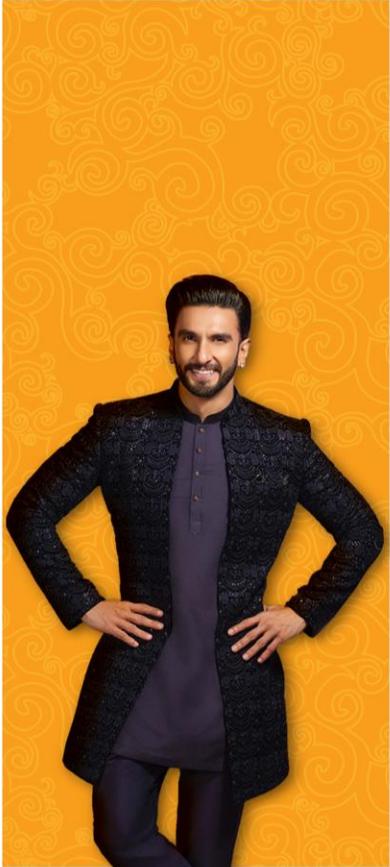
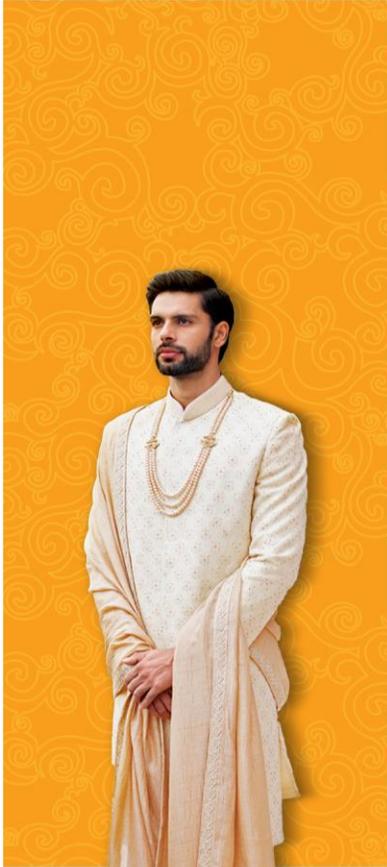


Manyavar®



Twamev®



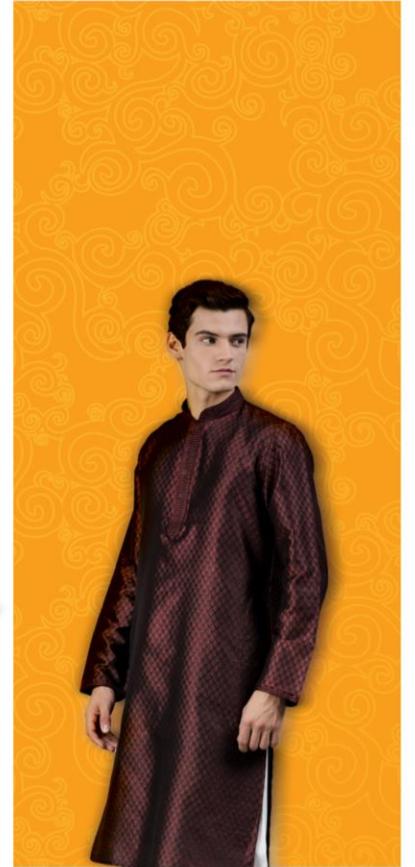
Mohey®



Mebaz®



MANTHAN®



**Vedant Fashions Limited**

Investor Presentation - Nov 2023

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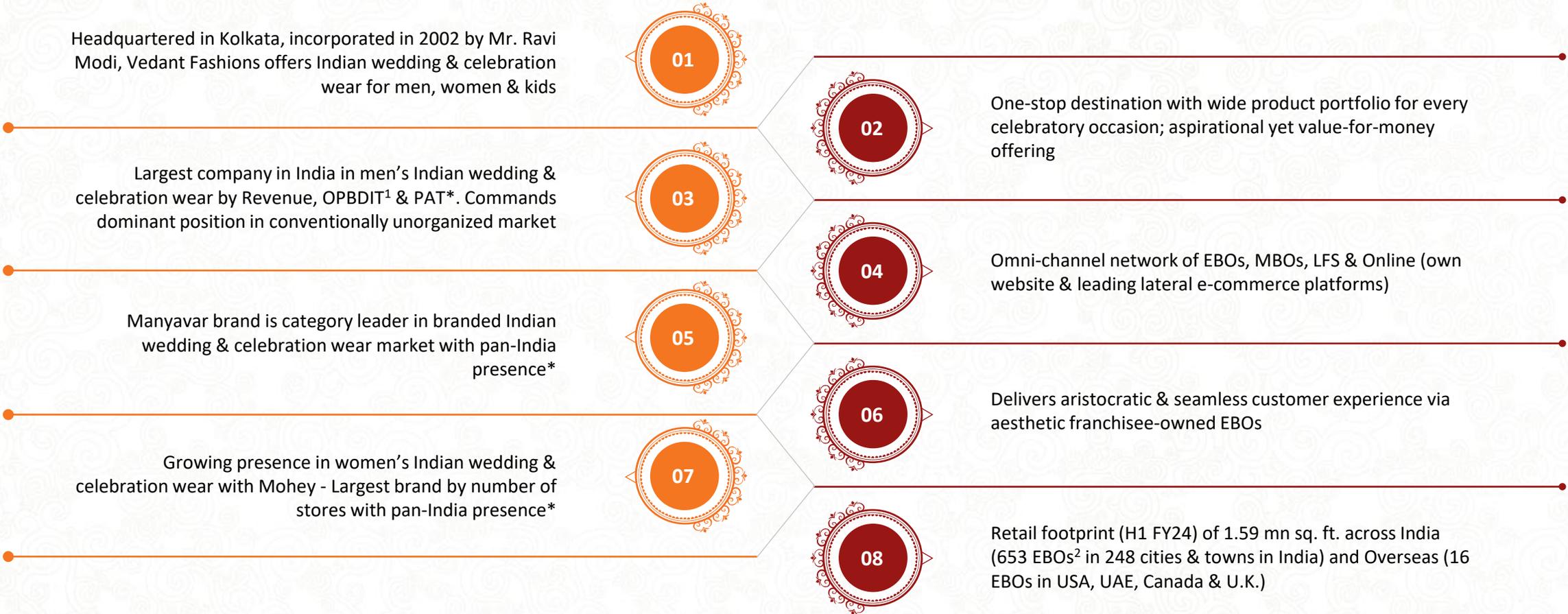




