

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



Investor Presentation for period ended 31st December, 2017
12th February, 2018





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- Total revenue for the period ended 31st December, 2017 stood at INR 68,614 lacs growth of 14.22% over period ended 31st December, 2016
- EBITDA for the period ended 31.12.17 stood at INR 9,287.92 lacs (13.54%) as compared to INR 6,000 lacs (9.99%) for period ended 31.12.16. a growth of 54.80%
- PAT for the similar period is INR 4,534.51 lacs (6.84%) vs. INR 2,564.64 lacs (4.27%) a growth of 76.81%
- Earning per share for 31.12.17 is INR 8.14 vs. 31.12.16 INR 4.73 a growth of 72.09%

Financial Highlights for period ended 31st December, 2017

Dollar Industries Limited

Corporate Presentation 2017-18

4



Particulars	Quarter ended 31 Dec 17	Quarter ended 30 Sept 17	Quarter ended 31 Dec 16	YTD 31 Dec 17	YTD 31 Dec 16
TOTAL REVENUE					
- Sales	23,272.66	21,272.17	16,595.24	68,489.64	59,983.89
- Other income	15.65	96.65	36.89	124.58	90.63
Total	23,288.31	21,368.82	16,632.13	68,614.22	60,074.52
RAW MATERIAL CONSUMPTION					
- Cost Of Raw Material Consumed	7,590.51	10,393.41	7,907.63	30,192.57	31,513.46
- Change In Inventory	1,346.76	(1,369.61)	(2,412.70)	(1,171.63)	(1,832.75)
Total	8,937.27	9,023.80	5,494.93	29,020.94	29,680.71
Gross Margin	14,351.04	12,345.02	11,137.20	39,593.28	30,393.81
Employee Cost	679.20	644.42	612.90	1,848.76	1,494.13
Other Expenses	9,980.40	8,696.06	8,801.44	28,456.60	22,899.65
EBITDA	3,691.44	3,004.54	1,722.86	9,287.92	6,000.03
Finance Cost	516.25	460.20	397.56	1,435.99	1,412.00
Depreciation	319.35	296.44	322.97	909.65	951.74
PBT	2,855.84	2,247.90	1,002.33	6,942.28	3,636.29
Tax	1,057.22	760.34	398.67	2,404.84	1,071.65
Other Comprehensive Income (net of Tax)	(1.65)	(0.64)		(2.93)	
PAT	1,796.97	1,486.92	603.66	4,534.51	2,564.64

