

**DOLLAR INDUSTRIES LIMITED**  
**ONE OF INDIA'S FASTEST**  
**GROWING LIFESTYLE**  
**INNERWEAR COMPANY**



Earnings Call Q4 2017-18





## Background

- Established in 1972 as a small family-run body-wear company having more than 4 decades of experience
- Over the years, through its premium range of clothing, focus on product cost and quality, Dollar evolved into one of India's best known lifestyle innerwear brand
- Dollar is now an internationally-recognised Indian knitwear and innerwear brand
- It is India's first innerwear Company with a fully backward integrated manufacturing unit, equipped with state of the art machinery
- Dollar enjoys a pan-India presence with 915+ distributors and 95,000+ MBOs
- Dollar has a presence in 20 countries across the globe
- Promoter and promoter group Company supported by competent professionals having vast experience in body-wear sector

## Portfolio

Dollar has an extensive product portfolio for men, women and kids in class, class for mass and mass segment which include:

Innerwear	Casual wear	Lounge wear	Thermal wear	Kids' wear
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Class	Class for Mass	Mass
Present through Pepe Jeans Innerwear Fashion Pvt Ltd, a Joint Venture Company and Force NXT	Force Go Wear, Missy, Ultra Thermals, Champion, Bigboss	Lehar RKG Comfort Commando

## Achievements

Dollar was bestowed with 'One Star Export House' certification by DGFT, Department of Commerce, Ministry of Commerce and Industry, Government of India in the year 2010.



## Dollar brand offerings



- Segment: Class
- Products: Vests, briefs, trunks and T-shirts
- Target audience: Men (20-40 years of age)
- Aspires people with high and comfortable disposable income
- USPs: International quality, global fashionable products
- Tagline: Inner fashion
- Team headed by – Mr. Gaurav Gupta, Vice President



- Segment: Class for mass
- Products: Vests, briefs and trunks
- Target audience: Men (30-60 years of age)
- Targets urban population with a considerable income & value for money products
- USPs: Affordable, fashionable, comfortable and sporty
- Tagline: Fit Hai Boss
- Team headed by – Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta, Whole Time Director



- Segment: Class for mass
- Products: Camisoles, panties, leggings and lounge-wear
- Target audience: Women and girls (18-45 years of age)
- Mainly targets average income trend followers
- USPs: Comfortable fits and product variety (sizes and colors), quality product in an affordable price
- Tagline: Carry on Missy
- Team headed by – Mr. Ankit Gupta, Vice President



## Dollar brand offerings



- Segment: Class for mass
- Products: V neck with trousers, long short camisoles
- Target audience: Men, women and kids
- Considerable income group and value for money
- USPs: Ultra-light, comfortable, stylish, winter-wear
- Tagline: Hot Hai Boss
- Team headed by – Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta and Mr. Bajrang Kumar Gupta, Whole Time Directors



- Segment: Class for mass
- Products: T-shirts, bermudas and trousers
- Target audience: Kids
- Value for money
- USPs: Affordable, sporty and primarily caters to suburban and rural customers
- Team headed by – Mr. Gaurav Gupta, Vice President



- Segment: Class for mass
- Products: T-shirts (round neck and collared), vests (innerwear and sports vests), briefs, boxers, bermudas, capris and track-pants
- Target audience: Men
- Targets those who are trend followers and yet a generation of growing economy
- USPs: Affordable, comfortable and caters to the mass market
- Team headed by – Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta, Whole Time Director

\* Our products are within the price range of `50 to `650

\* Products available at organised and retail MBO. However Force NXT has an exclusive distribution channel

