

10-08-2022

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <u>Scrip Code :541403</u>	The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block ‘G’, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051. <u>Symbol - DOLLAR</u>
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Dear Sir(s),

Reg: Presentation to be made at Analyst / Institutional Investor meet (Earning Call)

Further to our intimation dated 05-08-2022 regarding Schedule of Analyst/ Institutional Investor Meet (Earning Call) and pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a copy of presentation to be made on the financials and other matters of the Company at the aforesaid Meet on 11-08-2022.

This may please be informed to all the concerned.

Thanking You,

Yours faithfully,

For Dollar Industries Limited


Abhishek Mishra
Company Secretary



Encl: As above

DOLLAR INDUSTRIES LTD.

(AN ISO 9001:2015 CERTIFIED ORGANISATION)

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CIN NO. : L17299WB1993PLC058969

50

YEARS STRONGER

Dollar Industries Limited
INVESTOR PRESENTATION Q1FY2023



Completing 50 glorious years

The name '**Dollar**' was inspired from a Raighad stockist; the rationale behind going ahead with this name was it was smart, stylish and had an international feel, which would eventually attract small-town customers.

We are proud to say that our concerted efforts towards ensuring customer satisfaction for all these years, have enabled us to become a household name across the country. We are in the process of graduating our position from just a men's innerwear brand to 'Dollar for All'.

Not only do we have products for men, women and children, we possess a product portfolio that caters to all segments of the society.

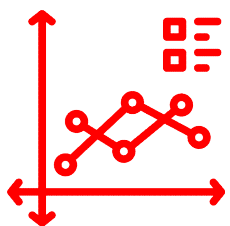
We may have come a long way in our journey, but at Dollar, we wake up everyday as if the journey has just started.

- Mr. Dindayal Gupta

Chairman Emeritus & Founder

What's inside

Quarterly Financial highlights	05
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QUARTER FINANCIAL HIGHLIGHTS

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Performance highlights

Robust performance during the quarter

Figures in Q1FY23

Rs. In Million

3639.90

Total Revenue

~34%*

Gross margin (incl. subcontracting expenses)

397.72

EBITDA

10.93%*

EBITDA margin

278.70

Net Profit

7.66%

PAT margin

Growth in Q1FY23
over Q1FY22**77%**

Total Revenue

9.71%

EBITDA

20.60%

Net profit

***Note:**

- Lower EBITDA Margin due to one time impact of advertising and marketing spend towards IPL 2022 Team Sponsorship, New TVC for Dollar Woman and Marketing campaign for 50 years of the company.
- Gross Margin was higher than Q4FY22 by 173 bps

Financial highlights

Profit & loss statement

Operational performance

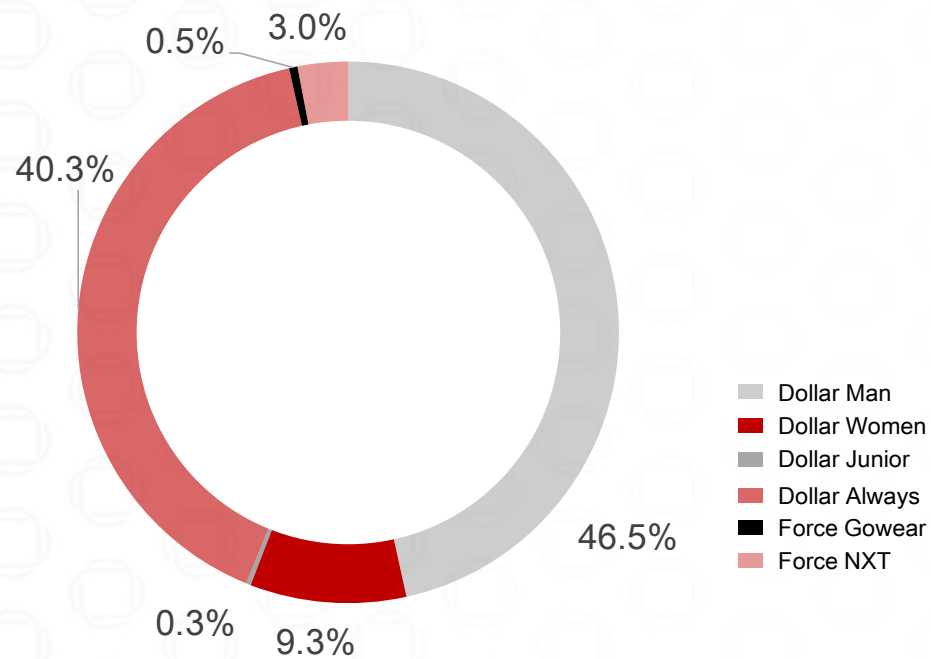
Rs In Million

	Quarter ended March			
	Q1FY2023	Q1FY2022	YoY %	Q4FY2021
Revenue from Operations	3,614.39	2,045.83		3,730.10
Other Income	25.51	9.14		37.09
Total Revenue	3,639.91	2,054.97	77%	3,768.00
Material Consumed	1,793.29	774.90		1,713.30
Subcontracting Expenses	596.54	460.60		817.70
Gross Profit (Excluding other income)	1,224.57	810.34		1,199.10
Gross Profit(%)	33.88%	39.61%		32.15%
Employee Benefit Expenses	185.29	128.22		187.20
Other Expenses	667.08	328.76		458.10
EBITDA	397.72	362.50	9.71%	591.70
EBITDA Margin (%)	10.93%	17.64%		15.70%
Depreciation	42.51	38.32		44.80
EBIT	355.21	324.18	9.57%	546.90
EBIT Margin (%)	9.76%	15.78%		14.51%
Finance Cost	29.88	13.66		46.40
Profit before Tax	325.33	310.52	4.77%	500.50
PBT Margin (%)	8.94%	15.11%		13.28%
Tax	46.62	79.42		129.40
Profit After Tax	278.71	231.10	20.60%	371.10
PAT Margin (%)	7.66%	11.25%		9.85%

