

**Manyavar**

**Twamev**

**Mohey**

**Divas**  
by *Divas*

**Mebaz**



**Vedant Fashions Limited**

Investor Presentation - Oct 2024

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## About Vedant Fashions



## Indian Wedding and Celebration Wear Brands

01



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

02



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

03



Largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT<sup>1</sup> & PAT\*. Commands dominant position in conventionally unorganized market

04



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

05



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

06



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

07



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

08



Retail footprint ( H1 FY25) of 1.70 mn sq. ft. across India (634 EBOs<sup>2</sup> in 243 cities & towns in India) and Overseas (16 EBOs in USA, UAE, Canada & U.K.)

# What makes VFL 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

## Curated Marketing Strategy with Multi Channel Presence



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

## 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

## 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

## Effective Governance Over Entire Ecosystem



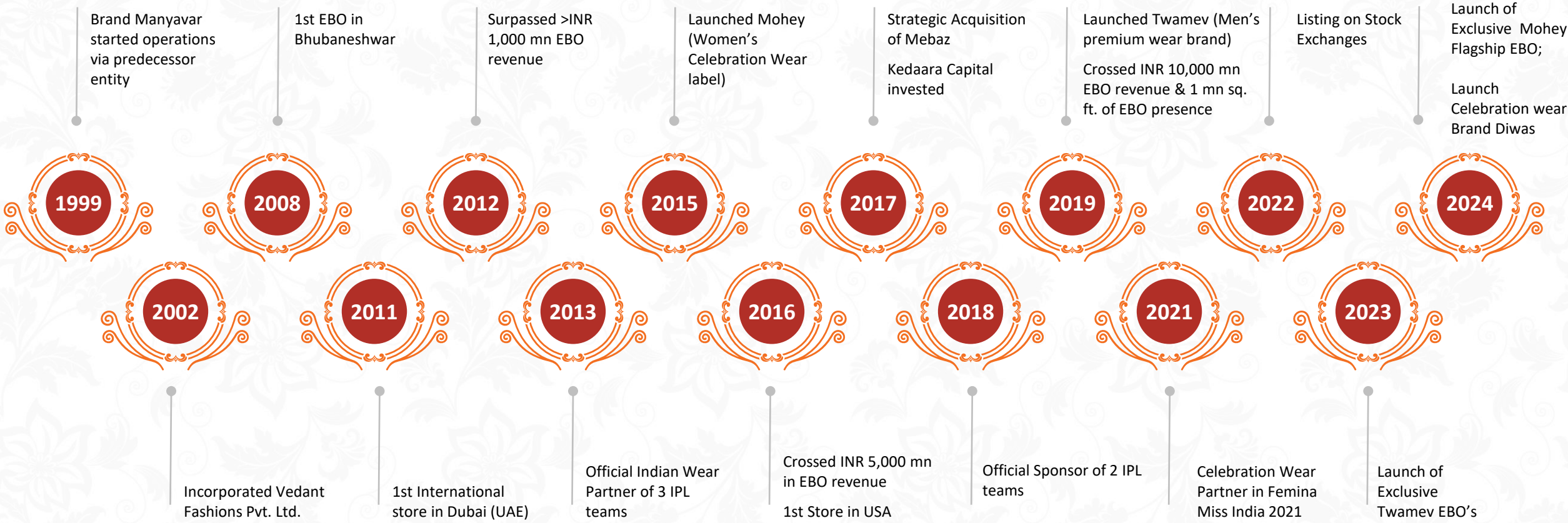
- Strong design capabilities with data-driven/ AI backed decision-making and demand forecasting
- Tech-driven unique supply chain & inventory mgmt. with Automated Replenishment System at pin code level
- Integrated secondary sales network with full visibility of products sold at our stores
- Having First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

## 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

01

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

02

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

03

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

04

Attractive marketing initiatives of creating connections through emotions

05

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

06

Technology-based supply chain network with strong processes in place

07

Experienced & professional leadership team

08






Experienced Board of Directors aided by professional partners

09

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, Jodhpuri</p> <p><b>Kids:</b> Kurta set, jacket set, Indo-western, accessories</p>	<ul style="list-style-type: none"> <li>○ <b>Category leader</b> 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>○ Salwar Suit</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 & E-commerce	<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>
	2024	Men	Value to Mid Premium	MBOs, E-commerce	<ul style="list-style-type: none"> <li>○ Kurta</li> </ul>	<ul style="list-style-type: none"> <li>○ Unique Sustainable offerings for Gen Z</li> <li>○ Large blend of product designs at <b>value/ mid premium prices</b></li> <li>○ Aims to cater to <b>Festive and Celebrations wear segment</b> at PAN India level</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>

