BRFL
Bombay Rayon Fashions Limited

NSE/BSE/48/2017-18 **March 7, 2018**

To
The Corporate Relationship Department,
BSE Ltd
1st Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001

Listing Department
National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East)
Mumbai-400 051.

Scrip Code- 532678 **Scrip Code-**BRFL

SUB: COMPANY PRESENTATION

Dear Sir/Madam,

Pursuant to Regulation 30 (6) of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 please find enclosed the Company Presentation.

The copy of the same is enclosed herewith for your records. The Company Presentation shall also be place on the Company website.

Kindly take the same on record.

Thanking you,

Yours faithfully
For **Bombay Rayon Fashions Limited**

Prachi

Prachi Deshpande
Company Secretary

Bombay Rayon Fashions Ltd. MUMBAI

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CIN of Bombay Rayon Fashions Ltd. : L17120MH1992PLC066880

Bombay Rayon Fashions Limited

Presentation
March 2018



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Company Overview

Among India's most dynamic textile companies

"Contemporary clothing for the New Gen"

- In-house Brands – Bombay Rayon, Linen Vogue, Giza Classe
- 20 Stores across India

Presence across key markets – India & international

- About 20% revenue from exports



Strong capabilities across value chain

- Entire value chain of yarn manufacturing > dyeing > weaving > grey fabric > processing > garment manufacturing > retail
- Successfully evolved into multi-fiber manufacturing company producing latest fabrics: Cotton, Polyester, Tencel, Modal, Lycra, Wool & various blends

Professional and experienced Team

- Over 3 decades of management experience
- Over **15,000** Employees – One of largest in industry

Geared for next phase of Growth- Financial restructuring completed

- Restructuring under S4A Scheme
- Debt reduced from Rs. 5,700 Cr to Rs. 3,390 Cr

Poised for next phase of growth

Journey So Far

1986 - 2001

- Bombay Rayon group established under leadership of Mr. Janardan Agrawal
- First Manufacturing facilities of woven fabric
- Commences export of fabrics
- Started Garment Manufacturing Division for export

2005

- Group entities consolidation- Bombay Rayon Fashions Limited (BRFL)
- Successful IPO - oversubscribed 17x
- Acquired DPJ Clothing, to export in European market
- Set up Manufacturing facility in Bangalore

2007-2009

- Acquired Garment Business of "Leela Scottish Lace Pvt. Ltd."
- Acquires LNJ Apparel, garment plant
- Exports touched USD 250 millions
- Established integrated facility in Bangalore
- Acquired famous Italian Retail Brand "GURU"

2009-2010

- Established largest Fabric Manufacturing facility at Tarapur
- Acquired STI India Limited (Yarn Spinning)
- Fund raising through GDR for expansion
- Raised funds through conversion of warrants into equity

2011

- Raised further equity through conversion of warrants
- Completed entire expansion
- Improved capacity utilization, achieving scale

2012-2017

- Financial restructuring by way of CDR & S4A
- Reduction of debt by conversion of debt into equity to the lenders
- Launched two brands 'LinenVogue' & 'Gizza Classe'

Management Team

Mr. Janardan Agrawal - Chairman

- Founded group in year 1986 and led to greater heights of success with strategic approach
- Bachelor degree in Commerce
- Under his guidance, Company gained international recognition

Mr. Aman Agrawal - Executive Vice Chairman

- Over 20 years of experience in textile industry
- Bachelor degree in Commerce and Masters in Business Administration from Australia
- Inspiring leadership has brought competitive costs and consistent quality of Company's products

Mr. Prashant Agrawal - Managing Director

- Over 20 years of experience in textile industry
- Bachelor degree in Chemical and Masters in Chemical Engineering & Petroleum Refining from USA
- Strategically led Company's manufacturing capabilities to globally renowned label in international fashion markets

Mr. A R Mundra - Executive Director (Finance)

- Over 35 years of experience in field of finance, commercial and general management
- Holds membership of International Institute of Business Management, London
- An associate member of Institute of Chartered Accountants of India and Institute of Company Secretaries of India
- Awarded 'Samaj Shri' for excellence in management by Indian Institute of Management Executives, Mumbai in 1994
- Awarded Best CFO Award in 2017.

