

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



Earnings Call Q3 2019-20  
12<sup>th</sup> February, 2020





## 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, trunks and Athleisure
- 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

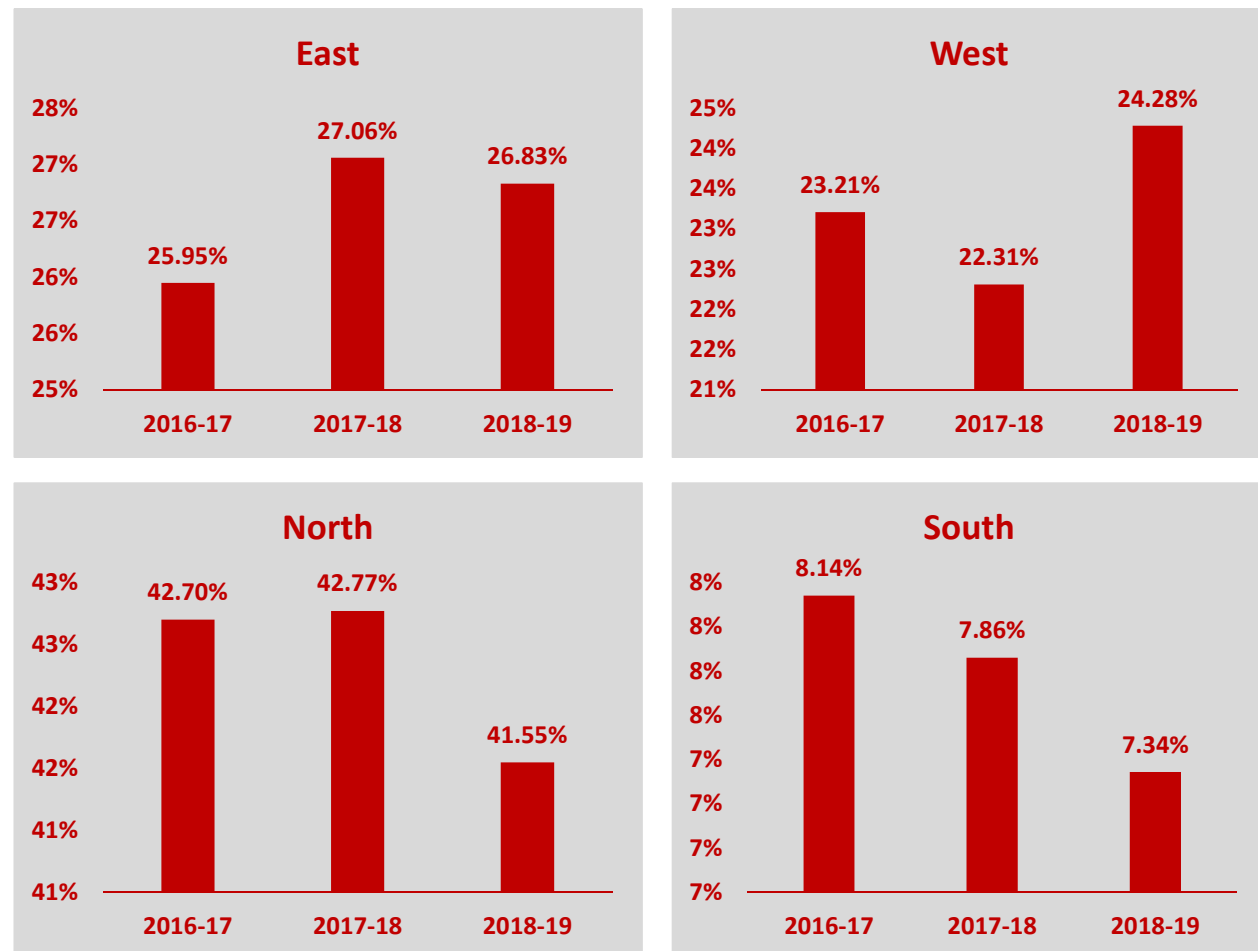
\* Products available at organised and retail MBO. However Force NXT has an exclusive distribution channel