Financial performance, Quarter wise

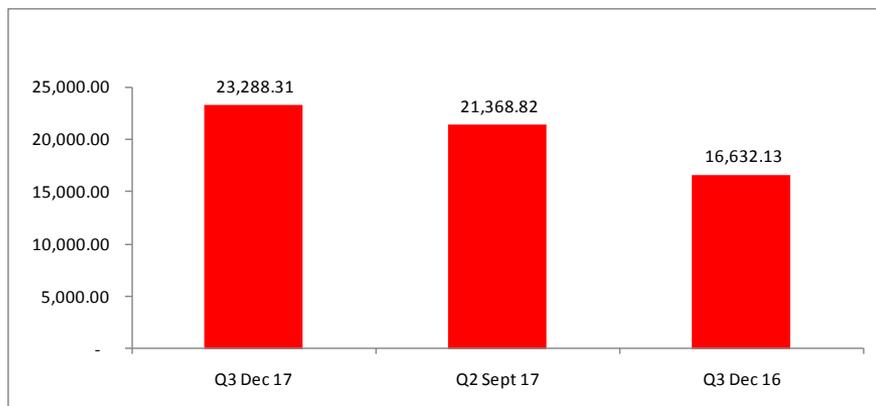
Dollar Industries Limited

Corporate Presentation 2017-18

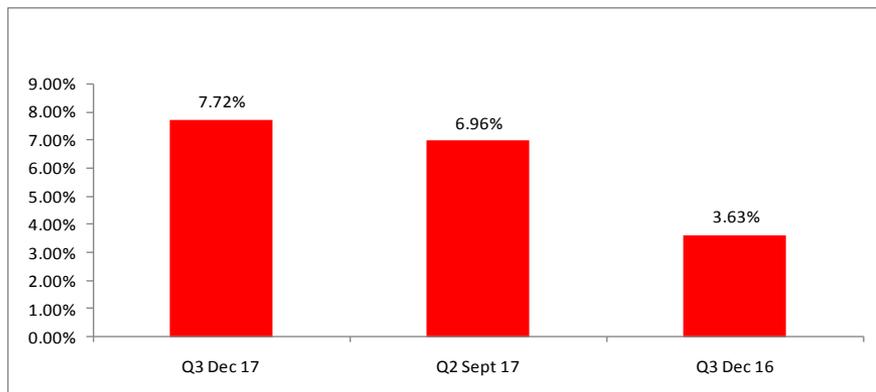
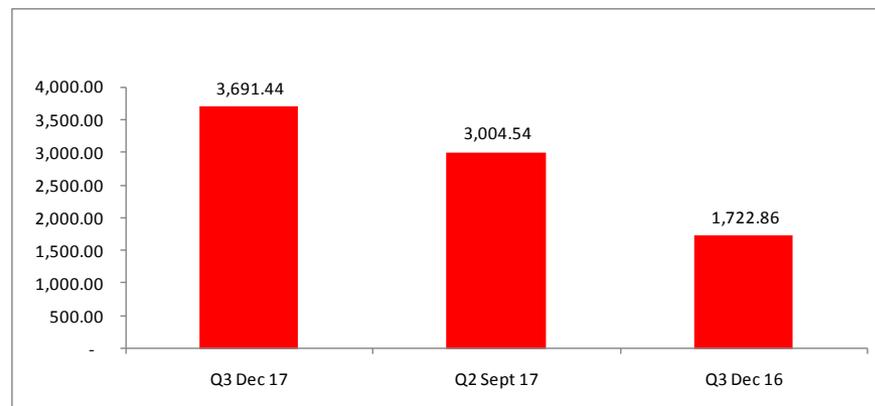
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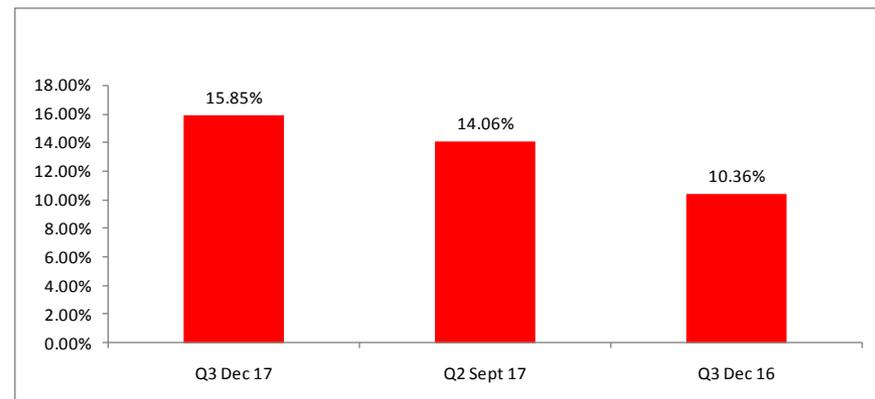
Revenues (Rs. In lacs)



EBITDA (Rs. lacs)



PAT (%)