Ms. Prachi Deshpande - Whole Time Director

- Over 13 years of experience in Secretarial & Legal Matters
- Bachelor's degree in law and Associate Member of Institute of Company Secretaries of India (ICSI)
- Responsible for complete Secretarial and Legal department and handles relationship with Bankers & Investors

Presence across entire value chain….

Yarn Manufacturing



- Operating through STI India Limited, listed subsidiary
- Total capacity of 68,018 spindles at Indore
- State of art facilities having quality production with vision shield machines

Yarn Dyeing



- Yarn dyeing facilities at Tarapur and Bangalore with total capacity of 58,206 kg/day
- In-house research capability to develop dyes to suit needs of customers

Weaving & Processing



- Weaving facility at Tarapur, Bangalore and Islampur
- Fabric Processing facility of 8,50,000 metres/day at Tarapur and Bangalore

Garmenting



- Total Capacity of 296,000 pieces per day spread across Bangalore, Trivendrum, Latur, Islampur, Ichalkaranji and Bangalore
- Primary focus of Garment manufacturing of Men's shirts & Ladies Tops

… Creating among leading fully Integrated textile companies in India


Business Overview

Product Portfolio

Yarn

- Ultra modern plant equipped with sophisticated high tech machinery
- Advance procurement of high quality cotton fibre with systematic and controlled process for raw material, tested for length, micronaire and Rd (Reflective Index)

Fabric

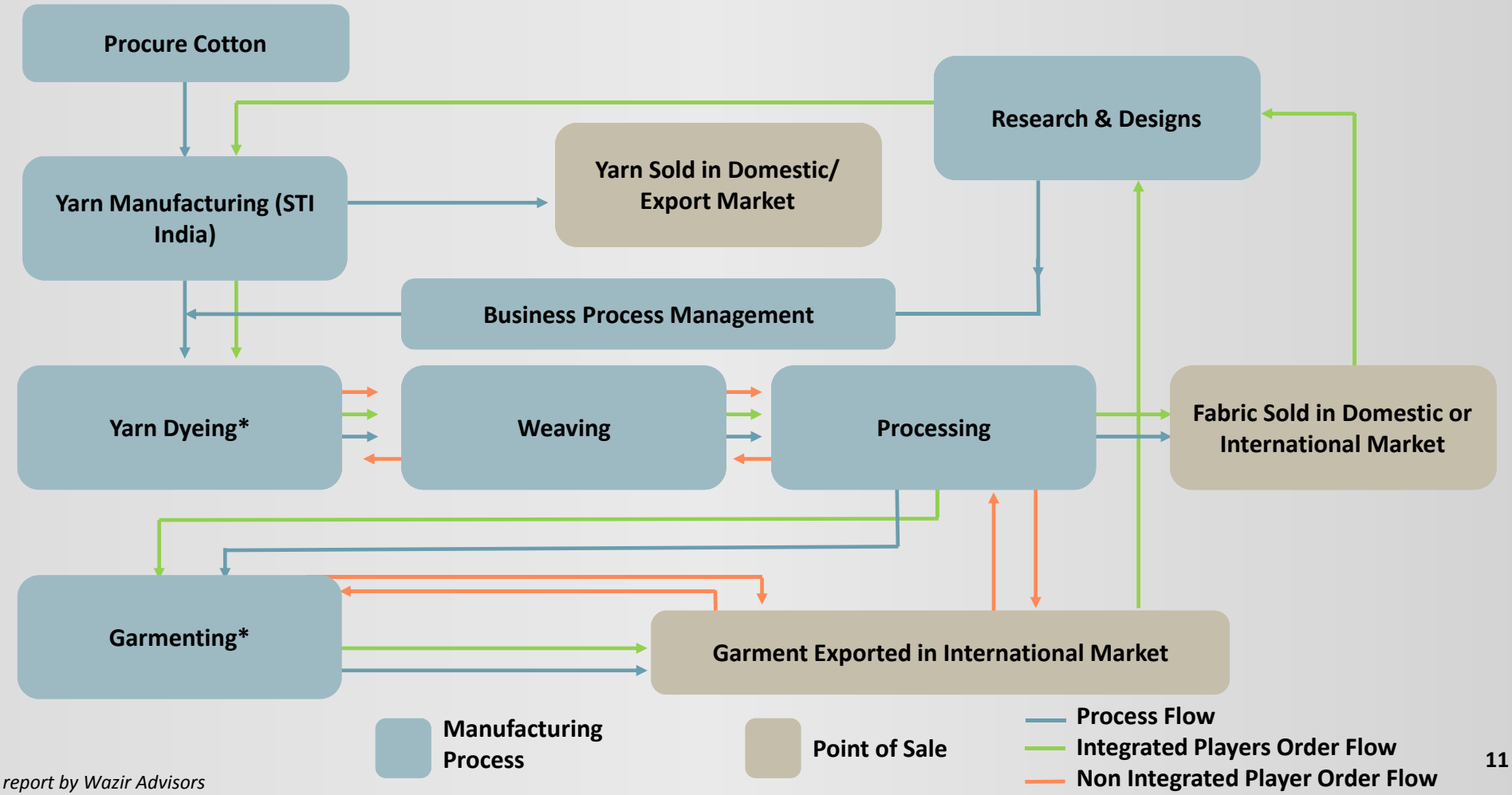
- Incredible range of fabrics, with inherent quality
- Enormous range of fabrics and size offerings available in various colours
- In-house multi fiber capabilities to produce pure fabrics and their blends

