DOLLAR
WEAR THE CHANGE

05-02-2021

BSE Limited **Phiroze Jeejeebhoy Towers,** **Dalal Street,** **Mumbai – 400 001** **Scrip Code :541403**	**The Secretary,** **National Stock Exchange of India Ltd.,** **Exchange Plazza, C-1, Block 'G',** **Bandra-Kurla Complex, Bandra (E),** **Mumbai – 400 051.** **Symbol - DOLLAR**

Dear Sir(s),

Reg: Presentation to be made at Analyst / Institutional Investor meet (Earning Call)

Further to our intimation dated 01.02.2021 regarding Schedule of Analyst/ Institutional Investor Meet (Earning Call) and pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a copy of presentation to be made on the financials and other matters of the Company at the aforesaid Meet on 05.02.2021.

This may please be informed to all the concerned.

Thanking You,

Yours faithfully,

For Dollar Industries Limited

Abhishek Mishra
Company Secretary

Encl: As above

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Investor Presentation

Dollar Industries Ltd.

3rd Quarter, 2020-21

05th February, 2021

www.dollarglobal.in

Executive Summary

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Operational Summary

- The Company for the first time crossed the Rs. 300 crores mark in this quarter. The total revenue for the quarter stood at Rs. 312.44 crores a growth of **22.32% on y-o-y basis**.
- Sudden Cotton and **yarn prices surged** from November, 20. There has been a sharp rise in prices of Yarn due to high demand in both Domestic and International market. High cotton prices also added to the spike. Overall the Company saw **35% (approx.) increase in yarn prices** between Nov'20 – Jan'21.
- The yarn market is currently unstable and there is **uncertainty** around yarn prices.
- The increased raw-materials prices resulted in **hike in prices of finished products** which was taken by the Company in phased manner.
- The company **renewed the Contract** with Vector Consulting.

Profit and Loss Statement

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Q3FY21	Q3FY20	Change %	Profit and Loss Statement (all nos. in Rs. lakhs)	9MFY21	9MFY20	Change %
31,244	25,543	22%	Total Revenue	73,000	73,314	0%
4,381	**3,394**	**29%**	**EBITDA**	**10,832**	**8,507**	**27%**
14%	13%		%	15%	12%	
3,827	**2,662**	**44%**	**PBT before exceptional items**	**9,024**	**6,295**	**43%**
12%	10%		%	12%	9%	
989	704		Tax	2,305	1,682	
-	-		Comprehensive Items	88.15	45	
(61)	(76)	-19%	Profit /(Loss) of the JVCo.	(122)	(98)	24%
2,777	**1,882**	**48%**	**PAT**	**6,685**	**4,560**	**47%**
9%	7%		%	9%	6%	

