



June 28, 2023

BSE Limited Department of Corporate Services, P. J. Towers, Dalal Street, Mumbai - 400 001. Scrip Code: 530079	National Stock Exchange of India Limited Listing Compliance Department, Exchange Plaza, Plot No. C/ 1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051. Symbol: FAZE3Q
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Dear Sir(s),

Sub: Dun & Bradstreet publication - 'Leading Mid-Corporates of India 2023'

We are pleased to inform the stakeholders of Faze Three Limited that, the Interview of Mr. Ajay Anand - Managing Director of the Company has been published in Dun & Bradstreet publication - 'Leading Mid-Corporates of India 2023'.

The publication was launched virtually on June 27, 2023.

We are enclosing herewith the relevant Interview page from the said publication.

You are requested to kindly take the same on record and bring it to the notice of your constituents.

Thanking you,

Yours Sincerely,
For **Faze Three Limited**

Samruddhi Varadkar
Company Secretary & Compliance Officer
M. No.: A57168

Encl. a/a



Ajay Anand

Chairman & Managing Director
Faze Three Limited



multiply ourselves by at least 20% p.a averaged over the medium-long term period while continuing to remain long-term debt-free so that the journey is low risk & sustainable.

What are some of the key milestones?

The key milestones would be concluding almost 3x expansion within the last 30 months at our Silvassa & Panipat locations to be ready for a big leap of growth over the next 3-5 years, doubled Revenue since FY 2019 with 3.5x growth in Net Profit, which is a testimony of sustainable scalability despite COVID. On the products side, we have added multiple new products from MMF as base raw materials.

What are some of the key products offered?

Faze3 is present across multiple product lines under the Home Textiles & Technical Textile segments. Products range from All types of Bathmats, Ultra Luxury Bath Rugs, Washable Area Rugs, High Performance Outdoor/Indoor rugs, Top of the Bed products, Blanket, Curtains, Patio Mats, Cushions, etc. By & large we continue to work closely with all customers to make pretty much any product/merchandise in home textile category (both polyester & cotton) except cotton sheets & terry towels.

Kindly elaborate innovations, ESG initiatives taken?

Faze3 has introduced multiple innovations viz phase changing materials, high light fastness, water resistant, tear resistant, and other technical textiles innovations as value adds to traditional polyester/cotton which adds specific attributes to the product. Faze3 has been successful to implement a wide array of specialty yarns in a short span of 60-90 days turnaround times (most critical). The trademarks for said innovations are registered with Faze3.

ESG is now integral to our overall strategy. Faze3 has voluntarily adopted the BRSR reporting framework in 2022 & 2023 ahead of the mandate. 1) Share of Women in overall workforce from 15% to 25% 2) Over 40% of electricity consumption at Silvassa units comes from Rooftop Solar 3) Rain water harvesting 4) Water recycling vide ZLD water initiative integrated into our expansion. 4) Adopting GAS & Biofuel as exclusive fuel for textile processing in North India (Panipat) unit in FY 23 from Coal despite higher costs of operation.

What are some of the key factors that give you an edge over your peers?

Our diversified product mix/customer mix gives us granularity in revenue, inter-factory learnings,

Describe the journey of your company since its inception & vision over next 10 years for the group?

The manufacturing journey started in 1982 with a small factory shed in Panipat. As we speak, the group has 8 factory locations built as per global standards & considered "State of the Art" in the Industry. The factories occupy over 35 acres with ~140,000 SQM manufacturing area. The group has grown in global exports & expanded over the last 4 decades learning through recessions in 1997, 2001, 2008/09, 2020 & multiple business cycles.

Faze3 is a rare organization in many ways viz 1) a start-up & entrenched corporate culture in the textile sector, 100% business is made to order (customized), an equal mix of Cotton & Polyester/MMF, multiple product lines, fully vertically integrated, etc. The vision is to keep serving our customers with innovation & best quality product offerings & grow/

Group's knowhow in technical fabrics & materials over last 2 decades, in-house R&D, Design & Innovation team for new tech / high-performance home products, overall cost competitiveness, scalability, experienced team, track record of almost Four decades of consistent, reliable & quality vendor for large retailers, etc.

How is your company uniquely placed to benefit from China plus One trend

Faze3 is an accredited supplier with large USA/EU/UK retailers now sincerely committed to China Plus One / alternative supply chain for all textile products. There are very few incumbent textile manufacturers in India with intent, ability & scale to develop new products/supply chains within short period along-with ready infrastructure/capacity. Our Group's know-how in Polyester/MMF is at par if not better with Chinese textiles on MMF. The MMF growth opportunity for the entire country is 30-40x given that India's existing share in global MMF share compared to China is very low. The entire Indian MMF supply chain would have to develop in terms of capacity, capability & economy over the next 10 years to gain this market share like India did in cotton from 2000 hitherto.

How have Faze Three managed FY23 uncertainty of high raw material prices and reduced demand?

FY 22 and FY 23 needs to be looked at in conjunction. FY 22 saw demand of almost 13.5 months

owing to increased shipping time from 45 to 90 days on average, whereas FY 23 saw demand of at best 11 months as shipping become normal. Cotton prices peaked in July 22 while polyester prices peaked in Nov 22 being significant headwinds in 2022. The year also saw a significant retailer inventory correction period from Mar 22 to Jan 23 due to mix of all aforesaid factors. Our new product additions, diversified customer/product base and made-to-order business model (pricing closer to business) allowed us to wither the uncertainty.

How is Faze Three contributing to the government mission of "Aatmanirbhar Bharat"?

Well, we are truly Atmanirbhar since our inception in 1982. 99% of our raw materials are domestic since we are vertically integrated and we export over 90% of our Revenue.

What is your company's growth strategy for next 3-5 years?

Innovation & quality are our core culture at Faze3. Brownfield expansions & being long-term debt-free offers significant ability to be price competitive at all times, invest for the future & tide over challenging times relatively better. Overall, we are extremely customer focused, with our top 10 customers remaining key to our growth strategy. We curate/structure ourselves as per business requirements of our customers whether it was expansion, embracing ESG before time, offering sustainable

product options, embracing China Plus One, etc. We are a highly motivated team aligned towards our vision which gives us confidence & guideline for exceeding our performance over last 4 years in the next 4 years.