Garment

- Offers right look and feel for corporate or casual event
- Tailored with fine detailing to create style, by investing time and effort in bringing innovations in apparels

"Contemporary clothing for the New Gen!"

Business Model



Source: *TEV report by Wazir Advisors*

State of the Art Production Facilities

Processing

Fabrics Capacities (Mtr/day)

- Maharashtra – 7,00,000
- Karnataka – 1,50,000
- Total Capacity – 8,50,000

Yarn Dyeing Capacities (Kgs/day)

- Maharashtra – 50,000
- Karnataka – 5,000
- Total Capacity – 55,000

- Avg. Capacity Utilization – 65 %

Weaving

Capacities (Mtr/day)

- Maharashtra – 2,98,611
- Karnataka – 19,444
- Total Capacity – 3,18,055

- Avg. Capacity Utilization - 80%

Garmenting

Capacities (No. of machines installed)

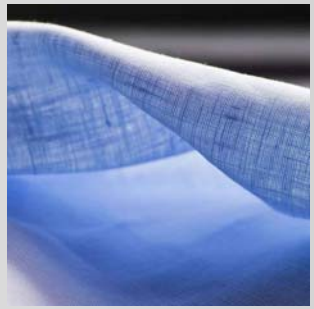
- Maharashtra – 4,003
- Karnataka – 16,035
- Kerala – 715
- Total Capacity – 20,753

(2,96,000 pieces per day)

- Avg. Capacity Utilization – 30%





Increase in Fabric utilization - focus towards domestic markets & addition of linen division creating high demand

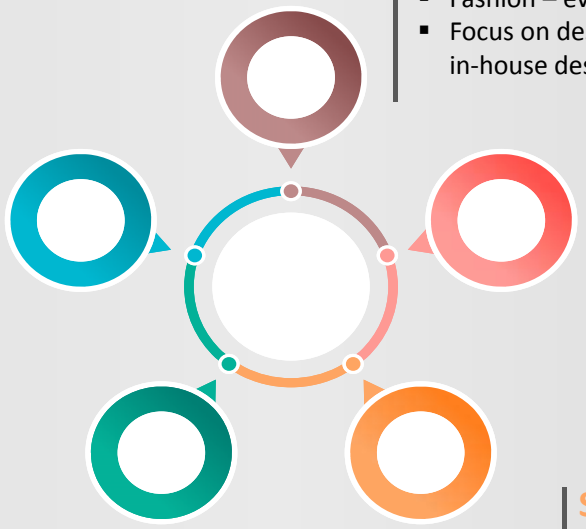
Key Strengths

Strong ability to offering wide range of latest and different types of fabrics & yarns across all spectrum

- Fashion – ever-changing, dynamic and 'more perishable than food'
- Focus on design & development combined with competent team of in-house designers enable to offer latest product offerings in textiles

Total offering across entire value chain of textiles

- World class vertically integrated manufacturing operations covering yarn dyeing, weaving, fabric processing and garmenting
- Focus on value added segments including garments, yarn dyed fabrics and premium fibres like Linen, Viscose, etc. which diversifies product mix with in house designing.



