

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



Earnings Call Q2 2019-20  
13<sup>th</sup> November, 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

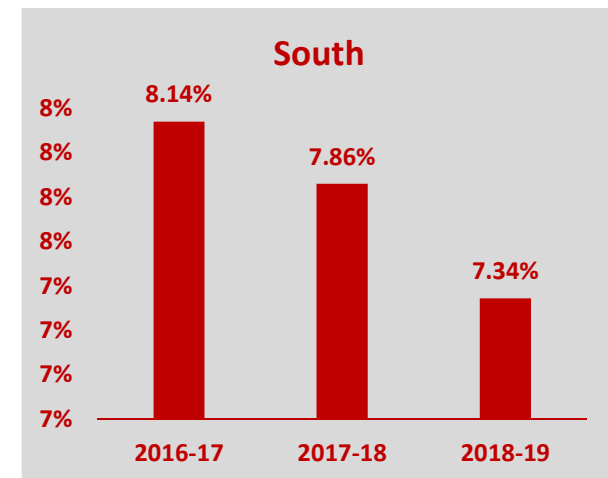
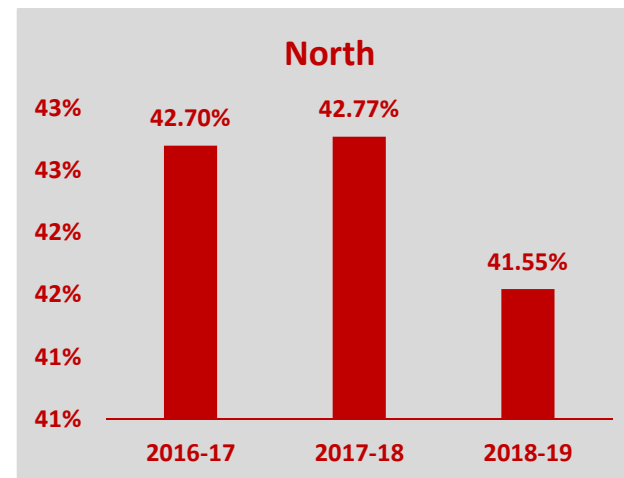
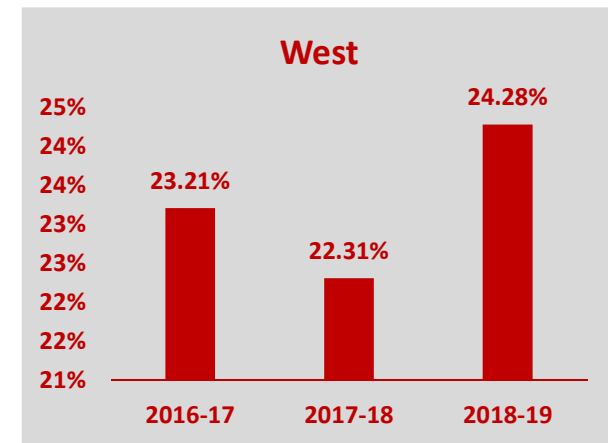
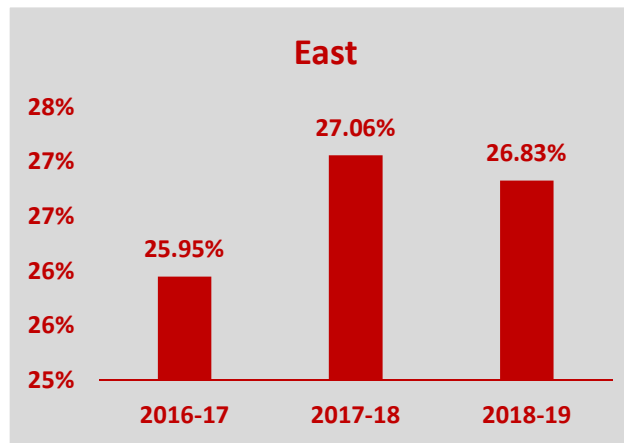
\* Products available at organised and retail MBO. However Force NXT has an exclusive distribution channel