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;



## 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 FY25 Key Highlights, Update and Financial Performance



# Company Key Performance Highlights

- Company has successfully launched new **Festive, and celebration wear focused Brand **
- During Q2 FY25, **Retail Sales (i.e, Sale of our Customers) grew by +23.9%** as compared to Q2 FY24;
- During Q2 FY25, Company's **SSSG grew by +17.3%** as compared to Q2 FY24;
- Company reported growth in **Revenue from operations by +22.7 %** in Q2 FY25 as compared to Q2 FY24;
- Company continued to report industry leading **Gross Margin % of 67.9%** in Q2 FY25;
- Company reported strong **PAT growth of +37.3%** in Q2 FY25 as compared to Q2 FY24;
- Company has onboarded Janhvi Kapoor, as new Brand Ambassador for its women's wear brand **“Mohey”**;

# Wide Pan-India Reach and Presence including International Markets

## Presence (As of H1 FY25)

**1.70 mn Sq. ft.**

EBO's Area\*  
(Including 38K area of Intl.  
Stores in 4 Countries)

**650**

EBO's\* (Including 16 International  
EBO's)

**255**

Cities and towns globally (Including 12 International cities)

## Net Rollout (Q2 FY25)

**- 4.7 k sq. ft.**

EBO's Area



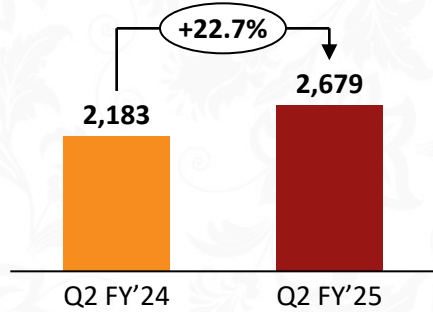
Note: 1.\* Global EBO's Area and count including shop-in-shops (SIS); EBO' presence in 12 International Cities in 4 Countries of USA, UAE, Canada and U.K.

# Key Financial Highlights (Consolidated)

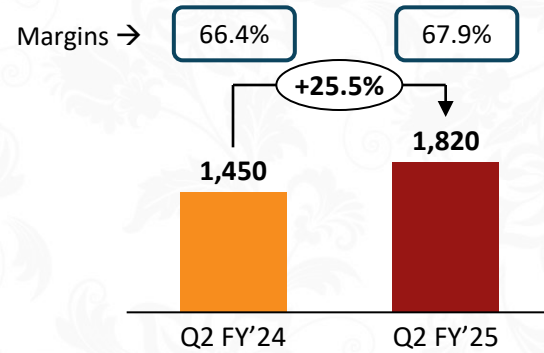
INR in mn

## Q2 FY25 YoY Analysis

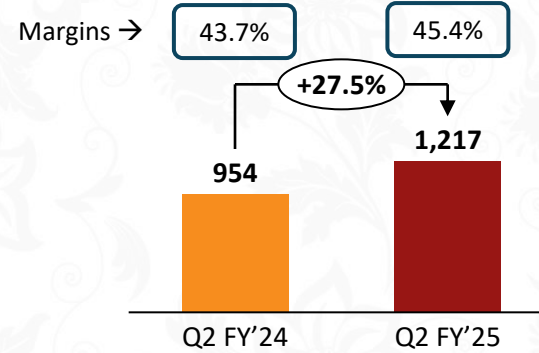
### Revenue from Operations



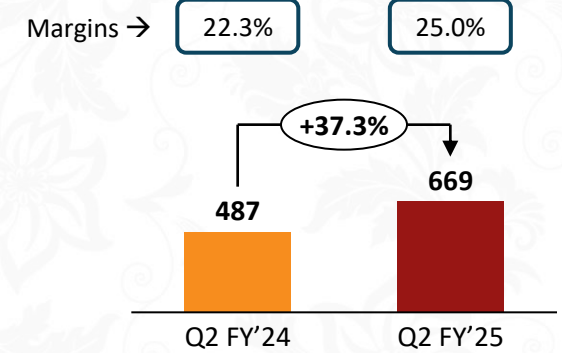
### Gross Profit<sup>1</sup> & Gross Margin



