

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



Earnings Call Q1 2019-20  
07<sup>th</sup> August, 2019





## 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, Athleisure
- 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 INR 50 to INR 999

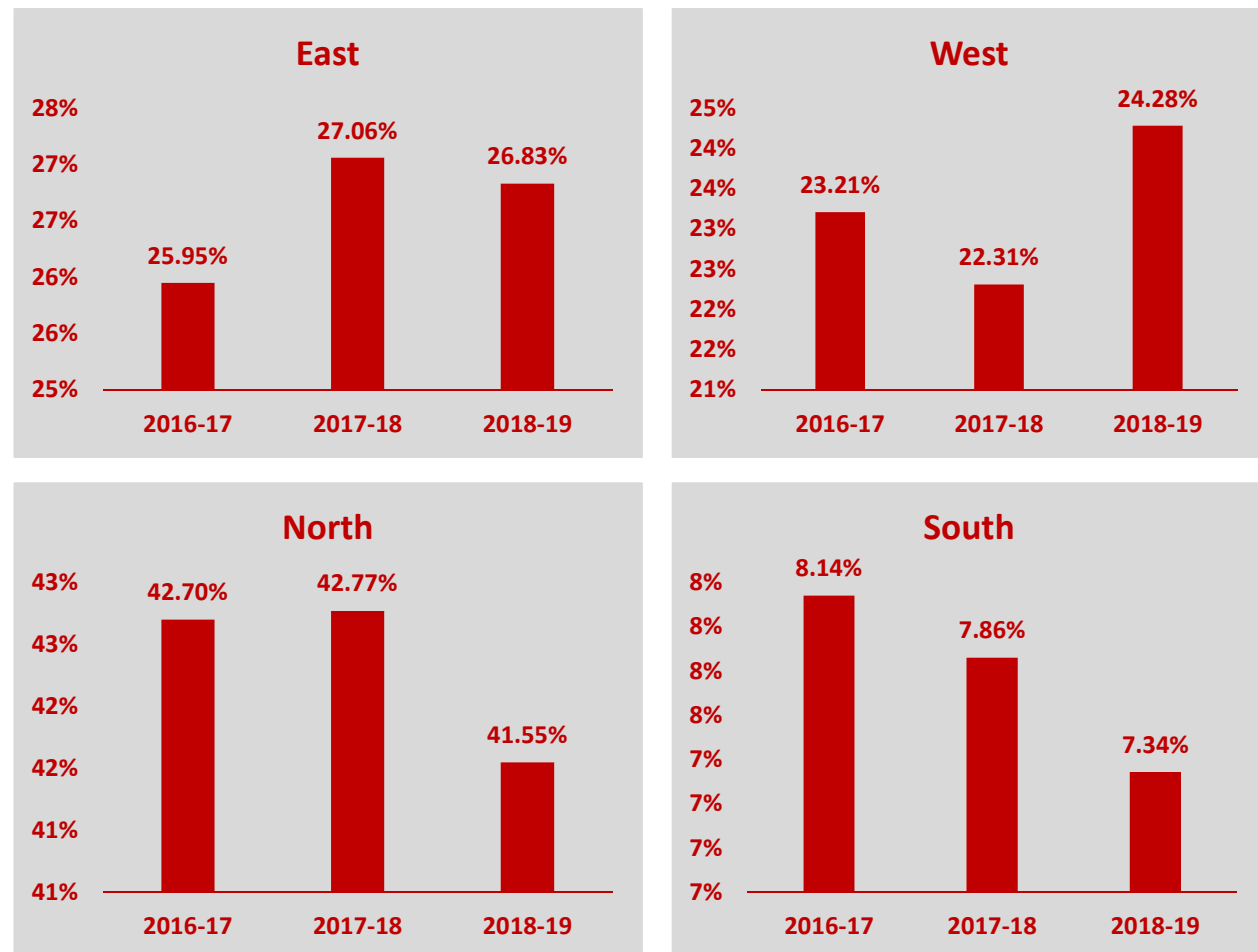
\* Products available at organised and retail MBO. However Force NXT has an exclusive distribution channel



