

 PAGE INDUSTRIES LIMITED

ANNUAL REPORT

2012-13

speedo 

 JOCKEY

Sl. No.	Contents	Page No.
1.	Performance Highlights	7
2.	Notice to Shareholders	11
3.	Directors' Report	19
4.	Report on Corporate Social Responsibility	26
5.	Management Discussion and Analysis	29
6.	Corporate Governance Report	34
7.	Auditors' Report	42
8.	Balance Sheet	46
9.	Profit and Loss Account	47
10.	Cash Flow Statement	48
11.	Notes to Financial Statement	49

Star SME of the Year 2012 by Business Standard



Page Industries Limited has been awarded the Star SME (Small and Medium Enterprises) of the year 2012 by Business Standard, one of the most reputed publications of the country.

Mr. Sunder Genomal, Managing Director, Page Industries Limited had the honour to represent the Company and be the recipient of this prestigious award from the Hon'ble President of India, Shri Pranab Mukherjee.

International Recognition: Licensee of the Year Award 2013



Page Industries was honored by Jockey International Inc., with the 'International Licensee of the Year' award for 2012-2013, outperforming 140 other countries where the Jockey brand is present. This award was given in recognition of outstanding brand building, consistent healthy growth in sales, and remarkable product development and innovation in our markets.

Celebrating a 100 Jockey Brand Stores in India



Page Industries Limited has witnessed another milestone this year with the launch of the 100th Exclusive Jockey Brand Store.

Our Exclusive Stores showcase the range and depth of all our products. They add character, appeal to the Brand through their aesthetics and help establish the synergy between 'Jockey' the brand and today's sophisticated urban consumer.

In our endeavour to reach out to a broader consumer base, these stores are now being opened in tier 2 and tier 3 cities as well. Each of the stores is designed with internationally approved retail concept with premium flooring, fixtures, lighting and visuals. The locations of the stores are chosen after great deal of market research and understanding the demographics of customers, their consumption habits and buying patterns.

We have a spread of 28 Exclusive Stores in premium shopping malls across the country and 72 of such stores located on high streets in metros, tier 1 and tier 2 cities.

New Product Launches

No Panty Line Promise - Shapewear Range



For our discerning women customers, we introduced No Panty Line Promise – Shapewear range comprising a number of silhouettes that offer subtle and delicate curve control.

The superior fabric feels like second skin, and the laser cut on the waist band and leg opening, helps eliminate lines where the shaper ends and the skin begins.

The fused front panel, meant for additional targeted control, accentuates the silhouette further and compliments the subtle nuances of impeccable dressing.

Sports Performance Microfiber Seamfree



We launched the men's 'Performance' stretch microfiber seam free range for men with an active life style.

This range is a new generation of silky-smooth innerwear using 'silver technology' to minimize odour and quick dry fabric for excellent moisture management.

The seamless microfiber construction is meant for a smooth, irritation – free fit. The unique design of the silhouette provides optimal support and breathability.

International Collection – Modern Thermals



A wintry delight, our modern thermals from the International collection is the perfect underwear for the cold season.

The thermals have a soft interlining, which provides cosy warmth and protects the wearer against the cold. The fine, soft interlock quality has been manufactured from a high quality material mix which absorbs moisture.

Soft ribbed cuffs and elastane guarantee a perfect fit.

POP Colour



POP Colour is a range of Premium Innerwear for young men of today. Its characteristic waistbands, with exciting and vibrant neon shades, have already become a fashion statement. Neon is a rage all over the world and we felt this would be the best time for us to cash in on this trend.

POP Colour comes with premium combed cotton soft absorbent fabric, has a double layered countered pouch and flaunts a low rise fit. The wide cushioned waistband with the new high tech neon colour has received highly encouraging response from the market, especially among the young, upwardly mobile, fashion conscious Jockey customers.

PERFORMANCE HIGHLIGHTS



