



**FASHIONABLE**



**FLEXIBLE**



**FUTURISTIC**

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#### Notice

## FINANCIAL HIGHLIGHTS FY 2019-20

₹ **529.67** CR.

Revenue

▲ **5.79%** Y-o-Y growth

₹ **73.04** CR.

Profit after tax

₹ **59.27**

Earnings per share

₹ **95.10** CR.

EBITDA

## OPERATIONAL HIGHLIGHTS FY 2019-20

**322**

Stores

**2,081**

Team strength

**7**

Brands

**4**

Major products

**4.77%**

Growth in apparel sales

₹ **917**

Apparel sales realisation  
per unit

## FASHIONABLE. FLEXIBLE. FUTURISTIC.

We are in the business of creating iconic apparel brands with deep flexibility embedded in our strategies, operations and financial management to remain relevant in a constantly evolving industry.

Meticulously crafting trends for diverse customer segments, we have navigated several business cycles and volatilities over the decades, capitalising on our rich legacy and learnings from the past.

We have been aggressively investing to build strong product brands, robust manufacturing expertise, wide and deep distribution network and alluring trends for India and many other parts of the world.

However, we have always avoided high-risk leveraged growth, and have focused on building strong cash reserves to tide over any unprecedented adversity. These strategic investments in stability, sustainability and scalability are now helping us sail through the unforeseen crisis, which has currently gripped the globe. Our foresight and fortitude are enabling our brand equity to outshine in these tough times.

We are supporting our customers, employees, business partners and other stakeholders, while reposing faith in the time-tested virtues of being **fashionable, flexible** and **futuristic**.

The Report will take you through our journey in a particularly defining year. These learnings will influence our decisions and inspire how we deliver in future.





## Tailored to India

**Founded in 1980, Kewal Kiran Clothing Limited is one of India's premier lifestyle companies and one of the largest manufacturers of branded apparel in the country.**

**With a presence across segments, such as casual, formal, semi-formal and western wear for men and fusion wear for women, we deliver the best of global fashion and versatile designs of the highest standards. Our expansive presence and homegrown manufacturing excellence help us craft the perfect fit for customers with different tastes and preferences.**

### 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

# Ingenuity transcends borders and cultures

Headquartered in Mumbai, India, KKCL is also present in select geographies across Asia, the Middle East and the Commonwealth of Independent States (CIS). Our portfolio of brands is supported by a robust distribution network, which reflects our deep insight into varied customer segments across nations and cultures. We are taking the homegrown KKCL proposition across markets in India, with an eye on international forays.

217

Cities and towns

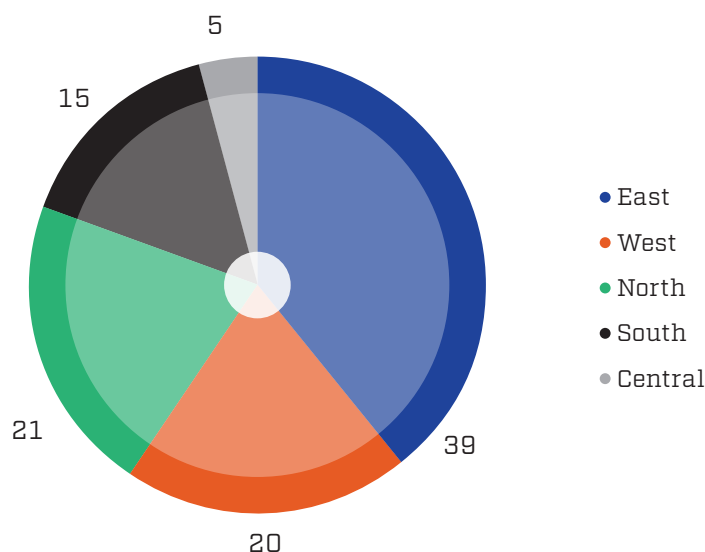
322

Stores

223,121 SQ FT

Retail space

### REGION-WISE SALES MIX [%]



529.67 LAKH

Units sold

₹917

Average per unit realisation







# PORTFOLIO

## Locally manufactured. Globally trending.

**Our offerings and the way we make them available have been charted, in step with the evolving needs of the Indian customer. No longer is today's customer just buying products, but actively seeking out brands that underscore quality, responsibility and convenience.**

### **STYLES FOR EVERY CLOSET**

Be it the fashion-conscious individual or otherwise, our products are suited for every personality. Our brands integrate myriad personal preferences and style statements.

#### JEANS



#### SHIRTS



#### T-SHIRTS



#### TROUSERS



## OTHERS



### LABELS THAT COMPETE WITH GLOBAL CONTEMPORARIES

Our offerings span seven eminent Indian brands that have carved a niche for themselves, despite steep competition from international names.