Rich Management Experience

- Significant experience in textile industry
- Diverse team with right mix of operational and technical expertise

"Ready" for next phase of growth

- Financial Re-structuring
- No incremental Capex needed - all manufacturing capacities already in place for next phase of growth

State of art Manufacturing & R&D facilities

- Located in Maharashtra, Karnataka and Kerala
- Utilisation of latest technology resulting in better productivity as compared to industry standards

Key Clients


GAP


PRIMARK


H&M


INDITEX


Abercrombie
& Fitch


C&A


M&S
EST. 1884


AMERICAN EAGLE
OUTFITTERS


s.Oliver


ANN TAYLOR


CECIL
Street One

Strategic Focus on Branded Sales - Linen Vogue



Handpicked Raw Material

- Handpicked flax collected from terrains of European finesse, France and Belgium



Best Of Linen

- Ture linen fabric when crafted speaks out real texture of linen
- Every meter weaved and designed with obsessive observation to details and passionate attention to quality



Advanced Technology

- Fabrics are crafted, spun, woven, processed & finished in one of most technologically advance textile mills installed with best textile mechanism available across country



Craftsmanship

- High-end, niche, designer fabrics are designed under artistic vision of fine craftsmanship infused with great care



Leading to increasing margins

Strategic Focus on Branded Sales - Giza Classe



Sourcing

- Giza cotton collected in special Egyptian hand-harvesting technique
- Process causes no stress on fibre, leaving each fiber straight and intact



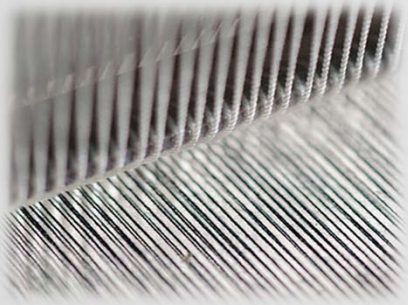
Best cotton

- Giza Classé designs unique piece of shimmery cotton within technical exuberance of most advanced technology across country



Superior Quality

- Giza crop has extra-long staple fibre which makes superior length fine yarn without compromising on strength
- Long staple length fiber makes it exceptionally suitable for weaving into finer yarn counts



Advanced Technology

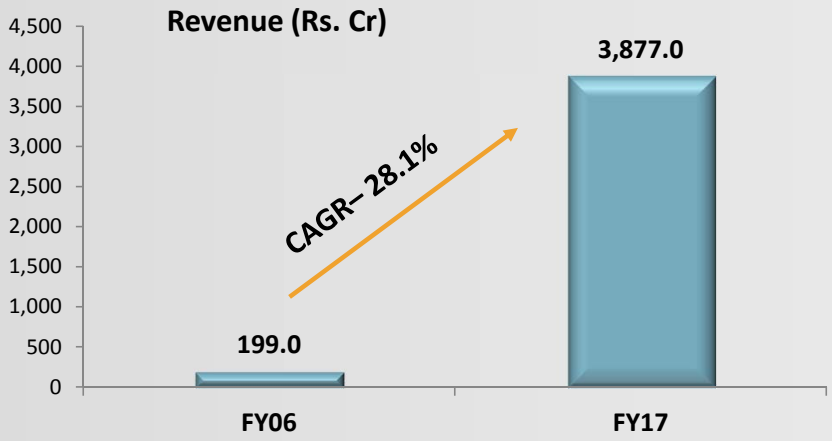
- Yarn woven in advanced weaving machine in one of largest textile unit
- High level of craftsmanship coupled with passion for attaining quality with high precision and delicacy