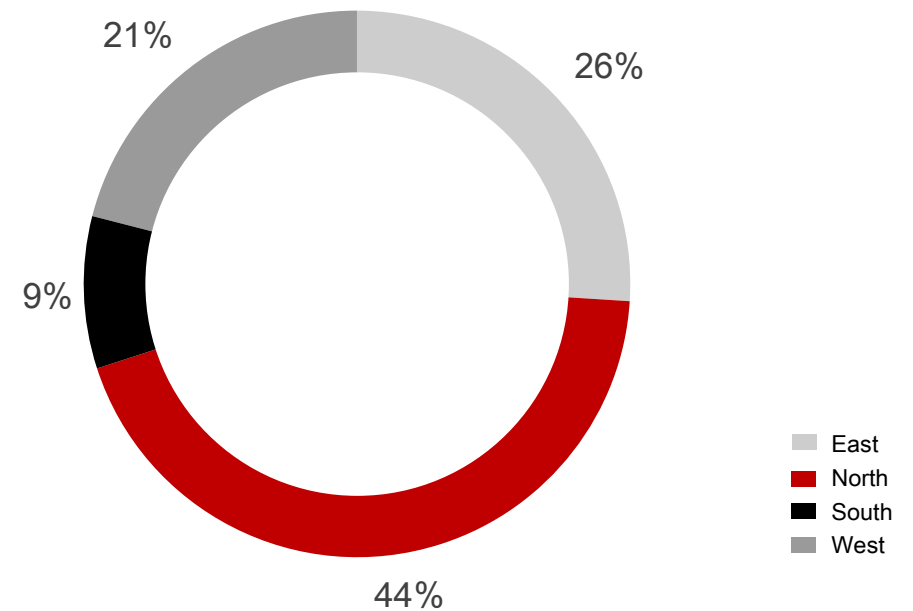
Financial highlights

Revenue contribution Q1FY23

Category wise



Geography wise





GROWTH DRIVERS

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Omni-channel	11

Future-ready

Transformational change

Perceived as a men's
innerwear brand



Perceived as a
brand for all

Push-based
sales model



Replenishment-based
sales model

100 retailers per
distributors



Active retailers per
distributors
150-200 by FY25

4% share of revenue



Share of revenue from
modern retail
8% by FY25

6 warehouses
across Kolkata



Integrated
warehouse by FY23

Rs 1356.85 crore
revenue in FY22



Rs 2,000 crore revenue
by FY25

142 distributors
up to FY22



Distributors under
Project Lakshya
~70% by FY25

150 distributors
up to FY22



Distributors under
channel financing
~60% by FY25

Capacity expansions

Improving our capabilities for higher profitability

Integrated warehouse

Investments towards an integrated warehouse in West Bengal

Advantages:

- Improved operational efficiencies
- Cost savings on rent and overheads of multiple warehouses
- Significant reduction of waste and damage
- Better controls over inventory, productivity, quality and efficiency
- Catalysing Project Lakshya distribution expansion and related ERP initiatives

Rs.50 crore

Envisaged investments

November 2022

Expected commissioning

Expansion of spinning capacity

Increasing our spinning capacity from 22,000 spindles to 42,000 spindles

Advantages:

- Mitigation of irregular supply of yarn through increased production
- Maintaining quality of yarn
- Ensuring no stock outs within the company or with dealers and distributors
- Enabling us to provide quality products at reasonable prices
- Increase of in-house yarn capacity from 400 TPM to 600-700 TPM

Rs.65 crore

Envisaged investments

October 2022

Expected commissioning

Omni-channel

Pursing growth through EBO



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

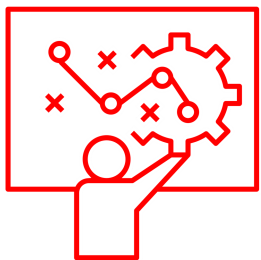
Launched 2 EBOs, one each in
Alwar, Rajasthan and New Delhi

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

New 25-30 EBOs in the regions of
Uttar Pradesh and Rajasthan by
end FY23

125

Targeted EBOs by 2025



STRATEGY

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Achieving through our strategic priorities

Strategic priorities



Leveraging
new brand
overhaul



Investing in
digitisation



Growth through
Project
Lakshya



Partnering for
growth



Brand evolution

Changing with the evolving times

Aligned with the evolving needs of the consumers, Dollar has continuously reinvented itself, shaping its ambition of becoming a brand of choice for its consumers



2010

Actor Akshay Kumar came on board as brand ambassador. The revamped identity was truly Fit Hai Boss!



2020

The Mnemonic D stands for Dollar, for Dynamism and for the Determination to be a part of every millennial India closet



2005

Dollar hit the airwaves with actor Salman Khan and the identity became an instant hit



1990

The original logo underwent changes to address the demands of an open market economy



1972

Mr. Dindayal Gupta, the founding Chairman, started Dollar in a busy corner of Kolkata

Branding

Changing the brand architecture



BIGBOSS



ULTRA



J-CLASS



WINTERCARE



MISSY



LEHAR



CHAMPION



ATHLEISURE

Why?