**KILLER >K<**

**LAWMAN Pg<sup>3</sup>**

**easies**  
BY **KILLER >K<**

**Integriti**

**DÉSI BELLE**

**ADDICTIONS**

**K-LOUNGE**

### INTERNATIONAL TRENDS DELIVERED AT YOUR DOORSTEP

Our formidable 'phygital' network is what enables a long-standing recall among consumers. We have emerged among the top apparel and lifestyle companies by always being where the customer is and through a medium convenient for them.

#### Channels

- Brick-and-mortar stores
  - Company Owned and Company Operated (COCO)
  - Franchisee Owned and Franchisee Operated (FOFO)
  - Factory outlets
  - Multi-Brand Outlets (MBO)
  - National Chain Stores (NCS)
- E-commerce platforms strengthened by Easy Ecom

### HOMEGROWN MANUFACTURING EXCELLENCE

Our offerings reflect the pride and promise of 'Atmanirbhar Bharat'. They are made in India, deploying state-of-the-art machinery, homegrown skills and marketing skills to deliver branded jeans, apparel and lifestyle products for men and women, which are sold in India and overseas.

Our manufacturing units are our undoubted growth enablers, with technologically advanced production facilities, led by a management that is committed to local employment and skill development.

**4**

Plants in India

**237,078** SQ FT

Area coverage

# OPERATING PERFORMANCE

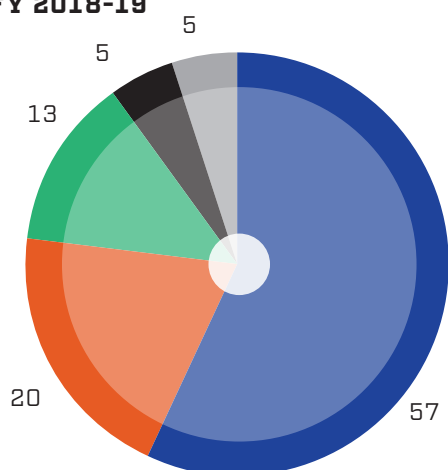
## Closer look at our portfolio

Despite a challenging year, our portfolio recorded stable growth, and we are stepping up greater efficiency in our operations to consolidate our capabilities.

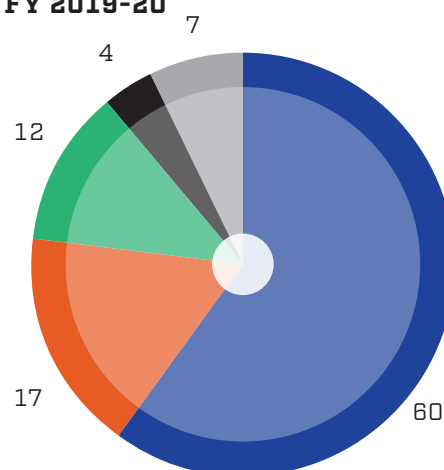
### BRANDS

#### BRAND-WISE SALES MIX [%]

FY 2018-19



FY 2019-20

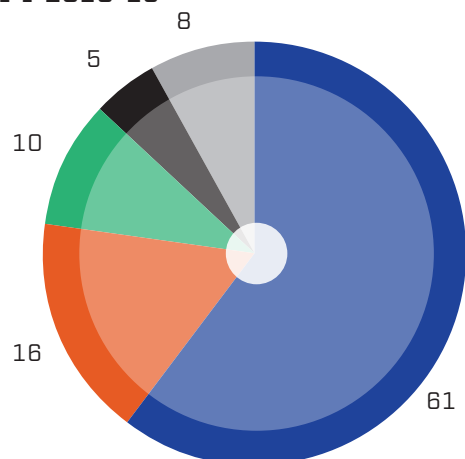


• Killer • Integriti • LawmanPg3 • Easies • Others

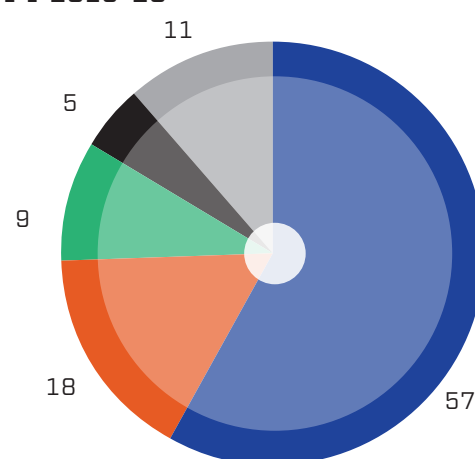
### PRODUCTS

#### PRODUCT-WISE SALES MIX [%]

FY 2018-19



FY 2019-20



• Jeans • Shirts • Trousers • T-shirts • Others