Analysis of Major Expenses

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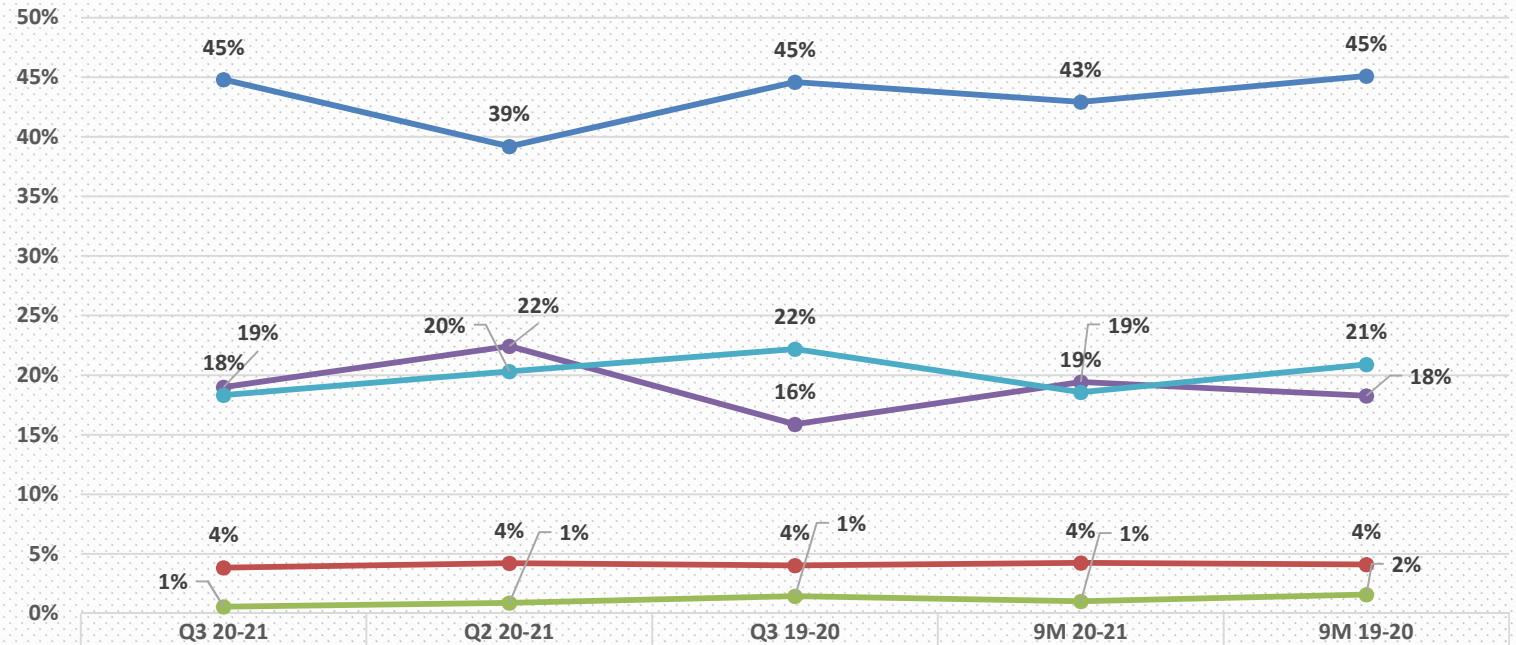

	Q3 20-21	Q2 20-21	Q3 19-20	9M 20-21	9M 19-20
Material Consumption	45%	39%	45%	43%	45%
Employee Cost	4%	4%	4%	4%	4%
Finance Cost	1%	1%	1%	1%	2%
Sub Contracting Expense	19%	22%	16%	19%	18%
Other Expense	18%	20%	22%	19%	21%

Zone & Channel wise Contribution [9M]

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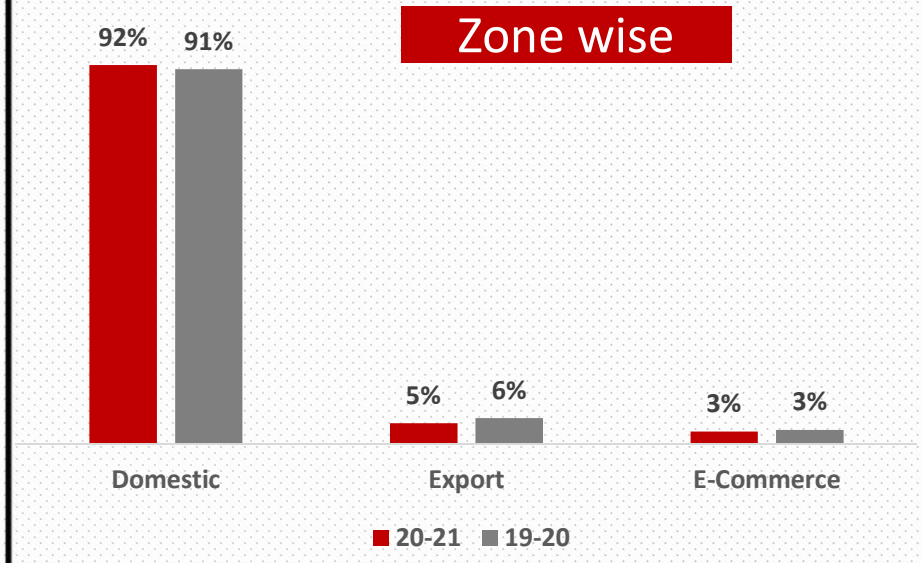
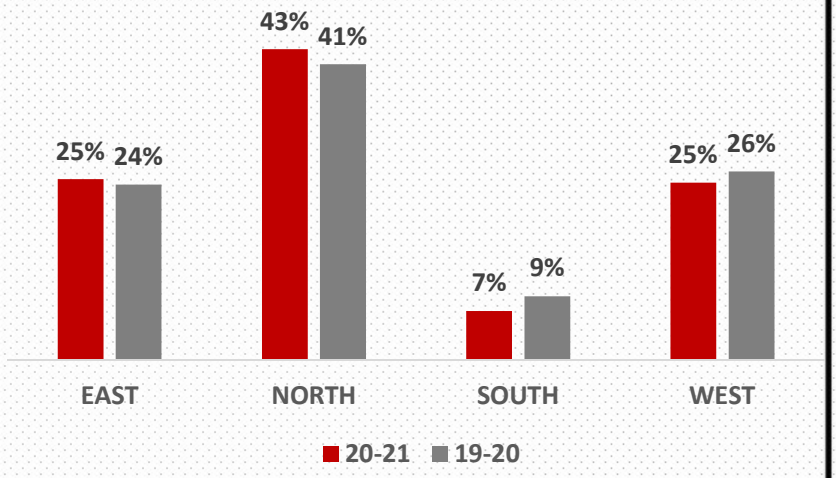
Zone wise



