

Date: 12th August, 2024

The Secretary, National Stock Exchange of India Ltd., Exchange Plazza, C-1, Block 'G', Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051	The Secretary, BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001
Symbol - DOLLAR	Scrip Code :541403

Dear Sir /Madam,

**Reg: Investor Presentation to be made at Analyst(s) / Institutional Investor(s) meeting-
'Earnings Call'**

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and further to our intimation dated 7th August, 2024 regarding Conference Call viz. 'Earnings Call' for the Analyst(s)/ Institutional Investor(s) scheduled to be held on Tuesday, 13th August, 2024 at 4.00 pm (IST) as organized by Emkay Global Financial Services Limited, we are hereby enclosing a copy of Investor Presentation to be made on the financials and other matters of the Company at the aforesaid Earnings Call.

Please note that the schedule of the aforesaid Earnings Call is subject to change. The changes might happen due to exigencies on the part of the Company/ Investor(s)/ Analyst(s).

This may please be informed to all the concerned.

Thanking you,
Yours Sincerely,

For Dollar Industries Ltd.

ABHISHEK
MISHRA

Digitally signed by
ABHISHEK MISHRA
Date: 2024.08.12
22:23:16 +05'30'

**Abhishek Mishra
Company Secretary & Compliance Officer**

Encl: As above

DOLLAR INDUSTRIES LTD.

(AN ISO 9001:2015 CERTIFIED ORGANISATION)

Regd. Office 📍 Om Tower 15th Floor 32 J. L. Nehru Road Kolkata 700071 India
📞 + 91 33 2288 4064-66 📠 +91 33 2288 4063 📧 care@dollarglobal.in 🌐 dollarglobal.in

CIN NO. : L17299WB1993PLC058969

THREADMARK OF

LEGACY

DOLLAR INDUSTRIES LIMITED
Q1 FY25 Earnings Presentation

SAFE-HARBOUR STATEMENT

This presentation may contain certain forward-looking statements relating to Dollar Industries Limited and its future business, development and economic performance. These statements include descriptions regarding the intent, belief or current expectations of the Company, its subsidiaries, joint venture, and associates and their respective directors and officers with respect to the results of operations and financial condition of the Company, subsidiary, joint venture or associate, as the case may be. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Company assumes no obligation to update or alter forward-looking statements whether as a result of new information, future events or otherwise. Any forward-looking statements and projections made by third parties included in this presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

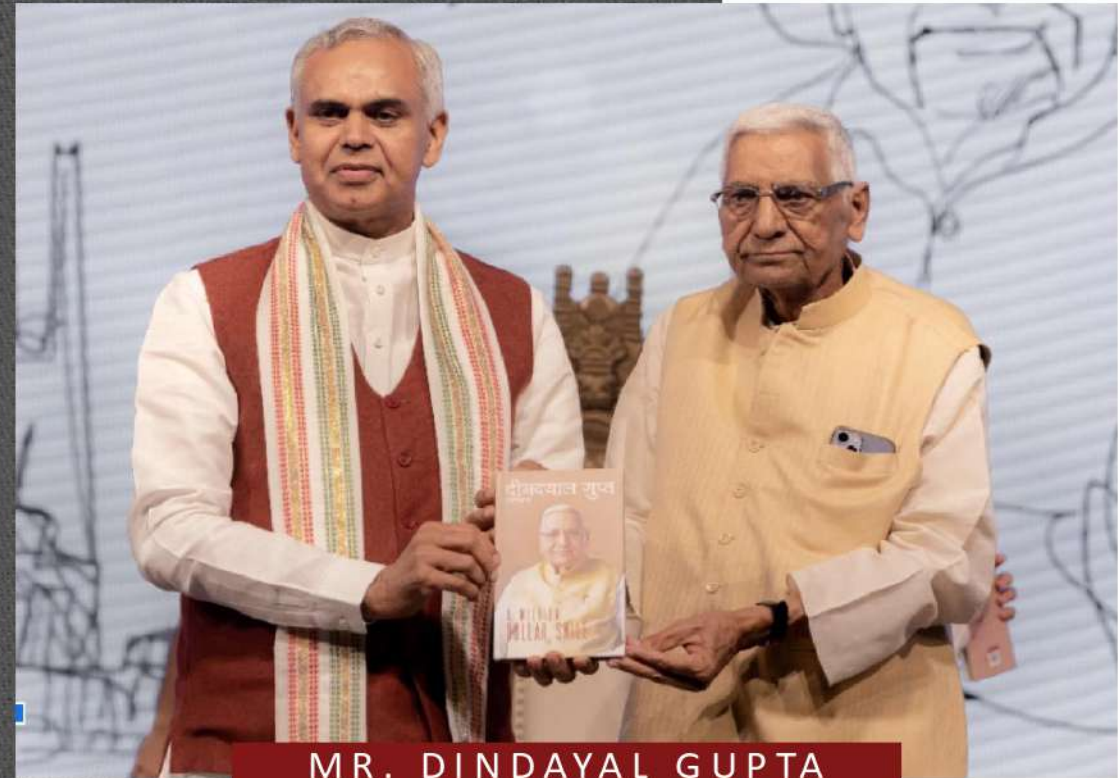
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THE WARP AND WEFT OF MEMORIES AND LEARNINGS

Over a glittering function attended by the city glitterati, the Biography of **Shri Din Dayal Gupta, Chairman Emeritus, Dollar Industries Limited**, was launched amidst much fanfare. The book was launched by **Shri Acharya Devrat, Hon'ble Governor of Gujarat**.

'A Million Dollar Smile' chronicles the journey of a young man with dreams in his eyes and a strong conviction in his beliefs who came to the city of joy from a small town of Manheru in Haryana way back in 1962 and started his hosiery business. Over 50 years, Dollar Industries under his leadership has created innumerable benchmarks in its field and graduated from being a hosiery to an apparel brand of international repute with their fibre to fashion methodology.



MR. DINDAYAL GUPTA
CHAIRMAN EMERITUS & FOUNDER

“From a dream to the reality of creating a market-responsive, multi-brand company that continues to retain its leading position in its category, my life has largely evolved around Dollar Industries. However, there are other facets to it - the struggle, the learning lessons, the presence of human pillars who ensured that I don't crumble and fall on the way. This book touches upon all of it. At my age, I hope it will not only make for an interesting read but also serve as a reminder about how flexibility and openness to change is important as we carry on in life”



AGENDA

1	About Dollar Industries	05-11
2	Q1 FY25 Highlights	12-17
3	Operational Highlights	18-21
4	Growth Drivers	22-31
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ABOUT DOLLAR INDUSTRIES LIMITED

 **DOLLAR**
WEAR THE CHANGE

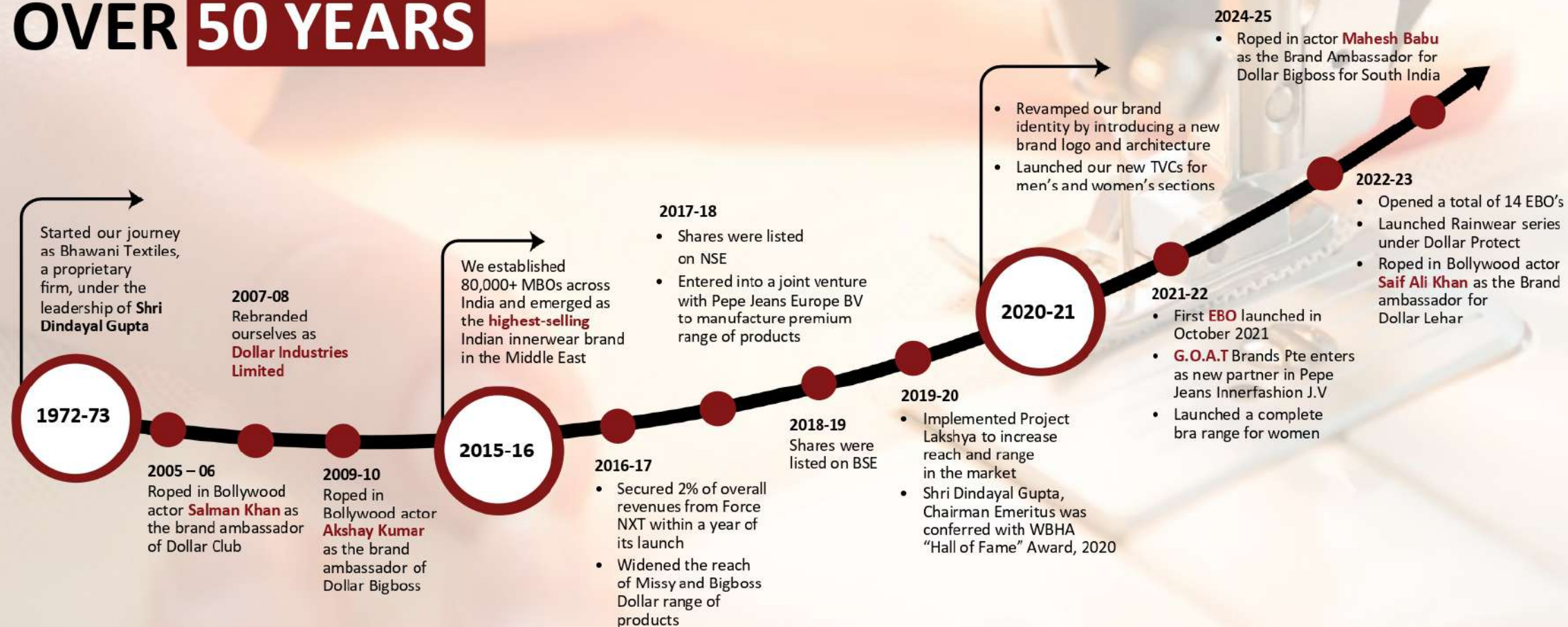
 50
GLORIOUS
YEARS

A LEADING PLAYER IN BRANDED **OUTERWEAR** **AND INNERWEAR**

Established in 1972, we have been able to solidify our presence as one of the leading players in the Indian hosiery space.