## 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 %





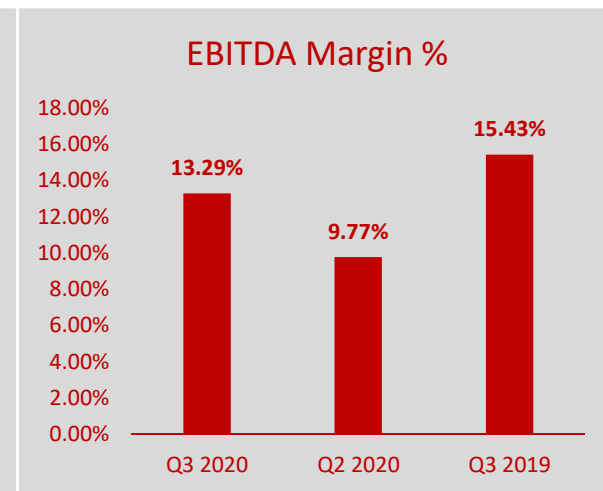
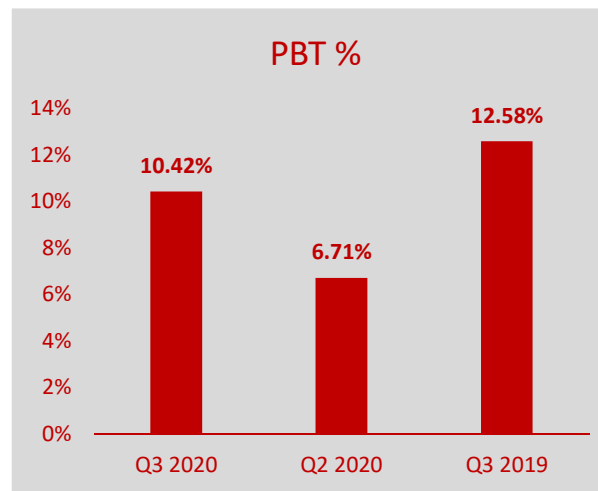
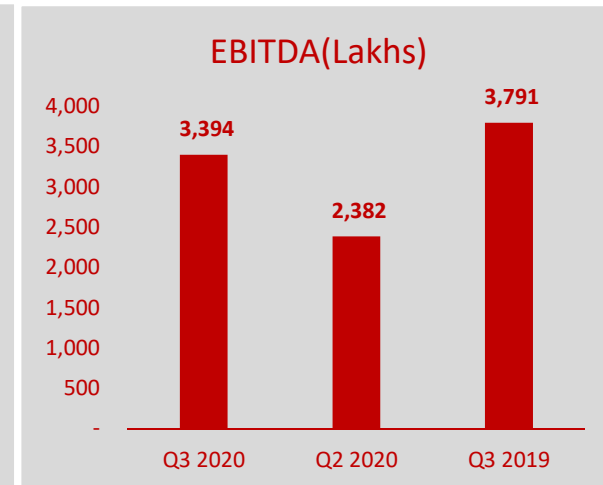
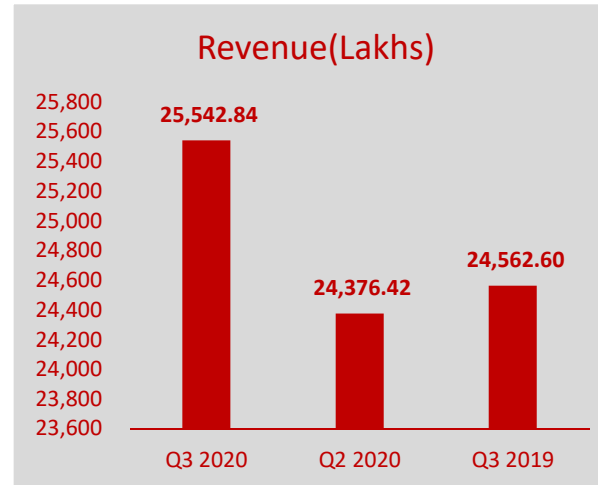
## Financial Highlights for Quarter ended 31st Dec, 2019

(` in Lakhs)