FY	DOMESTIC	EXPORT	E-COMMERCE
20-21	**92%**	**5%**	**3%**
19-20	**91%**	**6%**	**3%**

Channel wise



FY	EAST	NORTH	SOUTH	WEST
20-21	25%	43%	7%	25%
19-20	24%	41%	9%	26%

Brand Contribution [Q3FY21]

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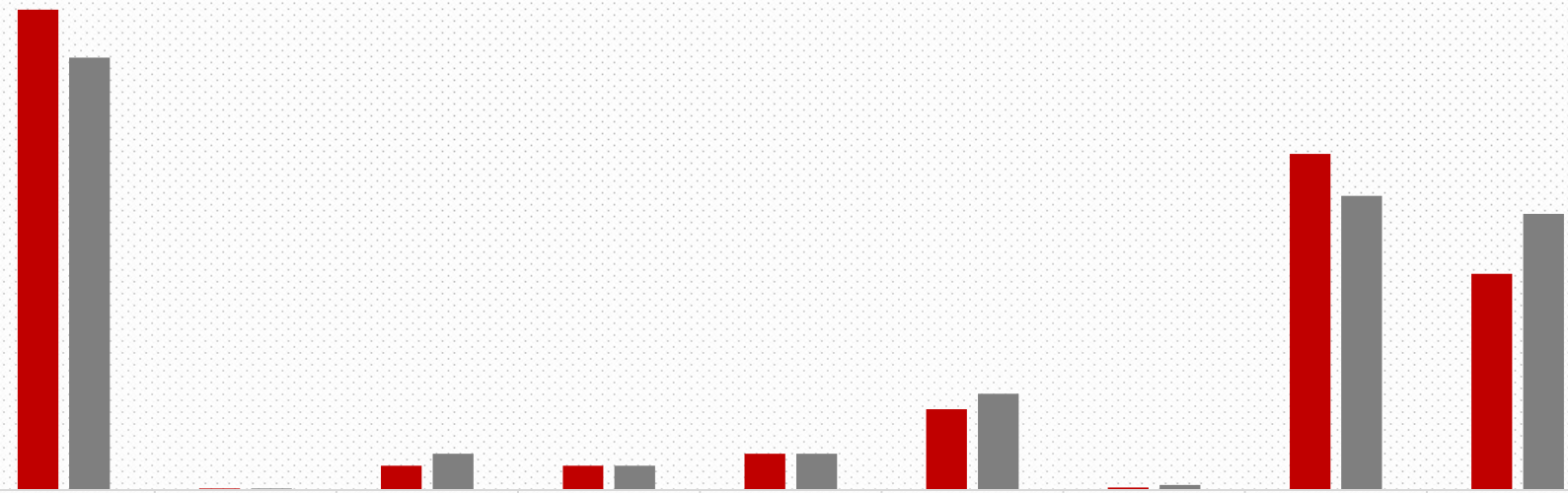

	Bigboss	Champion	Dollar Socks	Force Gowear	Force Nxt	Missy	Pepe	Regular	Thermal
Q-3 (20-21)	40%	0.10%	2%	2%	3%	6.70%	0.20%	28%	18%
Q-3 (19-20)	36%	0.10%	3%	2%	3%	8%	0.40%	24.50%	23%

Q-3 (20-21) Q-3 (19-20)

Brand Contribution [9MFY21]