~250 million Garment manufacturing capacity (pieces)	15% Market share in the Indian hosiery space	2000+ Products across all segments of presence	2100+ Total employees
15 countries Export presence	04 Manufacturing units	1500+ Strong Pan-India dealer network	900+ Presence across large format stores

MAPPING OUR PROGRESS OVER 50 YEARS



DOLLAR PORTFOLIO (1/2)

DOLLAR MAN

**Big Boss | J-Class |
Athleisure**

Vests, Briefs, Trunks, Gym
Vests, Socks, Tank Tops,
Crew Necks, Polos, Henley,
Bermudas, Capri, Track
Pants, Joggers



DOLLAR WOMAN

Missy | Athleisure

Leg Wears, Casual Wear,
Brassiere, Camisoles,
Panties, Socks, Kurti



DOLLAR JUNIOR

Champion

T-shirts, Bermudas,
Trousers, Socks

DOLLAR PROTECT

Rainguard

Raincoats, Rainwear,
Windcheaters, Winter
Jackets

DOLLAR ALWAYS

Lehar

Vests, Briefs,
Trunks, Panties,
Socks, Camisoles



DOLLAR THERMALS

Ultra | Wintercare

Thermal V-necks,
Thermal Trousers,
Long Camisoles,
Short Camisoles,
Socks









DOLLAR PORTFOLIO (2/2)

FORCE NXT[®]

Innerwear & Athleisure

- | | | | | | |
|---|--|---|--|--|--|
| 
Brief | 
Trunk | 
Vest | 
T-Shirt | 
Henley | 
Tank Top |
| 
Muscle Tee | 
Long Sleeve T-Shirt | 
Polo T-Shirt | 
Jogger | 
Track Pant | 
Shorts |
| 
Boxer Shorts | 
Sweat Shirt | 
Hoodie | 
Jacket | 
Long Sleeve Thermal Tee | 
Long Thermal Trousers |

Activewear

- | | | | | | |
|---|---|--|---|---|---|
| 
Tank Top | 
Muscle Tee | 
T-Shirt | 
Shorts | 
Track Pant | 
Jogger |
|---|---|--|---|---|---|



BRAND ARCHITECTURE BREAKUP

PREMIUM

DOLLAR
THERMALS

FORCE
GO WEAR

FORCE NXT.
INNERWEAR | ATHLEISURE

Pepe Jeans
LONDON



DOLLAR
WEAR THE CHANGE



MID-PREMIUM

DOLLAR **DOLLAR**
JUNIOR MAN

DOLLAR **DOLLAR**
PROTECT WOMAN

ECONOMY

DOLLAR
ALWAYS

MANAGEMENT COMMENTARY

“We are pleased to state that during Q1 FY25, our Operating Income stood at ₹3,337 Mn, an increase of 1.7% year-over-year.

Gross profit in Q1 FY25 grew 12.1% YoY to ₹ 1,189 Mn, and GP margin expanded by 330 bps YoY to 35.6%, whereas Operating EBITDA grew by 31.3% YoY to ₹ 356 Mn. Operating EBITDA margin expanded by 241 bps YoY to 10.7%.

The company achieved PAT of ₹ 153 Mn in Q1 FY25, up by 5.3% against the same quarter of the previous year, registering a PAT margin of 4.6%.

Revenue contribution from E-Commerce surged by 161.4% year-over-year, reaching 5.5%. Meanwhile, our exports business experienced a year-over-year growth of 17.5%.

The company is dedicated to driving the growth and success of Project Lakshya. In Q1 FY25, we onboarded 11 new distributors under this initiative, increasing its contribution to 31.1%, up from 26.3% in FY24. We aim Project Lakshya distributors to contribute 65-70% of our revenue by FY26, a target that will significantly boost our market share and improve margins.

In addition, the integration of SAP's advanced technology will provide a crucial boost to the implementation of Project Lakshya. With SAP, we will have access to end-to-end data, enabling more effective and efficient execution of our strategies.

Our company is experiencing robust demand and a growing share of higher-margin products in our portfolio. This positive trend, along with our strategic initiatives, positions us strongly to achieve our targeted growth in both revenue and profitability in the near future.”

Vinod Kumar Gupta | Binay Kumar Gupta
Dollar Industries Limited



Vinod Kumar Gupta

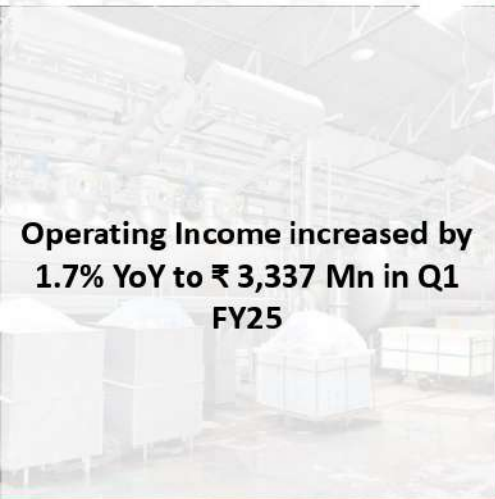
Binay Kumar Gupta



Q1 FY25 HIGHLIGHTS




KEY HIGHLIGHTS



Operating Income increased by 1.7% YoY to ₹ 3,337 Mn in Q1 FY25

Increase in GP margin by 330 bps YoY to 35.6% in Q1 FY25



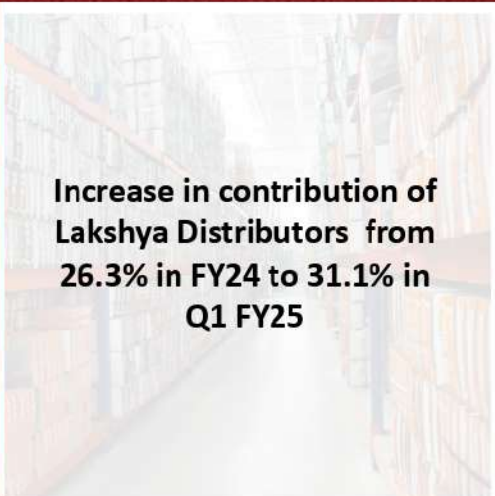
Increase in Operating EBITDA margin by 241 bps YoY to 10.7% in Q1 FY25

PAT margin stood at 4.6% in Q1 FY25



No. of DFS dealers 335 & No. of EBOs 17 as on Jun'24

No. of Lakshya Distributors increased from 290 as on Mar'24 to 301 as on Jun'24



Increase in contribution of Lakshya Distributors from 26.3% in FY24 to 31.1% in Q1 FY25

Mahesh Babu joins Dollar Bigboss as brand ambassador to boost the brand in the South Indian market



Revenue from E-commerce saw a growth of 161.4% YoY; Contributing 5.5% in Q1 FY25

Export revenue in Q1 FY25 grew by 17.5% year-over-year

FINANCIAL HIGHLIGHTS (1/2)

₹ Million

Particulars	Operating Income	Gross Profit	Operating EBITDA	Profit Before Tax	Profit After Tax	Cash Profit ¹
Q1 FY25	3,337	1,189	356	215	153	237
Growth (YOY)	1.7%	12.1%	31.3%	11.2%	5.3%	26.8%
Growth (QOQ)	(33.2%)	(22.3%)	(37.7%)	(53.5%)	(53.8%)	(40.3%)
Margin ² (%)		35.6%	10.7%	6.4%	4.6%	
Margin –YoY Expansion/(Contraction)		330 bps	241 bps	55 bps	16 bps	
Margin –QoQ Expansion/(Contraction)		501 bps	(76 bps)	(278 bps)	(202 bps)	
EPS/CEPS					2.70	4.18

Note:

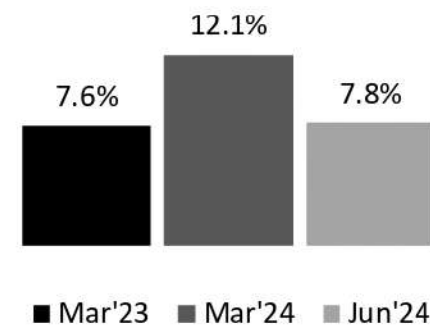
1. Cash Profit = PAT add Depreciation
2. Gross Profit & Op EBITDA Margins calculated on Operating Income
3. EPS figures are not annualized