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

8%

Share of non-men's innerwear revenue in FY22

10%

Share of non-men's innerwear revenue in FY25

What are we doing?

- 5 categories created – MAN, WOMAN, JUNIOR, ALWAYS, THERMALS
- 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

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

Branding

Catalyst for the athleisure segment



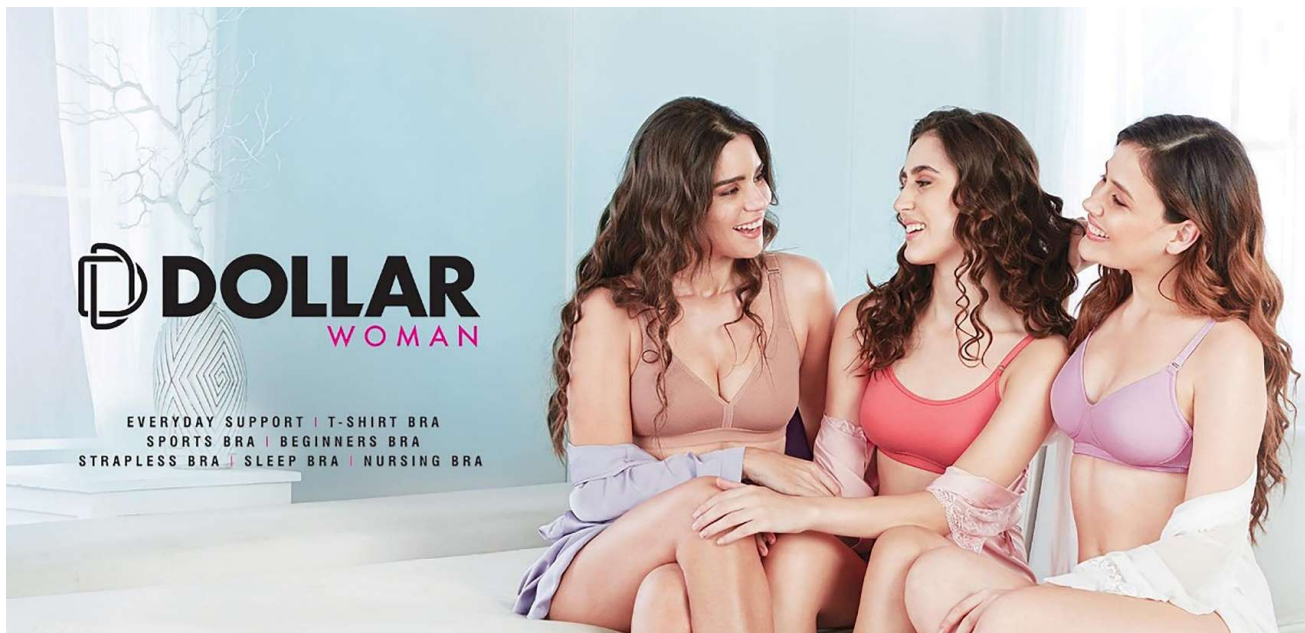
Dollar is the principal sponsor of Rajasthan Royals for the 15th edition of the Indian Premier League

“Rajasthan Royals, which won the maiden edition of IPL and is one of the most popular IPL franchises and an extremely competitive team with marquee national and international players representing them. Our association with Rajasthan Royals will allow us to leverage our brand -athleisure-nationally. Rajasthan also happens to be a key market for Dollar over the years. With the athleisure segment growing exponentially since the pandemic and contributing significantly towards enhancing the market share of our company, we are confident that this association will benefit the brand to a major extent.”

Vinod Kumar Gupta
Managing Director

Branding

Diversifying our portfolio in the women's segment



Dollar Woman Brassiere Launch

“A woman is born equal; she deserves to be treated as an equal. It's time to change, time to acknowledge her rightful place in life. She is born free, it's time for her to break free.

‘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.

Project Lakshya

Project Lakshya Updates

174

Distributors added until Q1FY23

32

Distributors added in Q1FY23

14%

Share of Revenue of Domestic Sales in Q1FY23

2 new states

Bihar & Orissa initiated in Q1FY23

What are we doing?

- Mapping retail network in area allocated to distributor
- Enrolling retailers into Project Lakshya
- Supply to distributors under the replenishment model

Why?

To reinvent the entire distribution mode and transition from a push model to a replenishment based model

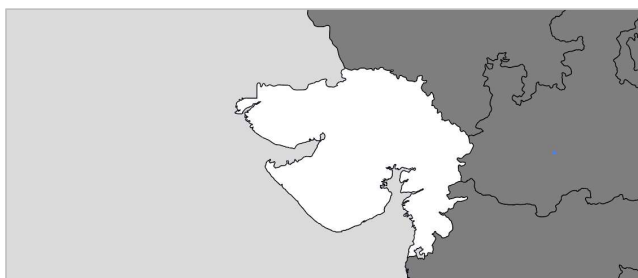
Outcomes

- Increased market penetration
- Increased primary sales and secondary sales
- Faster recovery of dues in retail



Continued...

