KKCL
KEWAL KIRAN CLOTHING LIMITED

The K Quotient is Trending

ANNUAL REPORT
2017-2018

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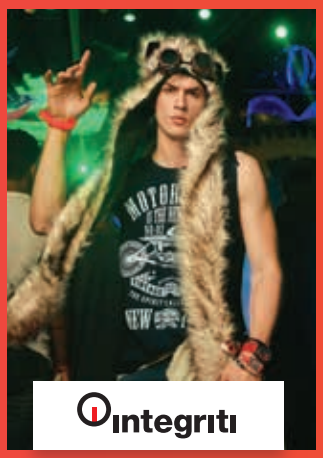
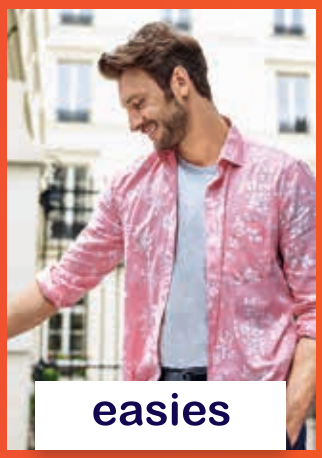
Our Brands





Key highlights FY 2018

107,574
MRP TURNOVER
(₹ in lakhs)

45,698
NET TURNOVER
(₹ in lakhs)

7,325
PROFIT AFTER TAX
(₹ in lakhs)

2,144
EMPLOYEES

25 states
PRESENCE

The K-quotient is trending

India is a country driven by its youth. A nation led by its young and vibrant deserves a brand that resonates its character. KKCL's trendsetting, niche and bold offerings symbolise the youth of India, making us one of the most popular and preferred clothiers in the country.

Our brand proposition is essentially a multiple that adds style, value, growth and accessibility to fashion. This multiple, or the 'K-quotient', is what sets us apart and drives us.

We have a strong resolve to democratise India's fashion scenario and are characterised by a global outlook with a homegrown attitude. In everything we do, we ensure that the ultimate value offered by the K-quotient is reflected and delivered.

About KKCL

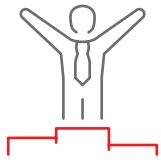
The world of style.
The world of KKCL.

Kewal Kiran Clothing Limited (KKCL) was founded in 1992 with the goal of establishing a world-class house of fashion. Today, KKCL is one of the largest branded apparel manufacturers in India.

We design, manufacture and market branded denim wear, in addition to a wide range of semiformal and casual wear. A proud owner of some iconic apparel brands in India, such as Killer, Easies, LawmanPg3 and Integriti, KKCL is constantly innovating and evolving to meet the sartorial requirements of individuals across all age groups.

Vision

To be a world-class business organisation which enables value, best services and enhancement of net worth for all the stakeholders.



Mission

We will become world-class business organisation by:

- Driving excellence through its people, business partners and the other stakeholders
- Focusing on consumer satisfaction and executing the customer-centric business module
- Adopting international standards and best practices in every business operation
- Executing the business based on the following three core growth principles:
  - **Stability:** We aim to maintain steadiness in performance, thereby enabling the ability to withstand a temporary problem.
  - **Sustainability:** We focus on diversity and productivity in all operations of the business which leads to minimum impact of adverse business environment on the Company's business operations.
  - **Scalability:** Our focus is to build systems and process in such a manner that enables the Company to accommodate future business growth.

Values

Ethos

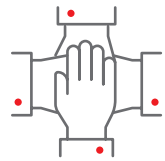
We run the business within our set frameworks of operating principles which exhibit morality and rightness. Ethical practices are the base of our business operations.

Respect and humility

Every stakeholder including employees, vendors, business partners is treated with great respect and humbleness and admits what they do not know, actively listen to idea/suggestion from people at all levels. Let their work speak instead of talking about it.

Passion and long-term vision

We strive hard with passion and pain to meet and set the industry's benchmarks in all systems and processes and thereby to give a delightful experience to our stakeholders. Our aim is to cultivate the culture where every stakeholder shall have a long term vision and all shall work in cohesive team to achieve our shared long term vision.



Seamlessness

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

Generous thoughts

We are accountable towards stakeholders and society. We are liberal in giving back to the stakeholders to whom we are always committed. We work with them for the upliftment of society.

Our Footprint

An indomitable brand presence

318
STORES

209
CITIES AND TOWNS

25
STATES PRESENCE

KKCL has a strong sales and distribution network diversified across the nation, spanning over 209 cities and towns. The Company has also established its presence through more than 318 stores and through leading ecommerce platforms. Moreover, the Company has forayed into international markets, with a robust consumer base in Asia, Middle East and the Commonwealth of Independent States (CIS).

