

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



Earnings Call Q4 2018-19
28th May, 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
- 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 650

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

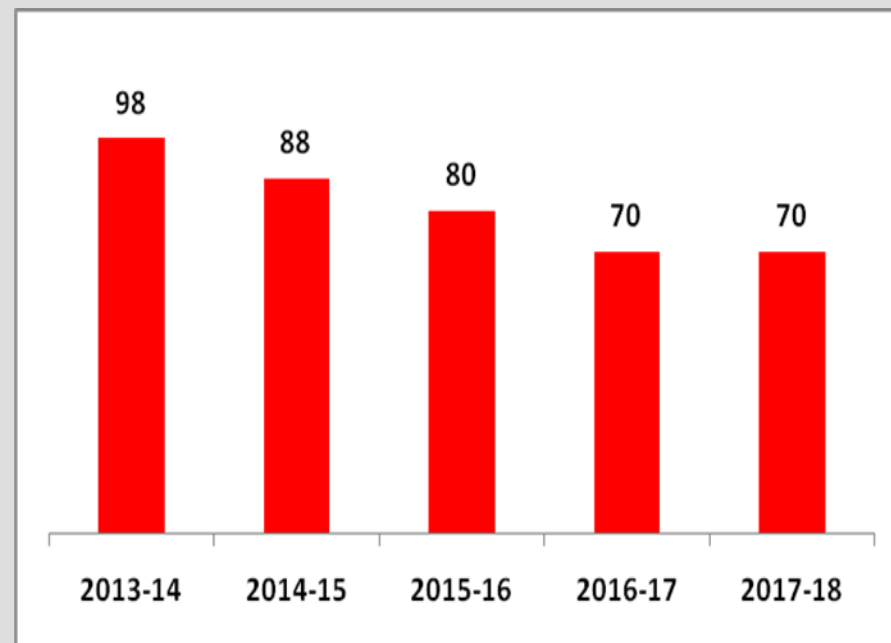


Dollar's asset-lightness

70%
of sales
generated
from
outsourcing

Captive
production
increased from
0% of sales 2012-
13 to 30%
in 2017-18

Percentage of sales from outsourcing

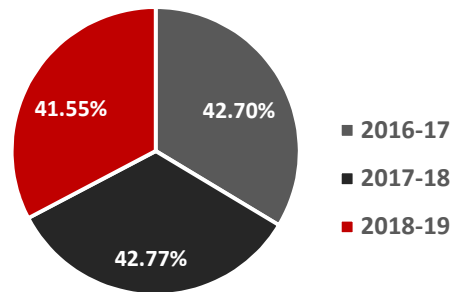




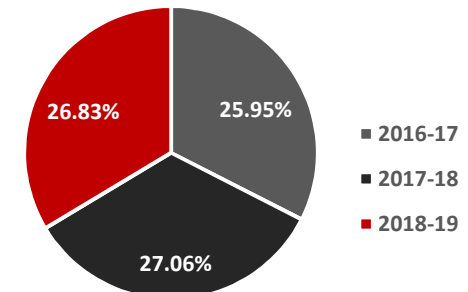
Dollar's distribution network

- 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)

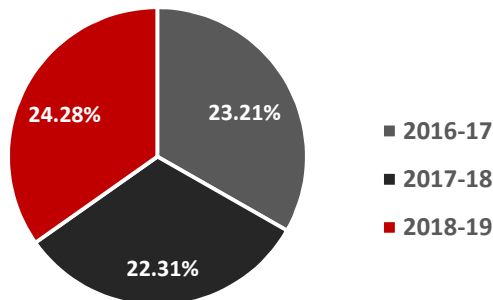
3 years geographical sales break up in %



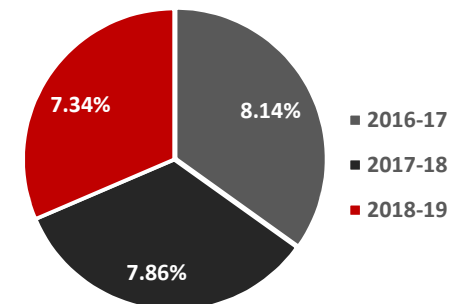
North



East



West



South



Financial Highlights for Quarter and Year ended 31st March, 2019

(` in Lakhs)