## 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 %



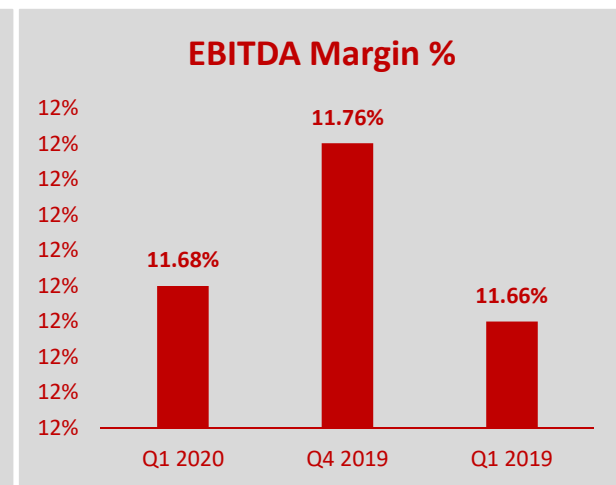
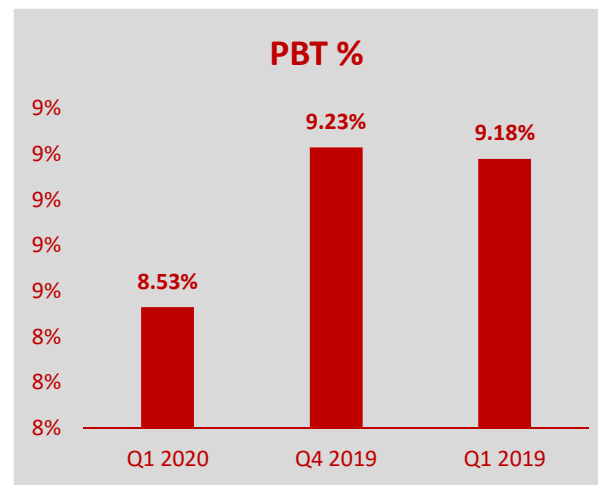
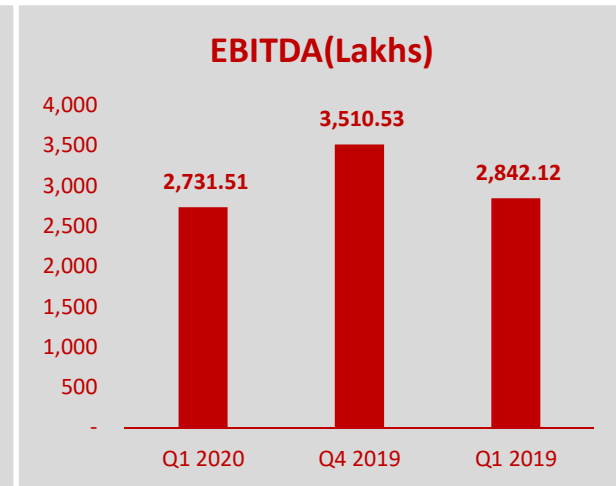
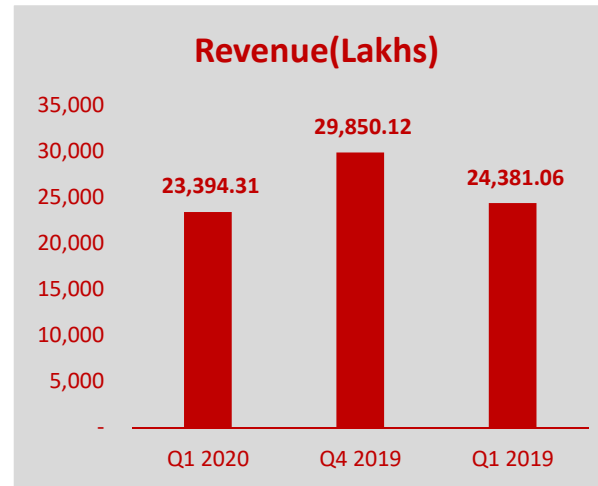