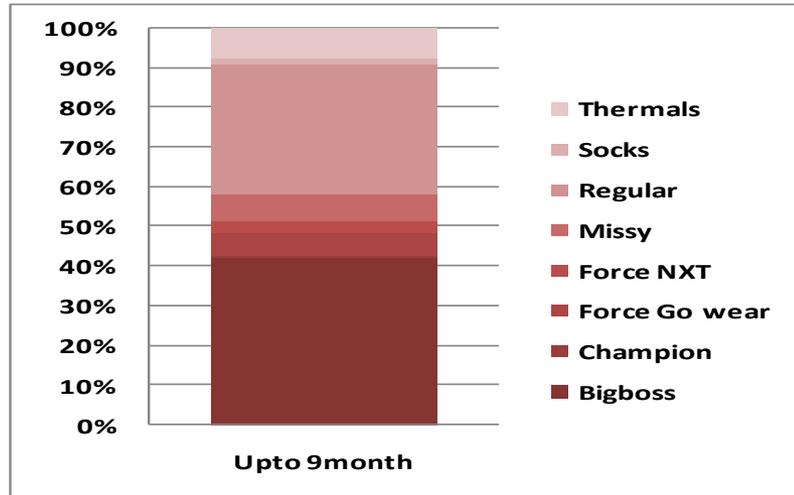


EBITDA margin (%)

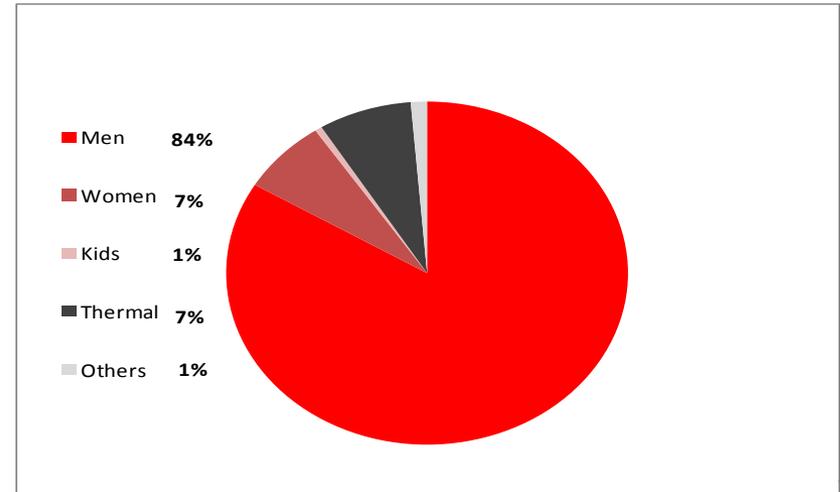
Revenue break-up



Brand



Product segment



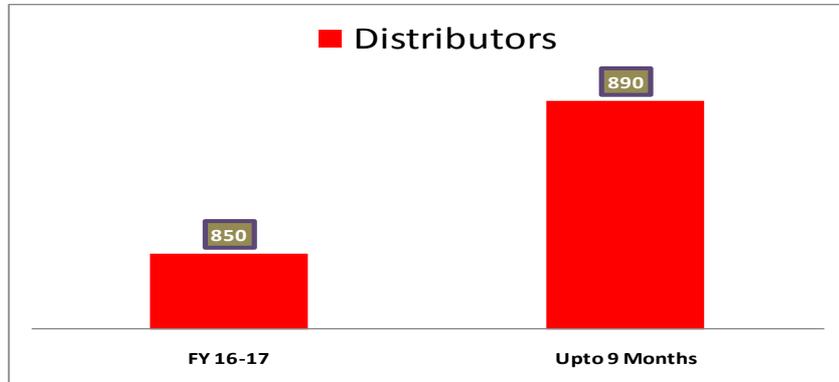
Brand wise	Upto 9month
Bigboss	42.05%
Champion	0.57%
Force Go wear	5.82%
Force NXT	3.02%
Missy	6.95%
Regular	32.62%
Socks	1.31%
Thermals	7.66%
Grand Total	100.00%

Product Segment	Total upto Q3
Men	83.50%
Women	7.00%
Kids	0.57%
Thermal	7.50%
Others	1.30%
Grand Total	100.00%