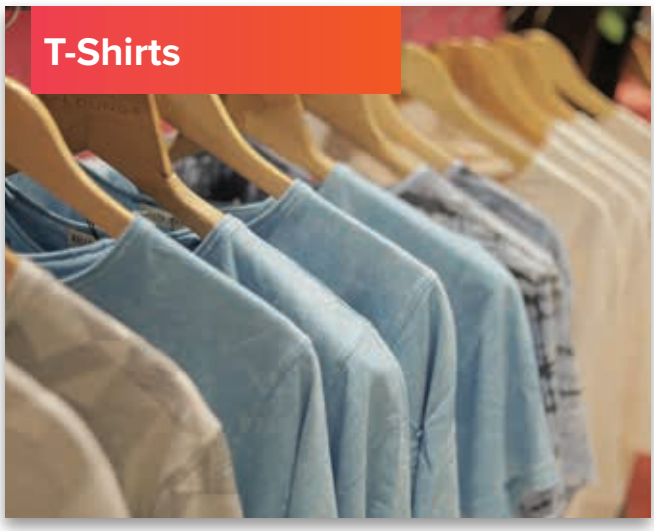
Manufacturing Locations
Mumbai (Maharashtra)
Vapi (Gujarat)
Daman
Number of stores within the state
Jammu & Kashmir 1
Punjab 2
Haryana 1
Uttarakhand 1
New Delhi 3
Rajasthan 10
Uttar Pradesh 53
Bihar 70
Arunachal Pradesh 1
Assam 11
Tripura 1
Manipur 1
Gujarat 15
Madhya Pradesh 17
Jharkhand 15
West Bengal 12
Chhattisgarh 14
Odisha 43
Maharashtra 23
Telangana 2
Goa 2
Andhra Pradesh 6
Karnataka 9
Tamil Nadu 4
Kerala 1

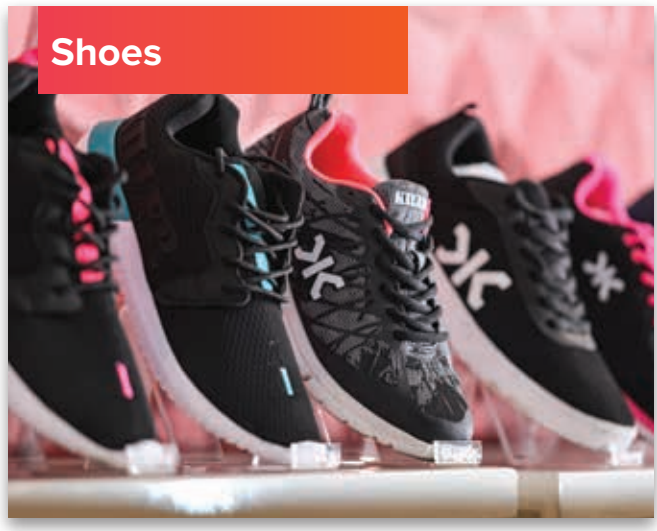
Our Product Portfolio

Exquisite styles, reimagined

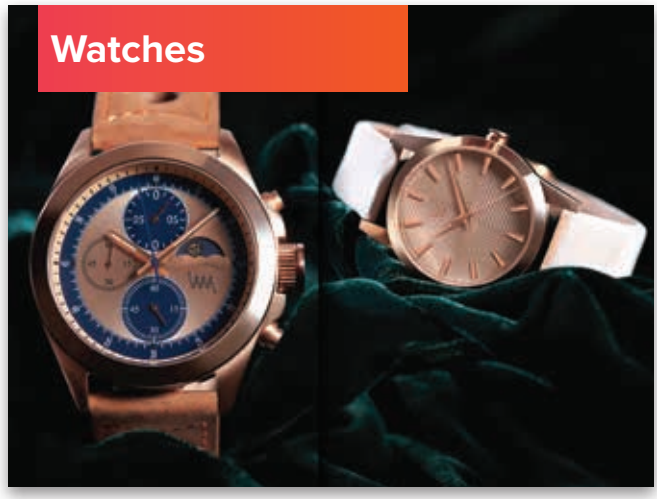
KKCL caters to the continuously evolving demands of the youth of today through its plethora of apparel and accessories. The brand offers a wide range of comfortable and superior-quality clothing and chic accessories, tailor-made for a diverse consumer category. Our branded lifestyle products, ranging from daily casual wear to party and office wear, are made available at affordable price points, affirming our strong market position.

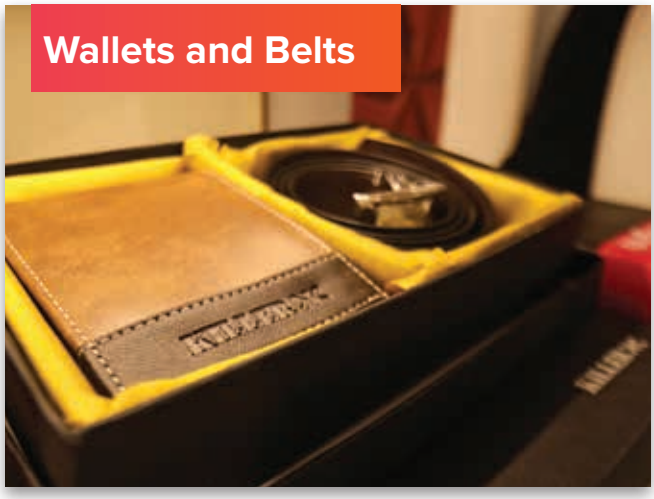
Our product categories


T-Shirts


Shoes

Eyewear


Watches


Wallets and Belts

Deodorants
KILLER
SENSUAL

Our Brands

Home-grown labels, Out-of-the-world value

KKCL carved a niche for itself by creating an arena for its popular homegrown brands. This unconventional step has propelled the Company's success, making it a nationally and globally recognised name in the branded apparel industry.

Iconic brands from KKCL

Killer

Killer, the flagship brand of KKCL, imbibes in it the imagination of today's youth with its international feel and a unique style quotient. The brand represents the rebellious nature of today's youth through its innovative jeans designs and trendsetting denim collection.

LawmanPg3

LawmanPg3 is the modish brand of KKCL that is marked with a rich glamour quotient. The brand specialises in trendy denim and party wear for the very young to the ageing adult.