



Manyavar



Mohey



twamev



Mebaz



MANTHAN

Vedant Fashions Limited

Investor Presentation August 2022

Disclaimer

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Vedant Fashions Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections. All Maps used in the presentation are not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.



About Vedant Fashions _____ **05**

Key Investment Highlights/ Our Strengths _____ **09**

Our Growth Strategy _____ **12**

Q1 FY23 Update and Financial Performance _____ **14**

Financial Summary _____ **18**

About Vedant Fashions

05

Key Investment Highlights/ Our Strengths

09

Our Growth Strategy

12

Q1 FY23 Update and Financial Performance

14

Financial Summary

18

Introduction to Vedant Fashions

Indian Wedding and Celebration Wear Brands

Headquartered in Kolkata, incorporated in 2002 by Mr. Ravi Modi, Vedant Fashions offers Indian wedding & celebration wear for men, women & kids



One-stop destination with wide product portfolio for every celebratory occasion; aspirational yet value-for-money offering

Largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT¹ & PAT*. Commands dominant position in conventionally unorganized market



Omni-channel network of EBOs, MBOs, LFS & Online (own website, mobile app & leading lateral e-commerce platforms)

Manyavar brand is category leader in branded Indian wedding & celebration wear market with pan-India presence*

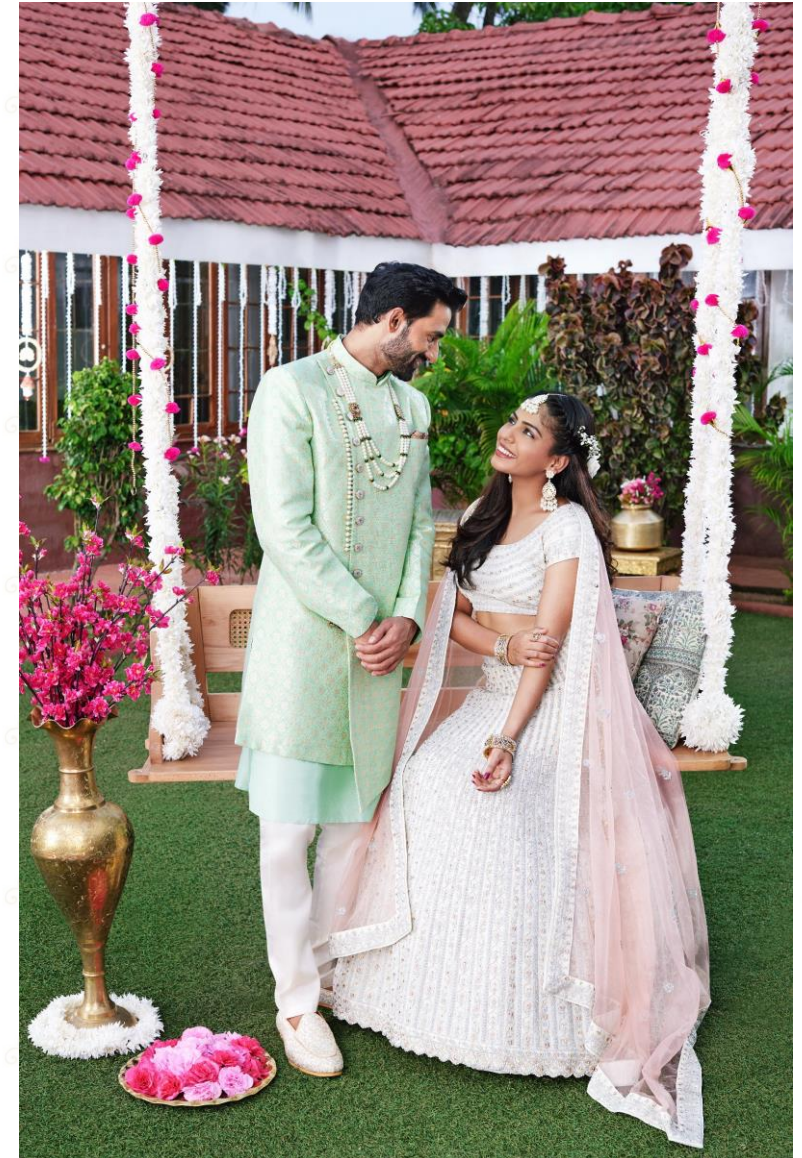


Delivers aristocratic & seamless customer experience via aesthetic franchisee-owned EBOs

