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## Congratulations India

It was a proud moment for Jockey India as its received the 'International Licensee of the Decade' award , outperforming 120 countries where the brand is present. The award was given to Page Industries Limited , the exclusive licensee of Jockey International Inc., for achieving record growth year after year , offering world class product and maintaining global quality standards across all operations.

Page Industries Limited would like to thank its customers, business partners, employees and shareholders for their support and confidence in the brand.



In 2010, Page Industries Limited renewed its license agreement with Jockey International USA for a period of 20 years through 2030.

Page Industries Limited has also been awarded the sole marketing and distribution rights for U.A.E.

## New Product Launches

### Lace Essence



Jockey has launched the 'Lace Essence' range comprising bra styles in stretch cotton with a touch of lace.

The highlight of this range is that the fabric is stretch cotton which makes it very comfortable for everyday wear and the lace trim at the cups makes it special.

The stretch cotton fabric teamed with stretch lace provides optimum comfort, fit and ease of movement. The elegant design and softness of the lace adds to its feminine appeal.

These bra styles can be easily co-ordinated with the existing range of lace panties and camisoles.



### Signature Stretch



Jockey's Signature stretch range is young, full of energy and freshness. The range with its vibrant color palette, logo elastics is just what you need to make a style statement.

The collection embodies all the customary aspects of the Jockey brand - first-class, exquisitely processed cotton, flattering cuts, natural and understated comfort. The Stretch cotton fabric provides superior comfort and ease of movement.

The offerings in the panty range include hipster, bikini and boy leg silhouettes. Seamless cups, narrow back, narrow straps, silver adjustors are the features of the bra range which are just right for a more fashionable you.

Camisoles in co-ordinating colors complete the offering.



## Zone Stretch



The zone stretch range offers sleek styling and bold statement in two form fitting silhouettes.

The cotton stretch fabric gives supreme support and non-stop comfort. The Ultra soft waistband with its stylized logo makes this range a definite must-have.

The stylish front seam design and double layered contoured front pouch adds to the comfort factor. The low rise bikini brief styling rests comfortably at your hips.

The trendy boxer brief rests at the hips and reached till the top of thigh. The unique leg treatment prevents the fabric from riding up.



## Comfort Plus



This range takes comfort and styling to a whole new level.

The soft cotton fabric offers natural and understated comfort. The contrast taping is a trendy feature in this range. The broad cushioned waistband with its single logo unit adds to its international appeal. Special care has been taken in the styling of this range for enhanced comfort and shaping.

The modern brief is designed with a low rise waistline and has a double layered fly construction for maximum comfort and support.

The modern trunk style has a contoured pouch design for maximum comfort and support and unique leg treatment to prevent a fabric ride-up.



### 'JOCKEY WOMAN' store opens in Delhi.

Jockey, India has given women in Delhi one more reason to rejoice. The first 'Jockey woman' store has been opened in the upmarket location of South Extension- Part 1 in New Delhi.

The store has been conceptualised keeping in mind the needs of the modern day woman, right from choosing the store location, its ambience to the merchandise offering. One of the highlights of the store is the presence of comfort specialists who have complete knowledge of the products and assist the customer in choosing the right product.

The Jockey woman consumer can choose from a wide range of world class products which include bras, panties, camisoles, crop tops, loungewear and gym wear.

The Jockey woman store has become the destination for the Delhi woman looking for an intimate shopping experience as she buys world class innerwear.



## THE JOCKEY EXCLUSIVE BRAND OUTLET

The Jockey brand image is being continuously enhanced with the opening of the exclusive brand outlets at various locations across the country.

In our endeavour to reach out to all our consumers, these stores are now being opened in smaller towns and cities.

