Dollar Industries Ltd.
CIN NO. : L17299WB1993PLC058969
(AN ISO 9001:2015 CERTIFIED ORGANISATION)

07.08.2019

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

Further to our intimation dated 06.08.2019 regarding Schedule of Analyst/ Institutional Investor Meetings 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 07.08.2019.

This may please be informed to all the concerned.

Thanking You,

Yours faithfully,

For Dollar Industries Limited

Abhishek Mishra
Company Secretary

Encl: As above

DOLLAR INDUSTRIES LIMITED

ONE OF INDIA'S FASTEST GROWING LIFESTYLE INNERWEAR COMPANY

Earnings Call Q1 2019-20

07th August, 2019

Background

- Established in 1972 as a small family-run body-wear company having more than 4 decades of experience
- Over the years, through its premium range of clothing, focus on product cost and quality, Dollar evolved into one of India's best known lifestyle innerwear brand
- Dollar is now an internationally-recognised Indian knitwear and innerwear brand
- It is India's first innerwear Company with a fully backward integrated manufacturing unit, equipped with state of the art machinery
- Dollar enjoys a pan-India presence with 915+ distributors and 95,000+ MBOs
- Dollar has a presence in 20 countries across the globe
- Promoter and promoter group Company supported by competent professionals having vast experience in body-wear sector

Portfolio

Dollar has an extensive product portfolio for men, women and kids in class, class for mass and mass segment which include:

Innerwear	Casual wear	Lounge wear	Thermal wear	Kids' wear

Class	Class for Mass	Mass
Present through Pepe Jeans Innerwear Fashion Pvt Ltd, a Joint Venture Company and Force NXT	Force Go Wear, Missy, Ultra Thermals, Champion, Bigboss	Lehar RKG Comfort Commando

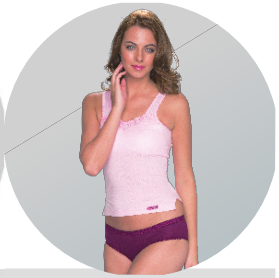
Achievements

Dollar was bestowed with 'One Star Export House' certification by DGFT, Department of Commerce, Ministry of Commerce and Industry, Government of India in the year 2010.

Dollar brand offerings

- Segment: Class
- Products: Vests, briefs, trunks and T-shirts, Athleisure
- Target audience: Men (20-40 years of age)
- Aspires people with high and comfortable disposable income
- USPs: International quality, global fashionable products
- Tagline: Inner fashion
- *Team headed by – Mr. Gaurav Gupta, Vice President*

- Segment: Class for mass
- Products: Vests, briefs and trunks
- Target audience: Men (30-60 years of age)
- Targets urban population with a considerable income & value for money products
- USPs: Affordable, fashionable, comfortable and sporty
- Tagline: Fit Hai Boss
- *Team headed by – Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta , Whole Time Director*



- Segment: Class for mass
- Products: Camisoles, panties, leggings and lounge-wear
- Target audience: Women and girls (18-45 years of age)
- Mainly targets average income trend followers
- USPs: Comfortable fits and product variety (sizes and colors), quality product in an affordable price
- Tagline: Carry on Missy
- *Team headed by – Mr. Ankit Gupta, Vice President*

Dollar brand offerings

- Segment: Class for mass
- Products: V neck with trousers, long short camisoles
- Target audience: Men, women and kids
- Considerable income group and value for money
- USPs: Ultra-light, comfortable, stylish, winter-wear
- Tagline: Hot Hai Boss
- *Team headed by – Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta and Mr. Bajrang Kumar Gupta, Whole Time Directors*

- Segment: Class for mass
- Products: T-shirts, bermudas and trousers
- Target audience: Kids
- Value for money
- USPs: Affordable, sporty and primarily caters to suburban and rural customers
- *Team headed by – Mr. Gaurav Gupta, Vice President*

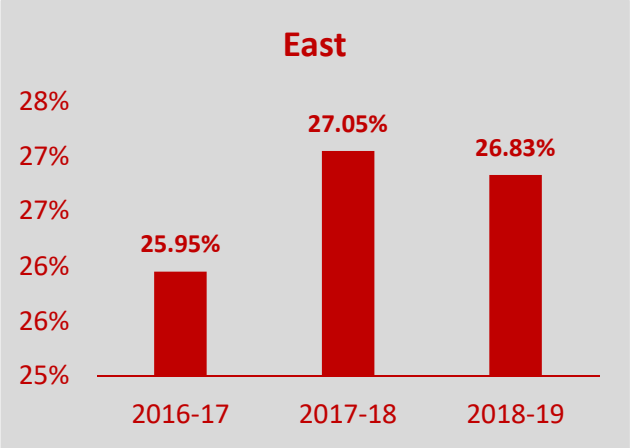
- Segment: Class for mass
- Products: T-shirts (round neck and collared), vests (innerwear and sports vests), briefs, boxers, bermudas, capris and track-pants
- Target audience: Men
- Targets those who are trend followers and yet a generation of growing economy
- USPs: Affordable, comfortable and caters to the mass market
- *Team headed by – Mr. Vinod Kumar Gupta and Mr. Binay Kumar Gupta, Managing Directors and Mr. Krishan Kumar Gupta , Whole Time Director*