## About Vedant Fashions

# Introduction to Vedant Fashions

## Indian Wedding and Celebration Wear Brands



Source: \*Crisil Report; As of FY20 (latest available); Note: (1) OPBDIT is Operating profit before depreciation, interest & tax; (2) Includes 117 shop-in-shops (SIS)

# What makes Manyavar Special



## Aspirational Yet Value for Money

- Aspirational Brand with Aristocratic & seamless customer experience
- Uniform pricing across online & offline channels in India
- No discounts/ end-of-season sales for Manyavar brand
- Multi Decade growth Opportunity for the Category from here



## Multi-brand Product Portfolio

- One-stop destination with wide product portfolio for men, women & kids catering to all celebratory occasions across price points
- Low level of obsolete & dead stock
- 52 Week Design collection Model



## Strong Control Over Entire Ecosystem

- Strong design capabilities with data-driven/ AI backed decision-making and demand forecasting
- Tech-driven unique supply chain & inventory mgmt. with Automated Replenishment System at pin code level
- Integrated secondary sales network with full visibility of products sold at our stores
- Having First mover advantage, VFL scaled up and organized highly unorganized and fragmented category



## Curated Marketing Strategy with Multi Channel Presence

- Emotional connect with theme-based campaigns
- Celebrity brand ambassadors
- Omni-channel network with pan-India presence



## Industry Leading Economics

- World Class Financial Matrix in apparel retail being largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT & PAT\*
- Asset light & franchisee-led EBO distribution model with high cash conversion ratio
- Leads the peer set in terms of financial & operational metrics



## Strong Corporate Governance

- Experienced management with rich functional expertise
- Big 4 statutory auditor coupled with eminent Board of Directors
- Embraces ESG & promotes CSR

# Evolution Over the Years





**Key Investment Highlights/ Our Strengths**

# Key Investment Highlights/ Our Strengths

Large & growing Indian wedding & celebration wear market driven by an increased spending on such wear

Market leader in Indian celebration wear market with diversified brand portfolio across value spectrum for entire family

Unique business model combining asset-light brand play along with seamless purchase experience; no end of season sales/ discounts for Manyavar brand

Attractive marketing initiatives of creating connections through emotions

Widespread pan-India multi-channel presence through EBO network with scalable franchisee model

Technology-based supply chain network with strong processes in place

Experienced & professional leadership team

Experienced Board of Directors aided by professional partners

Strong growth trajectory with industry leading margins, return metrics & healthy cash generation



# Diversified Brand Portfolio Catering to Aspirations of Entire Family

Brands	Year	Target Group	Price Spectrum	Distribution	Product Portfolio	Key Attributes
	1999 <sup>1</sup>	Men, Boys	Mid - Premium	EBOs, MBOs, LFS, E-commerce	<p><b>Men:</b> Kurta, Indo-western, Sherwani, jacket, accessories</p> <p><b>Kids:</b> Kurta set, jacket set, Indo-western, accessories</p>	<ul style="list-style-type: none"> <li>Category leader in branded Indian wedding &amp; celebration wear market with a <b>pan-India presence*</b></li> <li><b>No end of season sales or discounts</b> for Manyavar brand</li> </ul>
	2015	Women	Mid - Premium	EBOs & E-commerce	<ul style="list-style-type: none"> <li>Lehenga</li> <li>Saree</li> <li>Skirt Top</li> <li>Gown</li> <li>Accessories</li> </ul>	<ul style="list-style-type: none"> <li><b>Largest brand by number of stores</b>, with pan-India presence focusing women's Indian wedding &amp; celebration wear*</li> <li>Benefit from <b>Manyavar's leadership position</b> &amp; pan-India EBO footprint</li> <li>Celebrity brand ambassador &amp; campaigns like <b>"#Dulhan wali feeling"</b></li> </ul>
	2019	Men, Women's	Premium	EBO's	<p><b>Men's</b></p> <ul style="list-style-type: none"> <li>Kurta set</li> <li>Sherwani</li> <li>Indo-western</li> <li>Suit</li> <li>Accessories</li> </ul> <p><b>Women's</b></p> <ul style="list-style-type: none"> <li>Saree</li> <li>Lahenga</li> <li>Skirt Top</li> <li>Gown</li> <li>Accessories</li> </ul>	<ul style="list-style-type: none"> <li><b>Upscale</b> consumer experience</li> <li><b>Cross-sell premium offering</b> to Manyavar customers</li> <li>Priced between <b>Manyavar &amp; luxury boutique brands</b></li> </ul>
	2017 <sup>2</sup>	Men, Women, Kids	Mid – Premium to Premium	EBO's	<p><b>Men:</b> Kurta, Indo-western, Sherwani, Jacket, Suit, Accessories</p> <p><b>Women:</b> Lehenga, Saree, Suit, Kurti</p> <p><b>Kids:</b> Lehenga, Gown, Frock, Kurta, Suit, Accessories</p>	<ul style="list-style-type: none"> <li>South India focused regional brand; <b>strong presence in AP &amp; Telangana</b></li> <li><b>One-stop shop</b> for ethnic celebration need of entire family</li> <li><b>Rich heritage</b> brand with strong legacy</li> </ul>
	2018 <sup>3</sup>	Men	Value	MBOs, LFS, E-commerce	<ul style="list-style-type: none"> <li>Kurta</li> </ul>	<ul style="list-style-type: none"> <li>Large blend of product designs at <b>value prices</b></li> <li>Aims to cater to <b>sizeable number of mid-market weddings</b> &amp; other celebrations</li> </ul>