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

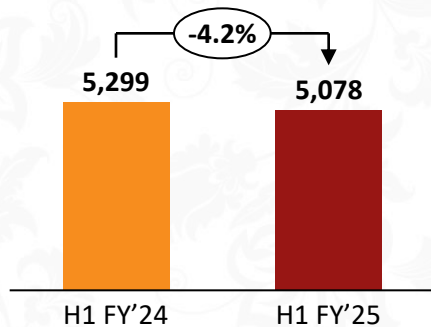


### PAT & PAT Margin

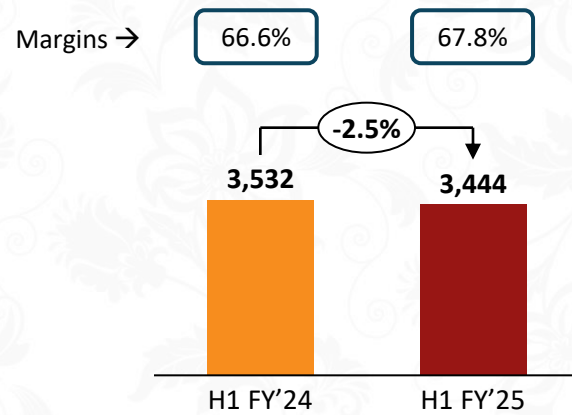


## H1 FY25 YoY Analysis

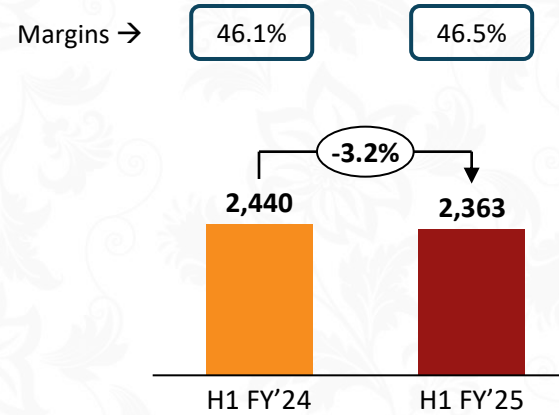
### Revenue from Operations



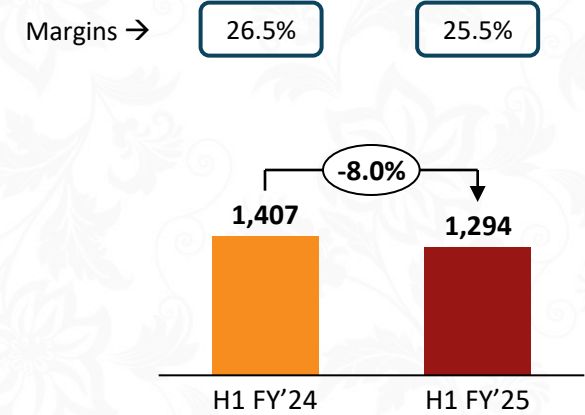
### Gross Profit<sup>1</sup> & Gross Margin



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



### PAT & PAT Margin



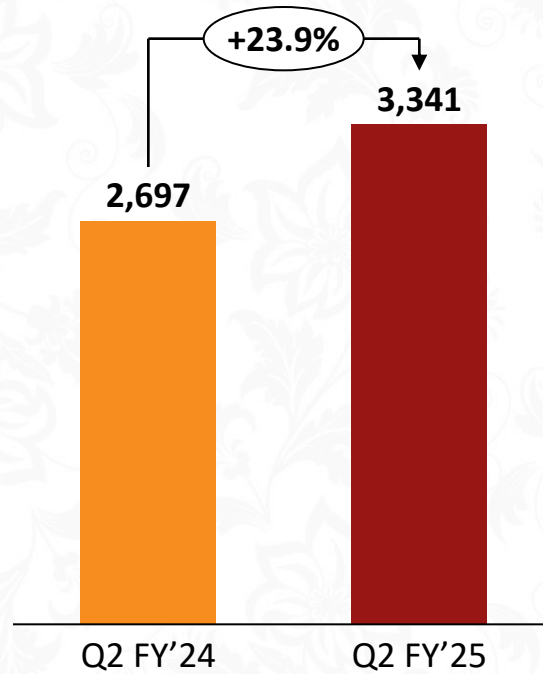
Note: (1) Gross Profit = Revenue from Operations – Cost of Goods Sold; Cost of Goods Sold = Cost of Material Consumed + Changes in Inventories of finished goods, stock in trade & Work-in-progress + Purchase of stock-in-trade + Job Charges; Gross Margin = Gross Profit ÷ Revenue from Operations (2) Note 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