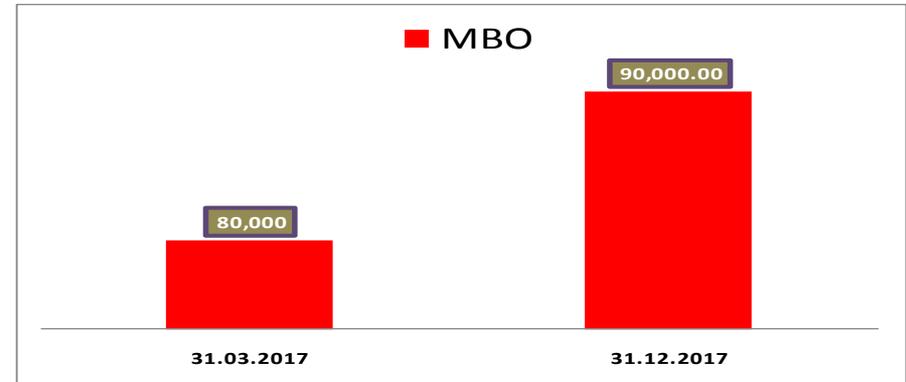
Distribution footprint



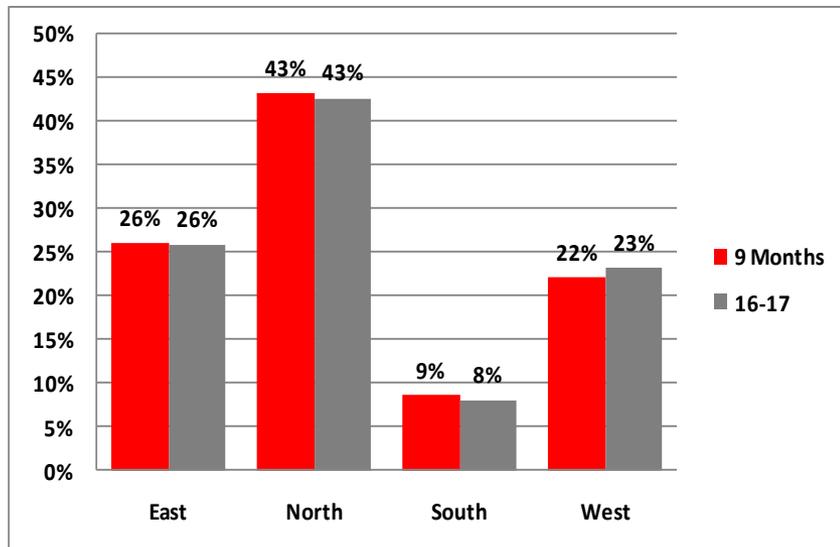
Distributors



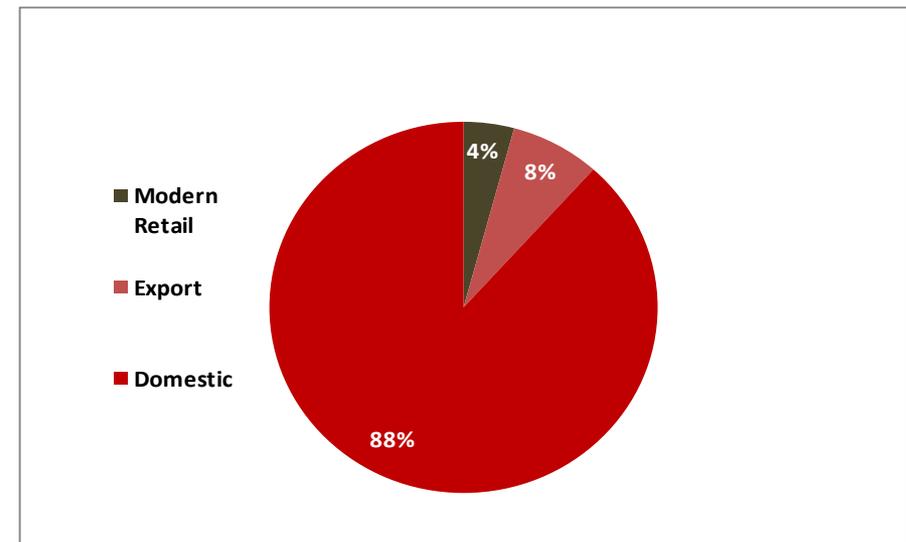
MBO



Zone



Channel





- The Company has been incorporated under the name of Pepe Jeans Innerfashion Pvt. Ltd. with its Office at Bengaluru.
- Initial Equity has been infused by both the shareholders
- The CEO “Mr. Suresh Nambiar’ and the Procurement head Mr. Karthik has been appointed and the team has started working on Designing and Sampling of the products
- The team is hopeful to launch its product range by July 2018