Source: Crisil Report; \*As of FY20 (latest available); Note: (1) Brand 'Manyavar' started operations via predecessor entity in 1999; (2) Brand 'Mebaz' was started in 2002 but was acquired by Company in 2017; (3.) Large scale operations commenced after refreshed launch in 2018;



**Our Growth Strategy**

# Our Growth Strategy



**Retail Expansion within and outside India**



**Up-selling and cross-selling initiatives**



**Enhancement of brand appeal through targeted marketing initiatives**



**Significant potential and space for growth of our emerging brands**



**Disciplined approach towards acquisitions**



## **Q2 and H1 FY24 Key Highlights, Update and Financial Performance**

# Company Key Performance Highlights

Company expanded its retail footprint presence by **adding 1.2 lacs sq. ft. net retail area in H1 FY24**, with total **retail presence of 1.59 mn sq. ft.** as of Sep 2023;

Company recorded **growth in Revenue from operations of 67.1 %** in Q2 FY24 compared to pre covid period of Q2 FY20\*;  
Company recorded **growth in PAT by 224%** in Q2 FY24 compared to pre covid period of Q2 FY20\*;

Company witnessed **Retail growth (Sale of our Customers) of 58.9%** in Q2FY24 compared to pre covid of Q2 FY20\*;  
Company witnessed **SSSG growth of 21.3%\*\*** in Q2FY24 compared to pre covid period of Q2 FY20\*;

As expected, H1 FY24 had **significantly lower weddings** nationally, however management is positive and hopeful with the overall business outlook for the year as a whole, driven by H2 period;

# Wide Pan-India Reach and Presence including International Markets

## Presence (As of H1 FY24)

**1.59 mn Sq. ft.**

EBO's Area\*  
(Including 36K area of Intl. Stores in 4 Countries)

**669**

EBO's\* (Including 16 Intl. EBO's)

**248**

Cities and towns in India

## Net Rollout (Q2 FY24)

**35 k Sq. ft.**

EBO's Area

**7**

EBO's  
(Including 1 Exclusive Twamev EBO's)

## Net Rollout (H1 FY24)

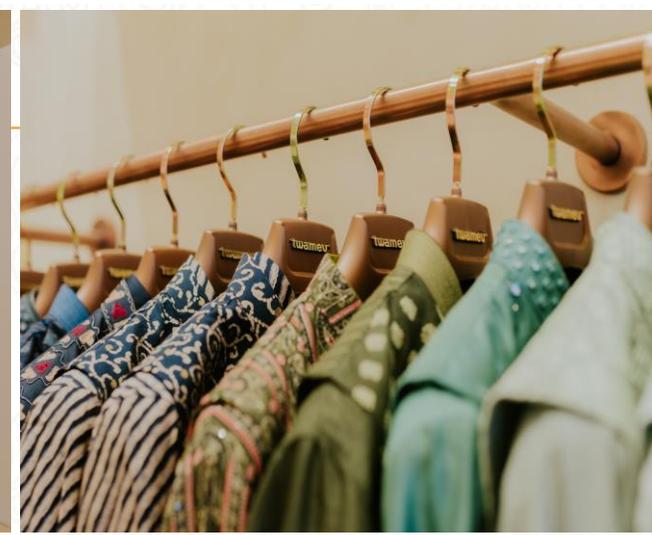
**~ 120 k Sq. ft.**

EBO's Area

**20**

EBO's  
(Including 4 Exclusive Twamev EBO's)