Gujarat



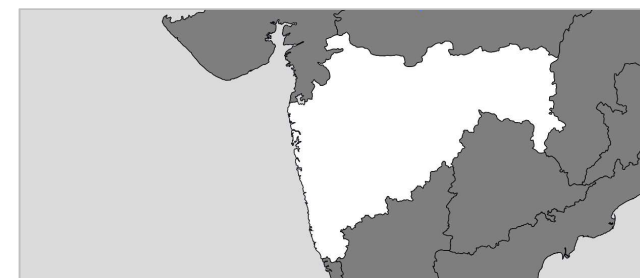
	Till March, 2022
Enrolled outlets	24.0%
Distributors rolled out	28.0%

Mumbai



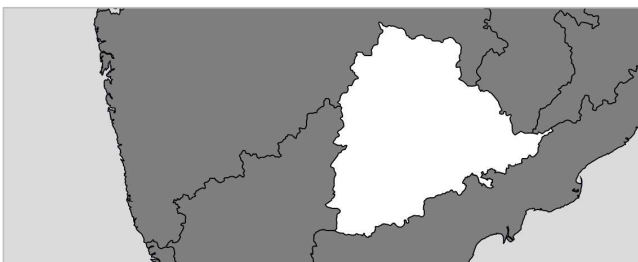
	Till March, 2022
Enrolled outlets	42.0%
Distributors rolled out	90.0%

Rest of Maharashtra



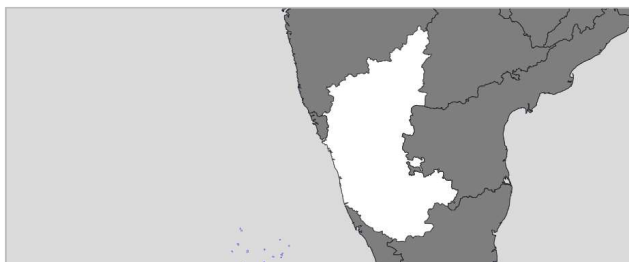
	Till March, 2022
Enrolled outlets	31.0%
Distributors rolled out	40.0%

Telangana



	Till March, 2022
Enrolled outlets	34.0%
Distributors rolled out	41.0%

Karnataka



	Till March, 2022
Enrolled outlets	51.0%
Distributors rolled out	87.0%

Rajasthan



	Till March, 2022
Enrolled outlets	59.0%
Distributors rolled out	61.0%

Continued...

Bihar



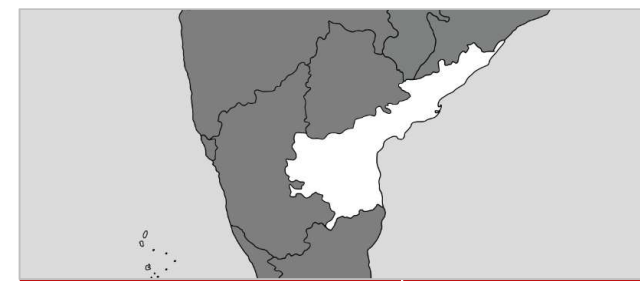
	Till March, 2022
Enrolled outlets	4.0%
Distributors rolled out	13.0%

Haryana



	Till March, 2022
Enrolled outlets	11.0%
Distributors rolled out	20.0%

Andhra Pradesh



	Till March, 2022
Enrolled outlets	17.0%
Distributors rolled out	33.0%

Goa



	Till March, 2022
Enrolled outlets	59.0%
Distributors rolled out	100.0%

Assam



	Till March, 2022
Enrolled outlets	4.0%
Distributors rolled out	8.0%

Digitalisation

Integrating digitalisation to increase efficiencies

Why?

To integrate digitalisation in our daily operations to increase efficiencies

What are we doing?

- Integrating Auto Replenishment System (ARS) and Distributor Management Systems for our Lakshya distributors
- In the process of implementing ARS at the supply chain level
- Implementing an after sales service app at the retail level and activity tracker for the sales team
- In process of transitioning from Oracle ERP to SAP
- Integrating automated tele calling for our tele-callers

Outcomes

- Transparent engagements with retailers
- Deeper insights about on-ground realities
- Increased productivity and efficiencies

Partnership

Strategic partnership for sustainable growth

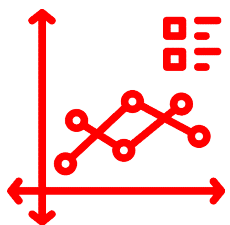


Joint Venture with G.O.A.T

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

Expected outcomes

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



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Financial highlights

Profit & loss statement

Operational performance

`Rs In Million

	FY2022	FY2021	Y-O-Y(%)
Revenue from Operations	13,503.20	10,369.50	30%
Other Income	65.30	34.80	
Total Revenue	13,568.50	10,404.30	30%
Material Consumed	6,146.30	4,452.80	
Subcontracting Expenses	2,687.30	2,107.70	
Gross Profit (Excluding other income)	4,669.60	3,809.00	23%
Gross Profit(%)	34.58%	36.73%	-6%
Employee Benefit Expenses	639.50	446.30	
Other Expenses	1,863.00	1,981.90	
EBITDA	2,232.40	1,415.60	58%
EBITDA Margin (%)	16.45%	13.61%	21%
Depreciation	165.80	154.70	
EBIT	2,066.60	1,260.90	64%
EBIT Margin (%)	15.23%	12.12%	26%
Finance Cost	96.20	87.90	
Profit before Tax	1,970.40	1,173.00	68%
PBT Margin (%)	14.52%	11.27%	29%
Tax	511.70	300.20	
Profit After Tax	1,458.70	872.80	67%
PAT Margin (%)	10.75%	8.39%	28%