Growing presence in women's Indian wedding & celebration wear with Mohey - Largest brand by number of stores with pan-India presence*



Retail footprint (Q1 FY23) of 1.3 mn sq. ft. across India (590 EBOs² in 228 cities & towns in India) and Overseas (13 EBOs in USA, Canada & UAE)



What makes Manyavar Special

Aspirational Yet Value for Money

1

- 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

2

- 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

3

- 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

4

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

Industry Leading Economics

5

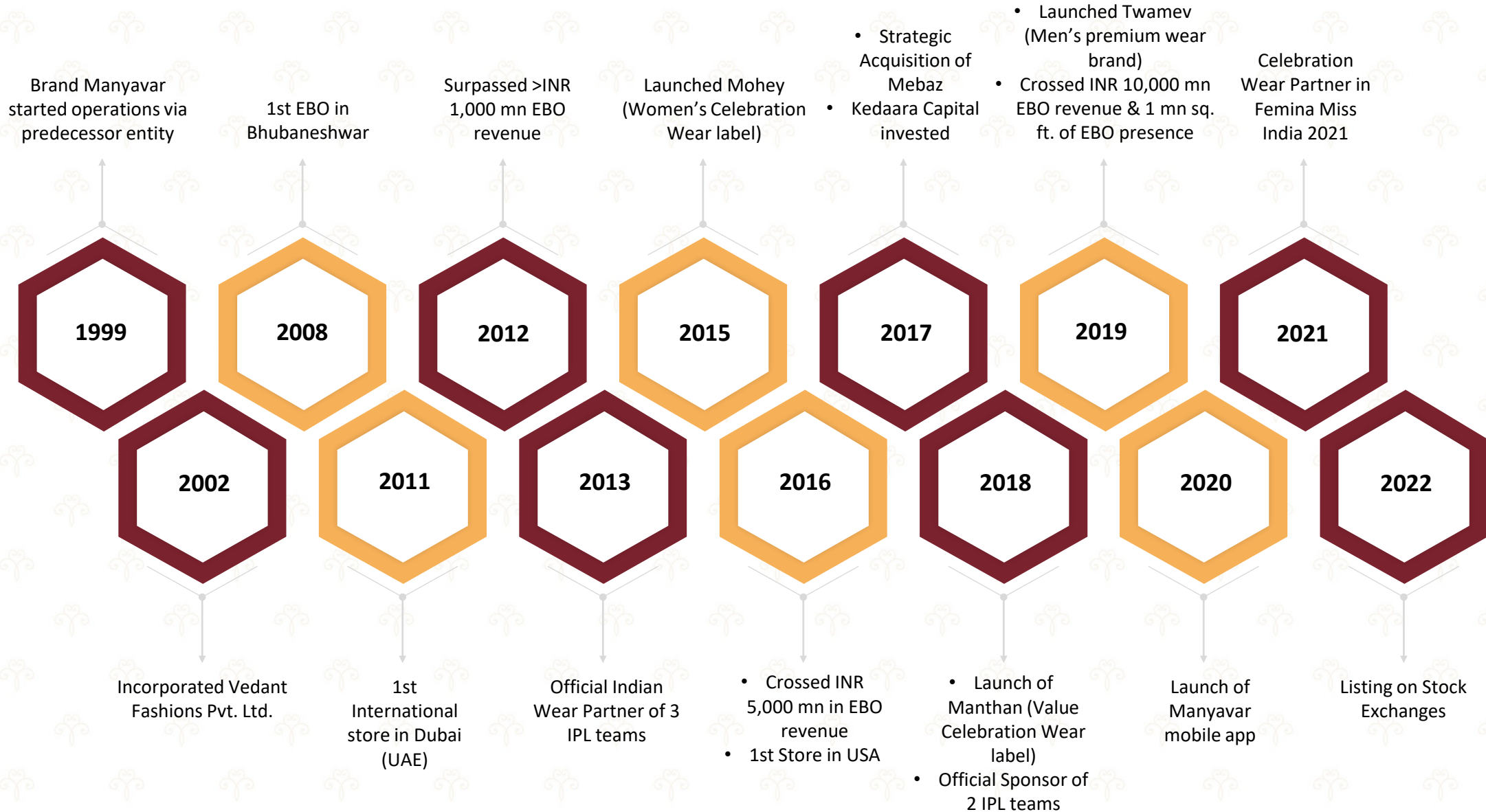
- World Class Financial Matrix in apparel retail being largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT & PAT*
- Asset light & franchisee-led EBO distribution model with high cash conversion ratio
- Leads the peer set in terms of financial & operational metrics