## 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 %



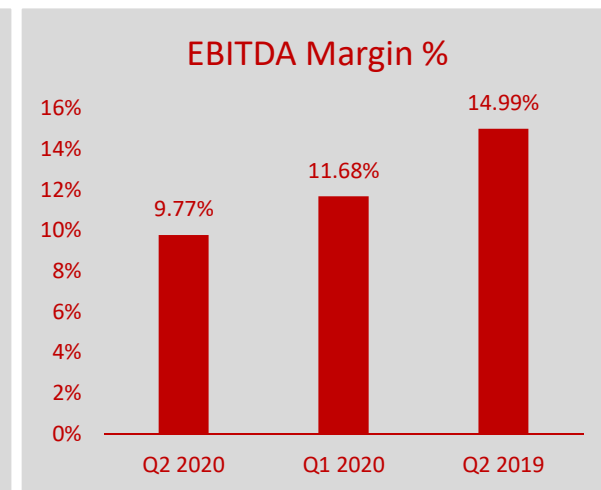
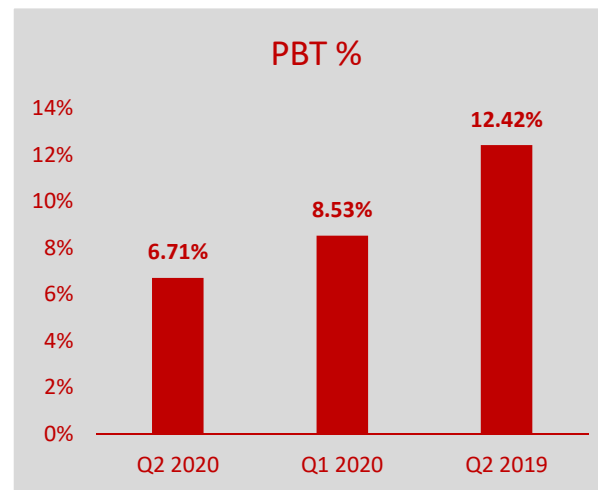
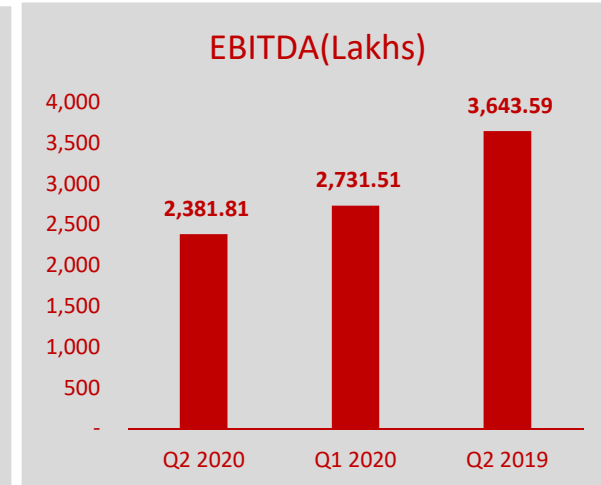
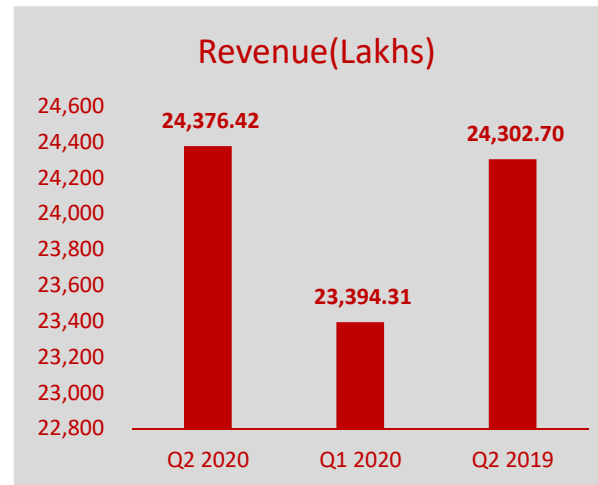