Financial highlights

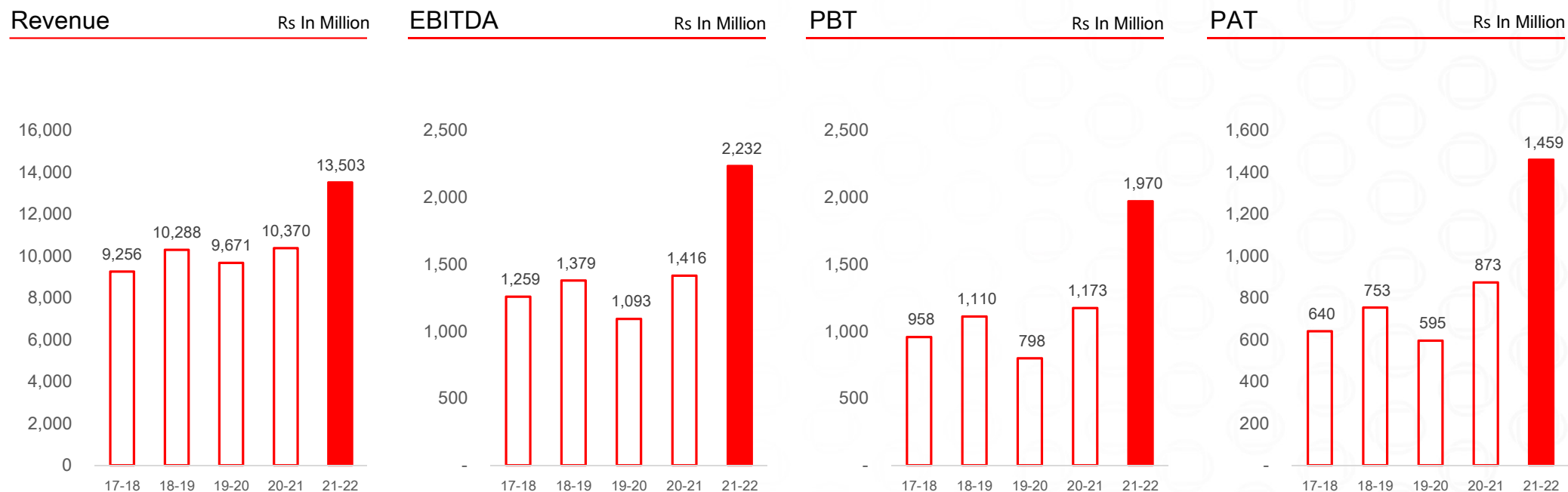
Balance sheet

Particulars	Rs In Million	
	FY 2022	FY 2021
A. Assets		
1. Total Non Current Assets	1,737.90	1,206.40
2. Total Current Assets	9,418.40	7,226.60
a) Inventory	4,752.10	3,339.50
b) Trade receivables	4,020.80	3,309.20
c) Other financial Assets	30.70	94.60
d) Other Assets	614.80	483.30
Total Assets	11,156.30	8,433.00
B. Equity & Liabilities		
1. Equity	6,758.20	5,428.10
a) Equity Share Capital	113.40	113.40
b) Other Equity	6,644.80	5,314.70
Liabilities		
2. Non Current liabilities	111.10	95.40
3. Current Liabilities	4,287.00	2,909.50
a) Borrowings	2,049.70	1,217.20
b) Trade payables	1,761.10	1,385.10
c) Other financial liabilities	352.50	271.90
d) Other Liabilities	123.70	35.30
Total Equity & Liabilities	11,156.30	8,433.00