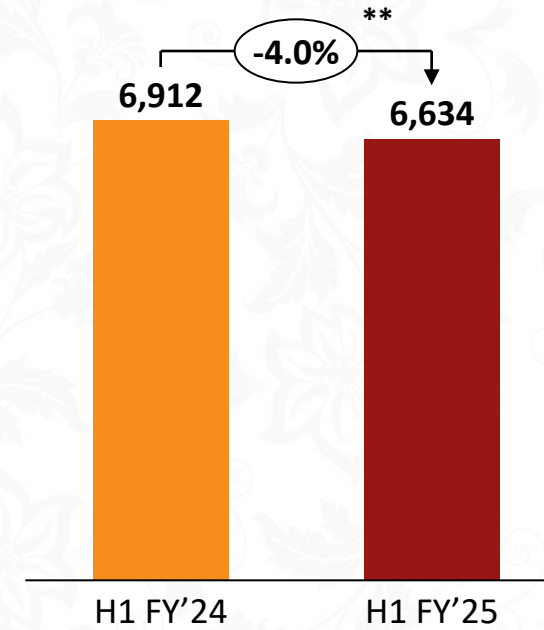
## Retail Performance Vs Q2 & H1 FY25 (Sale of our Customers<sup>1</sup>) across Channels

### Q2 FY'25 Vs Q2 FY'24



VFL recorded SSSG<sup>2</sup> of +17.3% in Q2 FY25 over Q2 FY24

### H1 FY'25 Vs H1 FY'24



VFL recorded SSSG<sup>2</sup> of -10.6% \*\* in H1 FY25 over H1 FY24

\*\* Negligible Weddings Dates in Q1 FY25

(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 FY'24 and H1 FY24 includes stores open on or before 31st Mar' 2023 and running as on 30th Sep' 2024;



# Profit and Loss Statement Q2 and H1 FY25 (Consolidated)

INR in mn

Particulars		Quarter ended		Half Year ended		Year ended
		Sep 30, 2024	Sep 30, 2023	Sep 30, 2024	Sep 30, 2023	31-Mar-24
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
<b>Sr.no</b>	<b>Income:</b>					
I	Revenue from operations	2,679	2,183	5,078	5,299	13,675
II	Other income	192	151	407	301	697
III	<b>Total income ( I + II )</b>	<b>2,872</b>	<b>2,334</b>	<b>5,485</b>	<b>5,600</b>	<b>14,372</b>
<b>IV</b>	<b>Expenses:</b>					
	Cost of materials consumed					
	- Raw materials	399	300	681	556	1,292
	- Accessories & packing materials	41	32	72	69	157
	Purchases of stock-in-trade	502	340	793	678	2,057
	Changes in inventories of finished goods, stock-in-trade and work-in-progress	(283)	(96)	(258)	145	286
	Employee benefits expense	145	146	291	296	568
	Finance costs	137	107	276	201	445
	Depreciation and amortisation expense	373	325	745	624	1,349
	Other expenses	656	533	1,152	1,145	2,735
	<b>Total expenses</b>	<b>1,970</b>	<b>1,686</b>	<b>3,752</b>	<b>3,714</b>	<b>8,888</b>
<b>V</b>	<b>Profit before tax (III-IV)</b>	<b>902</b>	<b>648</b>	<b>1,733</b>	<b>1,886</b>	<b>5,484</b>
<b>VI</b>	<b>Tax expense:</b>					
	- Current tax	218	153	398	446	1,318
	- Deferred tax	15	8	41	33	24
<b>VII</b>	<b>Profit for the period / year (V-VI)</b>	<b>669</b>	<b>487</b>	<b>1,294</b>	<b>1,407</b>	<b>4,142</b>