Annexure



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 850+ distributors and 80,000+ 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 Four P's of marketing

Product

- Portfolio width drives dealer effectiveness, visibility and off-take
- Strategic presence in emerging product categories

Dollar's approach

- Extended into growing segments (outerwear for both men and women).
- Increase product portfolio from innerwear to outerwear
- Products for all age groups, demographic and psychographic segments which involves marketing in a focused manner by dividing the market into segments based upon customer traits.

Price

- Margins influenced by product pricing
- Most innerwear brands address the 'mass' segment

Dollar's approach

- Recent traction towards the premium end
- Defined pricing strategy for each segment
- Price differentiation not only in quality but also on brand positioning
- Inspiring for all age groups, from commodity buyers to brand owners



Dollar's Four P's of marketing

Place

- Product acceptance dependent on distribution efficiency
- Growing online retail channels

- Success largely about providing the right item at the right place and right time
- Growing preference for MBOs, EBOs and LFSs

Dollar's approach

- Providing products across new retail channels.
- Planned marketing and distribution strategy to reach customers and achieve set objective.

Promotion

- Growing competition increased marketing and promotion costs
- Maximum impact through television spending

- Positioned prudently across media for enhanced visibility

Dollar's approach

- An icon to our target group, Akshay Kumar who has been endorsing Dollar brand for the last 8 years has been further tied up for the next 3 years
- Enduring appeal; contemporary brand
- Brand communication strategy is developed to connect to the target group with high brand recall.
- Connected with the youth; superior visibility and off-take