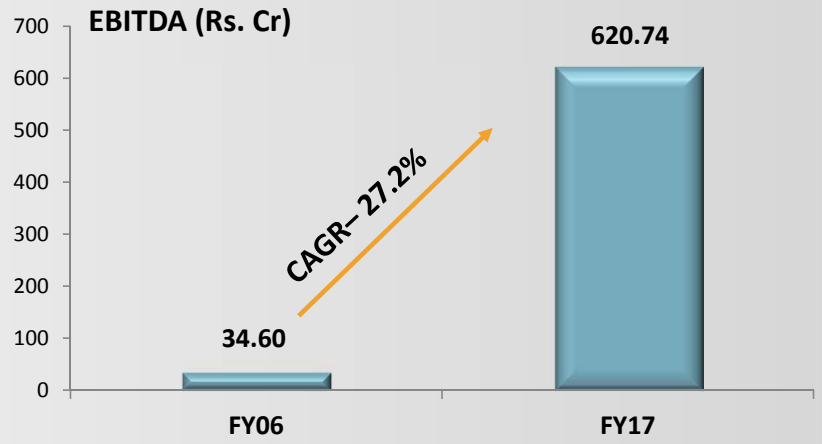


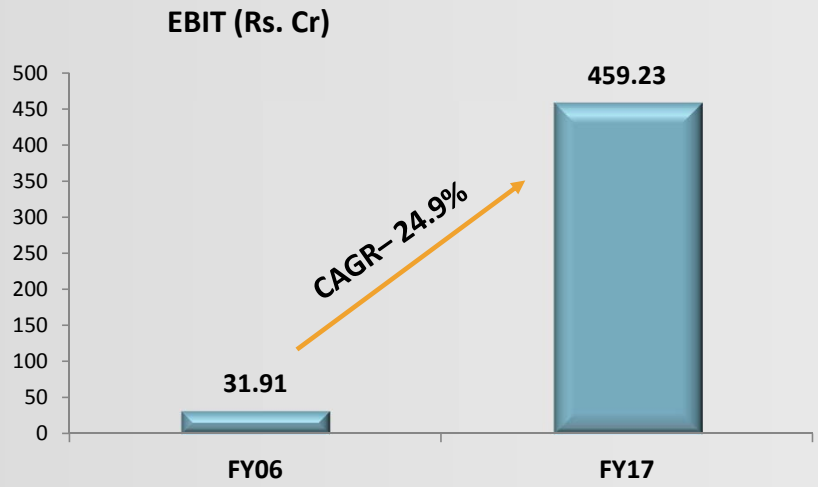
Branded Sales through 20 stores across India