# Consolidated Balance Sheet

Particulars	INR in mn	
	As at September 30, 2024 (Unaudited)	As at March 31, 2024 (Audited)
<b>Assets</b>		
<b>Non-current assets</b>		
Fixed Assets (Tangible and Intangibles)	2,356	2,368
Right-of-use assets	4,415	4,267
Investments	950	3,549
Other non-current assets	1,307	986
<b>Total non-current assets</b>	<b>9,028</b>	<b>11,170</b>
<b>Current assets</b>		
Inventories	1,726	1,386
Trade receivables	6,105	5,645
Investments including Cash and bank Balance	7,143	6,260
Other current assets	626	626
<b>Total current assets</b>	<b>15,600</b>	<b>13,918</b>
<b>Total assets</b>	<b>24,628</b>	<b>25,088</b>
<b>Equity and Liabilities</b>		
<b>Equity</b>		
Equity share capital	243	243
Other equity	15,032	15,776
<b>Total equity</b>	<b>15,275</b>	<b>16,019</b>
<b>Non-current liabilities</b>		
Lease liabilities	3,368	3,266
Deposits	1,245	1,225
Deferred tax liabilities (net)	263	219
Other Liabilities & Provisions	599	630
<b>Total non-current liabilities</b>	<b>5,475</b>	<b>5,340</b>
<b>Current liabilities</b>		
Lease liabilities	1,263	1,178
Trade payables	967	891
Other current liabilities	1,647	1,660
<b>Total current liabilities</b>	<b>3,878</b>	<b>3,729</b>
<b>Total equity and liabilities</b>	<b>24,628</b>	<b>25,088</b>

# Consolidated Cash flow Statement

INR in mn

Particulars	Half Year Period ended 9/30/2024	Year ended March 31, 2024
	(Unaudited)	(Audited)
<b>Cash flow from operating activities</b>		
<b>Profit before tax</b>	1,733	5,484
<b>Operating profit before working capital changes</b>	<b>2,359</b>	<b>6,630</b>
Movement in working capital	(916)	(498)
<b>Cash generated from operations</b>	<b>1,443</b>	<b>6,132</b>
Net income tax (paid)	(655)	(1,301)
<b>Net cash generated from operating activities</b>	<b>788</b>	<b>4,831</b>
<b>Cash flow from investing activities</b>		
Acquisition of property, plant and equipments, capital work in progress & intangible assets (including capital advances)	(21)	(40)
Proceeds from sale of property, plant and equipments & intangible assets (including advance received)	23	53
Net proceeds from sales / (purchase) of investments	2,150	(1,146)
Interest received	181	38
<b>Net cash used in investing activities</b>	<b>2,332</b>	<b>(1,095)</b>
<b>Cash flow from financing activities</b>		
Principal and Interest payment of Lease Liabilities	(843)	(1,460)
Dividend paid	(2,065)	(2,185)
Interest paid other than interest on lease liabilities	(1)	(2)
Proceeds from exercise of shares options	12	31
<b>Net cash used in financing activities</b>	<b>(2,896)</b>	<b>(3,616)</b>
<b>Net increase in Cash and cash equivalents</b>	<b>223</b>	<b>120</b>
Cash and cash equivalents at the beginning of the period	217	97
<b>Cash and cash equivalents at the end of the period</b>	<b>440</b>	<b>217</b>

# Mohey "Wedding Wear" Campaign



**Mohey**  
WEDDING WEAR

*Jab Aap  
Taiyaar  
Hum  
Taiyaar*

LEHENGAS | SAREES | SUITS  
INDO-WESTERNS & MORE

[www.mohey.co.in](http://www.mohey.co.in)