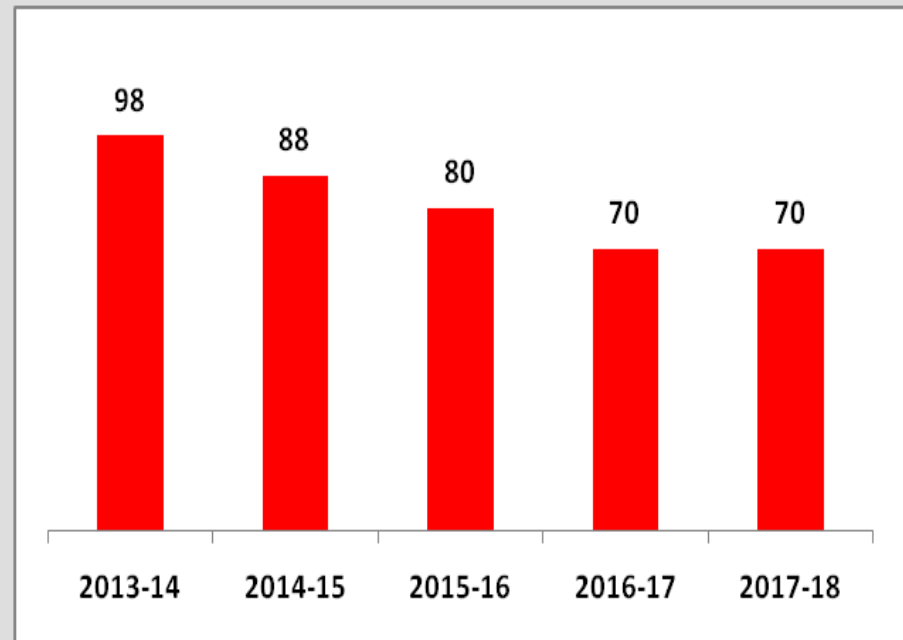


## Dollar's asset-lightness

70%  
of sales  
generated  
from  
outsourcing

Captive  
production  
increased from  
0% of sales 2012-  
13 to 30%  
in 2017-18

### Percentage of sales from outsourcing

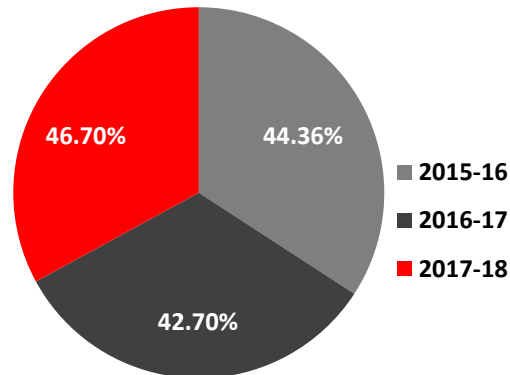




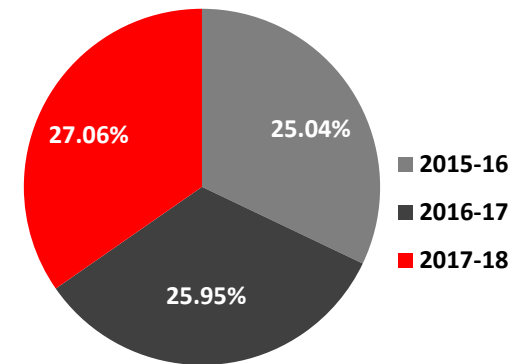
## Dollar's distribution network

- Dollar has developed a robust distribution network across India and also exports its products to 19 countries
- Dollar products enjoy superior visibility across rural and metro India
- Dollar's relationships with wholesalers and retailers enhanced logistical efficiency and revenue accretion
- Dollar is venturing into new retail formats (LFSs, e-commerce portals and EBOs)

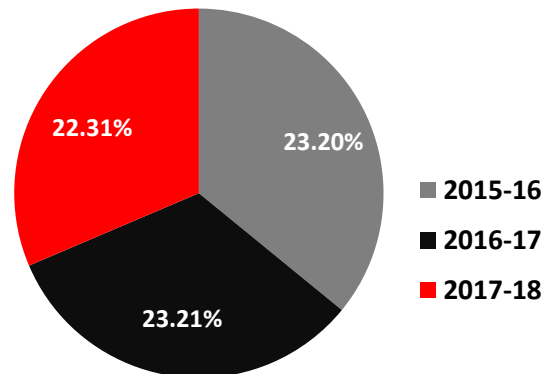
### 3 years geographical sales break up in %