Particulars	Standalone					Consolidated	
	Quarter ended			Year ended		Year ended	
	31-03-2019 (Audited)	31-12-2018 (Unaudited)	31-03-2018 (Audited)	31-03-2019 (Audited)	31-03-2018 (Audited)	31-03-2019 (Audited)	31-03-2018 (Audited)
Revenue from operations	29,779.68	24,452.80	27,222.33	1,02,875.52	92,555.34	1,02,875.52	92,555.34
Other income	70.44	109.80	75.96	220.96	200.54	220.96	200.54
Total income	29,850.12	24,562.60	27,298.29	1,03,096.48	92,755.88	1,03,096.48	92,755.88
Expenses :							
Cost of materials consumed	11,216.11	11,210.80	10,674.42	47,461.14	46,870.02	47,461.14	46,870.02
Changes in inventories	2,806.58	(1,464.38)	897.92	(4,107.42)	(6,276.74)	(4,107.42)	(6,276.74)
Sub-contract expenses	5,573.46	4,678.77	6,226.17	21,107.20	19,116.00	21,107.20	19,116.00
	19,596.15	14,425.19	17,798.51	64,460.92	59,709.28	64,460.92	59,709.28
Gross Margin	10,253.97	10,137.41	9,499.78	38,635.56	33,046.60	38,635.56	33,046.60
Employee benefits expense	918.28	852.11	793.44	3,362.58	2,642.20	3,362.58	2,642.20
Other expenses	5,825.16	5,494.49	5,407.26	21,485.93	17,817.40	21,485.93	17,817.40
EBITDA	3,510.53	3,790.81	3,299.08	13,787.05	12,587.00	13,787.05	12,587.00
Finance costs	489.20	389.24	352.81	1,573.94	1,788.80	1,573.94	1,788.80
Depreciation and amortization expense	267.51	309.28	307.72	1,109.57	1,217.37	1,109.57	1,217.37
Profit before tax	2,753.82	3,092.29	2,638.55	11,103.54	9,580.83	11,103.54	9,580.83
Tax expenses							
(1) Current tax	608.59	1,101.04	896.32	3,645.73	3,386.32	3,645.73	3,386.32
(2) Deferred tax	(110.73)	55.28	(121.96)	(67.61)	(207.12)	(67.61)	(207.12)
Total tax expenses	497.86	1,156.32	774.36	3,578.12	3,179.20	3,578.12	3,179.20
Profit before other comprehensive Income	2,255.96	1,935.97	1,864.19	7,525.42	6,401.63	7,525.42	6,401.63
Other comprehensive income (net of tax)	14.69	-	26.37	61.50	23.44	(102.00)	(14.74)
Profit after tax	2,270.65	1,935.97	1,890.56	7,586.92	6,425.07	7,423.42	6,386.89



Balance sheet as at 31st March, 2019

<i>Amount in ` Lakhs</i>		as on	as on
Particulars	Notes	31-03-2019	31-03-018
ASSETS			
NON-CURRENT ASSETS			
a) Property, plant and equipment	5	7,009.27	6,834.40
b) Capital work-in-progress	6	202.59	213.02
c) Other intangible assets	7	10.89	6.27
d) Investment in joint venture	8	700.00	300.00
e) Financial assets			
i) Investments	9	85.28	75.28
ii) Loans	10	55.07	57.46
iii) Other financial assets	11	68.00	67.71
g) Other assets	12	4.41	9.32
h) Non-current tax assets (net)	17	285.18	25.31
		8,420.69	7,588.77
CURRENT ASSETS			
a) Inventories	13	32,456.71	28,289.55
b) Financial assets			
i) Trade receivables	14	34,761.76	27,170.70
ii) Cash and cash equivalents	15	2,073.47	1,935.71
iii) Bank balances (other than above)	16	79.91	25.70
iv) Loans	10	22.25	66.93
v) Other financial assets	11	142.74	175.99
c) Other assets	12	3,040.15	2,094.01
		72,576.99	59,758.59
TOTAL ASSETS		80,997.68	67,347.36

