

**Annual Report
2016-2017**



**FOR
EVERYONE**

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Key Highlights

MRP Turnover

₹ 100265 Lakhs

Gross Turnover

₹ 49238 Lakhs

Profit after Tax

₹ 8528 Lakhs

Employees

2044

Presence

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.

Three men are captured in a dynamic, joyful pose, jumping and reaching upwards towards the floating football. The man on the left wears a grey blazer over a blue patterned shirt and dark trousers. The man in the center wears a dark blue patterned blazer over a matching shirt and tan trousers. The man on the right wears a dark blue blazer over a patterned shirt and dark trousers. They are all smiling and looking towards the football. The background is a solid, vibrant red.

STYLE FOR EVERYONE

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, Integrity, 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.

Footprint

Spanning 25 states, the Company reaches out to its customers through its 330+ stores.



● Manufacturing Locations

Mumbai (Maharashtra)
Vapi (Gujarat)
Daman (Union Territory)

KKCL's robust manufacturing units are equipped with advanced technologies to assist and deliver high-quality products in desirable timeframes.

Note: Map not to scale



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.



DENIMS

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

SHOES*

BELTS*



TROUSERS

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

SHIRTS

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



WATCHES*

WRIST-BAND*



Branded lifestyle accessories for accentuating the look and feel good factor.

T-SHIRTS

T-shirts to feel young-at-heart



SUNGLASSES*

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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.

LAWMANPg3

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.

Integriti

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



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



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



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



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



LawmanPg3 was the Associate Sponsor of the Box Cricket League Season 2, organized by Balaji Telefilms. Over 125 TV stars actively participated in the match.

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