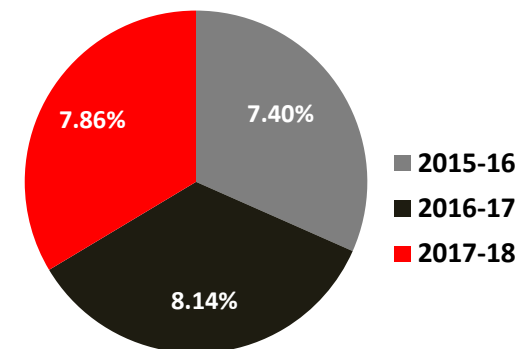
North



East



West



South

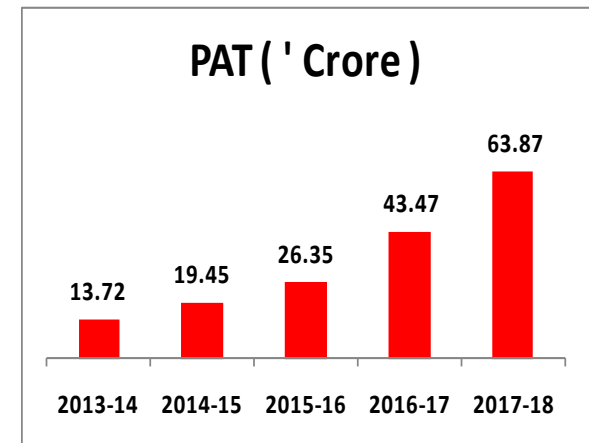
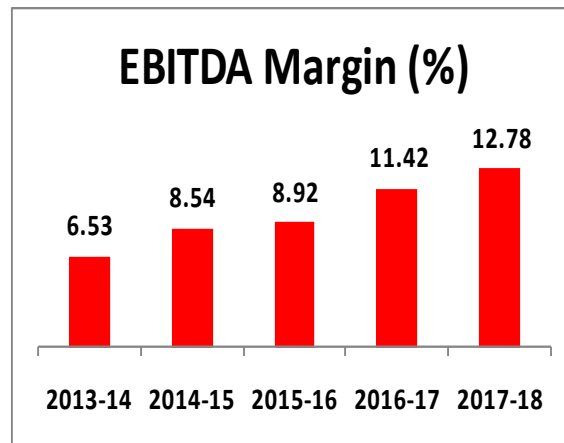
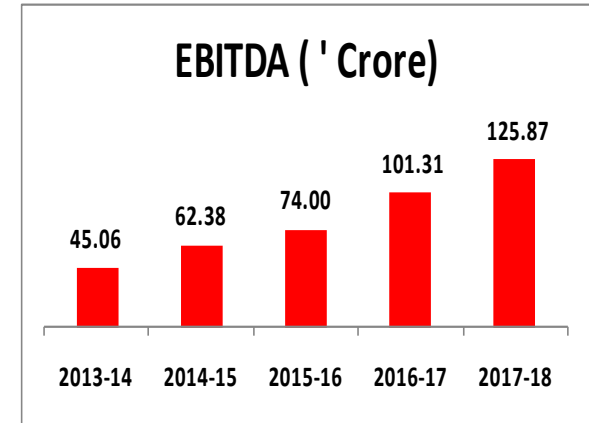
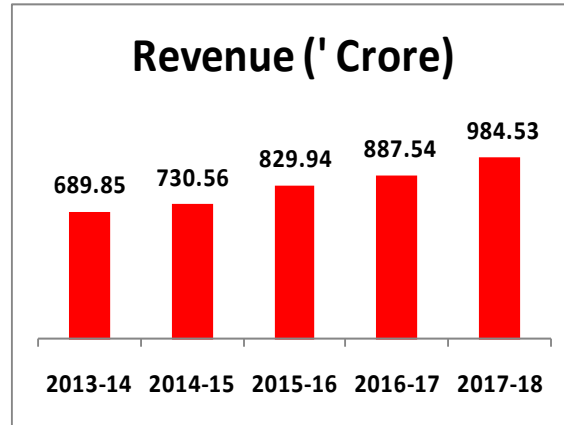