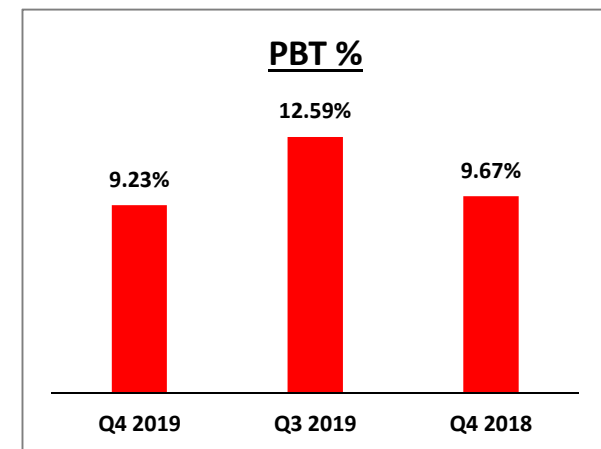
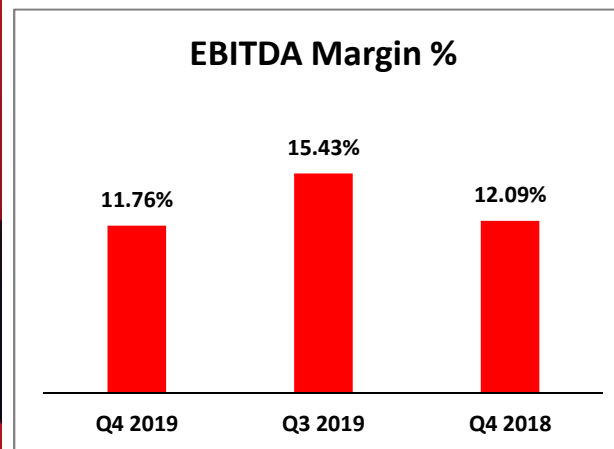
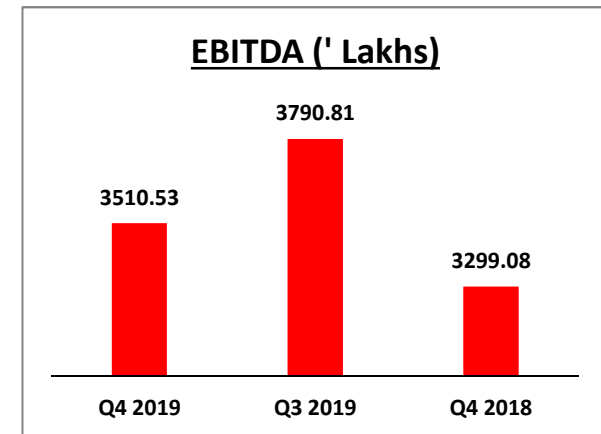
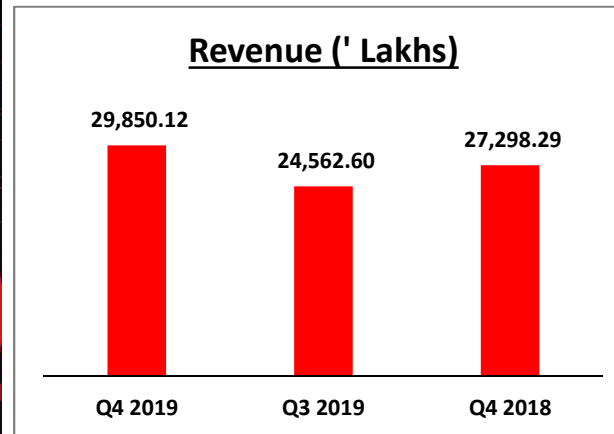


Balance sheet as at 31st March, 2019

<i>Amount in ` Lakhs</i>		as on	as on
Particulars	Notes	31-03-2019	31-03-018
EQUITY AND LIABILITIES			
EQUITY			
a) Equity share capital	18	1,134.32	1,134.32
b) Other equity	19	40,634.87	34,140.15
TOTAL EQUITY		41,769.19	35,274.47
LIABILITIES			
NON-CURRENT LIABILITIES			
a) Financial liabilities			
i) Borrowings	20	349.30	4,498.19
b) Provisions	21	208.90	222.08
c) Deferred tax liabilities (net)	22	7.93	42.51
d) Other liabilities	23	-	2.93
		566.13	4,765.71
CURRENT LIABILITIES			
a) Financial liabilities			
i) Borrowings	20	20,767.13	12,498.38
ii) Trade payables - MSME	23	10.60	-
iii) Trade payables	24	14,737.94	11,271.68
iv) Other financial liabilities	25	2,636.47	2,592.98
b) Other liabilities	20	377.40	259.93
c) Provisions	21	1.81	6.13
d) Current tax liabilities (net)	26	131.02	678.08
		38,662.37	27,307.18
TOTAL LIABILITIES		39,228.50	32,072.89
TOTAL EQUITY AND LIABILITIES		80,997.69	67,347.36

