

THE CHANGE MAKERS



ANNUAL REPORT
2018-2019

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For more information,
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KEY HIGHLIGHTS OF 2018-19

MRP turnover

(₹ crore)

1,211.92

12.66%

Human assets

1,882

Operating profit

(₹ crore)

112.34

14.38%

Stores

322

Dividend per share (₹)

34

3.03%

y-o-y growth



THE CHANGE MAKERS

India epitomises 'change' on the global grandstand, perhaps like no other country, in every aspect of life. More so, in the world of fashion, which articulates the aspirations and passion of young citizens of the nation.

We, at KKCL, help drive 'change' by crafting iconic brands that truly and aptly reflect the energy and enthusiasm of contemporary India. Our creativity and entrepreneurship embrace and deliver 'change' through our offerings with a playfully daring spirit.

Our ambition is to help widen the nation's fashion spectrum, with a unique convergence of global outlook and homegrown approach.

'Change' is a dynamic playground for us to thrive and create value for our growing number of patrons and our expanding stakeholder universe.

ABOUT US

EMBRACING CREATIVITY TO REWRITE RULES

We are one of India's largest branded apparel manufacturers, engaged in designing, manufacturing and marketing of branded jeans and a wide range of western wear, since 1992.

VISION

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

MISSION

- > Driving excellence through our people, business partners and other stakeholders
- > Focusing on consumer satisfaction and executing a customer-centric business module
- > Adopting international standards and best practices across our operations
- > Executing the business based on the three core growth principles of: Stability, Sustainability and Scalability

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.

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 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 a 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 a collaborative approach in our day-to-day functioning.

RESPECT AND HUMILITY

Every stakeholder, including employees, vendors and business partners, is treated with great respect and humility. They admit what they do not know, actively listen to ideas/suggestions from people at all levels and let their work speak instead of talking about it.

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.

GEOGRAPHIC PRESENCE

WE ARE CLOSER THAN YOU THINK

With strong geographic presence and several unique brands, KKCL makes fashion and design accessible to people across the country. We are present in 222 cities and towns across 24 states in India, as well as select international markets, leveraging a robust distribution network that reflects our rich understanding of customer segments.



FASHION IS ALSO ABOUT ENCOURAGING NUMBERS

Units sold in 2018-19

50,82,504

10% Y-O-Y GROWTH ▲

Average realisation
per unit (₹)

927



**EBOs that stock
our brands**

322

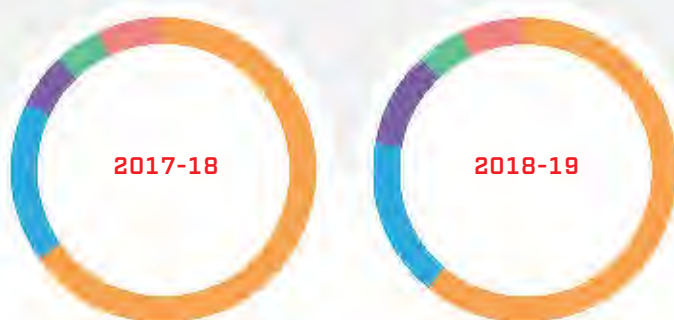
**Aggregate store
size of EBOs (sq. ft.)**

2,24,000+

PRODUCTS

CELEBRATING TRANSFORMATIONAL FASHION

Fashion is the bold articulation of one's personality and the scenario is ever evolving. We help customers express their intrinsic aspiration for luxury by providing them value-for-money products across several price points.



Product-wise sales mix [%]

	2017-18	2018-19
Jeans	65	61
Shirts	17	17
Trousers	6	10
T-shirts	5	5
Others	7	7



JEANS
61%



SHIRTS
17%



T-SHIRTS
5%

TROUSERS
10%



SHOES



DEODORANTS



BELTS



WALLETS



EYEWEAR



WATCHES



**INDO-WESTERN
OUTFITS**



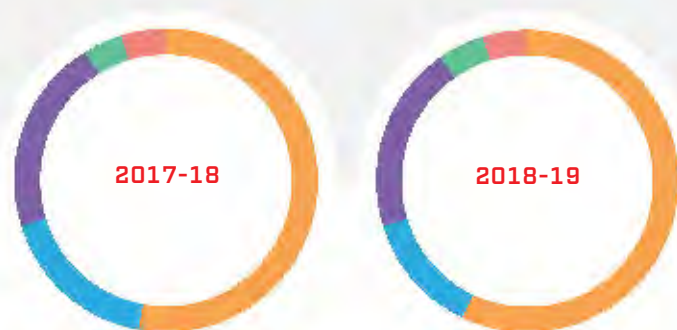
OTHERS
7%



BRANDS

A COURAGEOUS PHILOSOPHY OF LUXURY

Our offerings span seven iconic brands – Killer, LawmanPg3, Integriti, Easies, K-Lounge, Addictions and most recently, Desi Belle. Together, our brands offer patrons a wealth of unique styles and contemporary fashion trends.



Brand-wise sales mix [%]

	2017-18	2018-19
Killer	53	57
LawmanPg3	17	13
Integriti	21	20
Easies	4	5
Others	5	5

KILLER

57%

The flagship brand of KKCL and one of the largest selling denim brands in India, Killer imbibes in it the cool confidence of today's youth and redefines denims, giving a bold character to them.