## Q4 2018 & FY 2017-18 Results

<b>Dollar Industries Limited</b>					
<b>Financial Highlights for the Year Ended 2017-2018</b>					
<b>Particulars</b>	<b>31st March, 18</b>	<b>31st Dec, 17</b>	<b>31st March, 17</b>	<b>FY 17-18</b>	<b>FY 16-17</b>
<b>Total Revenue</b>					
Sales	29,762.65	23,272.66	28,629.31	98,252.29	88,613.20
Other Income	75.96	15.65	109.77	200.54	140.30
	<b>29,838.61</b>	<b>23,288.31</b>	<b>28,739.08</b>	<b>98,452.83</b>	<b>88,753.50</b>
<b>Raw Material Consumption</b>					
Cost of Raw Material Consumed	13,045.42	7,590.51	6,506.71	43,237.99	38,020.17
Change in Inventory	-1,473.08	1,346.76	2,973.30	-2,644.71	1,140.55
	<b>11,572.34</b>	<b>8,937.27</b>	<b>9,480.01</b>	<b>40,593.28</b>	<b>39,160.72</b>
<b>Gross Margin</b>	<b>18,266.27</b>	<b>14,351.04</b>	<b>19,259.07</b>	<b>57,859.55</b>	<b>49,592.78</b>
Employee Cost	793.44	679.20	682.73	2,642.20	2,176.86
Other Expenses	14,173.75	9,980.39	14,384.81	42,630.35	37,284.46
<b>EBITDA</b>	<b>3,299.08</b>	<b>3,691.45</b>	<b>4,191.53</b>	<b>12,587.00</b>	<b>10,131.46</b>
Finance Cost	352.81	516.25	566.03	1,788.80	1,978.03
Depreciation	307.72	319.35	526.24	1,217.37	1,477.98
<b>PBT</b>	<b>2,638.55</b>	<b>2,855.85</b>	<b>3,099.26</b>	<b>9,580.83</b>	<b>6,675.45</b>
Taxes	774.36	1,057.22	1,254.71	3,179.20	2,326.36
<b>PAT before Comprehensive Income</b>	<b>1,864.19</b>	<b>1,798.63</b>	<b>1,844.55</b>	<b>6,401.63</b>	<b>4,349.09</b>
Other Comprehensive Income	26.37	-1.65	-2.55	-14.69	-2.55
<b>PAT</b>	<b>1,890.56</b>	<b>1,796.98</b>	<b>1,842.00</b>	<b>6,386.94</b>	<b>4,346.54</b>



## Financial performance, 2017-18

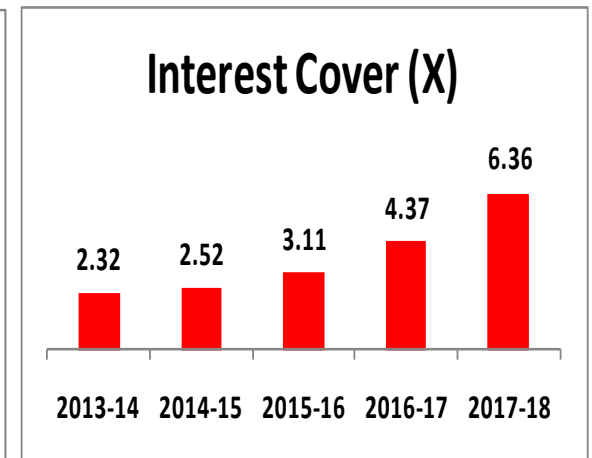
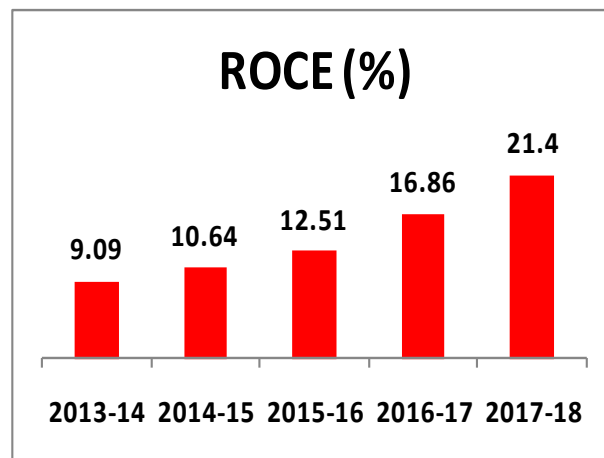
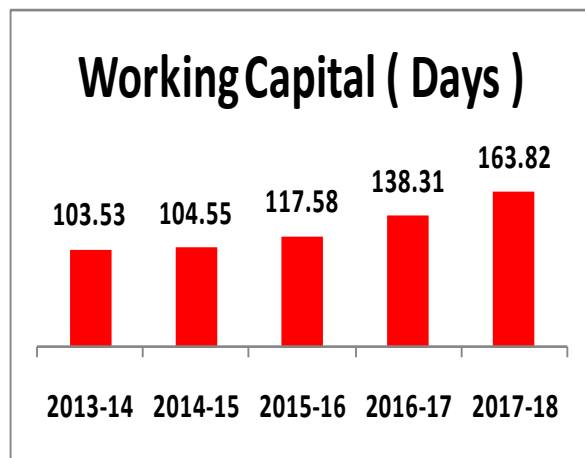
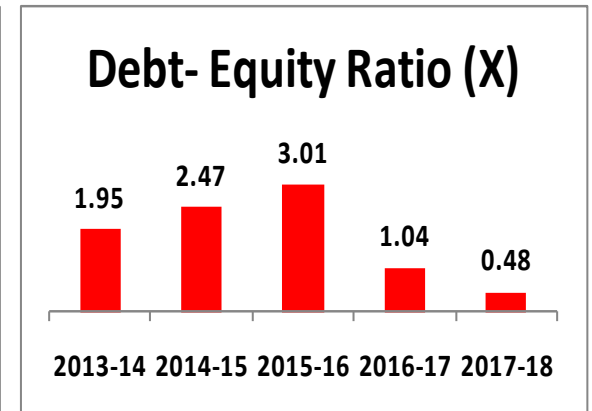
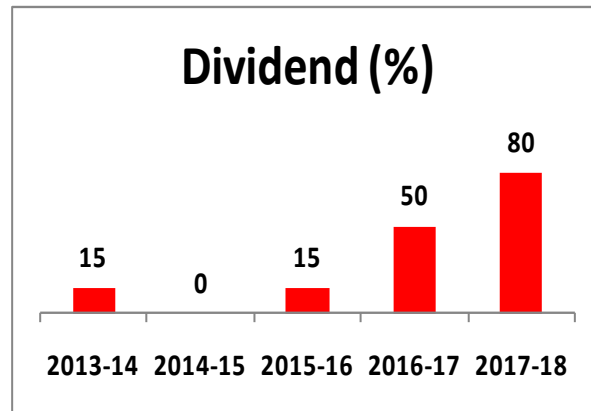
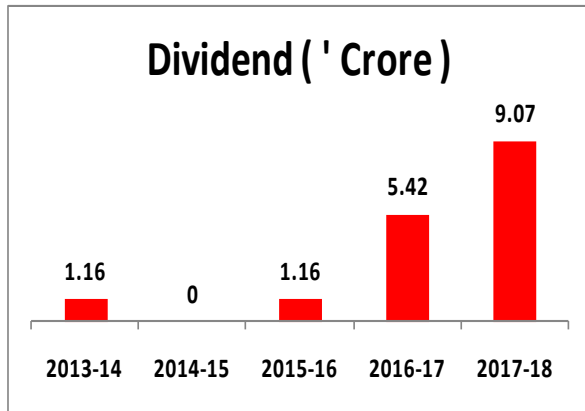