FINANCIAL HIGHLIGHTS (2/2)

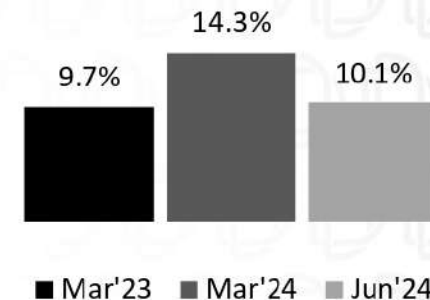
₹ Million

Particulars	31-Mar-23	31-Mar-24	30-Jun-24
Net Worth	7,088	7,838	8,000
Long Term Borrowings	1	300	422
Short Term Borrowings	1,615	2,760	2,395
Net Debt	1,614	3,040	2,815
Net Fixed Assets	1,852	2,471	2,654
Sales/Capital Employed	1.58	1.58	1.21
Cash Conversion Cycle²	159	150	175

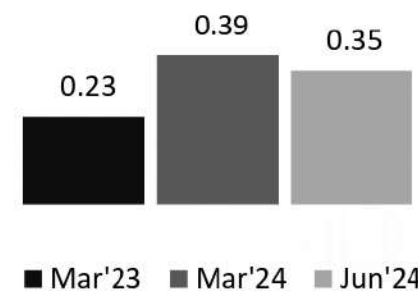
ROE(%)¹



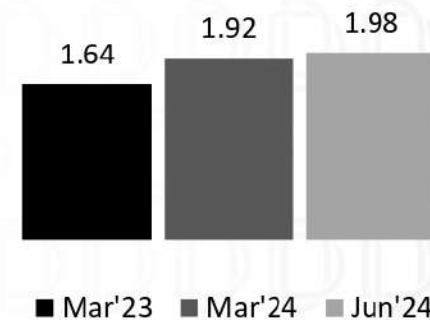
ROCE(%)¹



Net Debt/Equity



Net Debt/Operating EBITDA¹

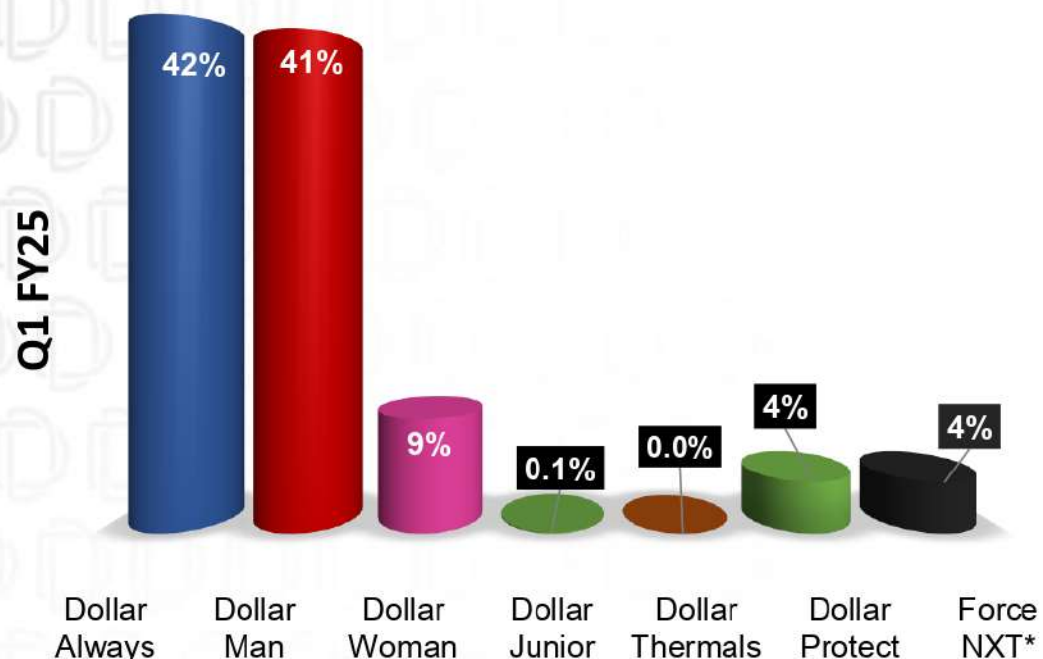


Note:

- 1. Profit figures are YTD annualized, ROE excludes Non-Controlling Interest
- 2. Receivable and Inventory days are based on operating income and Payables on cost of goods sold

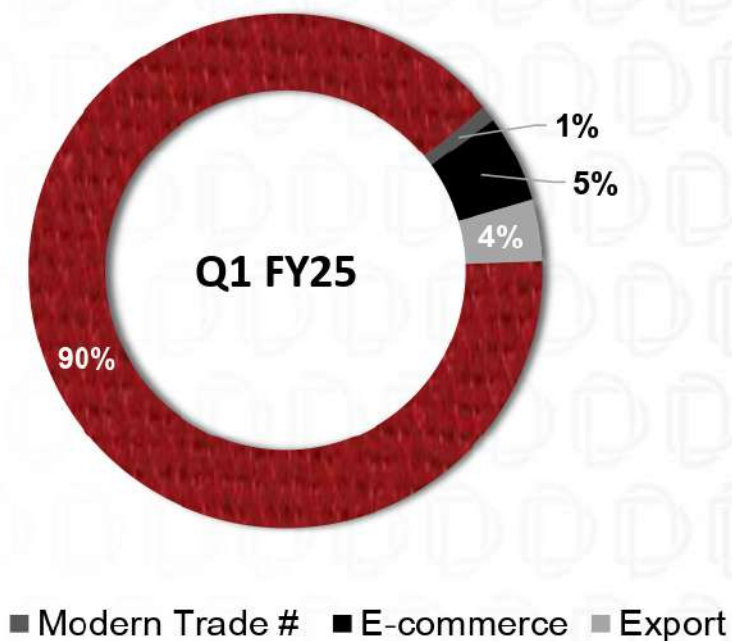
REVENUE CONTRIBUTION (1/2)

BRAND WISE



*Force Gowear and Pepe are part of Force NXT
#Modern Trade includes revenue from EBOs

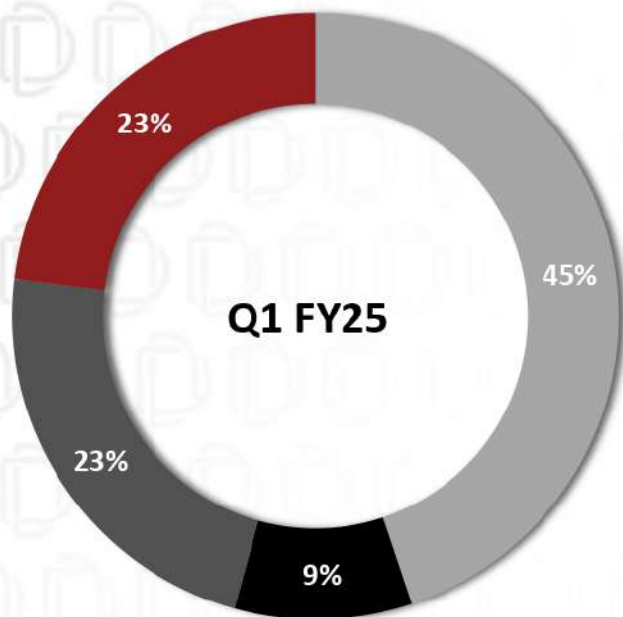
TRADE CHANNEL WISE



■ Domestic ■ Modern Trade # ■ E-commerce ■ Export

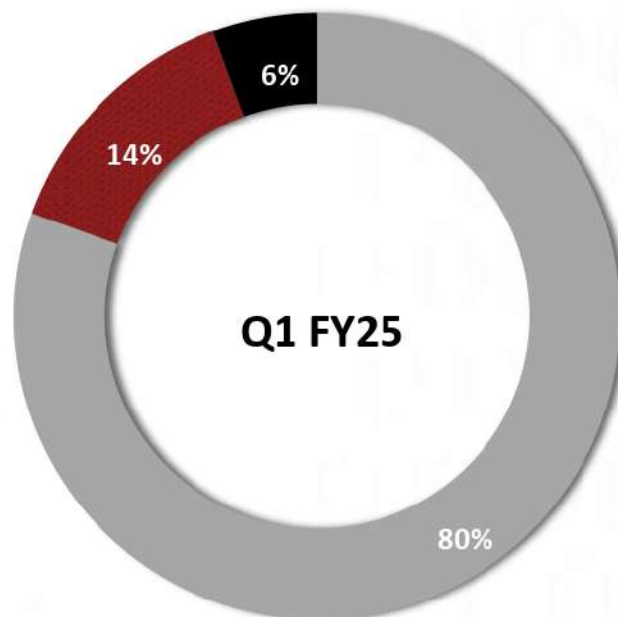
REVENUE CONTRIBUTION (2/2)