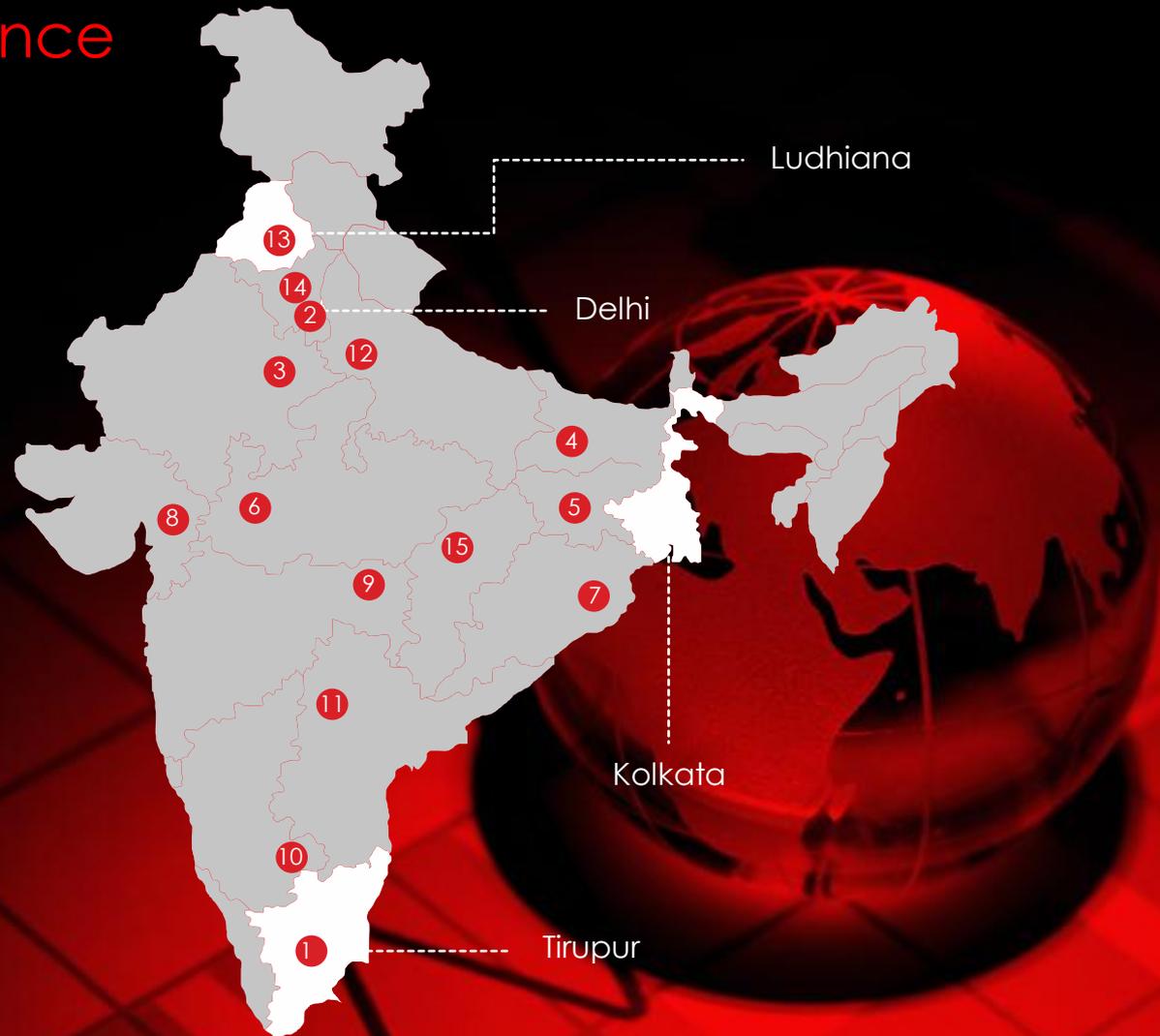
Domestic Presence

Headquartered in
Kolkata

Manufacturing facilities
in Kolkata, Tirupur, Delhi
and Ludhiana

BRANCH OFFICES

1) Tirupur 2) Delhi,
3) Jaipur, 4) Patna,
5) Ranchi, 6) Indore,
7) Cuttack, 8) Vadodara,
9) Nagpur,
10) Bangalore,
11) Hyderabad, 12) Agra,
13) Ludhiana, 14) Rohtak
and 15) Raipur

