



T T LIMITED

(CIN NO.-L18101DE1978PLC009241)

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T T LIMITED SALES ZOOM UP BY 23% AND PROFITS BY 103% IN Q1 2015-16

T T Ltd announced its Q1 results for 2015-16 on July 15, 2015. The Company turnover increased from Rs 152.74 Crs in Q1 2014-15 to Rs. 187.33 Crs in Q1 of 2015-16. Net profit also increased from Rs. 0.76 Crs to Rs 1.56. Crs. The growth of 23% and 103% in topline and profits respectively bucked the trend of overall slow down in exports and domestic consumption of textiles.

The Company MD, Mr Sanjay K Jain said that the Company was able to show such a strong performance despite the weak domestic consumption, lower prices and slow exports. The primary reason for the same has been the aggressive marketing in China of cotton yarn and creation of a strong brand equity for itself in the largest market of the world. Hence despite slow down of exports, the Company has increased its export turnover by 30% despite a much lower unit realisation due to fall in prices by about 15%.

This year overall consumer demand has been slow in the country. However despite this the value added garments segment of the business has done well, showing a 15% increase due to the strong product and brand leveraging of the Company. The Company is increasing its product range and re-designing its marketing communications to reach out strongly to the growing youth segment of the market, especially in rural and semi-urban areas. Its new slogan "Acche lage, acche dikhe" has caught the fancy of the rural consumer.

The Company is well poised to take advantage of the growing consumer spend of the country in the coming days. It has also placed itself on all online shopping sites to ensure that it isn't left behind in the ecommerce boom.

Going ahead, the Company is positive to increase both topline and bottomline. The Company will further benefit by the falling interest regime. The Company is also in process of disposing some non productive assets which will further reduce its interest cost.

Further the better than expected monsoons and high inventory of cotton in China, is expected to keep raw cotton prices at low levels which would benefit the value added segment significantly. This plus the fall in prices of all commodities across the board is also expected to improve margins for its value added garments.

Last but not the least, the Company is proud to announce that its brand T T has been given the status of "Most Promising Brand" by World Consulting & Research Corporation (WCRC) and Process Advisor Ernst & Young. The same is to be awarded in London very soon.

As per Mr. Jain the main focus for the company is to focus on brand building and in increasing garment sales both domestically and in exports.

We look forward to better days for the country and the company.

For T T LIMITED

SUNIL MAHNOT
DIRECTOR (FINANCE)