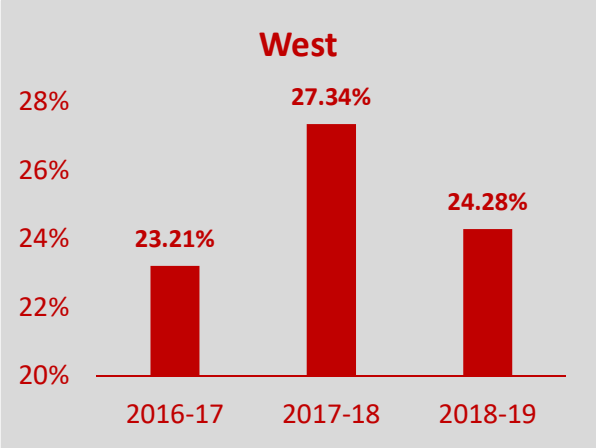
** Our products are within the price range of INR 50 to INR 999*
** Products available at organised and retail MBO. However Force NXT has an exclusive distribution channel*

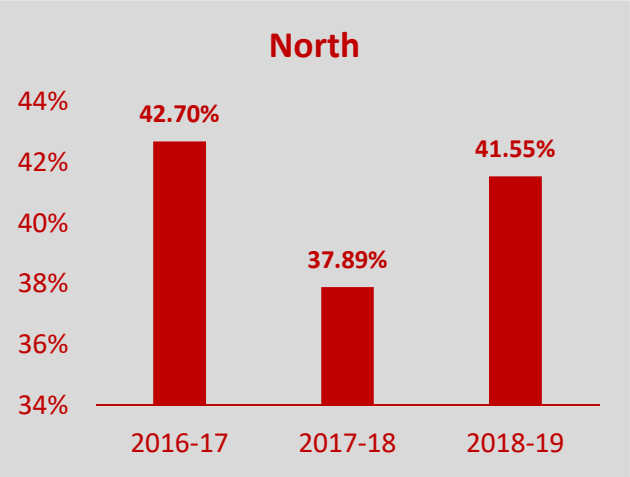
Dollar's distribution network

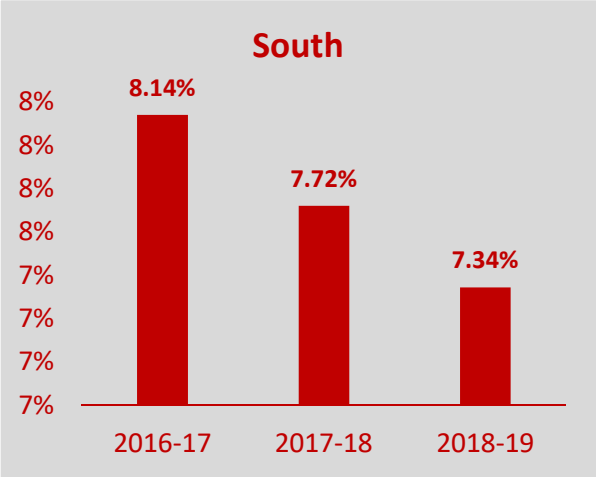
- Dollar has developed a robust distribution network across India and also exports its products to 19 countries
- Dollar products enjoy superior visibility across rural and metro India
- Dollar's relationships with wholesalers and retailers enhanced logistical efficiency and revenue accretion
- Dollar is venturing into new retail formats (LFSs, e-commerce portals and EBOs)

3 years geographical sales break up in %







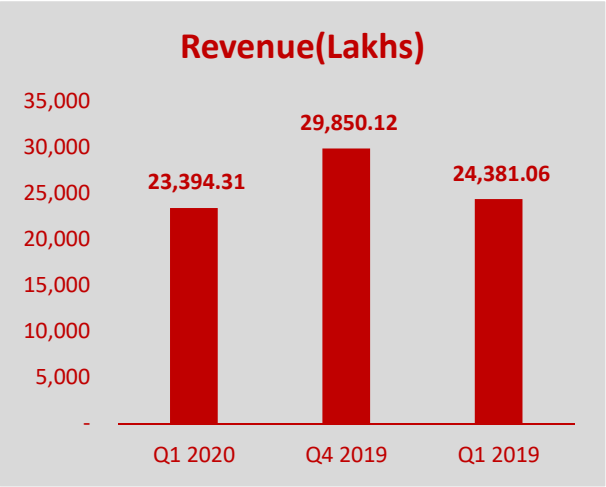


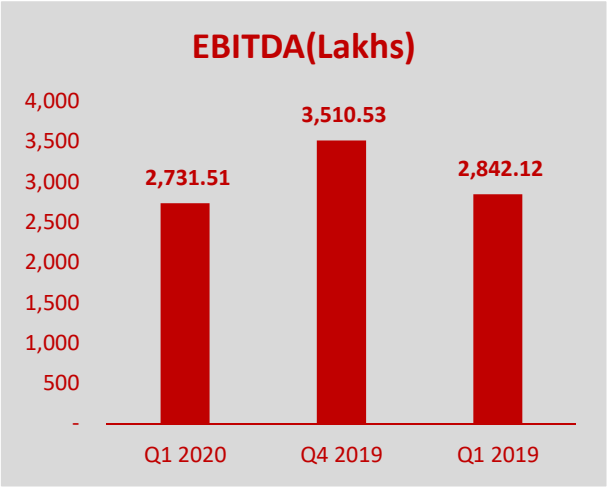
Financial Highlights for Quarter ended 30th June, 2019

