

## KEWAL KIRAN CLOTHING LIMITED

Q3 & 9M FY2023 Results Release (“Release”)

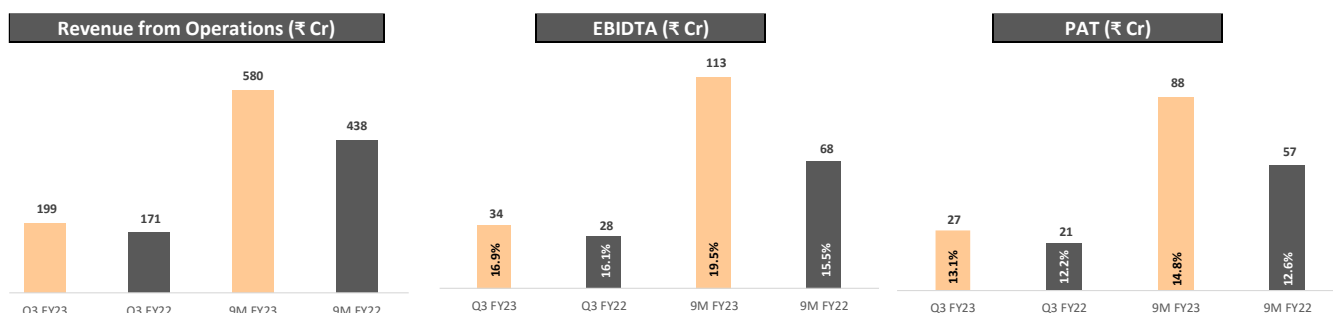
**Revenue up by 32% y-o-y in 9M FY23 at ₹ 580.0 crores**

**PAT up by 54% in 9M FY23 at ₹ 87.7 crores**

**Mumbai, January 21, 2023:** Kewal Kiran Clothing Limited (KKCL), one of the few Indian Denim brands having successfully contributed to the evolving Denim culture in India for more than 4 decades with focus on Menswear category announced its Audited Financial Results for the quarter and nine months period ending December 31, 2022.

**Key Financial Highlights are as follows :**

Particulars (₹ Cr)	Q3 FY23	Q3 FY22	Y-O-Y % Change	9M FY23	9M FY22	Y-O-Y % Change	FY22
Revenue from Operations	199.1	171.4	16%	580.0	438.0	32%	607.6
EBIDTA	33.6	27.5	22%	112.9	67.9	66%	100.0
EBIDTA Margin	16.9%	16.1%		19.5%	15.5%		16.5%
PBT	36.2	28.6	27%	114.7	72.5	58%	105.3
PBT Margin (%)	17.6%	16.3%		19.3%	16.1%		16.9%
PAT	27.0	21.3	27%	87.7	56.9	54%	81.7
PAT Margin %	13.1%	12.2%		14.8%	12.6%		13.1%



### Standalone Performance highlights for Q3 FY23

**Revenue from Operations** for Q3 FY23 grew by 16% to ₹ 199.1 crore as compared to ₹ 171.4 crores in Q3 FY22.

**EBIDTA** for Q3 FY23 grew by 22% to ₹ 33.6 crores as compared to ₹ 27.5 crores in Q3 FY22. **EBIDTA margin** for Q3 FY23 stood at 16.9% as compared to 16.1% in Q3 FY22.

**PBT** for Q3 FY23 grew by 27% to ₹ 36.2 crores as compared to ₹ 28.6 crores in Q3 FY22. **PBT margin** for Q3 FY23 stood at 17.6% as compared to 16.3% in Q3 FY22.

**PAT** for Q3 FY23 grew by 27% to ₹ 27.0 crores as compared to ₹ 21.3 crores in Q3 FY22. **PAT margin** for Q3 FY23 stood at 13.1% as compared to 12.2% in Q3 FY22.

### Standalone Performance highlights for 9M FY23

**Revenue from Operations** for 9M FY23 grew by 32% to ₹ 580.0 crores as compared to ₹ 438.0 crores in the 9M FY22.

**EBIDTA** for 9M FY23 grew by 66% to ₹ 112.9 crores as compared to ₹ 67.9 crores in the 9M FY22. **EBIDTA margin** for 9M FY23 stood at 19.5% as compared to 15.5% in 9M FY22.