Financial highlights

Performance track record

5-year KPIs

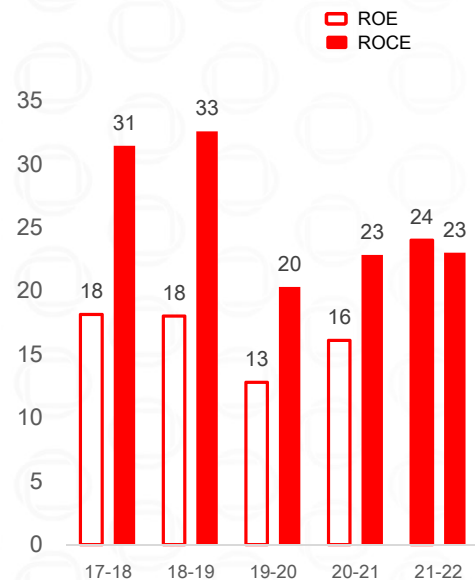


Financial highlights

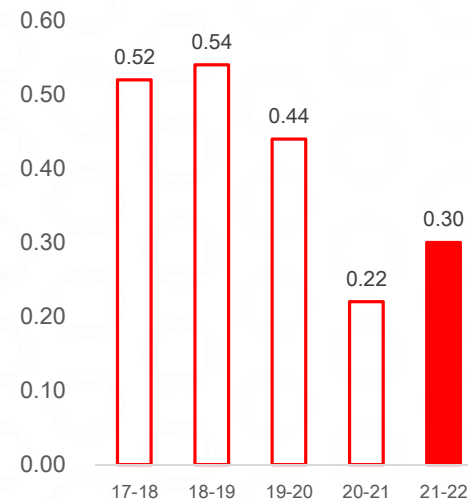
Performance track record

5-year KPIs

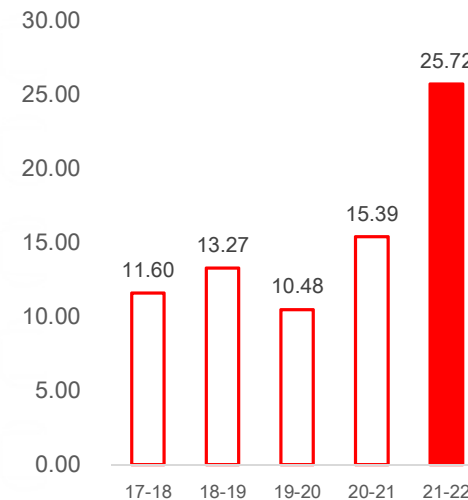
ROE & ROCE (%)



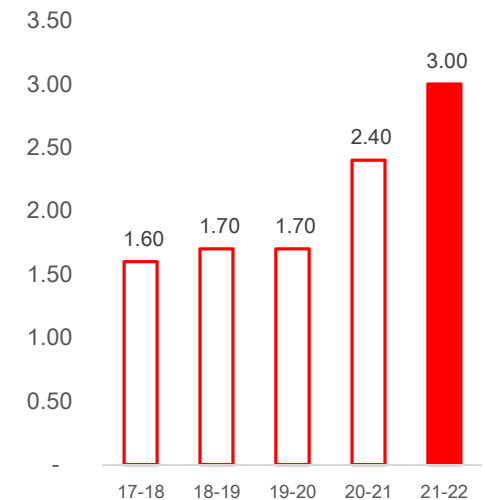
Debt-equity Ratio (x)



EPS (Rs)



DPS (Rs)



Financial snapshot

Backed by improving working capital



Strengthening
working capital
cycle



Improving Balance
Sheet health by
reducing gearing



Expanding business
with focus on newer
segments and
premiumisation

(days)	FY22	FY21	FY20
Debtor turnover	99	121	134
Inventory cycle	109	112	119
Creditor cycle	54	55	60
Interest cover (x)	23.20	16.11	7.15
Debt-equity (x)	0.30	0.22	0.44

24 daysDecrease in working
capital days**24%**

ROE

23%

ROCE

15%

Return on assets





ESG AT DOLLAR

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Environment

Contributing towards a greener future

Solar power

**75 lakh
units/year**

Power generation
capacity of the solar
power plant in Tirupur

4 MW

Total power
generation capacity
commissioned

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

Employee-centricity



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

Social

Being a responsible corporate



Donated ~Rs 72 lakhs to schools in UP, Rajasthan, Chhattisgarh and Odisha, to ensure underprivileged children have access to quality education



Donated ~Rs 44 lakhs to various hospitals in Bengal for upgradation of medical facilities and equipment



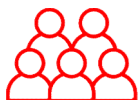
Installed water huts and kiosks across the states of Delhi NCR, Odisha, Rajasthan, Uttar Pradesh and Tamil Nadu, among others



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

Governance

Strengths that drive



Diverse and experienced
Board of Directors



75% members of the Audit
Committee consist of
Independent Directors



Promoters possess
>3 decades of experience



All members of the
Nomination & Remuneration
Committee are Independent
Directors



Independent Director
account for 50%



We have one Woman
Independent Director on
our Board

Highlights

- Appointed Link Intime India Pvt Ltd as consultant for ESOP
- Reappointed Singhi & Co. as a statutory auditor of the Company

Leadership team

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

Management team

Supported by a 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. Abhishek Mishra
Company Secretary