REGION WISE



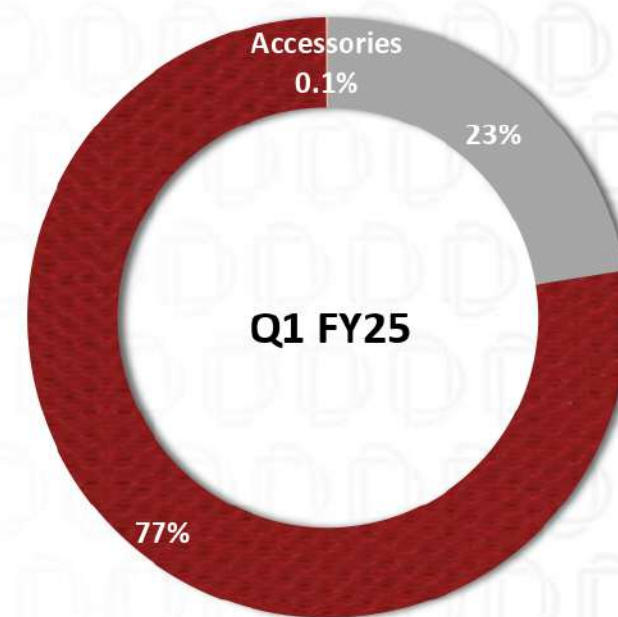
■ North ■ South ■ East ■ West

GENDER WISE



■ Men ■ Women ■ Kids

CATEGORY WISE



■ Outerwear ■ Innerwear ■ Accessories



Q1 FY25

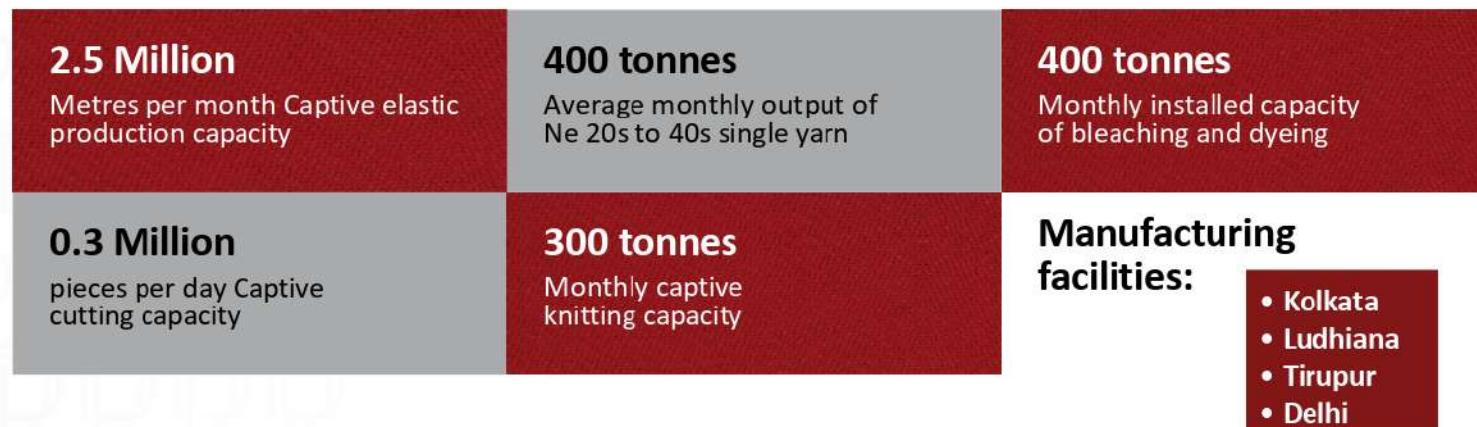
OPERATIONAL HIGHLIGHTS



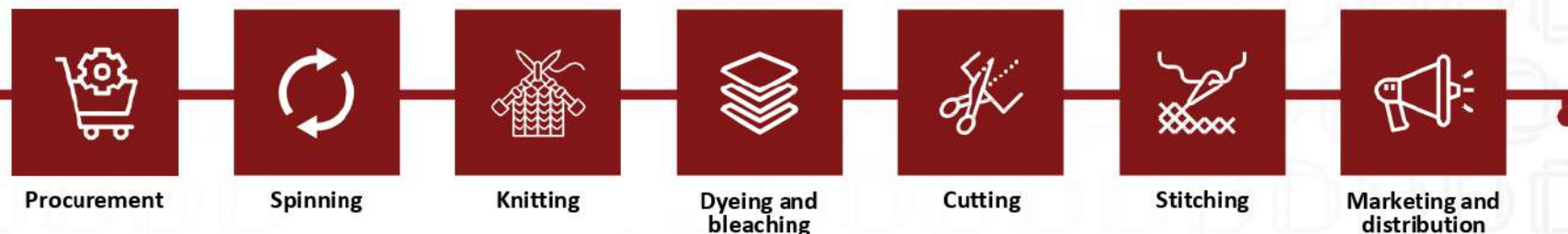
DOLLAR
WEAR THE CHANGE

50
GLORIOUS
YEARS

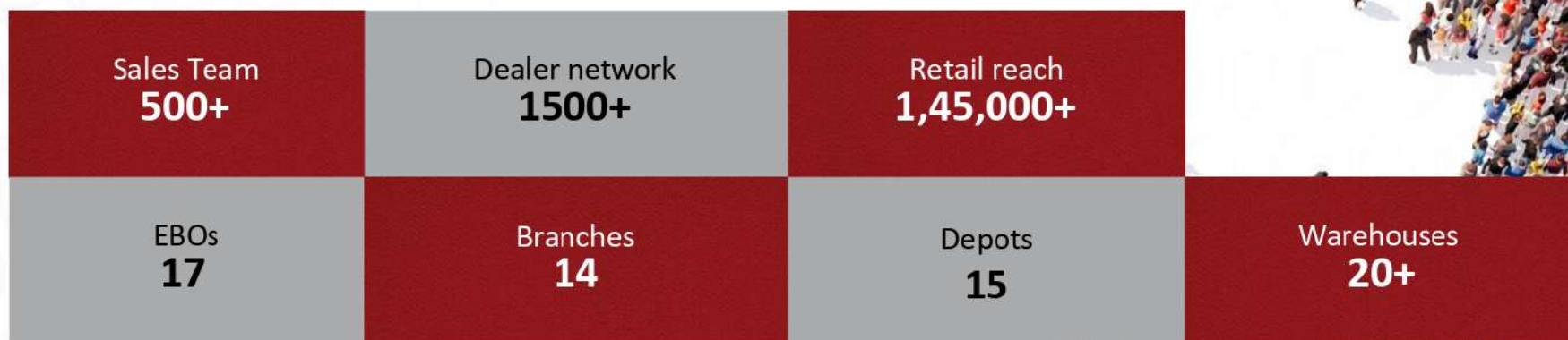
EDGING PAST COMPETITION WITH INTEGRATED VALUE CHAIN



Our Value Chain



WIDENING FOOTPRINT TO CATER TO LARGER POPULATION



Multi-platform

E-retail presence



Modern trade



PENETRATING COUNTRIES ACROSS THE WORLD

Export revenue in Q1 FY 25

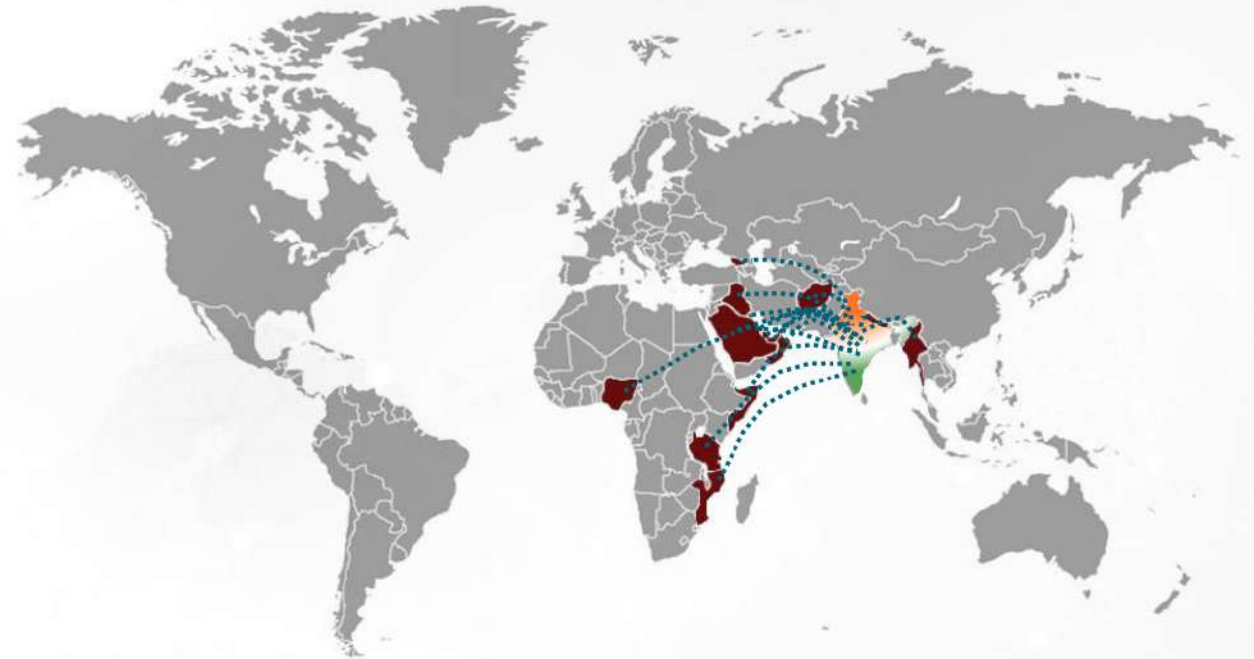
15 Countries | 128 Million

Export revenue in FY 26

30 Countries | 11.0%

Where we export

- | | | | |
|----------------|---------------|------------------|--------------|
| 1. Afghanistan | 5. Kuwait | 9. Nigeria | 13. Somalia |
| 2. Bahrain | 6. Mozambique | 10. Oman | 14. Tanzania |
| 3. Georgia | 7. Myanmar | 11. Qatar | 15. UAE |
| 4. Iraq | 8. Nepal | 12. Saudi Arabia | |