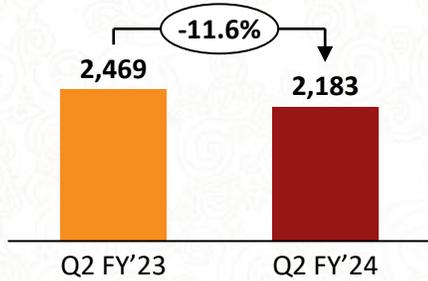


# Key Financial Highlights (Consolidated)

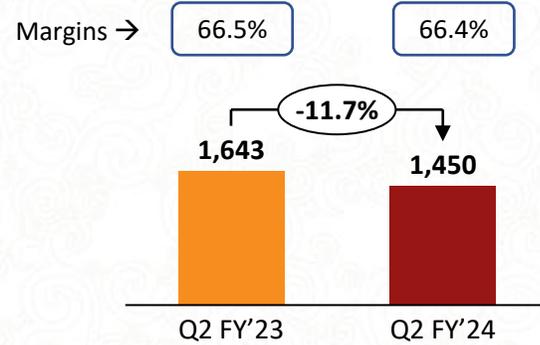
INR in mn

## Q2 FY24 YoY Analysis

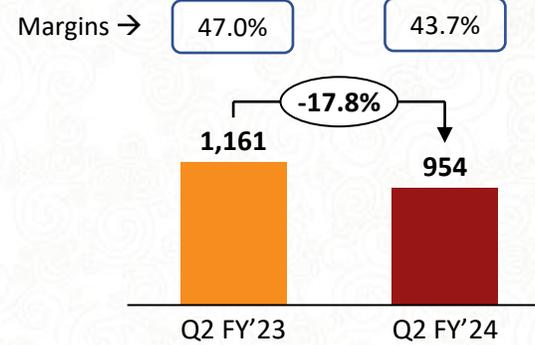
### Revenue from Operations



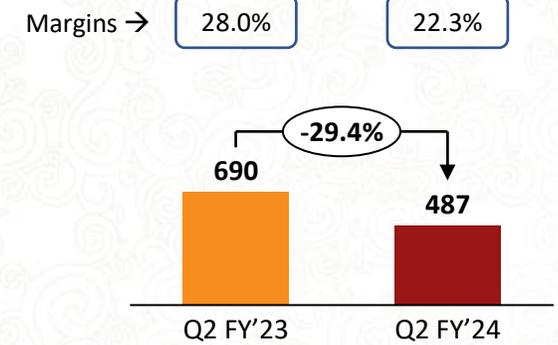
### Gross Profit<sup>1</sup> & Gross Margin



### EBITDA<sup>2</sup> & EBITDA Margin

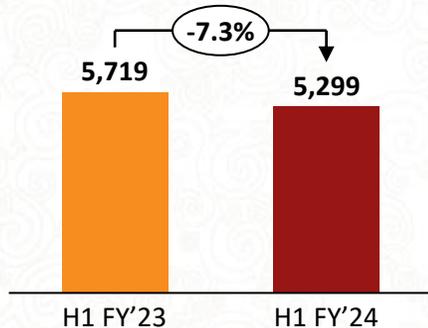


### PAT & PAT Margin

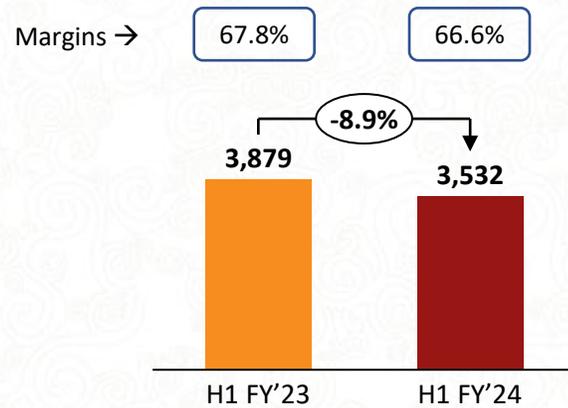


## H1 FY24 YoY Analysis

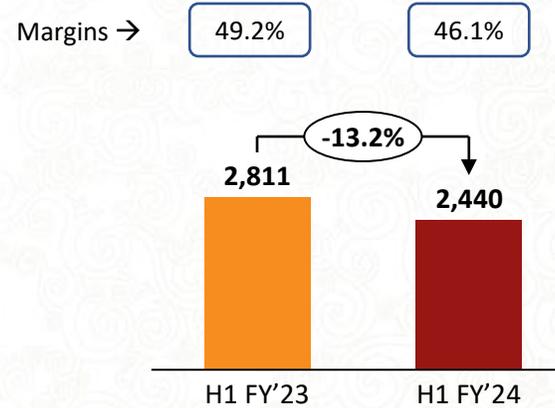
### Revenue from Operations



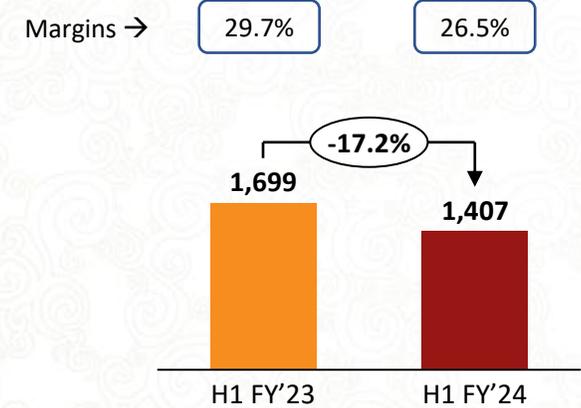
### Gross Profit<sup>1</sup> & Gross Margin



### EBITDA<sup>2</sup> & EBITDA Margin



### PAT & PAT Margin



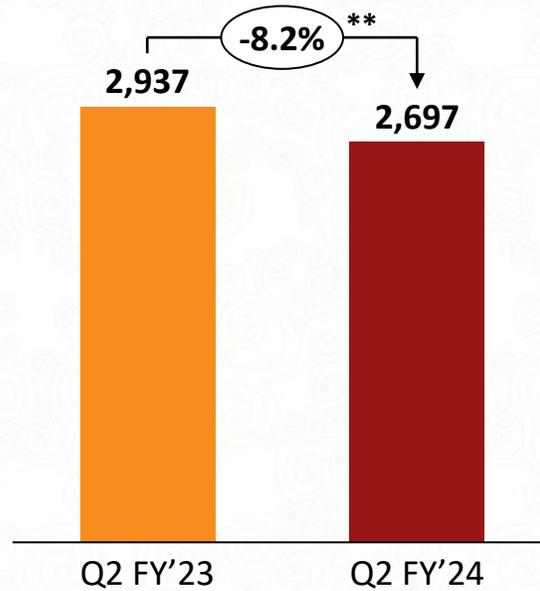
Note: (1) Gross Profit = Revenue from Operations – Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods, stock in trade & Work-in-progress + Purchase of stock-in-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) Note for EBITDA = PBT + Finance cost + Depreciation - Interest Income - Dividend Income - Profit on sale of investments - Profit on fair valuation of investments carried at FVTPL;