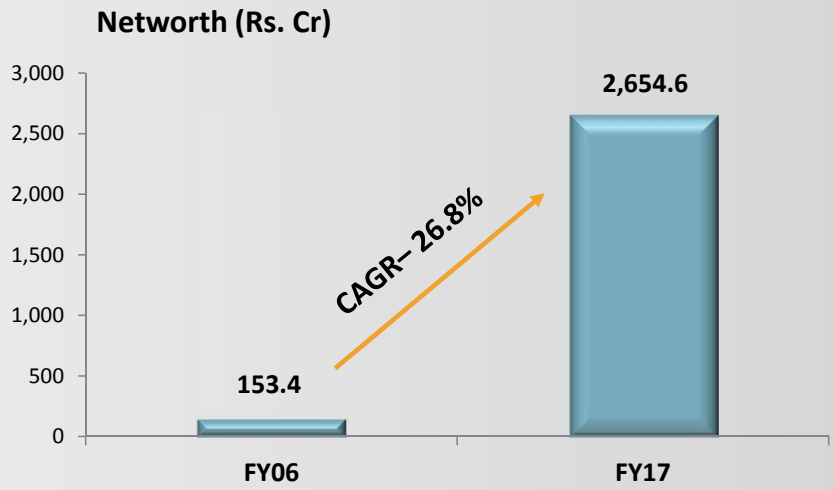

Financial Highlights

Financial Performance*





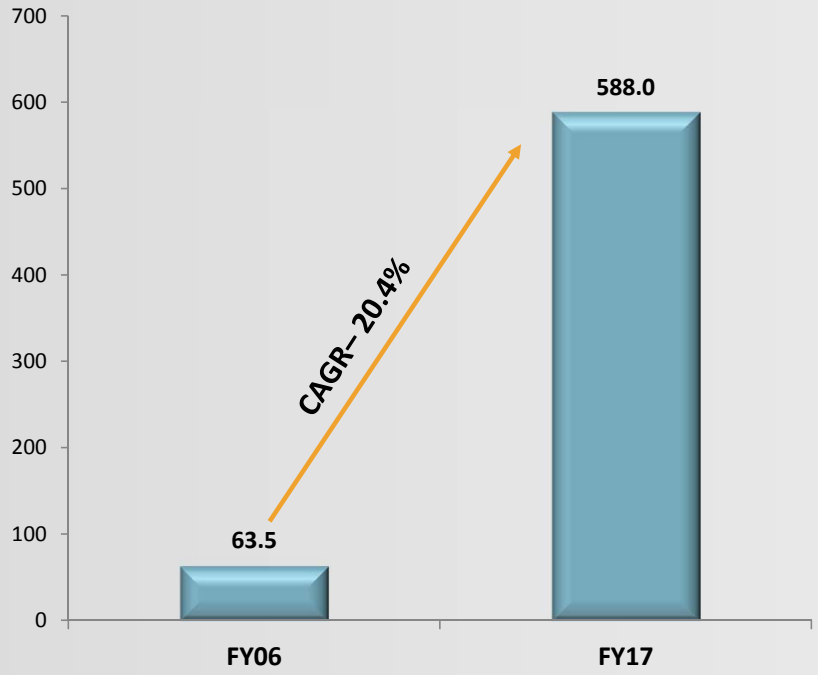




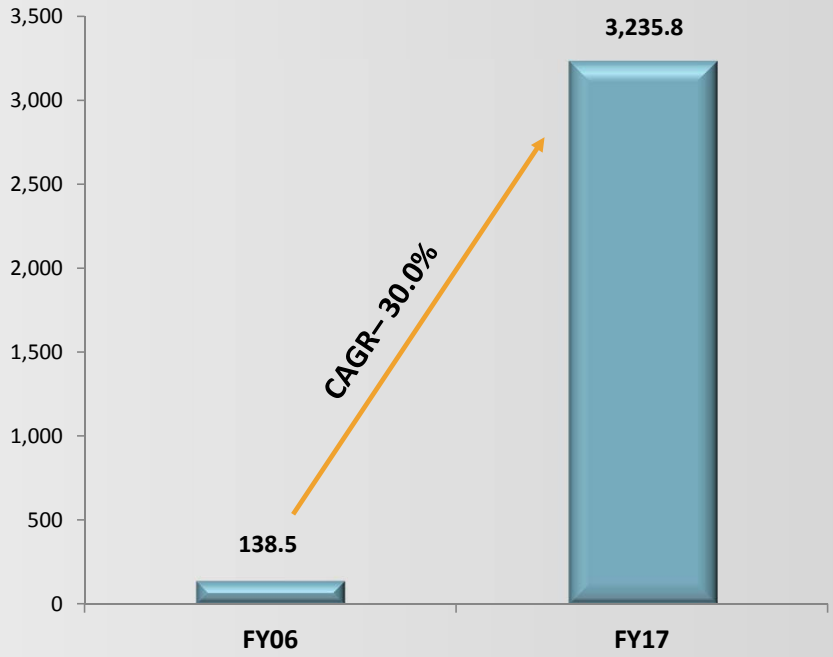
*Since Listing

Financial Performance*

Exports Sales (Rs. Cr)



Domestic Sales (Rs. Cr)



*Since Listing


Way Ahead

Way Ahead...

Improving Capacity Utilization

- Focus on increasing capacity utilization in garment segment – leading to better operating efficiencies

Focus on Branded Sales

- Plan to introduce new inhouse Brand - Dickenson & Brown (bottom wear)
- Increase own stores in India from current 20

Continued focus on "Contemporary clothing for the new gen!"

- Continue to focus on fast changing dynamic fashion trends
- Continuous efforts in building innovative higher margin fabrics

Improving financial metrics

- Already deleveraged through S4A scheme - brought down debt from Rs. 5,700 Cr to Rs. 3,390 Cr
- Plans to target further debt reduction through debt repayment via internal accruals – targeting to be cash flow positive

... Leading to profitable growth by 2020

Thank You

NSE	BRFL	532678	BRFL IN	BRFL.BO

For further information, please contact:

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