Q1 FY25

GROWTH DRIVERS

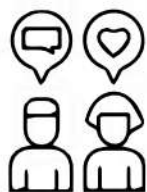
DOLLAR
WEAR THE CHANGE

50
GLORIOUS YEARS



GROWTH DRIVERS

Strategic priorities



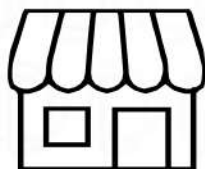
Leveraging new brand overhaul



Investing in digitisation



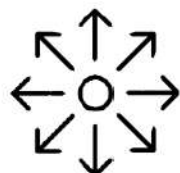
Growth through Project Lakshya



Growth through EBOs



Partnering for growth



Diversifying portfolio in adjacent segments



CHANGING THE BRAND ARCHITECTURE

Why?

To change the perception that Dollar is just a men's innerwear brand

9.2%

Share of women's brand revenue in Q1 FY25

11.0%

Share of women's brand revenue in FY26

What are we doing?

- 6 categories created – MAN, WOMAN, JUNIOR, ALWAYS, THERMALS, PROTECT
- Akshay Kumar as our brand ambassador for Dollar man
- Signed Yami Gautam as our brand ambassador for Dollar Women
- Redesigned our logo to enhance connect with the consumers
- Roped in Saif Ali Khan for Dollar Always

Outcomes

- We have been able to significantly enhance our brand recall through our dedicated branding initiatives.
- We now address the needs of a huge consumer spectrum through differentiated price categories: premium, mass premium and economy
- We seamlessly connect with the millennials and cater to their needs


DOLLAR
 MAN


DOLLAR
 JUNIOR


DOLLAR
 WOMAN


DOLLAR
 THERMALS


DOLLAR
 ALWAYS


DOLLAR
 PROTECT

INTEGRATING **DIGITALIZATION** TO INCREASE EFFICIENCIES

Why?

To integrate digitalization in our daily operations to increase efficiencies

What are we doing?

- Integrating **Auto Replenishment System (ARS)** and **Distributor Management Systems (DMS)** for our Lakshya distributors
- Implemented ARS at the supply chain level
- Implementing an **after-sales service app** at the retail level and activity tracker for the sales team
- Successfully **transitioned to SAP Hana S/4 ERP system**
- Integrating automated tele calling for our tele-callers

Outcomes

- Transparent engagements with retailers
- Deeper insights about on-ground realities
- Increased productivity and efficiencies
- With SAP, gain end-to-end data access for effective strategy execution

PROJECT LAKSHYA UPDATES (1/2)

301

Distributors
as on Jun'24

11

Distributors
added in
Q1 FY25

31.1%

Contribution % of Lakshya
Distributors
in Q1 FY25

What are we doing?

- Mapping retail network in area allocated to distributor
- Enrolling retailers into Project Lakshya
- Execute Retailer Bonding Programs to ensure higher retention
- Implementation of ARS and DMS at distributor level
- SOPs laid out for distributors leading to improved performance

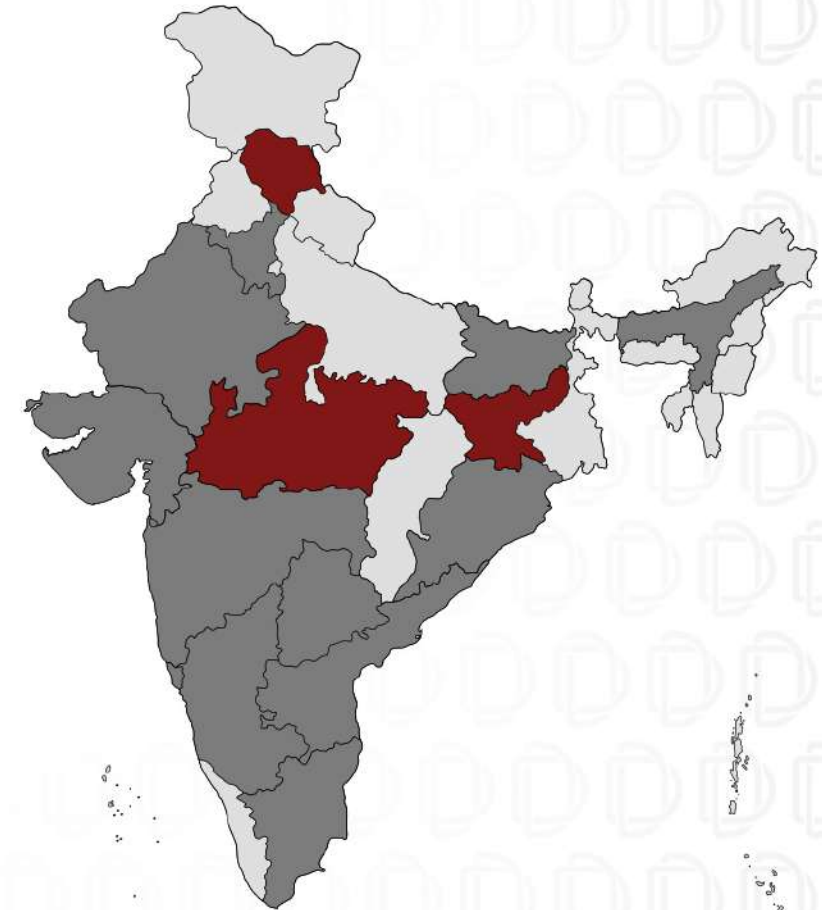
Why?

Reinvent the entire distribution model and transition from a push model to a replenishment-based model leading to a

Demand-Pull Environment

Outcomes

- Increased market penetration
- Increased primary sales and secondary sales
- Availability of last mile data from retailer
- Distributor performance analysis
- Efficient Product Planning & Inventory Management
- Improved working capital for distributor



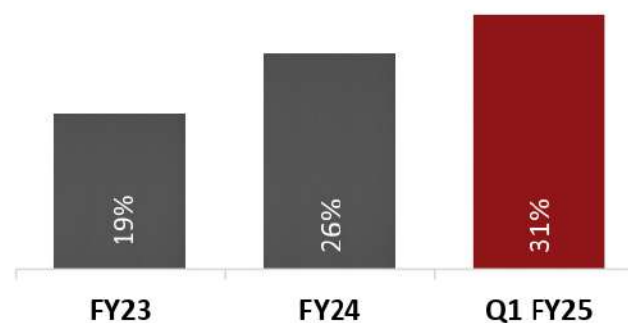
■ Project Lakshya Implementation: FY25 Targeted States
■ Project Lakshya Implementation: Current States

PROJECT LAKSHYA UPDATES (2/2)