Please click to play the Video



*Please click to play the Video*

Twamev *"Truly You"*

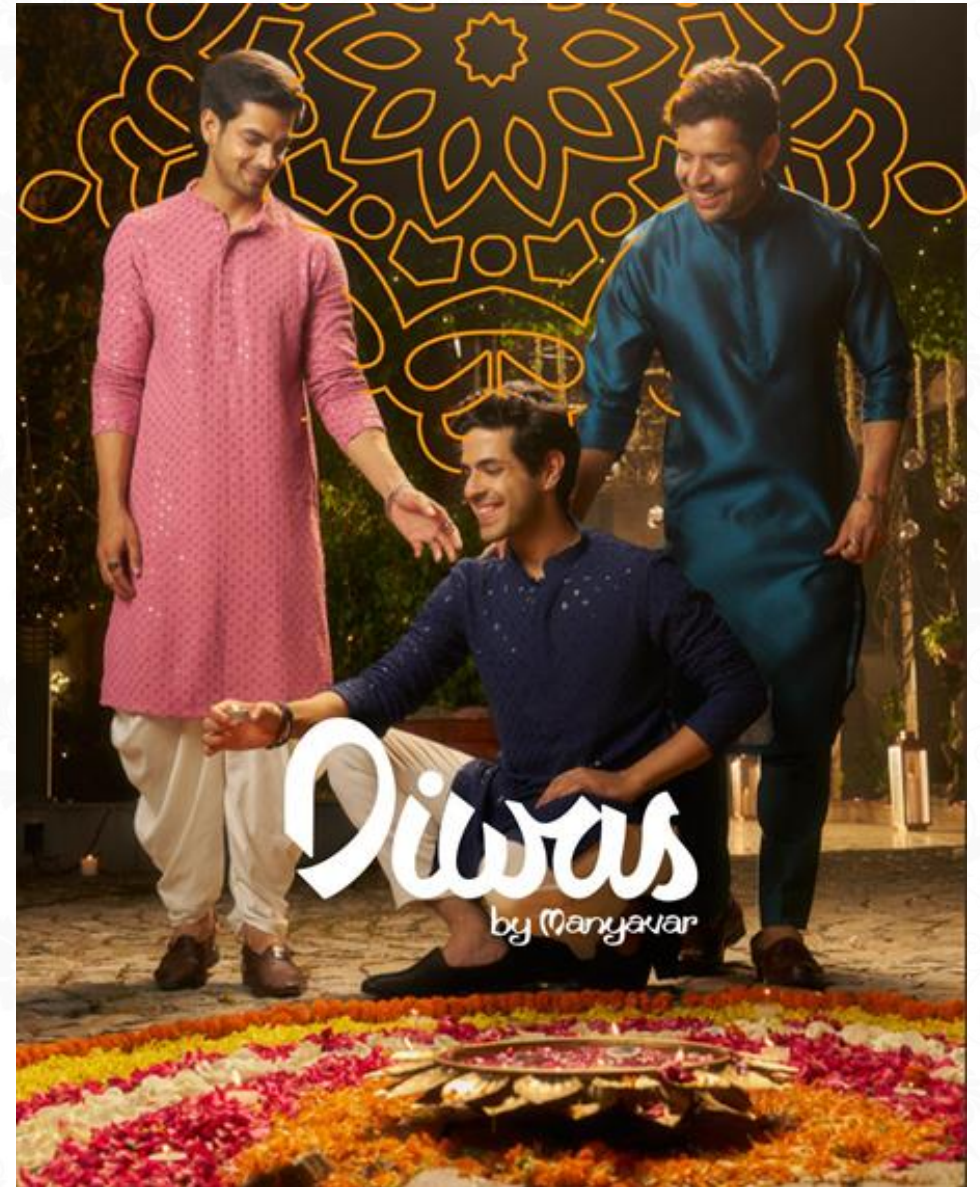
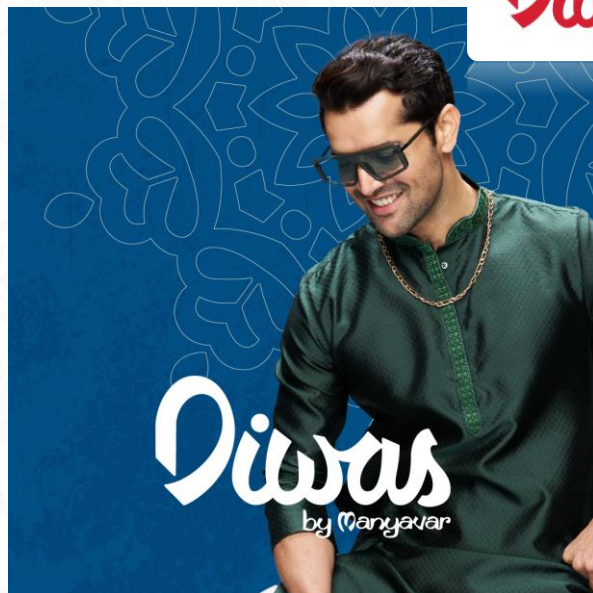