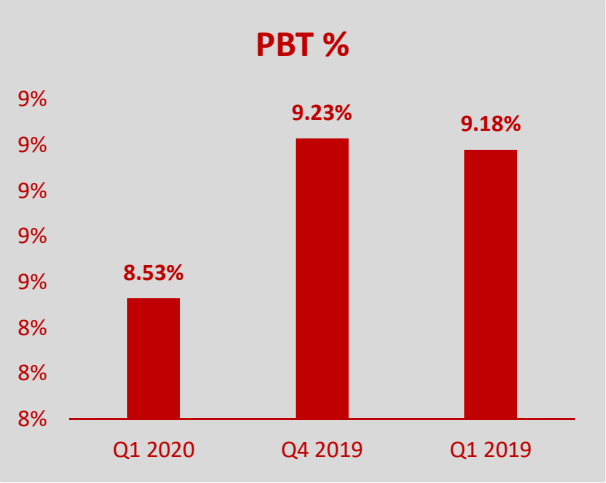
(` in Lakhs)

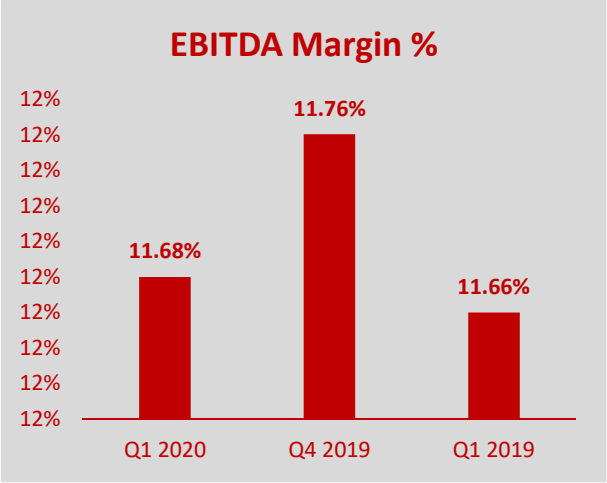
Particulars	Quarter ended			Year ended
	30-06-2019	31-03-2019	30-06-2018	31-03-2019
	(Unaudited)	(Audited)	(Unaudited)	(Audited)
Revenue from operations	23,359.88	29,779.68	24,365.02	1,02,875.52
Other income	34.43	70.44	16.04	220.96
Total income (I+II)	**23,394.31**	**29,850.12**	**24,381.06**	**1,03,096.48**
Expenses				
Cost of materials consumed	11,831.87	11,216.11	11,671.43	47,461.14
Changes in inventories of finished goods, work-in-progress and stock-in-trade	(2,216.07)	2,806.58	(1,626.05)	(4,107.42)
Sub-contract expenses	4,668.85	5,573.46	5,104.26	21,107.20
	14,284.65	19,596.15	15,149.64	64,460.92
Gross Margin	**9,109.66**	**10,253.97**	**9,231.42**	**38,635.56**
Employee benefits expense	962.71	918.28	746.86	3,362.58
Other expenses	5,415.44	5,825.16	5,642.44	21,485.93
EBITDA	**2,731.51**	**3,510.53**	**2,842.12**	**13,787.05**
Finance costs	416.55	489.20	344.48	1,573.94
Depreciation and amortization expense	318.66	267.51	259.41	1,109.57
Profit before tax	**1,996.30**	**2,753.82**	**2,238.23**	**11,103.54**
Tax expenses				
(1) Current tax	721.09	608.59	817.46	3,645.73
(2) Deferred tax	(14.52)	(110.73)	40.21	(67.61)
Total tax expenses (1+2)	**706.57**	**497.86**	**857.67**	**3,578.12**
Profit for the period (V-VI)	**1,289.73**	**2,255.96**	**1,380.56**	**7,525.42**
Other comprehensive income (net of tax)	15.38	14.69	(0.74)	61.50
Pofit after tax	**1,305.11**	**2,270.65**	**1,379.82**	**7,586.92**

Q1 Financial performance









Revenue break-up for F.Y 18-19

Brand

46.5 % Dollar Bigboss	9 % Dollar Missy	0.5% Pepe	1% Champion Kids	5% Force Go Wear
2 % Force NXT	36 % Regular			

Product segment

89% Men's innerwear	9% Women's innerwear and casual wear	1% Kid's	0% Thermal wear	1% Others

Thank you

Shashi Agarwal
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Strategy & Investors Relation)
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