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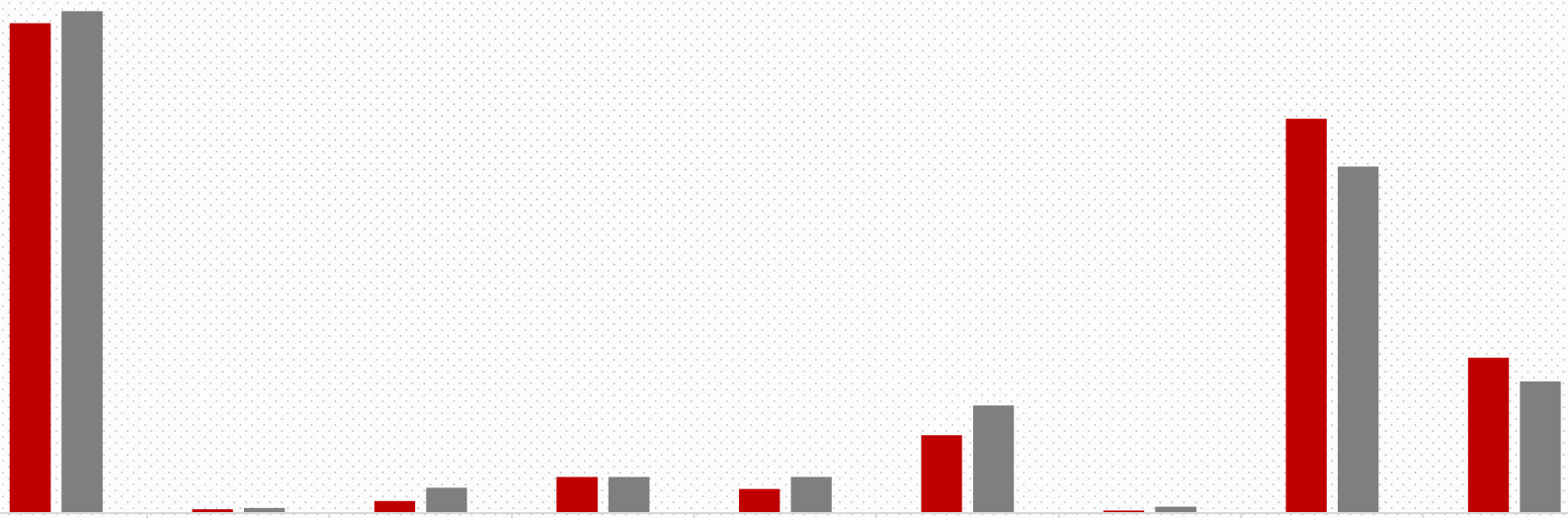

	Bigboss	Champion	Dollar Socks	Force Gowear	Force Nxt	Missy	Pepe	Regular	Thermal
9M (20-21)	41%	0.30%	1%	3%	2%	6.50%	0.20%	33%	13%
9M (19-20)	42%	0.40%	2%	3%	3%	9%	0.50%	29.00%	11%

9M (20-21) 9M (19-20)

Pillars of growth…

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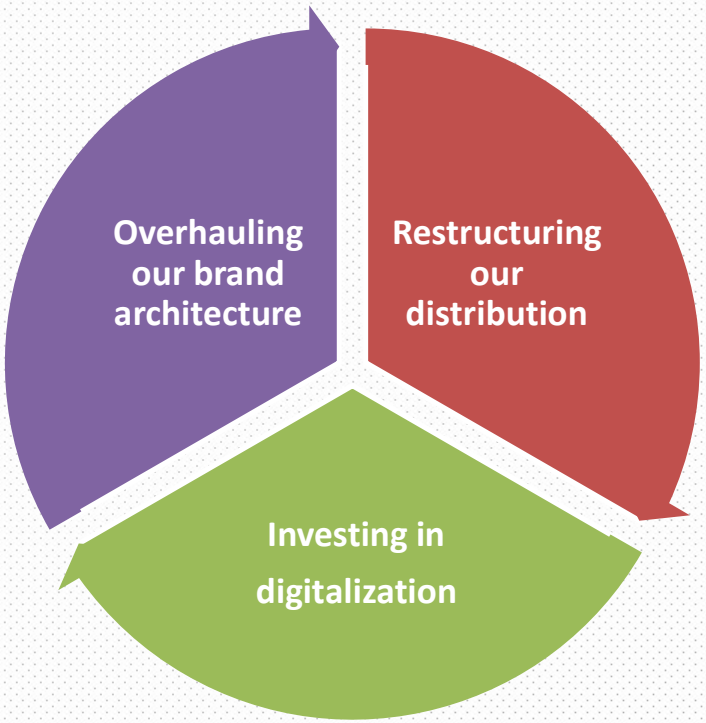

The Company has embarked upon it's journey of Growth by overhauling the Brand architecture and is moving towards the milestone of overhauling the distribution network through digitization and breaking the years old practice of push sales.