Strong Corporate Governance

6

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

Evolution Over the Years



About Vedant Fashions

05

Key Investment Highlights/ Our Strengths

09

Our Growth Strategy

12

Q1 FY23 Update and Financial Performance

14

Financial Summary

18

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 | 1999 ¹ | 2015 | 2019 | 2017 ² | 2018 ³ |
| Target Group | Men, Boys | Women | Men | Men, Women, Kids | Men |
| Price Spectrum | Mid-Premium | Mid-Premium | Premium | Mid-Premium to Premium | Value |
| Distribution | EBOs, MBOs, LFS, E-commerce | EBOs & E-commerce | EBO's | EBO's | MBOs, LFS, E-commerce |
| Product Portfolio | <ul style="list-style-type: none"> ❖ Men: Kurta, Indo-western, Sherwani, jacket, accessories ❖ Kids: Kurta set, jacket set, Indo-western, accessories | <ul style="list-style-type: none"> ❖ Lehenga ❖ Saree ❖ Gown ❖ Accessories | <ul style="list-style-type: none"> ❖ Kurta set ❖ Sherwani ❖ Indo-western ❖ Suit ❖ Accessories | <ul style="list-style-type: none"> ❖ Men: Kurta, Indo-western, Sherwani, Jacket, Suit, Accessories ❖ Women: Lehenga, Saree, Suit, Kurti ❖ Kids: Lehenga, Gown, Frock, Kurta, Suit, Accessories | <ul style="list-style-type: none"> ❖ Kurta |
| Key Attributes | <ul style="list-style-type: none"> ❖ Category leader in branded Indian wedding & celebration wear market with a pan-India presence* ❖ Other brands in the category only 1/7th the size of Manyavar ❖ No end of season sales or discounts for Manyavar brand | <ul style="list-style-type: none"> ❖ Largest brand by number of stores, with pan-India presence focusing women's Indian wedding & celebration wear* ❖ Benefit from Manyavar's leadership position & pan-India EBO footprint ❖ Celebrity brand ambassador & campaigns like "#Dulhan wali feeling" | <ul style="list-style-type: none"> ❖ Upscale consumer experience ❖ Cross-sell premium offering to Manyavar customers ❖ Priced between Manyavar & luxury boutique brands | <ul style="list-style-type: none"> ❖ South India focused regional brand; strong presence in AP & Telangana ❖ One-stop shop for ethnic celebration need of entire family ❖ Rich heritage brand with strong legacy | <ul style="list-style-type: none"> ❖ Large blend of product designs at value prices ❖ Aims to cater to sizeable number of mid-market weddings & other celebrations |

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;

About Vedant Fashions

05

Key Investment Highlights/ Our Strengths

09

Our Growth Strategy

12

Q1 FY23 Update and Financial Performance

14

Financial Summary

18

Our Growth Strategy

01

Retail Expansion within and outside India

02

Up-selling and cross-selling initiatives

03

Enhancement of brand appeal through targeted marketing initiatives

04

Significant potential and space for growth of our emerging brands

05

Disciplined approach towards acquisitions



About Vedant Fashions

05

Key Investment Highlights/ Our Strengths

09

Our Growth Strategy

12

Q1 FY23 Update and Financial Performance

14

Financial Summary

18

Wide Pan-India Reach and Presence including International Markets

Presence (As of Q1 FY23)

1.28 mn Sq. ft.

EBO's Area

603

EBO's*

228

Cities and towns in India

Net Rollout (Q1 FY23)

10 k Sq. ft.