# Key Retail Performance Overview

INR in mn

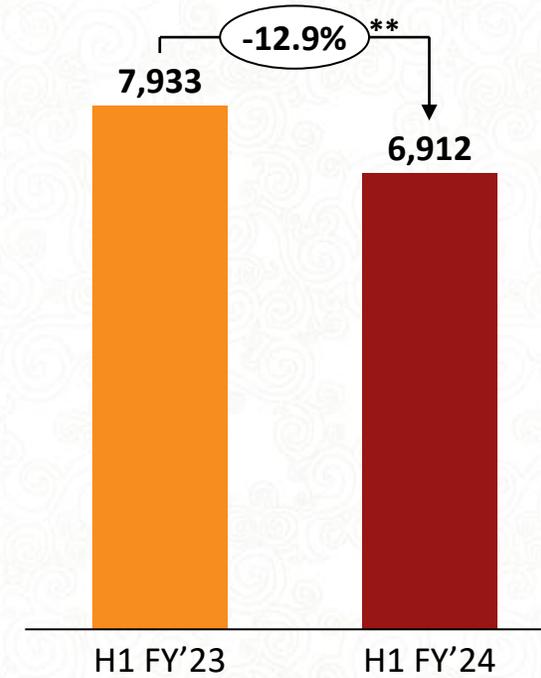
## Retail Performance Vs FY23 (Sale of our Customers<sup>1</sup>) across Channels

### Q2 FY'24 Vs Q2 FY'23



VFL recorded SSSG<sup>2</sup> of -17.7% in Q2 FY24 over Q2 FY23

### H1 FY'24 Vs H1 FY'23



VFL recorded SSSG<sup>2</sup> of -20.6% in H1 FY24 over H1 FY23

**\*\* Significant Lower Wedding Dates in H1 FY24**

Note: (1) Sales of our customers comprises of sales of products of our brands (a) made by our EBOs, LFSs and online channel customers, and (b) made by us to MBOs (including shop in - shops) and certain lateral e - commerce platforms customers at RSP; (2) SSSG stores for comparing with Q2 FY23 and H1 FY23 includes stores open on or before 31st Mar' 2022 and running as on 30th Sep' 2023;

# Profit and Loss Statement Q2 and H1 FY24 (Consolidated)

INR in mn

Particulars		Quarter ended		Half Year ended	
		Sep 30, 2023	Sep 30, 2022	Sep 30, 2023	Sep 30, 2022
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
<b>Sr.no</b>	<b>Income:</b>				
I	Revenue from operations	2,183	2,469	5,299	5,719
II	Other income	151	97	301	168
III	<b>Total income ( I + II )</b>	<b>2,334</b>	<b>2,566</b>	<b>5,600</b>	<b>5,887</b>
<b>IV</b>	<b>Expenses:</b>				
	Cost of materials consumed				
	- Raw materials	300	408	556	745
	- Accessories & packing materials	32	46	69	94
	Purchases of stock-in-trade	340	565	678	994
	Changes in inventories of finished goods, stock-in-trade and work-in-progress	(96)	(447)	145	(451)
	Employee benefits expense	146	135	296	265
	Finance costs	107	77	201	156
	Depreciation and amortisation expense	325	249	624	513
	Other expenses	533	608	1,145	1,287
	<b>Total expenses</b>	<b>1,686</b>	<b>1,641</b>	<b>3,714</b>	<b>3,603</b>
<b>V</b>	<b>Profit before tax (III-IV)</b>	<b>648</b>	<b>925</b>	<b>1,886</b>	<b>2,284</b>
<b>VI</b>	<b>Tax expense/(credit):</b>				
	- Current tax	153	209	446	586
	- Deferred tax charge/(credit)	8	26	33	(0)
<b>VII</b>	<b>Profit for the period / year (V-VI)</b>	<b>487</b>	<b>690</b>	<b>1,407</b>	<b>1,699</b>

# Consolidated Balance Sheet

INR in mn

INR mn	As at September 30, 2023 (Unaudited)	As at March 31, 2023 (Audited)
<b>Assets</b>		
<b>Non-current assets</b>		
Fixed Assets (Tangible and Intangibles)	2,407	2,416
Right-of-use assets	3,515	2,791
Capital work-in-progress	-	20
Investments	1,797	1,694
Other non-current assets	1,167	1,362
<b>Total non-current assets</b>	<b>8,886</b>	<b>8,282</b>
<b>Current assets</b>		
Inventories	1,532	1,736
Trade receivables	5,368	4,734
Investments including Cash and bank Balance	4,614	6,277
Other current assets	670	630
<b>Total current assets</b>	<b>12,185</b>	<b>13,378</b>
<b>Total assets</b>	<b>21,071</b>	<b>21,660</b>
<b>Equity and Liabilities</b>		
<b>Equity</b>		
Equity share capital	243	243
Other equity	13,036	13,756
<b>Total equity</b>	<b>13,279</b>	<b>13,999</b>
<b>Non-current liabilities</b>		
Lease liabilities	2,594	1,958
Deposits	1,099	1,064
Deferred tax liabilities (net)	240	197
Other Liabilities & Provisions	555	475
<b>Total non-current liabilities</b>	<b>4,488</b>	<b>3,695</b>
<b>Current liabilities</b>		
Lease liabilities	1,056	975
Trade payables	575	859
Other current liabilities	1,673	2,132
<b>Total current liabilities</b>	<b>3,304</b>	<b>3,967</b>
<b>Total equity and liabilities</b>	<b>21,071</b>	<b>21,660</b>