Evolution of the brand

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1972	1990	2005	2010	2020
Mr. Din Dayal Gupta, the founding Chairman, started Dollar in a busy corner of Kolkata	The original logo underwent charges to address the demands of an open market economy	Dollar hit the airwaves with actor Salman Khan and the identity became an instant hit	Actor Akshay kumar came on board as brand ambassador. The revamped identity was truly Fit Hai Boss!	The mnemonic D stands for Dollar, for Dynamism and for the Determination to be a part of every millennial Indian closet

Restructuring Distribution

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What we are implementing

- Replacing push model sales by Replenishment model working through theory of constraints.
- Assuring and increasing the ROI of the distributors working under project Lakshya.
- Encouraging the retailers loyalty to the brand through loyalty based program.
- Transaction orders encouraged through tele calling services & retail servicing by the sales officers in field.
- Real time visibility of sales made by the distributors and inventory held by them.

How are we implementing

- Mapping the potential retail universe in the area allocated to the distributors
- Enrolling the retailer in the project Lakshya explaining then the benefit of pregame.
- Supplies made to the distributors on Replenishment model.

Outcome

- Increased market penetration.
- Increase in secondary sales.
- Increase in No of SKU's held at each distributor level.
- Faster recovery of dues at retail level.
- Increase od primary sales at company level.

Currently Project Lakshya is being implemented in Karnataka, Rajasthan, Maharashtra, Gujarat, Telangana. Plans to start the activities (mapping / rollouts) in all state in the next fiscal.

Restructuring Distribution

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As on 31st Dec 20

State	Talukas Mapped	Distinct Count of pin codes	Mapped pin code	Retailers mapped	Rollout Started
Delhi	9	95	43	1,442	No
Gujarat	85	1018	247	13,696	Yes
Haryana	20	302	32	2,088	No
karnataka	191	1327	916	25,225	Yes
Maharashtra	60	1576	226	21,783	Yes
Punjab	25	527	63	4,637	No
Rajasthan	281	979	689	39,208	Yes
Telengana	40	659	98	7,963	Yes
West Bendal	3	1174	15	136	No
Grand Total	**714**	**7657**	**2329**	**1,16,178**	

Digitization

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- Auto Replenishment System (ARS) implemented at Lakshya distributors.
- Distributor Management System (DMS) implemented at Lakshya distributors.
- Work in process of implementation ARS at supply chain level.
- Working on implementation post sales service app at retail level and activity tracker of sales team
- Road map planed to switch over from the Oracle ERP to SAP.

ARS is part of Lakshya programme and being implemented at all its Distributors in Lakshya

DMS is also mandatory for all the Distributors enrolling in Lakshya programme

The Company is also implementing ARS in its supply chain to manufacture according to the demand in the market

Pilot run to start for retailer service application which will give insight to task allocated an executed to Sales office

SAP implementation taken underway.

Pepe Jeans Innerfashion Pvt. Ltd.

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Revenue

- 9M total revenue stood at **₹ 11.55 crore vs ₹ 12.99 crore**.
- The PBT for the period stood at **₹ (2.43) crores vs. ₹ (1.96) crores, Dollar** share being 50% of the loss for the period

Business Growth

- E-Comm business grew about **2.3 times** YTD as compared on y-o-y basis.
- E-Comm contribution to the total billing increased to **28% vs 9%** in YTD Q3 2019-20

TR Channel

- **3 new distributors added** in Q3.
- **Shop in shop - building up exclusive space** in large multi brand apparel & hosiery stores which allow captive space for the brand

Business Development

- **E-Com B2B** to be launched in the Q4 and see significant growth in FY 22

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Thank You

Shashi Agarwal

Senior Vice President (Corporate Strategy & IR)

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