EBO's Area

8

EBO's

Strong pipeline for new rollout planned for financial year

International Presence (As of Q1 FY23)

3

Countries

8

Cities

26,919 sq. ft.

Total Retail Stores Space

Total EBOs: 13

7

UAE



5

USA



1

Canada



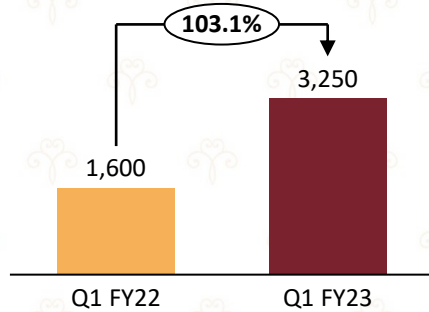
Note: 1.* EBO's includes shop-in-shops (SIS)

Key Financial Highlights (Consolidated) and Retail Highlights

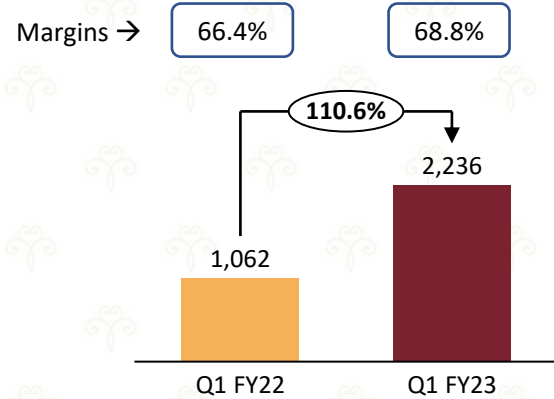
INR in mn

Q1 FY23 YoY Analysis

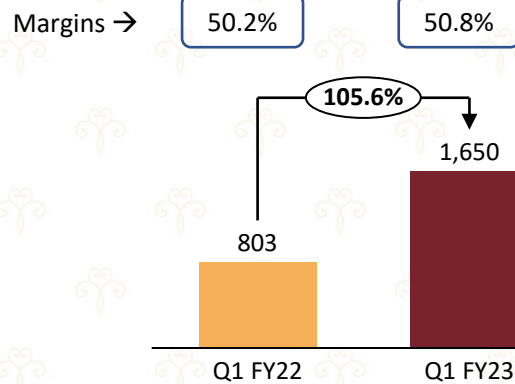
Revenue from Operations



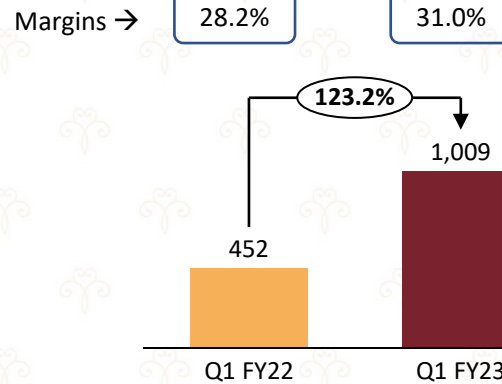
Gross Profit¹ & Gross Margin



EBITDA² & EBITDA Margin

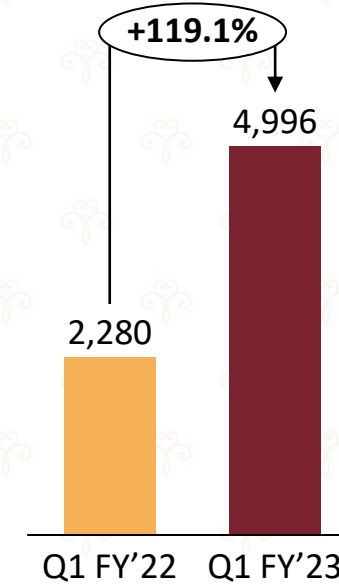


PAT & PAT Margin



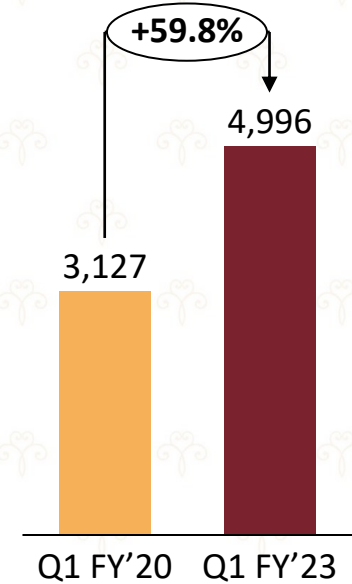
Strong Retail Growth (Sale of our Customers³) across Channels