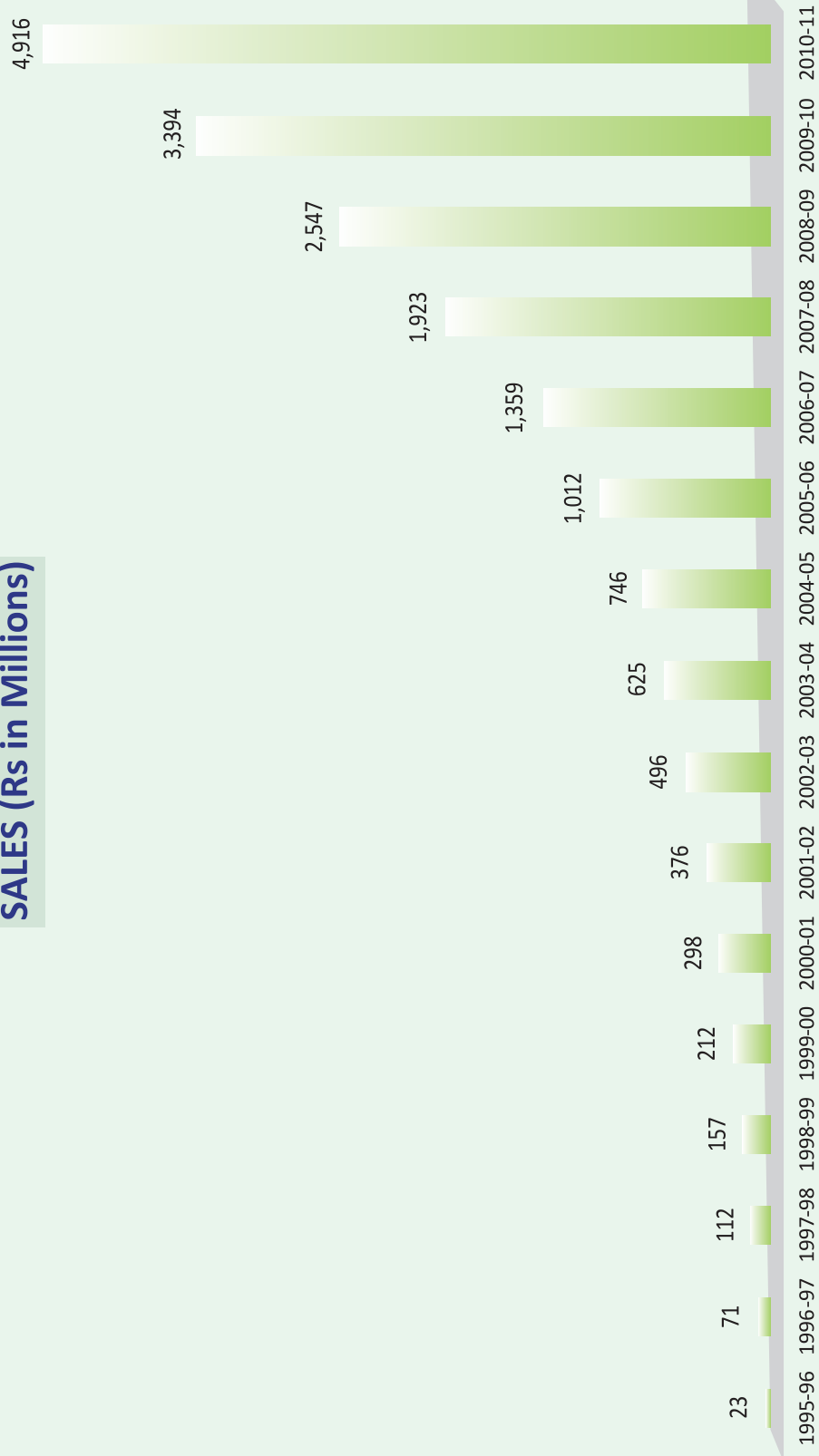
Jockey has brought world-class shopping experience to the person living in these tier 2 cities. Each of these stores is designed in the international retail concept with premium flooring, fixtures, lighting and visuals. The locations of the stores are chosen after great deal of research and understanding of customers and their buying patterns. The locations are also in sync with the brand image.

As of now we have 67 Exclusive outlets of which 24 are in malls and 43 are on high street.

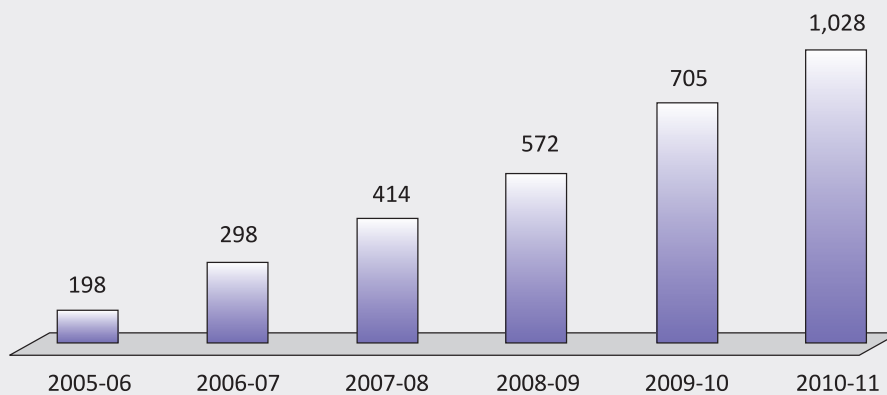
# **PERFORMANCE HIGHLIGHTS**



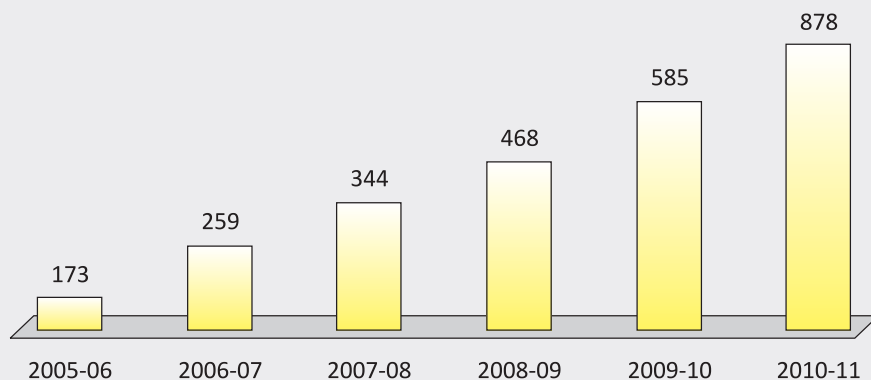
## SALES (Rs in Millions)



### EBIDTA (Rs in Millions)



### PBT (Rs in Millions)



### PAT (Rs in Millions)

