Market Information			
CMP *	(₹)	:	485.00
52-Week High	(₹)	:	506.00
52-Week Low	(₹)	:	178.50
CMP (Adjusted for Bonus Issue – Pre Bonus)	(₹)	:	2,425
IPO Price	(₹)	:	260
Market Capitalisation*	(₹ Cr)	:	2989

* FY 22 Dividend - Impact due to expanded equity capital on account of bonus issue in the ratio of 4:1 in FY2022. Includes ₹ 10 before bonus and ₹ 9 after bonus issue

* As on Oct 20, 2022 (www.bseindia.com)

Robust Growth in Business



A Consistent Performer

Thank You



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