Q1 FY'23 Vs Q1 FY'22



VFL recorded SSSG⁴ of 105.2% in Q1 FY'23 over Q1 FY'22;

Q1 FY'23 Vs Q1 FY'20



VFL recorded SSSG⁵ of ~25% over Q1 FY'20

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 & 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 on fixed deposits, bonds & debentures - Dividend Income - Profit on sale of investments - Profit on fair valuation of investments carried at FVTPL; Note: (3). 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; (4) SSSG stores for comparing with Q1 FY'22 includes stores open on or before 31st Mar' 2021 and running as on 30th Jun' 2022; (5) SSSG stores for comparing with Q1 FY'20 includes stores open on or before 31st Mar' 2019 and running as on 30th Jun' 2022

Profit and Loss Statement Q1 FY23 (Consolidated)

INR in mn

| Particulars | | Quarter ended | | Year ended |
|--------------|---|---------------|---------------|---------------|
| | | June 30, 2022 | June 30, 2021 | 31-Mar-22 |
| | | (Unaudited) | (Audited) | (Audited) |
| Sr.no | Income: | | | |
| I | Revenue from operations | 3,250 | 1,600 | 10,408 |
| II | Other income | 71 | 185 | 499 |
| III | Total income (I + II) | 3,321 | 1,785 | 10,908 |
| IV | Expenses: | | | |
| | Cost of materials used | | | |
| | - Raw materials | 337 | 157 | 1,152 |
| | - Accessories & packing materials | 48 | 23 | 176 |
| | Purchases of stock-in-trade | 429 | 254 | 1,706 |
| | Changes in inventories of finished goods, work-in-progress and stock-in-trade | (04) | (30) | (366) |
| | Employee benefits expense | 130 | 107 | 575 |
| | Finance costs | 78 | 57 | 284 |
| | Depreciation and amortisation expense | 264 | 209 | 944 |
| | Other expenses | 679 | 398 | 2,206 |
| | Total expenses | 1,961 | 1,174 | 6,678 |
| V | Profit before tax (III-IV) | 1,359 | 611 | 4,230 |
| VI | Tax expense/(credit): | | | |
| | - Current tax | 377 | 111 | 1,057 |
| | - Deferred tax charge/(credit) | (26) | 48 | 24 |
| VII | Profit for the period / year (V-VI) | 1,009 | 452 | 3,149 |