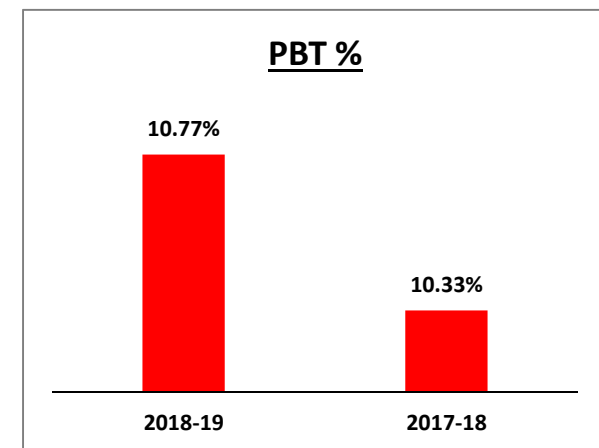
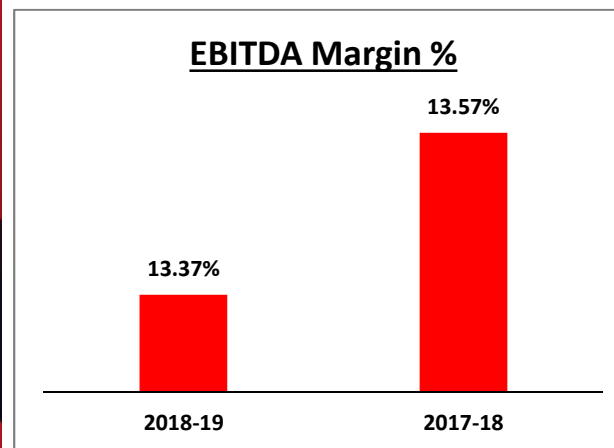
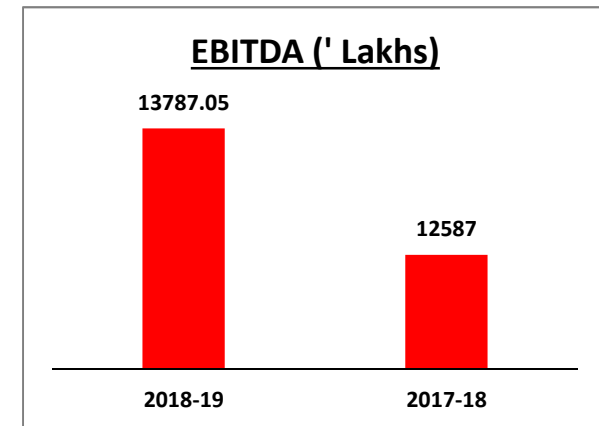
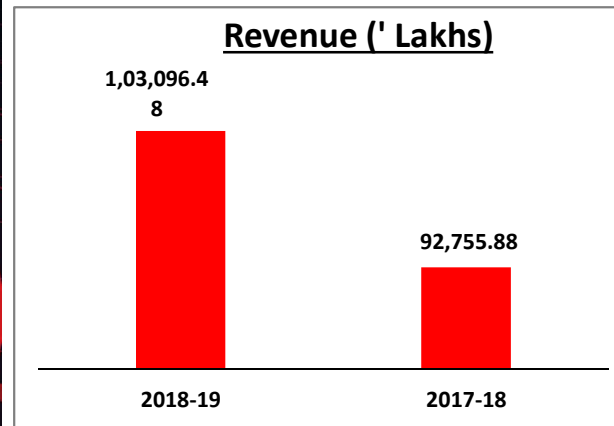


Financial performance





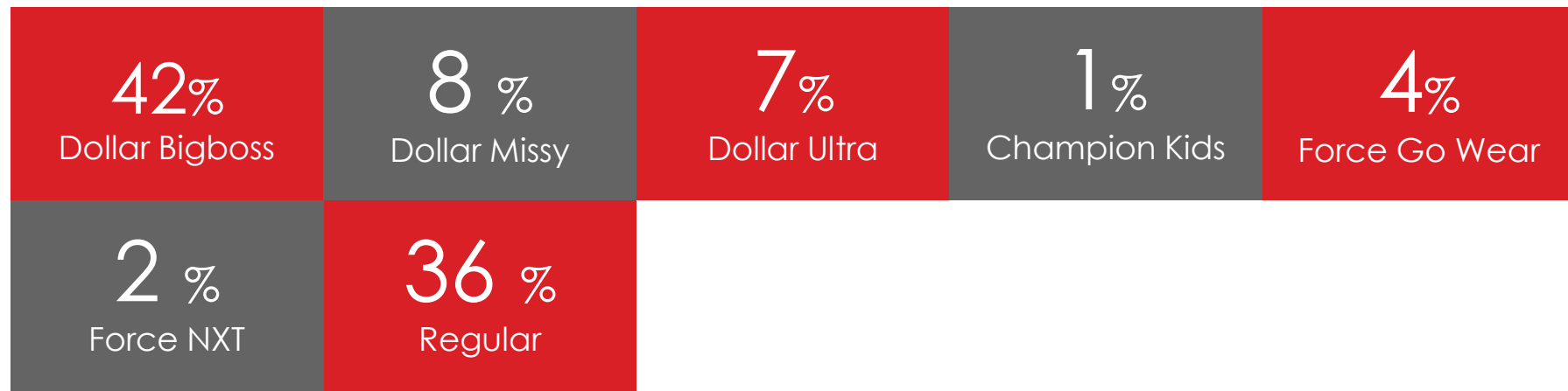
Financial performance





Revenue break-up for Q1 2019

Brand



Product segment



Thank you

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