# **Annual Report** 2016-2017 FOR EVERYONE KEWAL KIRAN CLOTHING LIMITED

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#### Key Highlights

# MRP Turnover ₹ 100265 Lakhs

#### **Gross Turnover**

₹ **49238** Lakhs

### Profit after Tax ₹ 8528 Lakhs

Employees **2044** 

Presence

 $\mathbf{25}$  States

**Over 2 decades** of manufacturing experience

**Produces over 5 million** apparel pieces per year

Environment friendly manufacturing techniques to produce consumer friendly apparel Style is both a philosophy and a way of life. It is forever and for everyone. We strongly believe that style is not the exclusive preserve of any individual, age, group or society, but an attitude, defining individuals. Everyone deserves to be stylish and we are democratizing style.

We are on a mission to bring style to the fore because it is about confidence, poise, attitude, elegance and expression. It is all about creating a unique identity. In a country of 1.3 billion people, we represent the sartorially savvy. A nation that is deeply rooted in its culture, yet modern in its approach. It is our faith in the power of style that has helped us build brands, offering superior quality products, with an international appeal, at an affordable price range.

We are a home-grown fashion house, with focus on global quality standards. Although fashion inspires us, it is style that drives us.

At the end of the day, we matter because style matters.

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# Inspired to Create Iconic Brands

Kewal Kiran Clothing Limited (KKCL) is one of India's largest branded apparel manufacturers, engaged in the designing, manufacturing and marketing of branded jeans and a wide range of western wear, since 1992. With in-house fashion brands Killer, Integriti, LawmanPg3, Easies, K-Lounge and Addictions, we have created a niche segment for apparel and accessory lovers across India.

In over two decades, the Company has created a legacy for itself. KKCL is continuously evolving to suit the style of every

individual across age groups, across cities and states of India.

Our robust manufacturing facilities, team of creative designers, conceptualizers and skilled workforce enable us in producing refreshing designs and styles every season, while growing the retail ecosystem and distribution reach.

We are present in over 25 states in India through 330+ stores, leading e-commerce platforms and other retail formats.

#### Vision

To be a world-class business organization which enables values, the best services and the enhancement of net worth to all the stakeholders.

#### Mission

We will become a world-class business organization by:

- Driving excellence through our people, business partners and other stakeholders
- Focusing on consumer satisfaction and executing a customer-centric business module
- · Focusing on core growth principles of stability, scalability and sustainability
- Adopting international standards and best practices across our operations

#### Values



#### Ethos

We operate the business within our set framework of operating principles, which exhibit our focus on ethical practices in our business operations.



#### Passion and long-term vision

We strive hard with passion to meet and set industry benchmarks in our systems and processes to ensure insightful experiences for our stakeholders. Our aim is to cultivate a culture where every stakeholder has a long-term vision and each and every member of our Company works in a cohesive manner to achieve it.



#### Seamlessness

We work together across functional, geographic and hierarchical levels to achieve our business objectives. We focus on openness, teamwork, shared responsibilities and collaborative approach in our day-to-day functioning.