## Financial Highlights for Quarter ended 30th June, 2019

Particulars	(` in Lakhs)			
	Quarter ended			Year ended
	30-06-2019 (Unaudited)	31-03-2019 (Audited)	30-06-2018 (Unaudited)	31-03-2019 (Audited)
Revenue from operations	23,359.88	29,779.68	24,365.02	1,02,875.52
Other income	34.43	70.44	16.04	220.96
<b>Total income (I+II)</b>	<b>23,394.31</b>	<b>29,850.12</b>	<b>24,381.06</b>	<b>1,03,096.48</b>
<b>Expenses</b>				
Cost of materials consumed	11,831.87	11,216.11	11,671.43	47,461.14
Changes in inventories of finished goods, work-in-progress and stock-in-trade	(2,216.07)	2,806.58	(1,626.05)	(4,107.42)
Sub-contract expenses	4,668.85	5,573.46	5,104.26	21,107.20
	14,284.65	19,596.15	15,149.64	64,460.92
<b>Gross Margin</b>	<b>9,109.66</b>	<b>10,253.97</b>	<b>9,231.42</b>	<b>38,635.56</b>
Employee benefits expense	962.71	918.28	746.86	3,362.58
Other expenses	5,415.44	5,825.16	5,642.44	21,485.93
<b>EBITDA</b>	<b>2,731.51</b>	<b>3,510.53</b>	<b>2,842.12</b>	<b>13,787.05</b>
Finance costs	416.55	489.20	344.48	1,573.94
Depreciation and amortization expense	318.66	267.51	259.41	1,109.57
<b>Profit before tax</b>	<b>1,996.30</b>	<b>2,753.82</b>	<b>2,238.23</b>	<b>11,103.54</b>
<b>Tax expenses</b>				
(1) Current tax	721.09	608.59	817.46	3,645.73
(2) Deferred tax	(14.52)	(110.73)	40.21	(67.61)
<b>Total tax expenses (1+2)</b>	<b>706.57</b>	<b>497.86</b>	<b>857.67</b>	<b>3,578.12</b>
<b>Profit for the period (V-VI)</b>	<b>1,289.73</b>	<b>2,255.96</b>	<b>1,380.56</b>	<b>7,525.42</b>
<b>Other comprehensive income (net of tax)</b>	<b>15.38</b>	<b>14.69</b>	<b>(0.74)</b>	<b>61.50</b>
<b>Profit after tax</b>	<b>1,305.11</b>	<b>2,270.65</b>	<b>1,379.82</b>	<b>7,586.92</b>



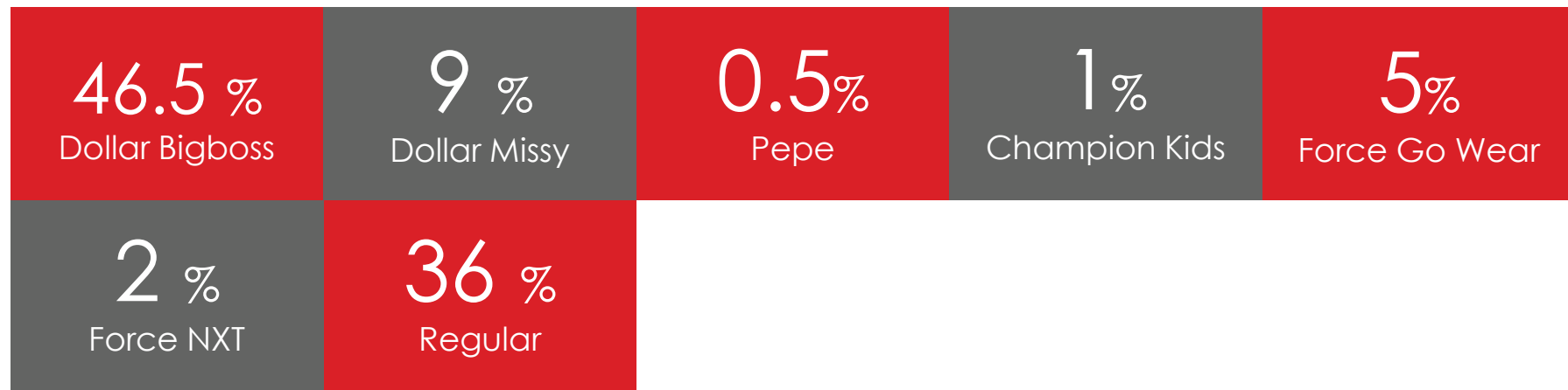
## Q1 Financial performance





## Revenue break-up for F.Y 18-19

### Brand



### Product segment





# Thank you

Shashi Agarwal  
(Senior Vice President – Corporate  
Strategy & Investors Relation)  
[shashi.agarwal@dollarglobal.in](mailto:shashi.agarwal@dollarglobal.in)