

PROMISE BEYOND BUSINESS

ANNUAL REPORT 2016-17



Read Inside

COMPANY OVERVIEW

Promising Business	02
Geographic Presence	05
Diverse Offerings	06
Chairman's Communiqué	08
Consistent Performance	10
Our Promise	12
Human Assets	20
Accolades	21
Eminent Board	22
Key Management Personnel	23
Corporate Information	24

STATUTORY REPORTS

Directors' Report	26
Management Discussion & Analysis	50
Report on Corporate Governance	55

FINANCIAL STATEMENTS

Independent Auditors' Report	69
Balance Sheet	74
Statement of Profit & Loss	75
Cash Flow Statement	76
Notes	77

Highlights 2016-17

NET SALES

₹ 216 cr

EBIDTA

₹ 40.18 cr

POST-TAX PROFIT

₹ 20.02 cr

MARKET CAPITALISATION

₹ 473.78 cr

EARNINGS PER SHARE

₹ 9.07



Forward-looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

A full-page background image of actor Salman Khan. He is wearing a black zip-up hoodie over a white collared shirt. He is looking off to the side with a slight smile. The background is a soft-focus outdoor scene with trees and a cloudy sky.

WE ARE YOUNG, AGILE AND EAGER

**TO MAKE A DIFFERENCE IN OUR
BUSINESS AND BEYOND.**

We are crafting unique designs for discerning customers, supported by cost-effective product development and efficient operations.

During the year, we enhanced our retail outreach, fostered rewarding partnerships, focused more on digital presence and reinforced our expansion across geographies. Being a global brand, we look forward to tie-ups with large retailers in the US and South-East Asia.

Our association with Being Human- The Salman Khan Foundation and its ambassador, the renowned Bollywood

celebrity- Salman Khan enhances our popularity across a large consumer cross-section.

At the same time, we have endeavoured to make fashion a vehicle for social empowerment. We will continue to focus on this aspect of our brand identity to create value for all.

Our stakeholder promise transcends business priorities for a larger social outreach.

Promising Business

The Mandhana Retail Ventures Limited (TMRVL) is one of India's fastest growing retail company. At TMRVL, we create superior high-fashion products that are acclaimed globally. Our integrated operations include designing, development, production, marketing and distribution.



Our brand 'Being Human' is the outcome of a powerful combination of fashion, charity and association with the Bollywood superstar and celebrity Salman Khan. This uniqueness enables our brand to stand out globally and differentiate itself among other fashion brands.

FY 2016-17 was a landmark year as our Company was successfully listed as a

separate entity on the National Stock Exchange of India Limited ('NSE') and BSE Limited ('BSE') in December 2016. We entered into a global exclusive trademark licence agreement to design, manufacture, retail and distribute men's wear, women's wear and accessories under the 'Being Human' trademark until 31st March, 2020. The exercise of demerger with Mandhana Industries

Limited to create one of India's leading retail entities, The Mandhana Retail Ventures Limited was a prudent step to create long-term value for all stakeholders.

Being Human SS'17 Campaign with Salman Khan and Amy Jackson



BEING HUMAN

A clothing line with a heart, as is known to all. The renowned Bollywood celebrity Salman Khan is our brand ambassador. Being Human clothing personifies six humane expressions: love, care, share, hope, help and joy. These positive and strong values are embedded in our DNA and reflect in our thought and action.

Our brand has a rare combination of commitment towards human well-being through developing fashion. Being Human – the Salman Khan Foundation is a registered charitable trust to help improve education and healthcare for the underprivileged. Each garment

helps shape a life through education and save a life through healthcare initiatives of the Foundation.

At Being Human, customer convenience is of utmost importance. To enhance our brand visibility and reach, we are leveraging digital channels. Tie-ups with leading online fashion stores such as Myntra, Abof and many more has significantly increased our reach. Partnering with popular retail chains, such as Shoppers Stop, Lifestyle, Splash, Jade Blue, All That Jazz, My Store and Wardrobe, are bolstering our sales.



Promising Business (CONTD.)

600+

RETAIL SELLING POINTS

5

OVERSEAS STORES

405

MULTI-BRAND OUTLETS

145

OVERSEAS POS

Minimal debt

STRONG BALANCE SHEET

15

COUNTRY PRESENCE

604

TEAM STRENGTH

7

DISTRIBUTION PARTNERS

18.41%

EBITDA MARGINS

4

E-COMMERCE SELLING POINTS

29

EXCLUSIVE BRAND OUTLETS (INDIA)

24

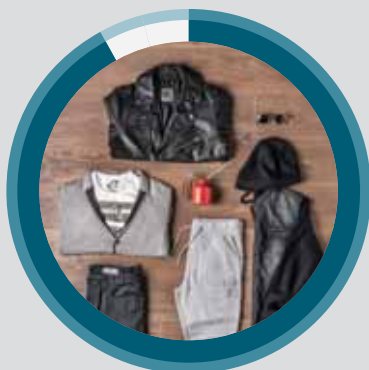
FRANCHISE STORES (INDIA)



OUR BUSINESS CATEGORIES

Our clothing business goes beyond profitability and stands for a noble cause. Our major share is occupied by the men's wear clothing followed by women's wear and accessories. Every penny earned is a smile earned.