# Consolidated Cash Flow

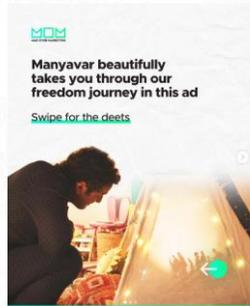
INR in mn

INR mn	Half Year	Year ended
	Period ended 9/30/2023 (Unaudited)	3/31/2023 (Audited)
<b>Cash flow from operating activities</b>		
Profit before tax	1,886	5,758
<b>Operating profit before working capital changes</b>	<b>2,419</b>	<b>6,739</b>
Movement in working capital	(699)	(569)
<b>Cash generated from operations</b>	<b>1,720</b>	<b>6,170</b>
Net income tax (paid)	(718)	(1,472)
<b>Net cash from operating activities</b>	<b>1,002</b>	<b>4,698</b>
<b>Cash flow from investing activities</b>		
Acquisition of property, plant and equipments, capital work in progress & intangible assets (including capital advances)	(26)	(45)
Proceeds from sale of property, plant and equipments & intangible assets (including advance received)	33	101
Net proceeds from sales / (purchase) of investments	1,816	(2,492)
Interest and dividend income and other items	13	116
<b>Net cash from/ (used) in investing activities</b>	<b>1,835</b>	<b>(2,319)</b>
<b>Cash flow from financing activities</b>		
Payment of Lease Liability	(685)	(1,115)
Dividend paid	(2,185)	(1,214)
Interest paid other than lease & other items	(0)	(3)
Proceeds from fresh equity shares issuance against vested ESOPs in Holding Company	6	15
<b>Net cash used in financing activities</b>	<b>(2,864)</b>	<b>(2,318)</b>
<b>Net increase / (decrease) in Cash and cash equivalents</b>	<b>(27)</b>	<b>61</b>
Cash and cash equivalents at the beginning of the period	97	36
<b>Cash and cash equivalents at the end of the period</b>	<b>71</b>	<b>97</b>