About Vedant Fashions

05

Key Investment Highlights/ Our Strengths

09

Our Growth Strategy

12

Q1 FY23 Update and Financial Performance

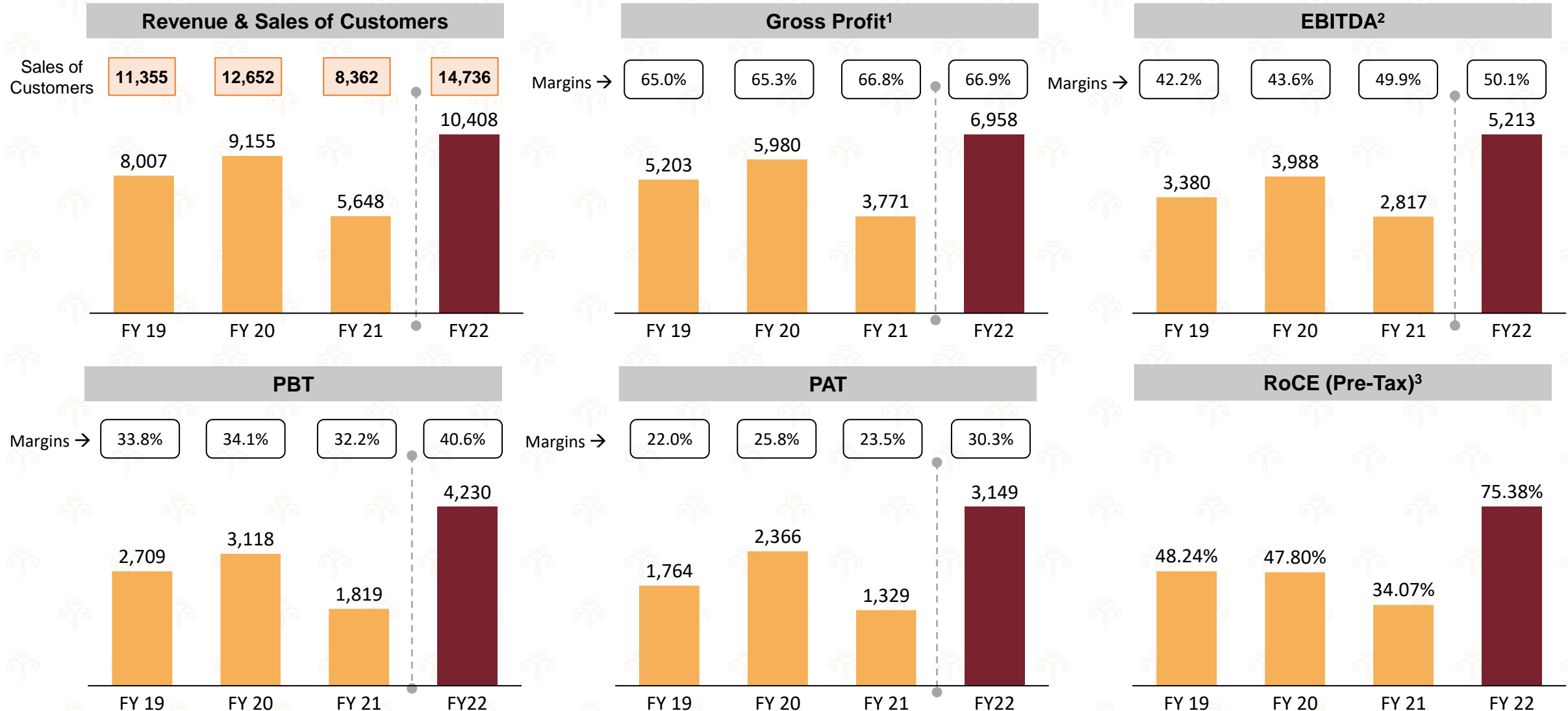
14

Financial Summary

18

Long Track Record of Strong Growth Trajectory

INR in mn



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 & Work-in-progress + Purchase of stock-in-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) EBITDA = PAT + Finance costs + Total tax expense + Depreciation - Other finance income (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



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

| Term | Description |
|--|---|
| Company | Vedant Fashions Limited |
| Crisil Report | 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 |
| EBO | Exclusive brand outlets of a brand or company |
| ERP | Enterprise resource planning system |
| Indian wedding & celebration wear | 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 |
| Indo-western | Combination of traditional Indian ethnic apparel & western wear |
| LFS | Large format stores |
| MBO | Multi-brand outlets |
| Men’s ethnic wear or apparel | Apparel including Kurtas, Indo-westerns, Sherwanis, jackets & other accessories |
| OPBDIT | Operating profit before depreciation, interest & tax |
| Ready-to-wear | Apparel made for general market & sold through shops rather than made to order for an individual customer |
| RSP | Retail selling price |
| Sales of Customers | 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 |
| SIS (Shop-in-shops) | An arrangement where a separate retail space is allocated in stores for retailing Company’s products |
| Women’s ethnic wear or apparel | Apparel such as lehengas, sarees & stitched suits |



Thank You

Company :



Vedant Fashions Limited
CIN: L51311WB2002PLC094677

Investor Relations Team
investor.relations@manyavar.com

www.vedantfashions.com

Investor Relations Advisors :



Orient Capital (a division of Link Group)

Mr. Rajesh Agrawal
+91 99674 91495

rajesh.agrawal@linkintime.co.in

Ms. Rasika Sawant
+91 95944 57518

rasika.sawant@linkintime.co.in