%



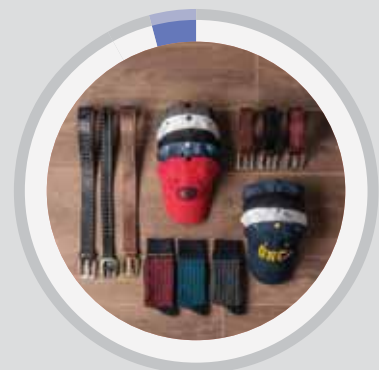
92

Menswear



4

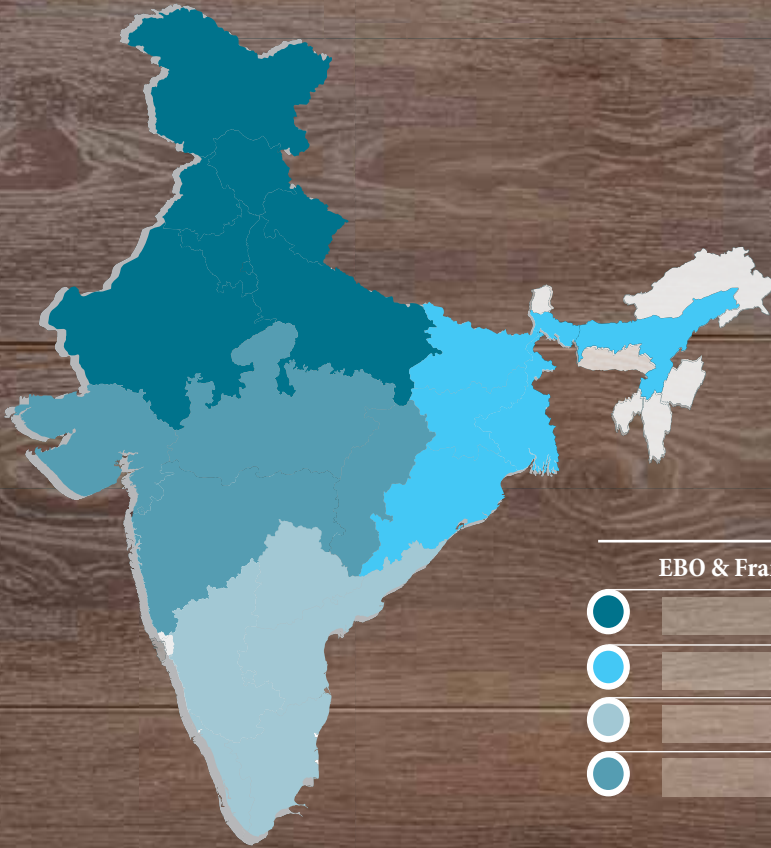
Womenswear



4

Accessories

Making a Style Statement Globally



	EBO & Franchise	SIS
Dark Teal	24	88
Light Teal	2	132
Medium Teal	5	49
White	22	136

Our International Presence

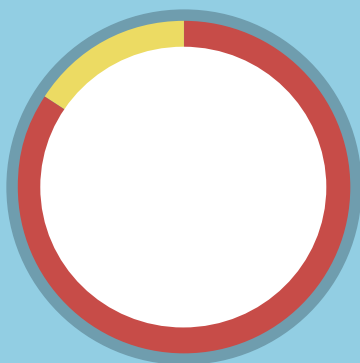
FRANCE
MIDDLE EAST
NEPAL
MAURITIUS

DOMESTIC OUTLETS 458

INTERNATIONAL OUTLETS 150

OUR REVENUES

%



84.4 Domestic 15.6 Global



Our Diverse Offerings

MENSWEAR



SHIRTS



T-SHIRTS



POLOS



DENIMS



TRACKS



SHORTS



CHINOS



SWEATERS

ACCESSORIES



BELTS



CAPS



WALLETS

WOMENSWEAR



SHIRTS



T-SHIRTS



TOPS



SKIRTS



DRESS



DENIMS



SHORTS



PANTS



CHINOS



SWEATERS



FLIP FLOPS



WRISTBANDS



SOCKS



BRIEFS

Chairman's Communiqué



‘Being Human’ brand is a core strength of your company. It’s a unique brand in that it belongs to a charity organisation of the same name that is doing noble work in the area of health and education for those disadvantaged.

Dear shareholders,
I am very happy to present to you the very first annual report of The Mandhana Retail Ventures Ltd. as a public entity.

A small personal anecdote first. When I started on my first job in the year 1972 branded apparel was a rarity. A few years earlier two shirt brands were launched with very competitive advertising campaigns in print media. Some of you may remember ‘Armour’ and ‘Liberty’ shirts. Unfortunately back then the market was limited since we didn’t have as many

young consumers with healthy personal incomes as now. There was no organised and vibrant retail sector either as we see today; retail today accounts for 20% of the GDP according to reports. These promising brands just faded away. Little that I knew then that one day I would be a part of a vibrant branded apparel industry and be associated with a leading brand

such as ‘Being Human’. A brand that has iconic Mr. Salman Khan associated with it. Naturally, I am excited to be a part of this company!

As you know that prior to the demerger, your company was a division of Mandhana Industries Ltd, which had groomed it well since it started as its