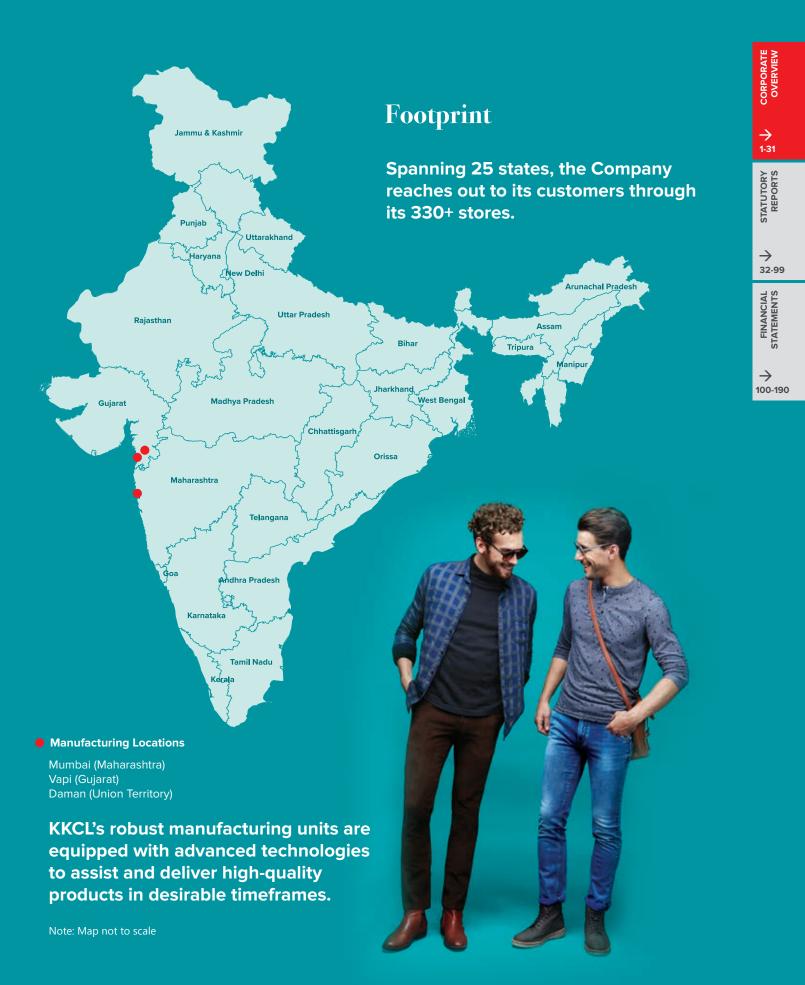
#### **Respect and humility**

Respect and humbleness are central to the way we communicate with our communities: stakeholders, employees, vendors, business partners, among others. We actively listen to and take suggestions from all members and make sure they play a crucial role in making key decisions and forming long-term goals.



#### Generous thoughts

We are accountable towards all our stakeholders. We are liberal and committed in giving back to the society. We always work together for the upliftment of the society as a whole.



# **Our Wide Range**

Divided between apparel and accessories, KKCL offers a wide range of comfortable, superior quality collection, tailor-made for a diverse consumer category. Ranging from basic to luxurious clothing for everyday wear, party wear and office wear, we also offer branded lifestyle accessories to our customers.

# HOBS

## DENINS

Comfortable, stylish and fashionable - our denims have no age bar

# TROUSERS

Classy, tailor-fit trousers for casual-to-office wear

CORPORATE OVERVIEW

→ 1-31

STATUTORY REPORTS

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FINANCIAL STATEMENTS

## SHIRTS

Printed to formal, our range of shirts are for every occasion



## **T-SHIRTS**

#### T-shirts to feel young-at-heart



accessories for accentuating the look and feel good factor.

WRIST-BANI

# **Brands that Make a Bold Statement**

KKCL designs and manufactures stylish lifestyle wear for men and women under four iconic brands - **Killer, LawmanPg3, Easies and Integriti**.

**K-Lounge** and **Addiction** are Exclusive Brand Outlets as well as Retail format stores with a wide presence in both India and the Middle East.







#### KILLER >K

Our flagship brand Killer has changed the way denims are worn across the nation. International styling with Indian fitting, these jeans are both trendy and comfortable with a young style quotient.



A lifestyle apparel brand, LawmanPg3 is famous for introducing the Diags (stretched fabric), the camel-skin-wash, Fume-wash and the auto-reverse shirts, which have added a stylish twist to the way men and women dress.



A brand for the masses, Integriti offers stylish, superior quality clothing at an affordable price range for both men and women.







# CORPORATE OVERVIEW

100-190

## easies

As the name suggests Easies offers easy everyday dressing for men, made of premium fabric. The Easies range includes casual wear, including jeans, trousers, chinos, tee-shirts, shirts and jackets.

#### **ADDICTIONS**

Addictions is the accessories arm of KKCL, offering a wide range of lifestyle products like deodorants, watches, wallets, belts, inner wear, etc. for a wide customer spectrum.

#### K-LOUNGE

KKCL's in-house retail format store K-lounge has been present since 2003, catering to a large consumer segment, meeting their fashion needs.

# Reaching Out to a Wider Audience



KKCL's iconic brands LawmanPg3, Integriti, Killer & Easies were the on-ground partners for India vs West Indies Test Series 2016 with Pitch Mat branding, Perimeter branding and sight screen branding.

LawmanPg3 was the Principal Sponsor of the IPL team 'Gujarat Lions' Season 9,2016 and Season 10,2017.



Killer was the Title Sponsor of Killer Cup 2016 ODI Series between India and Zimbabwe held in Zimbabwe.



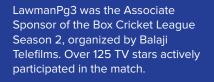
Killer and LawmanPg3 were the principal sponsors of the PKL's champion team U Mumba for the Second Season in a row.



Killer sponsored the Volkswagen Vento Cup 2016 held at Kari Motor Speedway Coimbatore and Buddh Circuit in Noida.

BRIGHT KILLER >K





LawmanPg3 was also the title sponsor of one of the team in Box Cricket League Season 2. Chennai Swaggers, co-owned by Sunny Leone.



Killer was also the 'Powered By' Sponsor of the T20 Series 2016 between India and Zimbabwe held in Zimbabwe.