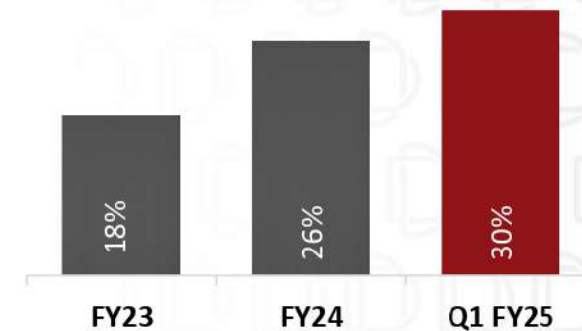


DOLLAR RETAILER BONDING PROGRAM

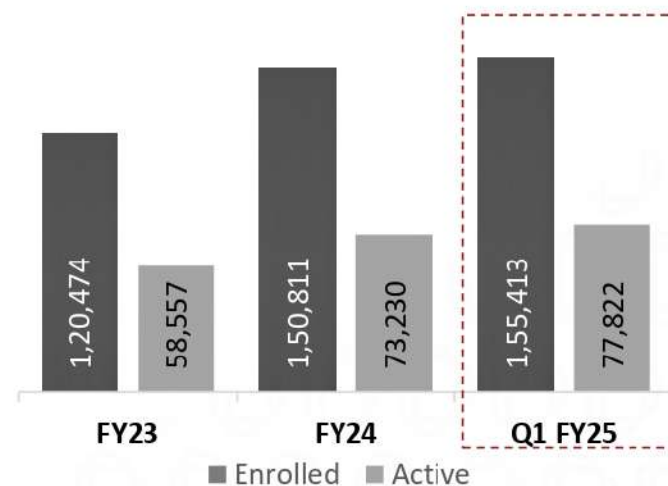
VALUE CONTRIBUTION



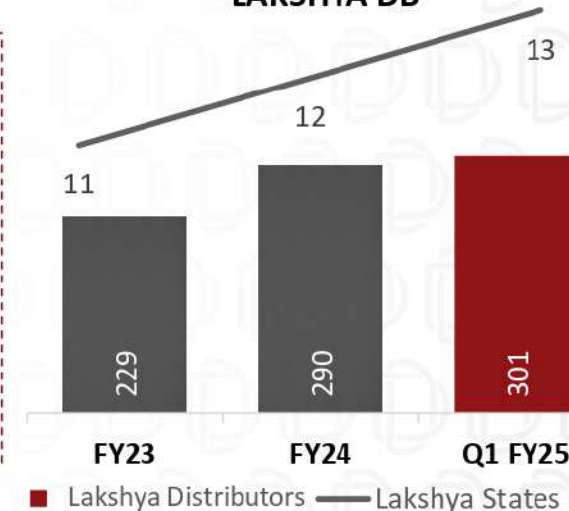
VOLUME CONTRIBUTION



LAKSHYA RETAILERS



LAKSHYA DB



PURSUING GROWTH THROUGH **EBO**

125

Targeted EBOs by 2026



We successfully forayed into the **exclusive brand outlet (EBO)** segment



Launched 17 EBOs, four each in Delhi & Punjab, two each in Madhya Pradesh & Maharashtra, one each in Rajasthan, Gujarat, Uttar Pradesh, Haryana & Odisha.



EBO set up under the FOFO model (Franchise-owned franchise-operated)



STRATEGIC PARTNERSHIP FOR SUSTAINABLE GROWTH

Joint Venture with G.O.A.T

- We entered a 51-49 JV with G.O.A.T Brands Lab Pte for Pepe Jeans Inner fashion Pvt. Ltd.
- G.O.A.T Brands Lab Pte acquired 50% stake of Pepe and additional 2% non-voting equity
- Multi-brand distributor for men, women and kids' undergarments under athleisure, sportswear, lingerie, leisure wear, sleepwear, lounge wear made of natural fibres and MMF
- Would undertake business operations in the regions of India, Sri Lanka, Bhutan, Nepal and Bangladesh

Expected outcomes

- Opportunity to widen our supply of finished goods directly to end consumers through D2C channels.
- Go for in-organic growth or brand acquisition.
- Set a foot mark in Super Premium brands



DIVERSIFYING PRODUCT PORTFOLIO IN ADJACENT SEGMENT

'Dollar Protect', the ultimate rainwear line that combines elegance with unbeatable protection!

A wide range of raincoats for men, women and kids, made from premium fabric with additional leak-proof stitching of comprehensive waterproofing.



'Dollar Woman' celebrates the freedom of spirit every woman deserves with its newly launched lingerie line with a varied range of products like Everyday Bra, T-shirt Bra, Sports Bra, Beginners Bra, Strapless Bra, Sleep Bra, Nursing Bra.

RESULTING IN TRANSFORMATIONAL CHANGES

PERCEIVED AS A BRAND FOR ALL

1

- Revenue contribution from **Project Lakshya distributors ~70% by FY26**
- Distributors under channel financing **~60% by FY26**



2

- Replenishment-based sales model (ARS) leading to a **Demand-Pull** environment



3

- Active retailers per distributors **150-200 by FY26**
- Share of revenue from modern retail **8% by FY26**



4

- **Rs. 20,000 Mn** revenue by FY26



5

- High Margin Product contribution to increase from **27% in FY24 to 33% by FY26**





ESG AT DOLLAR INDUSTRIES



CONTRIBUTING TOWARDS A GREENER FUTURE

ENVIRONMENT

SOLAR POWER

**100 LAKH
UNITS/YEAR**

Power generation capacity of the solar power plant in Tirupur

8 MW

Total power generation capacity as on Jun'24

WIND POWER

**70 LAKH
UNITS**

Total power generated annually

4.95 MW

Total power generation capacity of our four windmills

ZERO LIQUID DISCHARGE

**13.5
TONNES**

Daily production capacity of our effluent treatment plant

1000 KL

Zero liquid discharge capacity with multiple evaporators





EMPOWERING OUR BIGGEST ASSET

SOCIAL



EMPLOYEE ENGAGEMENT

Engaging with our employees on a daily basis to address their grievances



SKILL DEVELOPMENT

Conducting regular on-the-job and off-the-job training sessions to upskill our employees



WOMEN EMPOWERMENT

Working towards reducing the gender gap and creating a safe working environment



DIVERSITY AND INCLUSION

Implementing anti-harassment and anti-discrimination policies across all verticals of our Company

BEING A RESPONSIBLE CORPORATE

SOCIAL



Donated ~Rs 147 lakhs to schools in **UP, Rajasthan, Chhattisgarh and Odisha**, to ensure underprivileged children have access to quality education



Donated ~Rs 25 lakhs to cutting edge **Cancer Care Centre in Tirupur** for upgradation of medical facilities and equipment



Installed **water huts and kiosks** across the states of **Delhi NCR, Odisha, Rajasthan, Uttar Pradesh and Tamil Nadu**, among others



Donated **sanitary napkins** to the underprivileged **women** residing in the slums of **Kolkata and girl schools**

STRENGTHS THAT DRIVE GOVERNANCE



**Diverse and
experienced**
Board of Directors



Independent
Directors
account for
50%



All members of the
**Nomination &
Remuneration
Committee** are
Independent Directors