- The numbers for FY 13-14 to FY 15-16 have been reported under IGAAP
- The numbers for FY 16-17 & FY 17-18 have been reported under Ind AS





## Financial performance, 2017-18 (Continued)

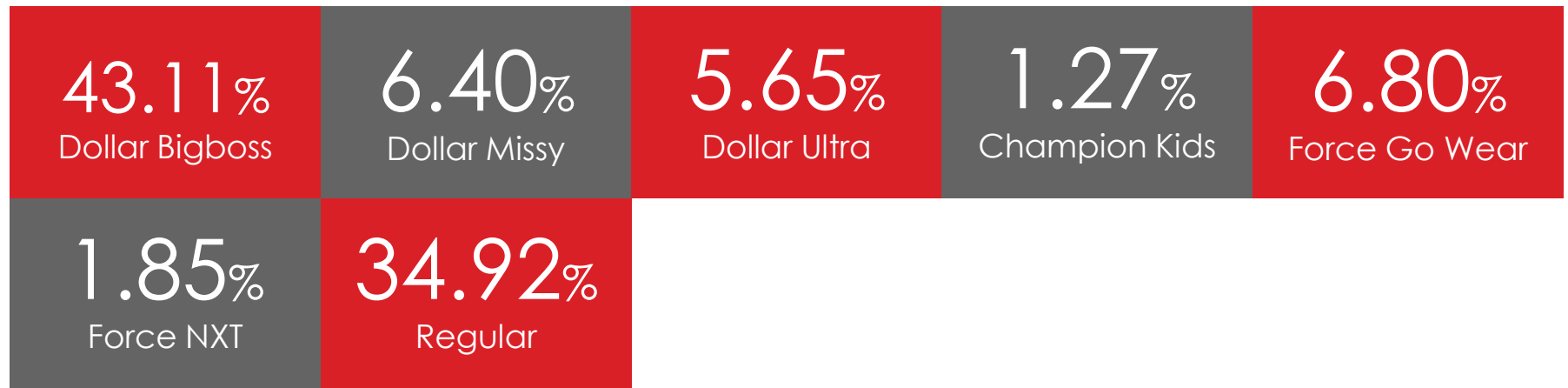


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## Revenue break-up

### Brand



### Product segment



# Thank you

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