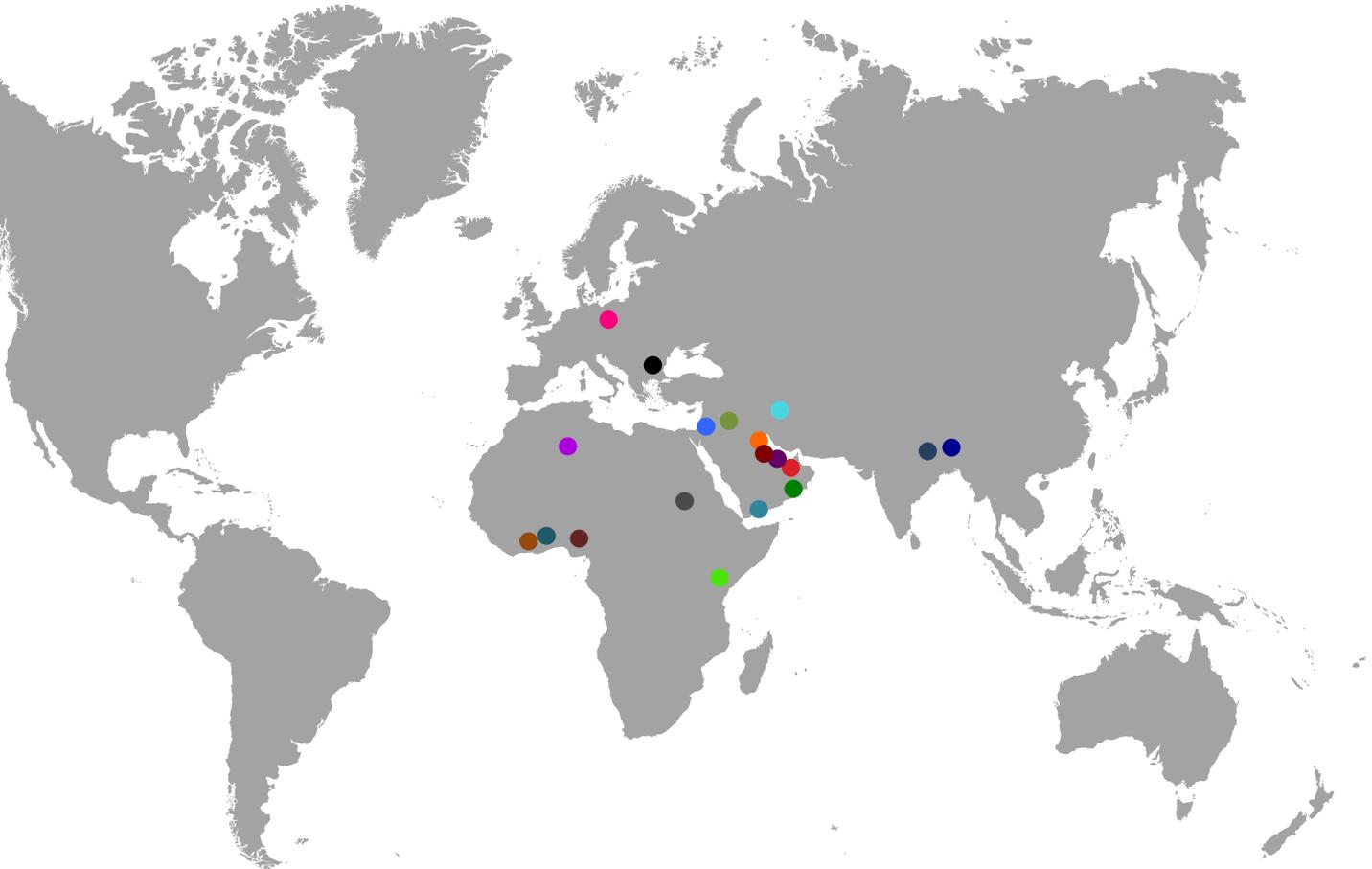




International Presence

Dollar markets its products in:

UAE	Bhutan
Oman	Nigeria
Jordan	Ghana
Qatar	Algeria
Kuwait	Kenya
Bahrain	Iran
Yemen	Ukraine
Iraq	Togo
Nepal	Rega
Sudan	



Dollar initiated its exports to Ukraine, Saudi Arabia and African countries in FY 2017-18



Dollar's portals for visibility

E-commerce



Dollar Shoppe



LFS





Manufacturing operations

Spinning

- The Company manufactures 100% cotton combed quality yarn in different count ranges
- Raw material is sourced from India and abroad
- The raw material used is fine quality fibre with lowest possible contamination
- Spinning machines: Blow and carding machine equipped with vital (foreign material detector) attachment - from Trutzschler and Trumac
- Ne 20s to 40s single yarn is produced with an average monthly output of 400 tonnes

Knitting

- Dollar's knitted fabric range includes a wide variety of fabrics such as single jersey, pique and fleece
- Knitting machines: Machines from Mayer and CIE, Terrort, Smart and Unitex
- In-built monthly capacity of 300 tonnes and sourcing of 300 tonnes

Dyeing and Bleaching

- The Company's processing division is complete with latest automation and lab equipment
- Dyeing and Bleaching using eco-friendly dyes and chemicals is a part of processing

- Processing machines: Machines from Sclavos, MCS, Bianco, Strahm, Corino and Fongs
- Installed capacity of monthly 400 tonnes

Production capacity

- Dollar's Elastic production capacity is 10 Lakh metres per month
- It also has a cutting capacity of 3 Lakh pieces per day

Other operations include

- Cotton procurement
- Research and development
- Stitching
- Packing

Thank you

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