Promoters possess
**>3 decades of
experience**



75% members of the
Audit Committee consist
of **Independent
Directors**



We have two
**Woman
Independent
Director** on our
Board

GUIDED BY EXPERIENCED DIRECTORS



Mr. Vinod Kumar Gupta
Managing Director



Mr. Binay Kumar Gupta
Managing Director



Mr. Krishan Kumar Gupta
Whole-time Director



Mr. Bajrang Kumar Gupta
Whole-time Director



Mr. Gopal Krishnan Sarankapani
Whole-time Director



Mr. Rajesh Kumar Bubna
Independent Director



Ms. Vibha Agarwal
Independent Director



Mr. Sandip Kumar Kejriwal
Independent Director



Mr. Srikumar Bandyopadhyay
Independent Director



Mrs. Divya Newatia
Independent Director

SUPPORTED BY AN EXPERIENCED TEAM



Mr. Ankit Gupta
President, Marketing



Mr. Gaurav Gupta
Vice-president, Strategy



Mr. Aayush Gupta
Vice-president, Sales



Mr. Ajay Kumar Patodia
Chief Financial Officer



Mr. Sanjay Srivastava
General Manager – Sales



Mr. Abhishek Mishra
Company Secretary



Mr. Shantanu Banerjee
General Manager – Marcom and
Branding



Mr. Vedpal Verma
General Manager – Fabric Division



Ms. Aditi Ghosh
Deputy General Manager – HR and
Admin



Mr. Ratnesh Trivedi
National Sales Head – Lakshya



Q1 FY25

FINANCIAL SUMMARY

SUMMARY PROFIT & LOSS

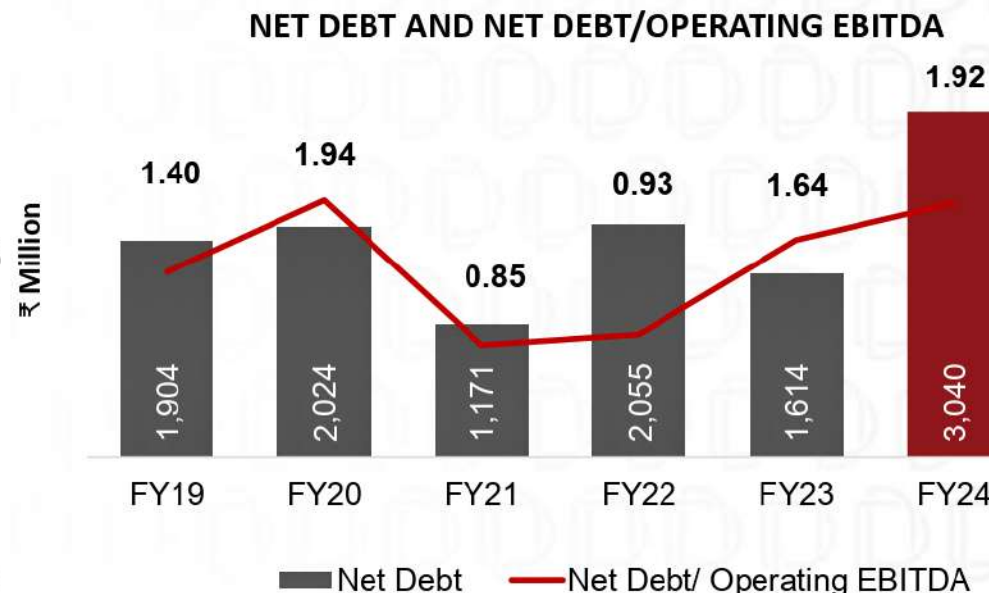
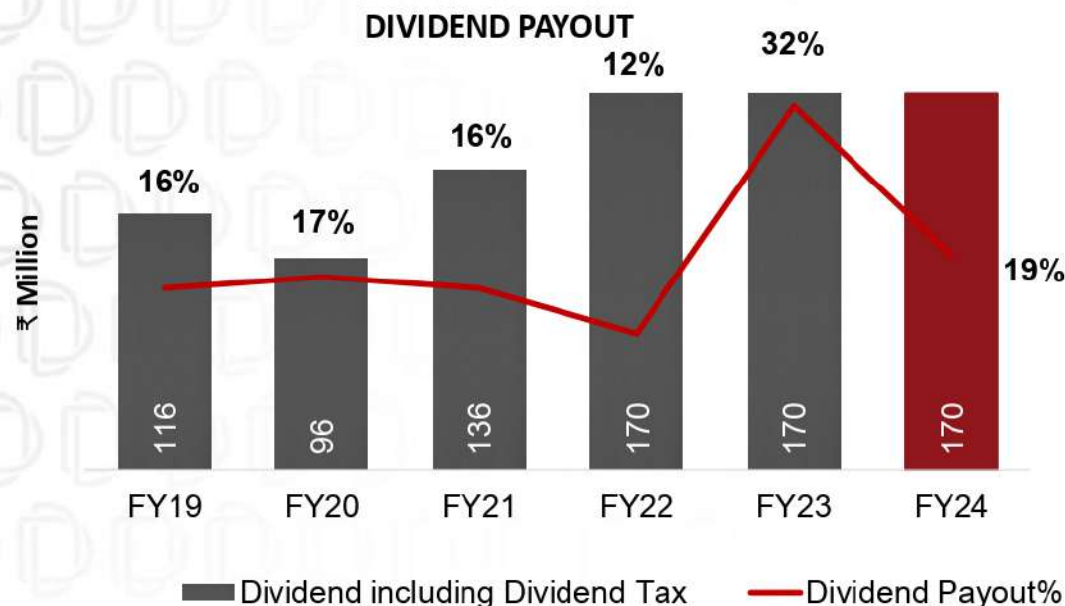
₹ Million

Particulars	Q1 FY 25	Q1 FY 24	YoY Change	Q4 FY 24	QoQ Change	FY 24	FY 23 ¹	YoY Change
Operating Income	3,337	3,282	1.7%	5,000	(33.2%)	15,723	13,938	12.8%
Gross Profit	1,189	1,061	12.1%	1,530	(22.3%)	5,059	4,128	22.6%
Gross Profit (%)	35.6%	32.3%	330 bps	30.6%	501 bps	32.2%	29.6%	256 bps
Operating EBITDA	356	271	31.3%	572	(37.7%)	1,586	982	61.5%
Operating EBITDA Margin (%)	10.7%	8.3%	241 bps	11.4%	(76 bps)	10.1%	7.0%	304 bps
Other Income	7	7	4.2%	21	(66.6%)	45	47	(5.2%)
Finance Cost	67	35	93.4%	63	7.3%	185	142	30.0%
Depreciation	84	42	101.6%	67	26.6%	213	176	20.6%
PBT	215	193	11.2%	463	(53.5%)	1,217	656	85.5%
PAT	153	145	5.3%	331	(53.8%)	902	525	71.7%
PAT Margin (%)	4.6%	4.4%	16 bps	6.6%	(202 bps)	5.7%	3.8%	196 bps
EPS ² (₹)	2.70	2.56	5.3%	5.83	(53.8%)	15.90	9.26	71.7%

1. Previous Years' numbers are strictly not comparable due to inclusion of a subsidiary in this Financial Year

2. EPS figures are not YTD annualized

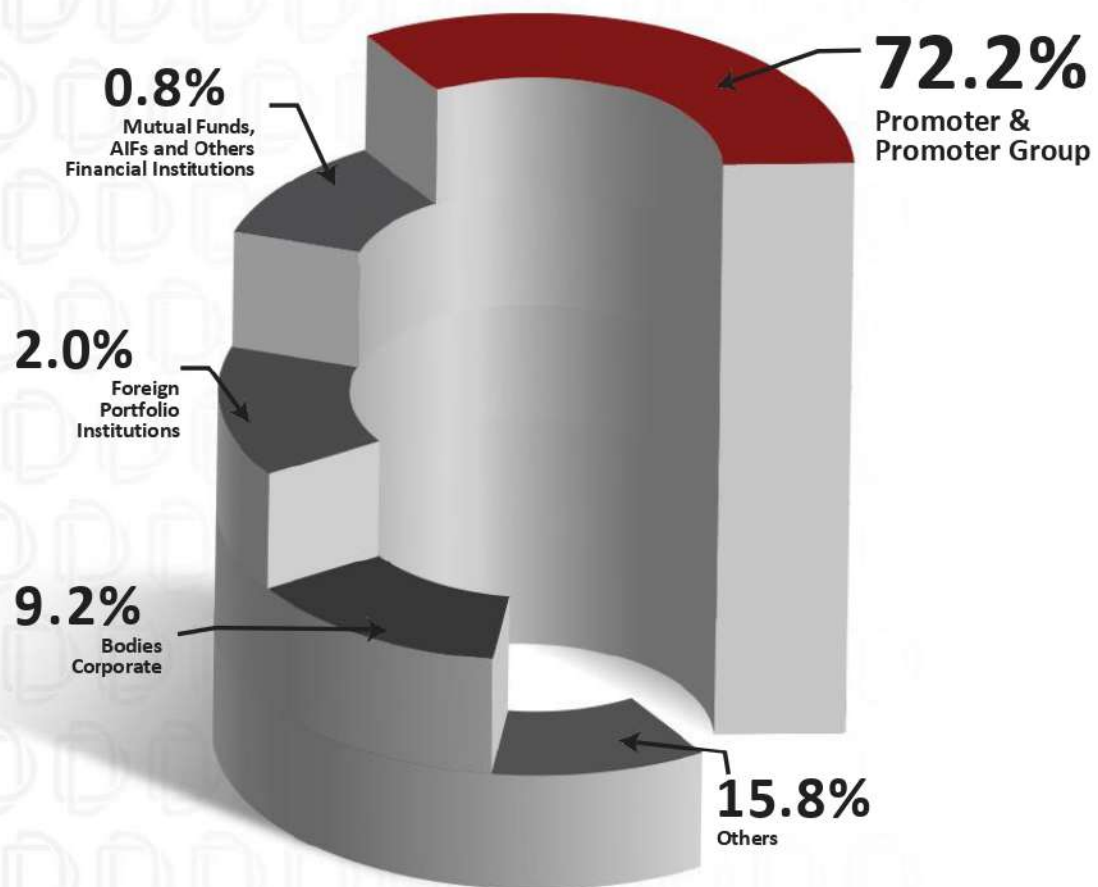
FOCUS ON **SHAREHOLDER** VALUE CREATION



Consistent dividend payout

Company judiciously allocating its capital to balance between dividend payout and investment for growth