Particulars	Three months ended			Nine months ended		Year ended
	31-12-2019	30-09-2019	31-12-2018	31-12-2019	31-12-2018	31-03-2019
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Revenue from operations	25,480.64	24,324.86	24,452.80	73,165.38	73,095.84	1,02,875.52
Other income	62.20	51.56	109.80	148.19	150.52	220.96
<b>Total income (I+II)</b>	<b>25,542.84</b>	<b>24,376.42</b>	<b>24,562.60</b>	<b>73,313.57</b>	<b>73,246.36</b>	<b>1,03,096.48</b>
<b>Expenses</b>						
Cost of materials consumed	9,189.63	10,914.58	11,210.80	31,936.08	36,245.03	47,461.14
Changes in inventories of finished goods, work-in-progress and stock-in-trade	2,204.03	1,145.46	(1,464.38)	1,133.42	(6,914.00)	(4,107.42)
Sub-contract expenses	4,053.80	4,678.14	4,678.77	13,400.79	15,533.74	21,107.20
	<b>15,447.46</b>	<b>16,738.18</b>	<b>14,425.19</b>	<b>46,470.29</b>	<b>44,864.77</b>	<b>64,460.92</b>
<b>Gross Margin</b>	<b>10,095.38</b>	<b>7,638.24</b>	<b>10,137.41</b>	<b>26,843.28</b>	<b>28,381.59</b>	<b>38,635.56</b>
Employee benefits expense	1,031.29	1,019.37	852.11	3,013.37	2,444.30	3,362.58
Other expenses	5,670.09	4,237.06	5,494.49	15,322.59	15,660.77	21,485.93
<b>EBITDA</b>	<b>3,394.00</b>	<b>2,381.81</b>	<b>3,790.81</b>	<b>8,507.32</b>	<b>10,276.52</b>	<b>13,787.05</b>
Finance costs	368.61	375.80	389.24	1,160.96	1,084.74	1,573.94
Depreciation and amortization expense	363.05	369.27	309.28	1,050.98	842.06	1,109.57
<b>Profit before tax</b>	<b>2,662.34</b>	<b>1,636.74</b>	<b>3,092.29</b>	<b>6,295.38</b>	<b>8,349.72</b>	<b>11,103.54</b>
<b>Tax expenses</b>						
(1) Current tax	708.34	240.91	1,101.04	1,670.34	3,037.14	3,645.73
(2) Deferred tax	(3.96)	30.05	55.28	11.57	43.12	(67.61)
<b>Total tax expenses (1+2)</b>	<b>704.38</b>	<b>270.96</b>	<b>1,156.32</b>	<b>1,681.91</b>	<b>3,080.26</b>	<b>3,578.12</b>
<b>Profit after tax</b>	<b>1,957.96</b>	<b>1,365.78</b>	<b>1,935.97</b>	<b>4,613.47</b>	<b>5,269.46</b>	<b>7,525.42</b>
Add/(Less): Share of Profit/(Loss) in Joint Venture	(75.76)	(35.65)	(33.65)	(97.98)	(109.10)	(163.05)
<b>Profit for the period</b>	<b>1,882.20</b>	<b>1,330.13</b>	<b>1,902.32</b>	<b>4,515.49</b>	<b>5,160.36</b>	<b>7,362.37</b>
<b>Other comprehensive income (net of tax)</b>	-	29.53	-	44.91	46.81	61.50
<b>Total Comprehensive income for the period</b>	<b>1,882.20</b>	<b>1,359.66</b>	<b>1,902.32</b>	<b>4,560.40</b>	<b>5,207.17</b>	<b>7,423.87</b>



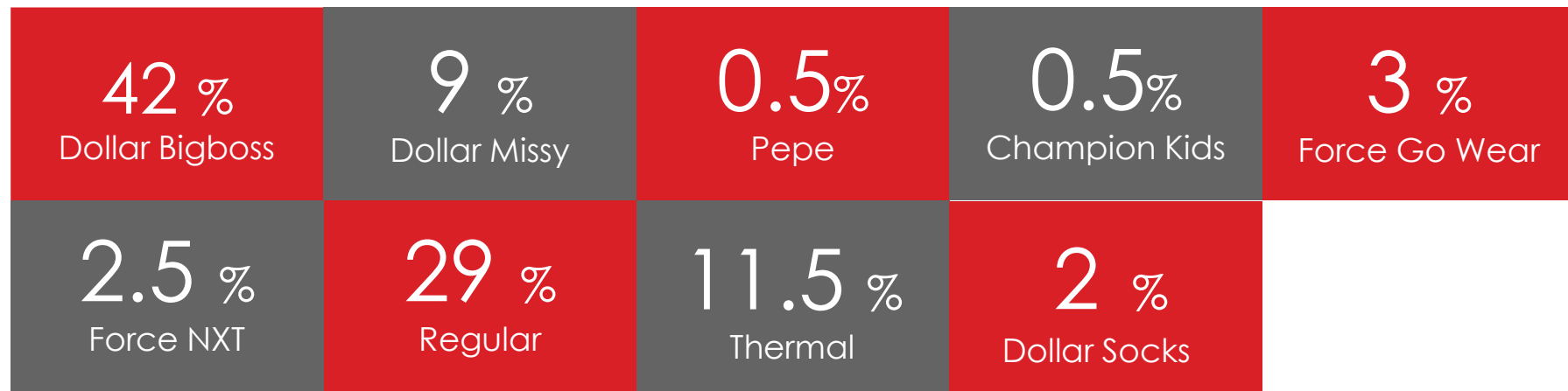
## Financial performance





## Revenue break-up for 9 month 2020

### Brand



### Product segment





# Thank you

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