## Financial Highlights for Quarter ended 30th Sep, 2019

Particulars	Three months ended			Six months ended		Year ended
	30-09-2019	30-06-2019	30-09-2018	30-09-2019	30-09-2018	31-03-2019
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Revenue from operations	24,324.86	23,359.88	24,278.02	47,684.74	48,643.04	1,02,875.52
Other income	51.56	34.43	24.68	85.99	40.72	220.96
<b>Total income (I+II)</b>	<b>24,376.42</b>	<b>23,394.31</b>	<b>24,302.70</b>	<b>47,770.73</b>	<b>48,683.76</b>	<b>1,03,096.48</b>
<b>Expenses</b>						
Cost of materials consumed	10,914.58	11,831.87	10,932.31	22,746.45	25,034.23	47,461.14
Changes in inventories of finished goods, work-in-progress and stock-in-trade	1,145.46	(2,216.07)	(1,393.08)	(1,070.61)	(5,449.62)	(4,107.42)
Sub-contract expenses	4,678.14	4,668.85	5,750.71	9,346.99	10,854.97	21,107.20
	<b>16,738.18</b>	<b>14,284.65</b>	<b>15,289.94</b>	<b>31,022.83</b>	<b>30,439.58</b>	<b>64,460.92</b>
<b>Gross Margin</b>	<b>7,638.24</b>	<b>9,109.66</b>	<b>9,012.76</b>	<b>16,747.90</b>	<b>18,244.18</b>	<b>38,635.56</b>
Employee benefits expense	1,019.37	962.71	845.33	1,982.08	1,592.19	3,362.58
Other expenses	4,237.06	5,415.44	4,523.84	9,652.50	10,166.28	21,485.93
<b>EBITDA</b>	<b>2,381.81</b>	<b>2,731.51</b>	<b>3,643.59</b>	<b>5,113.32</b>	<b>6,485.71</b>	<b>13,787.05</b>
Finance costs	375.80	416.55	351.02	792.35	695.50	1,573.94
Depreciation and amortization expense	369.27	318.66	273.37	687.93	532.78	1,109.57
<b>Profit Before Tax</b>	<b>1,636.74</b>	<b>1,996.30</b>	<b>3,019.20</b>	<b>3,633.04</b>	<b>5,257.43</b>	<b>11,103.54</b>
<b>Tax expenses</b>						
(1) Current tax	240.91	721.09	1,118.64	962.00	1,936.10	3,645.73
(2) Deferred tax	30.05	(14.52)	(52.37)	15.53	(12.16)	(67.61)
<b>Total tax expenses (1+2)</b>	<b>270.96</b>	<b>706.57</b>	<b>1,066.27</b>	<b>977.53</b>	<b>1,923.94</b>	<b>3,578.12</b>
<b>Profit after tax (V-VI)</b>	<b>1,365.78</b>	<b>1,289.73</b>	<b>1,952.93</b>	<b>2,655.51</b>	<b>3,333.49</b>	<b>7,525.42</b>
<b>Profit for the period</b>	<b>1,365.78</b>	<b>1,289.73</b>	<b>1,952.93</b>	<b>2,655.51</b>	<b>3,333.49</b>	<b>7,525.42</b>
<b>Other comprehensive income (net of tax)</b>	<b>29.57</b>	<b>15.38</b>	<b>47.55</b>	<b>44.95</b>	<b>46.81</b>	<b>61.50</b>
<b>Total Comprehensive income for the period (VII+VIII)</b>	<b>1,395.35</b>	<b>1,305.11</b>	<b>2,000.48</b>	<b>2,700.46</b>	<b>3,380.30</b>	<b>7,586.92</b>



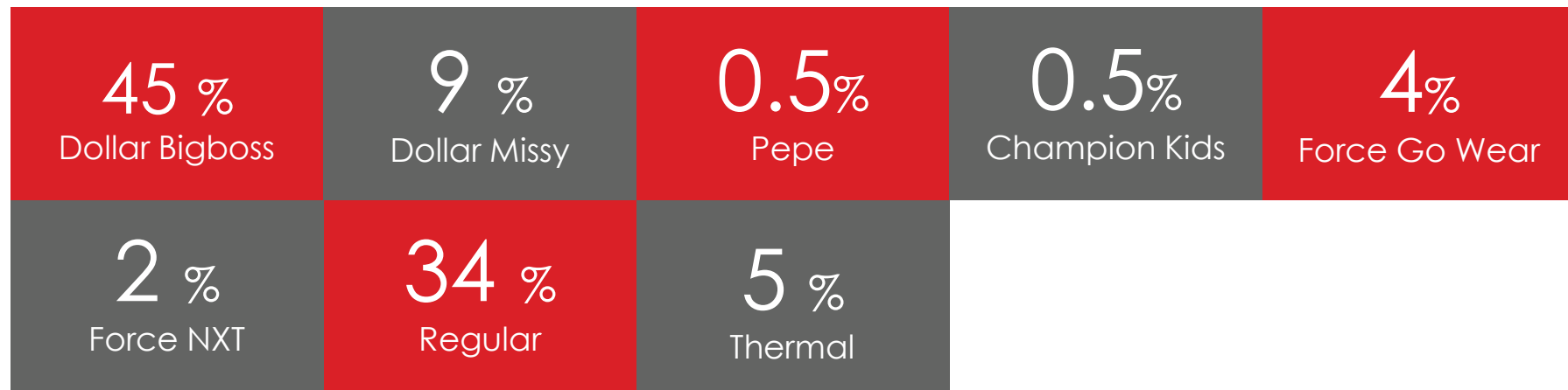
## Financial performance





## Revenue break-up for H1 2020

### Brand



### Product segment





# Thank you

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