**PBT** for 9M FY23 grew by 58% to ₹ 114.7 crores as compared to ₹ 72.5 cr in 9M FY22. **PBT margin** for 9M FY23 stood at 19.3% as compared to 16.1% in 9M FY22.

**PAT** for 9M FY23 grew by 54% to ₹ 87.7 crores as compared to ₹ 56.9 crores in 9M FY22. **PAT margin** for 9M FY23 stood at 14.8% as compared to 12.6% in 9M FY22.

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### KEY INITIATIVES / FOCUS AREAS

- **Aggressive Branding and Advertisement**

- To enhance our Brand visibility and Brand aspiration as well as to increase customer footfall and consumer sales, we have shifted focus to direct spend on advertisement and marketing through media advertisement as well on sports endorsements.

Some of the Marketing initiatives taken during the current quarter are as follows :

- Title sponsors for the India-Bangladesh Men's Cricket Test series
- In-Stadium advertisements during the India-South Africa Cricket Series
- Co-sponsors for Two teams in the Pro Kabaddi League - Season 9
- Sponsorship for local Football events, etc.

- **EBO Expansion**

- The Company targets to increase Brand focused EBOs to achieve a dual purpose of improving visibility and growing coverage.

- The Company added net 19 EBOs in Q3 FY23 and net 82 EBOs in 9M FY23 across regions taking the tally to **438 EBOs as at December 31, 2022** from 356 as on March 31, 2022.

- **Product Diversification**

- With an established brand franchise in Menswear segment, KKCL intends to explore new avenues of growth with focus on new range of products viz. topwear, jackets and winterwear segment as well as launch of Athleisure for Summer 2023

*Further, as mentioned during our Q2 & H1 FY23 conference call, the Company intends to continue its practice of organising earnings conference calls on a half yearly basis to consistently interact with Investors/Analysts.*

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**Commenting on the results and performance, Mr. Kewalchand P. Jain, Chairman & Managing Director said :**

*“I am happy to inform you that we have registered a robust revenue growth backed with healthy margins. Our intensified focus on balanced distribution strategy and increasing our presence through Brand Focussed EBOs along with our drive for expansion of Product Categories and aggressive branding initiatives are the key contributors for this amazing performance.*

*Although this year the onset of winter has been late, but we have seen good traction across all our channels as well as secondary sales. We are also organising our Trade Show in the month of February 2023 for the Festive, Autumn & Winter Season 23-24 for booking of our orders for the next season.*

*I am also honoured to announce that in January 2023 KKCL's flagship brand 'KILLER' became the Official Partner of the Indian Cricket Team. It is a proud and historic moment for us and are looking forward to this fabulous journey with the Men in Blue. We are looking at this partnership to enhance our brand visibility and aspirational value. We aim to reach out to the millions of cricket fans spread across the country and overseas.*

*The Company caters to the continuously evolving demands of the youth of today through its plethora of apparel and accessories. KKCL, with strong financial sustainability is geared to exceed the demands and aspirations of modern, fashion-conscious consumers. With the added strength of our superior manufacturing practices, strong brands and robust pan-India distribution network, the Company is well positioned to meet the near-term challenges, emerge stronger and be more committed to its long-term vision of pursuing sustainable and profitable double-digit sales growth.”*

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**About Kewal Kiran Clothing Limited:** Kewal Kiran Clothing Limited (“KKCL”), a menswear focused apparel player with more than four decades of success led journey. With its integrated operations comprising of Designing - Manufacturing - Branding – Retailing, the Company has been able to penetrate through its targeted consumer base with its 4 iconic menswear brands of **Killer, Intergiti, Lawman & Easies** and the opportunistically growing womenswear brand of **Desi Belle**. With 438 Exclusive Brand Outlets and 80+ Distributors covering 4,000+ MBOs spread across India and presence across national chain stores, the Company has a widespread distribution in India.

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**Disclaimer :** *Certain statements in this “Release” may not be based on historical information or facts and may be “forward looking statements” within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management’s current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This “Release” does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company’s shares. The financial figures in this “Release” have been rounded off to the nearest ₹ One Crore. The financial results are standalone financials unless otherwise specified.*

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