# Marketing Initiatives

## Marketing Initiatives

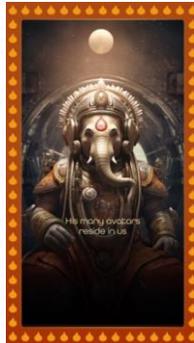
### Independence Day Campaign



### Manyavar | Marvel



### Ganesh Chaturthi AI Ganesha Avatar



### Rakhi ka Bro Code

#### Digital

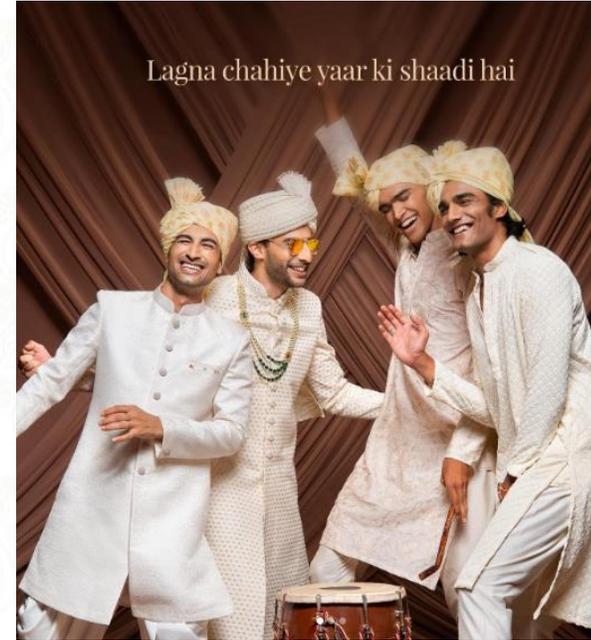


#### Influencer Marketing

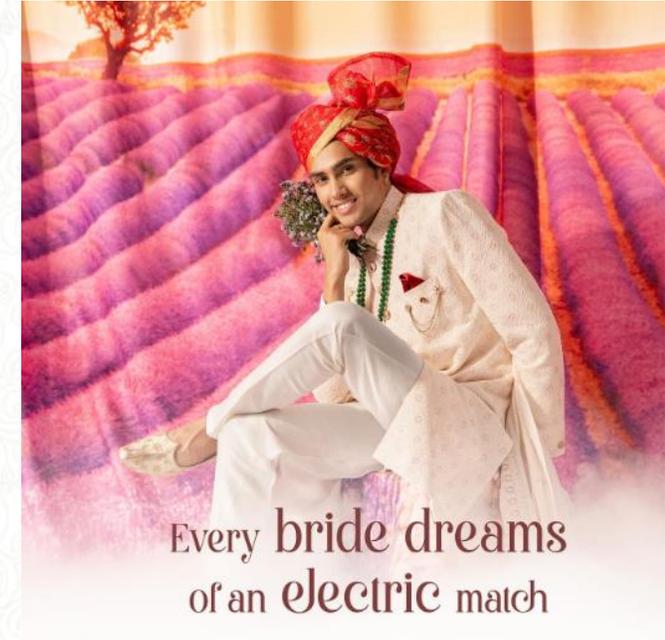


## Digital Campaigns

### Groom Squad



### Man of her Dreams





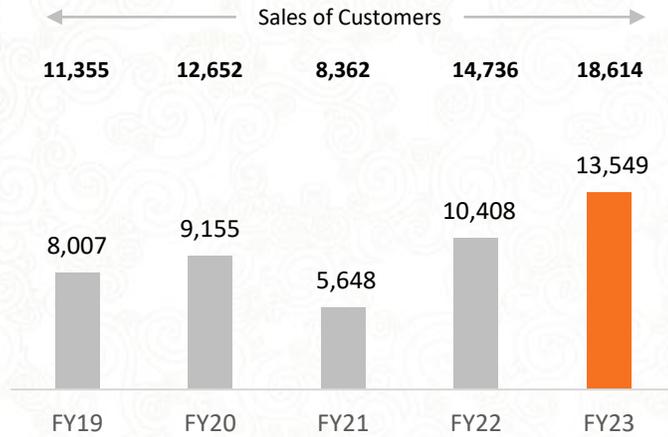


## Financial Summary

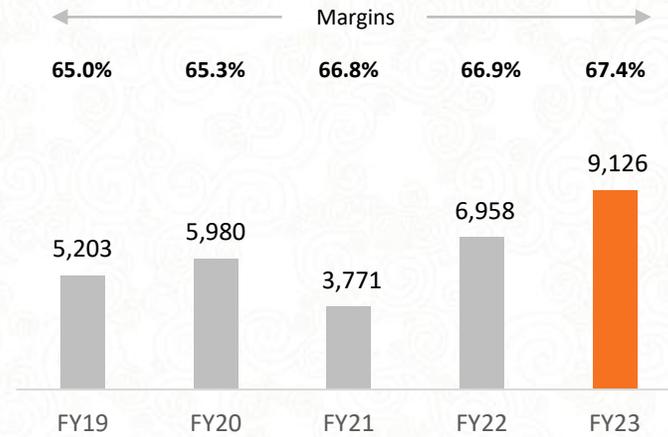
# Long Track Record of Strong Growth Trajectory