Mr. Shantanu Banerjee
General Manager – Marcom
and Branding



Mr. Sanjay Srivastava
General Manager –
Sales



Mr. Vedpal Verma
General Manager –
Fabric Division



Mr. Krishna Kumar Soni
General Manager – Spinning
Division

Awards and accolades

Being recognised for our efforts



2021
INDIA'S most
admirable brand
by THE BRAND
STORY



2018
Company of the
Year-Textile

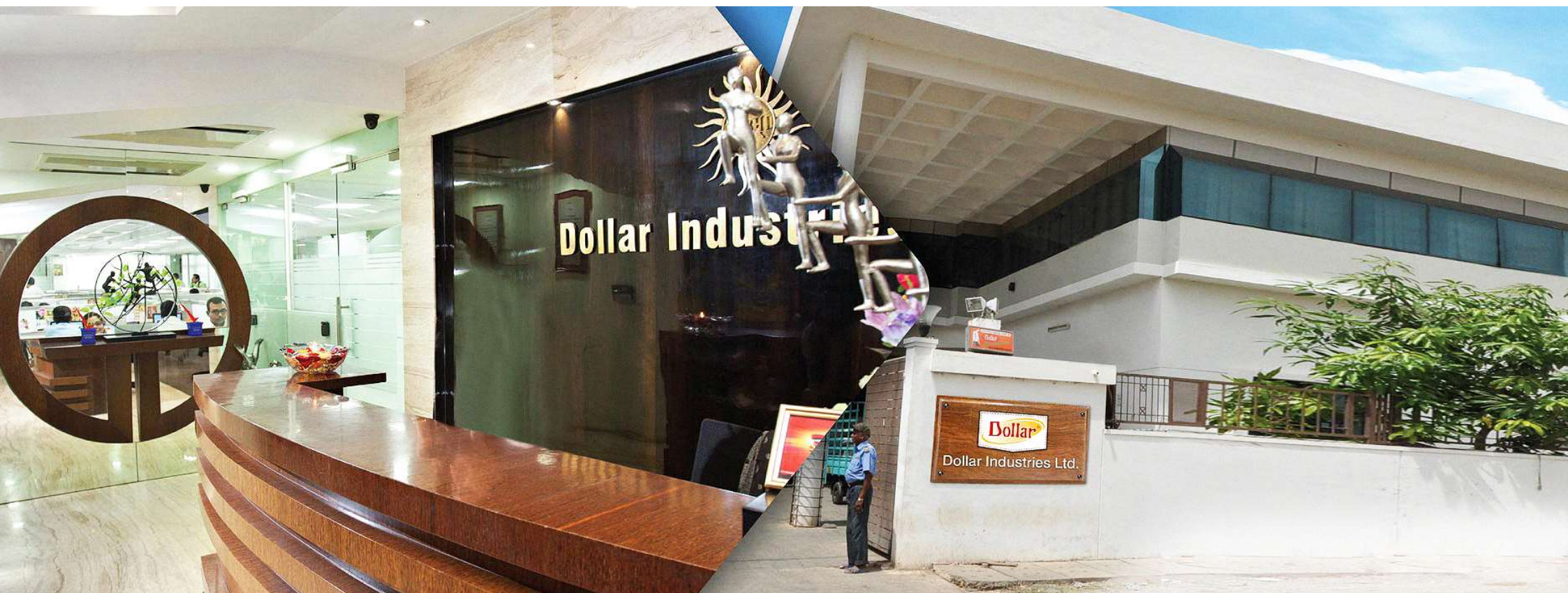
Zee Business Dare
to Dream Awards



2019
" Best in Men's
Hosiery "
TIMES BUSINESS
AWARD



2019
ET's Most
promising brand
Award



COMPANY OVERVIEW

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Dollar at a glance

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.

~210 million

Garment manufacturing
capacity (pieces)

15%

Market share in the
Indian hosiery space

2000+

Products across all
segments of presence

15+ countries

Export presence

04

Manufacturing units

1100+

Strong Pan-India
dealer network

900+

Presence across
large format stores

As at 31st March 2022



Ethos

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

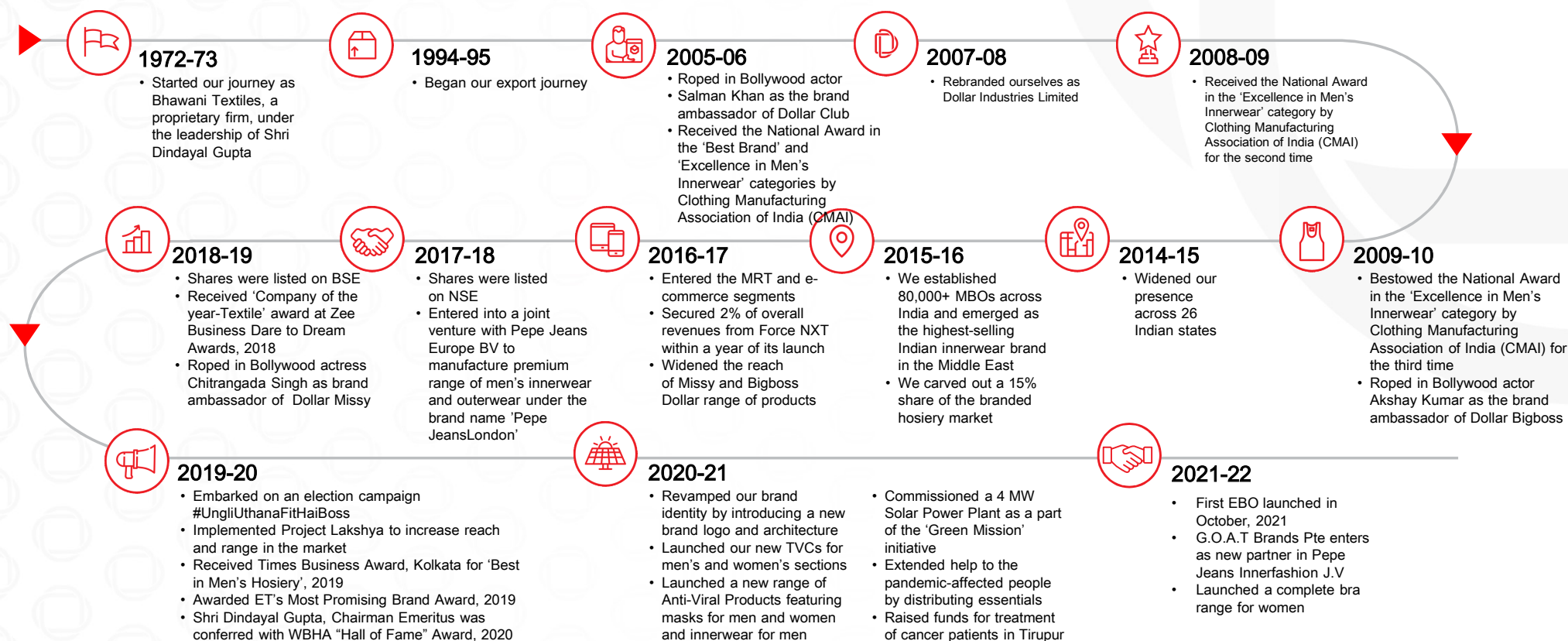


Core Values

- 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.