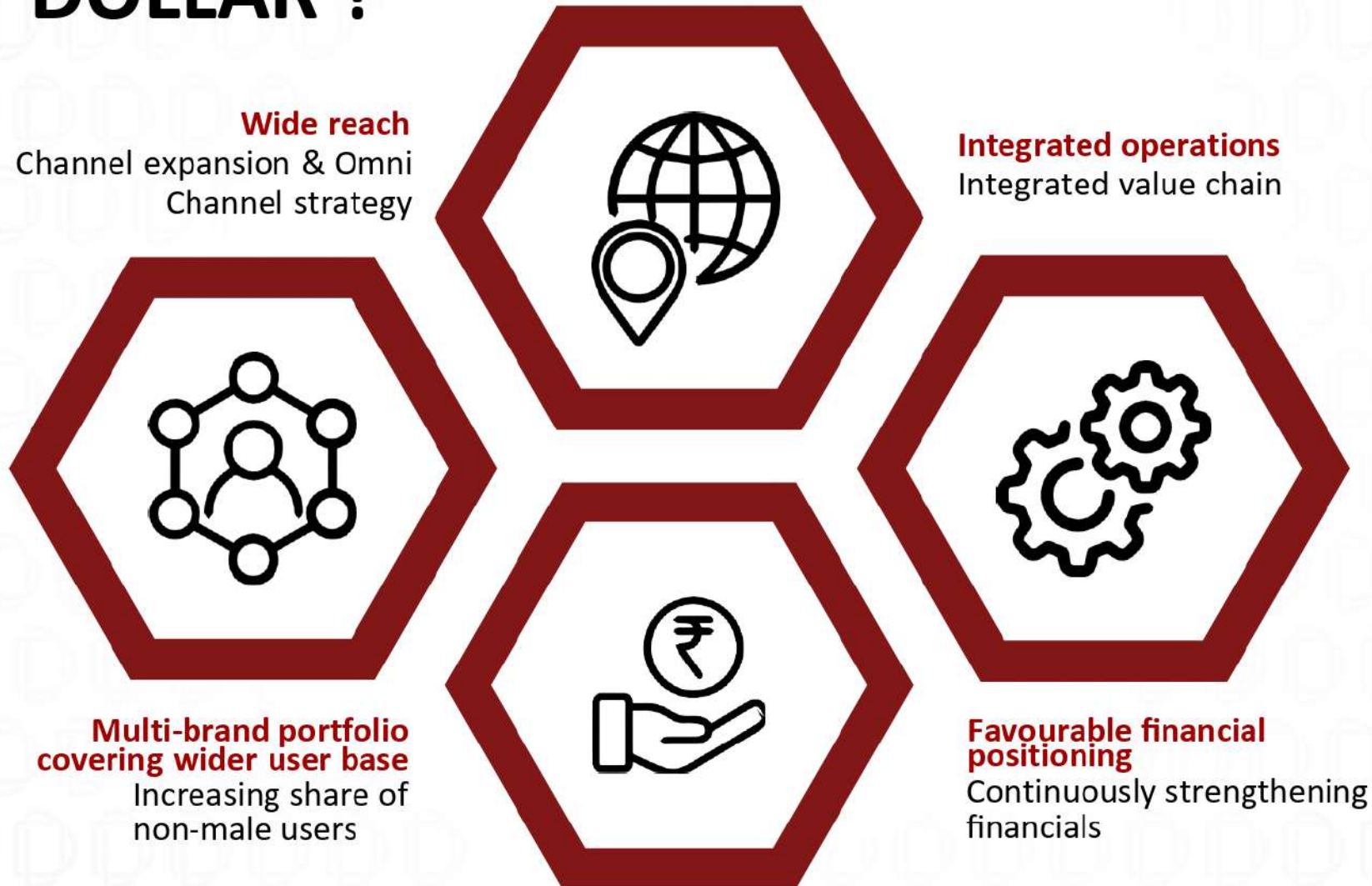
SHAREHOLDING SUMMARY



Share Information As on June 2024

NSE Ticker	DOLLAR
BSE Ticker	DOLLAR
Market Cap (INR Cr)	3,070.33
% Free-float	27.79%
Free-float market cap (INR Cr)	853.26
Shares outstanding	5,67,16,120

WHY DOLLAR ?



THANK YOU



Chief Financial Officer

Ajay Kumar Patodia


 cfo@dollarglobal.in


 www.dollarglobal.in



Investor Relations Advisor

Sanjeev Sancheti

 ir@uirtus.in

 www.uirtus.in

ANNEXURE

VISION, MISSION AND VALUES

Our Vision

Dollar in everyone's lives.

Medium-term vision: We aspire to metamorphise the Company into an aspirational brand by offering premium and super premium products

Long-term vision: To emerge as a complete brand and distribution company present across multiple categories of fashion wear – from garments to innerwear

Our Mission

- To emerge as India's leading and most-loved innerwear brand
- To make fashionable yet affordable outerwear and innerwear
- To provide our customers with a higher standard of apparel
- To reach out to customers conveniently (modern trade and e-commerce)
- To outperform industry standards in terms of quality of earnings
- To enhance the lives of people centred around Dollar
- To achieve high governance standards

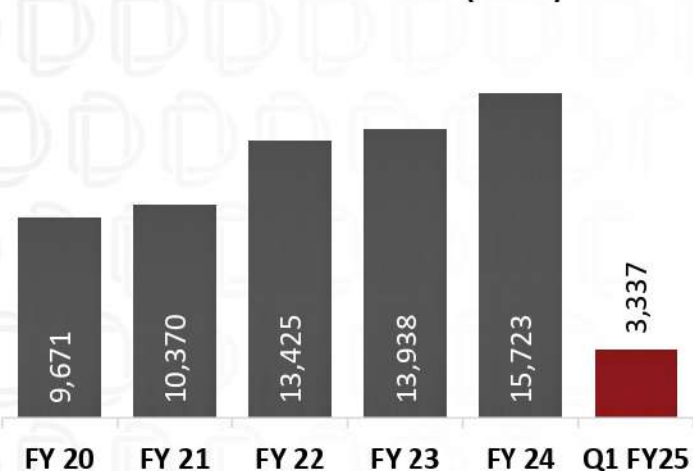
Core Values

- Insights and constant innovation are a way for Dollar. We also add value to the Dollar experience so as to keep it more vibrant and relevant
- The benchmark for Dollar's success is customer satisfaction
- Dollar delights its customers through a range of products that not only deliver comfort, but are constantly upgraded to keep the styling in line with the latest trends
- Business integrity is the way of life at Dollar. The Company is proud to stand by integrity and transparency in all its dealings and ensures adherence to highest standards of business ethics
- At Dollar, we value time and its optimum utilisation for timely decision making

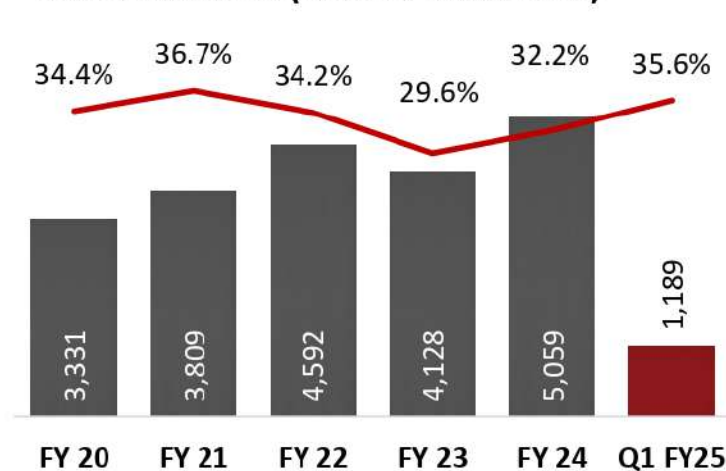


PERFORMANCE TRACK RECORD

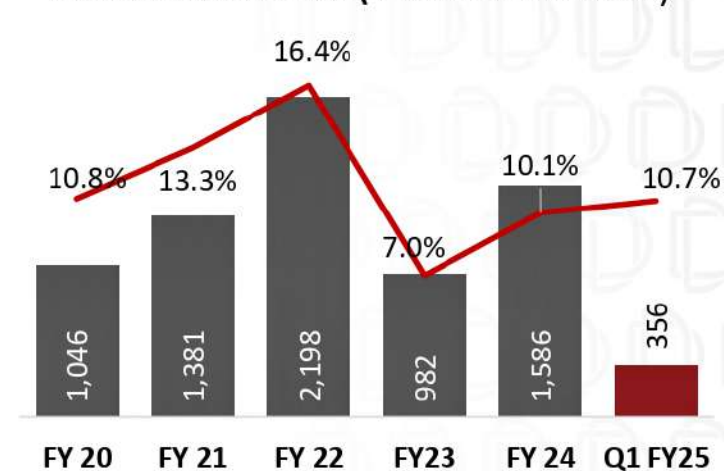
OPERATING INCOME (₹ Mn)



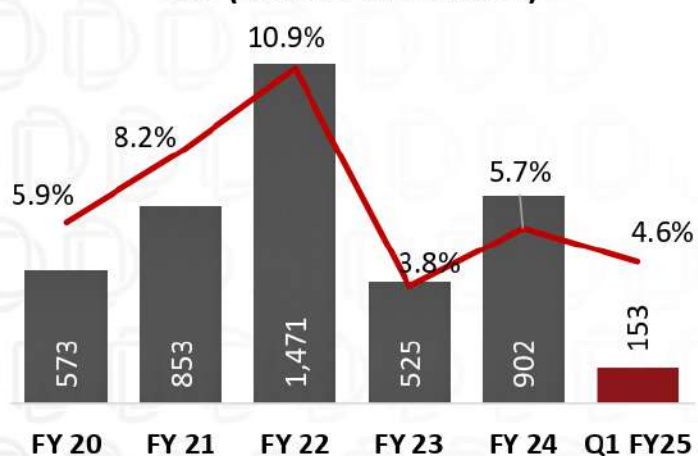
GROSS MARGIN (₹ Mn & % MARGIN)



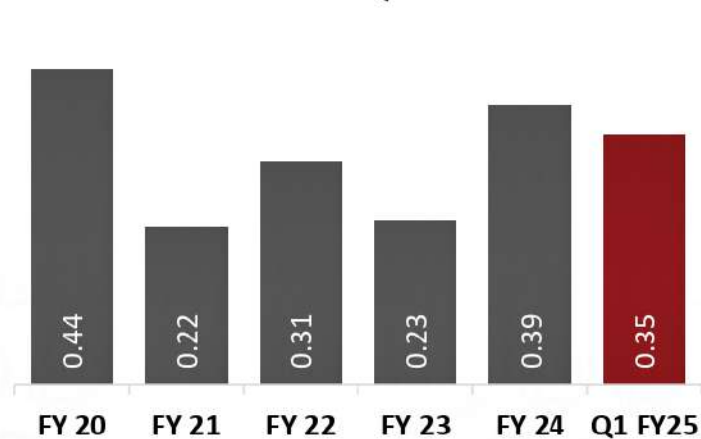
OPERATING EBITDA (₹ Mn & % MARGIN)



PAT (₹ Mn & % MARGIN)



NET DEBT – EQUITY RATIO



ROCE* & ROE*