INR in mn

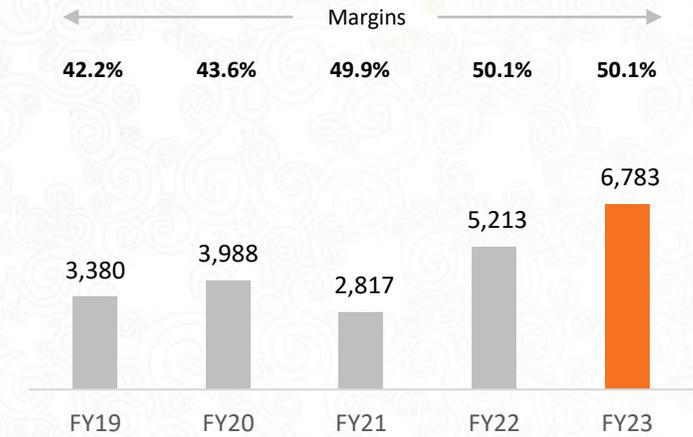
## Revenue & Sales of Customers



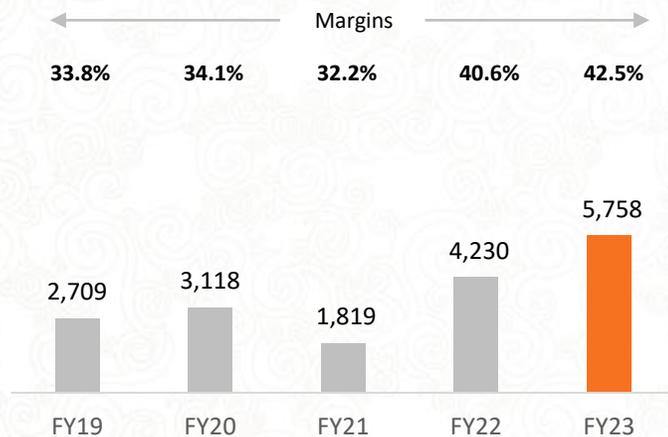
## Gross Profit<sup>1</sup>



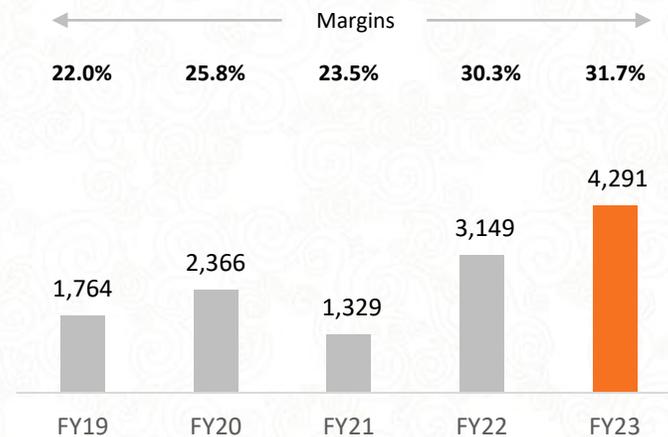
## EBITDA<sup>2</sup>



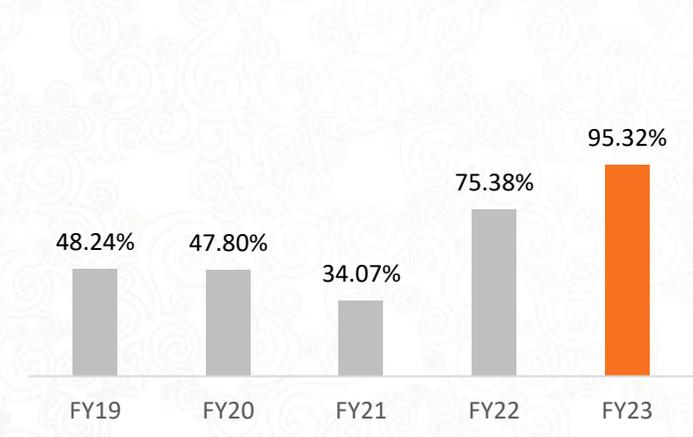
## PBT



## PAT



## RoCE (Pre-Tax)<sup>3</sup>



Note: (1) Gross Profit = Revenue from Operations – Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods, stock-in-trade & Work-in-progress + Purchase of stock-in-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) Note for EBITDA = PBT + Finance cost + Depreciation - Interest Income - Dividend Income - Profit on sale of investments - Profit on fair valuation of investments carried at FVTPL; (3) ROCE = Numerator = PBT + Finance cost – (Interest income on fixed deposits, debentures + Profit on sale of investments + Profit on fair valuation of investments carried at FVTPL + Dividend income from mutual funds) Denominator = Net worth – (Current investment + Non current investment + Other bank balance)

# Awards and Accolades



2023

**"Entrepreneur Of The Year"**  
Consumer Products and Retail  
EY

**"India Retail Champions Award"**  
Apparel & Lifestyle category



2022

**"Dream Employer of the Year"**  
World HRD Congress

**"The Best of Bharat" Awards**  
E4M Pride of India

**"Most Admired Fashion Brand of the year: Men's Indianwear"**  
Images Fashion Award



2021

**"Most Admired Retailer of the year Marketing and Advertising campaign"**  
Mapic India

**"Best Employer Branding Award"**  
World HRD Congress and Stars Group



2020

**"Men's Indianwear"**  
Images Excellence Award

**"Retail Marketing Campaign of the Year #TaiyaarHokarAaiye"**  
ET Now

**"Excellence in Business Performance – Turnover between INR 300 Crore and 1,000 Crore"**  
ET Bengal Corporate Award



2019

**"Transformational Contribution to Indian Apparel and Retail Industry"**  
Ministry of Textiles and the Clothing Manufacturers Association of India

Times Business Award for  
**"Best Men's Ethnic Wear Brand (East)"**  
Times Group

**"Retail Marketing Campaign of the Year"**  
ET Now



2018

**"Most Admired Retailer of the Year Marketing & Promotions Campaign"**  
Images Retail Award



2017

**"Most Admired Fashion Brand of the year: Men's Indian Wear"**  
Images Fashion Award



2015

**"National Retailer of the Year"**  
4th Annual Indian Retail & Indian eRetail Awards

**"Excellence in Supply Chain Management & Fulfillment"**  
Images Retail Tech Award

**"Highest Job Creator - above INR 300 crore to INR 1000 crore"**  
ET Bengal Corporate Award



2014

**"Fastest Growing Company-maximum turnover INR 300 crore"**  
ET Bengal Corporate Award

**"Pioneer in Ethnic Retail Business"**  
ABP News



2008-2010

**"Iconic Men's Ethnic Brand"**  
Central Icons



2004-2008

**"Best Men's Ethnic Wear Brand"**  
Central Icons

# Glossary

<b>Term</b>	<b>Description</b>
<b>Company</b>	Vedant Fashions Limited
<b>Crisil Report</b>	The report titled “Assessment of the apparel industry with a special focus on Indian wedding and celebration wear market in India” dated Sep-2021 as updated by the addendum dated December 2021 prepared by CRISIL
<b>EBO</b>	Exclusive brand outlets of a brand or company
<b>ERP</b>	Enterprise resource planning system
<b>Indian wedding &amp; celebration wear</b>	Apparel worn on special occasions such as weddings; close-knit family functions like puja, house warming, etc.; festivals such as Diwali, Eid, Holi and Rakshabandhan; and other events such as Independence Day and Republic Day
<b>Indo-western</b>	Combination of traditional Indian ethnic apparel & western wear
<b>LFS</b>	Large format stores
<b>MBO</b>	Multi-brand outlets
<b>Men’s ethnic wear or apparel</b>	Apparel including Kurtas, Indo-westerns, Sherwanis, jackets & other accessories
<b>OPBDIT</b>	Operating profit before depreciation, interest & tax
<b>Ready-to-wear</b>	Apparel made for general market & sold through shops rather than made to order for an individual customer
<b>RSP</b>	Retail selling price
<b>Sales of Customers</b>	Includes sales of products of Company’s brands (a) made by Company’s EBOs, LFSs & online channel customers, & (b) made by Company to MBOs (including shop-in-shops) & certain lateral e-commerce platforms customers at RSP
<b>SIS (Shop-in-shops)</b>	An arrangement where a separate retail space is allocated in stores for retailing Company’s products
<b>Women’s ethnic wear or apparel</b>	Apparel such as lehengas, sarees & stitched suits

COMPANY :

**Manyavar Mohey**

Vedant Fashions Limited

CIN : L51311WB2002PLC094677

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**Thank you**