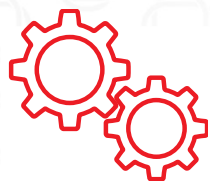
Milestones

Mapping our progress over 50 years



Strengths

Leveraging our strengths to penetrate deeper into affordable branded hosiery market



Integrated operations

Integrated value chain



Wide reach

Channel expansion & Omni Channel strategy



Multi-brand portfolio covering wider user base

Increasing share of non-male users



Favourable financial positioning

Continuously strengthening financials

Value chain

Edging past competition with integrated value chain

2.5 Million

metres per month
Captive elastic
production capacity

400 tonnes

Average monthly
output of Ne 20s to
40s single yarn

400 tonnes

Monthly installed capacity
of bleaching and dyeing

0.3 Million

pieces per day Captive
cutting capacity

300 tonnes

Monthly captive
knitting capacity

Manufacturing facilities:

- Kolkata
- Ludhiana
- Tirupur
- Delhi



Presence

Widening footprint to cater to the wide population

Sales Team

500+

Dealer network

1100+

Retail reach

1,20,000+

EBOs

03

Branches

16

Depots

11

Warehouses

20+

Multi-platform

E-retail presence

Modern trade

Flipkart



Myntra



snapdeal

AJIO

BRAND FACTORY

VISHAL MEGA MART

spencer's



Expanding global reach

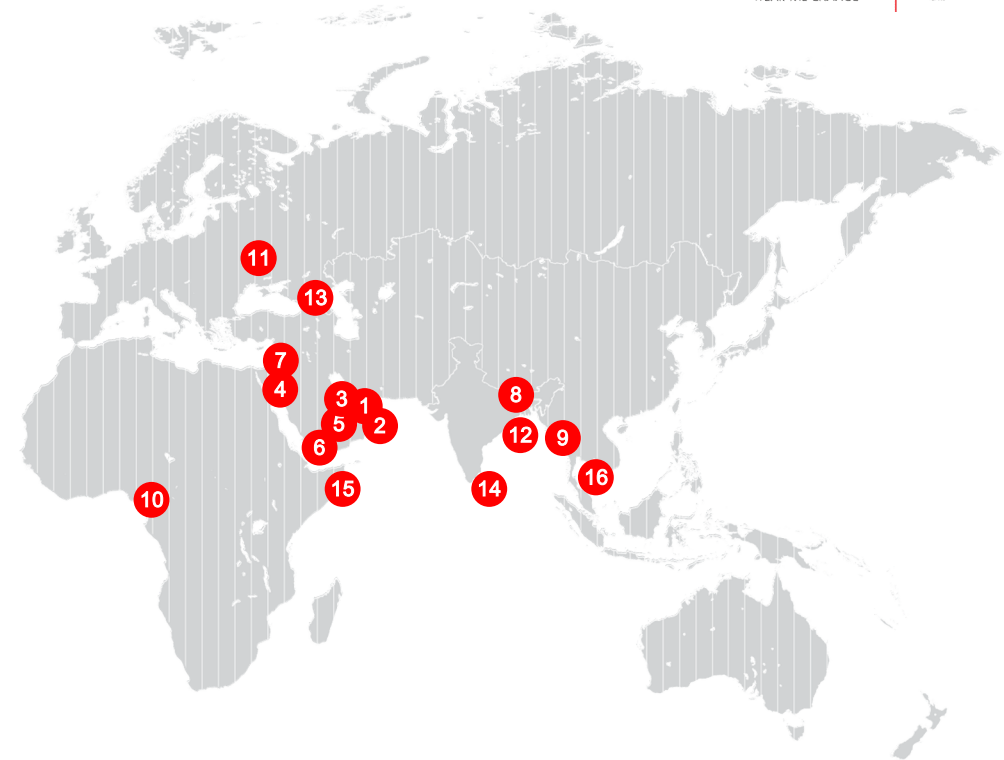
Penetrating more countries across the world

Export revenue in FY22

15+ **10%**
Countries

Export revenue in FY25

30 **11%**
Countries

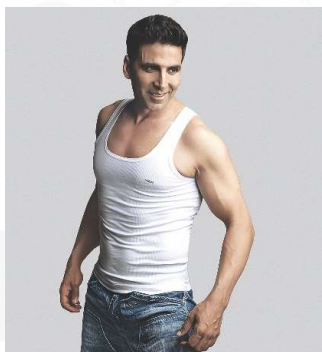


Where we export

1. UAE	5. Bahrain	9. Myanmar	13. Georgia
2. Oman	6. Yemen	10. Nigeria	14. Sri Lanka
3. Qatar	7. Iraq	11. Jordan	15. Somalia
4. Kuwait	8. Nepal	12. Bangladesh	16. Thailand

Brands

Dollar for all



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

Leg wears, Casual wear, Bra Camisoles, Panties, Socks



Dollar Junior

Champion

T-shirts, Bermudas, Trousers, Socks



Dollar Always

Lehar

Vests, Briefs, Trunks, Panties, Socks, Camisoles



Dollar Thermals

Ultra | Wintercare

Thermal v-necks, Thermal trousers, Long camisoles, Short camisoles, Socks



FORCE
GO WEAR

RKG

Club

Standalone Brands

- Force Nxt
- Force Gowear
- RKG
- Club

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Thank you

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