च Twamev®  
TRULY YOU

NEW WEDDING COLLECTION NOW IN STORES: NEW DELHI • BENGALURU • HYDERABAD • PUNE • GURGAON • SURAT

Twamev

# Launch of Celebration and Festive Wear Brand “*Diwas*”



MEBAZ 2:1 HABISCUS-COUPLE

YOU ARE  
THE OCCASION

★ A BLOCKBUSTER ★  
★ WEDDING COLLECTION ★  
★ EXCLUSIVELY AVAILABLE AT ★

Mebaz<sup>®</sup>  
STORES

STARRING ADIVI SESH AND SAIEE M MANJREKAR





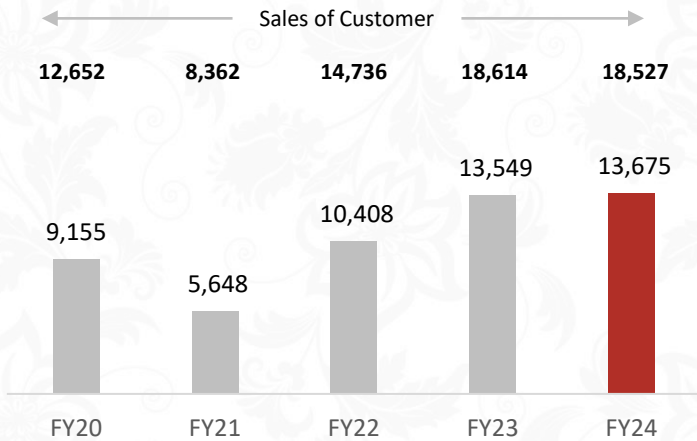


## Financial Summary

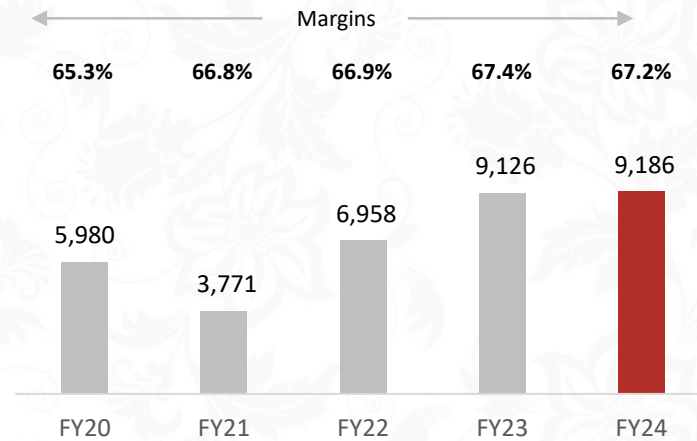
# Long Track Record of Strong Growth Trajectory

INR in mn

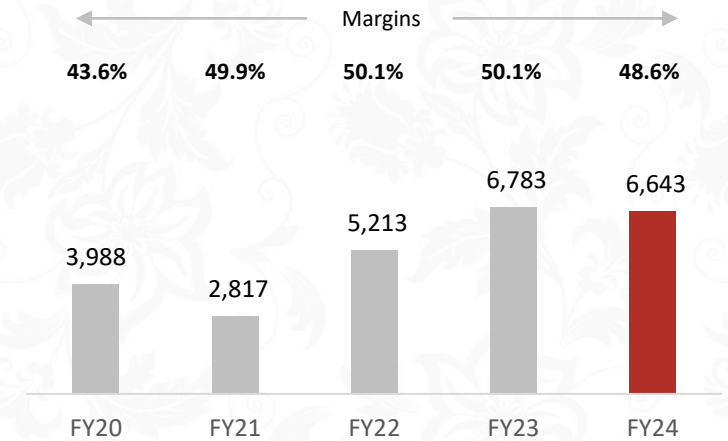
## Revenue & Sales of Customers



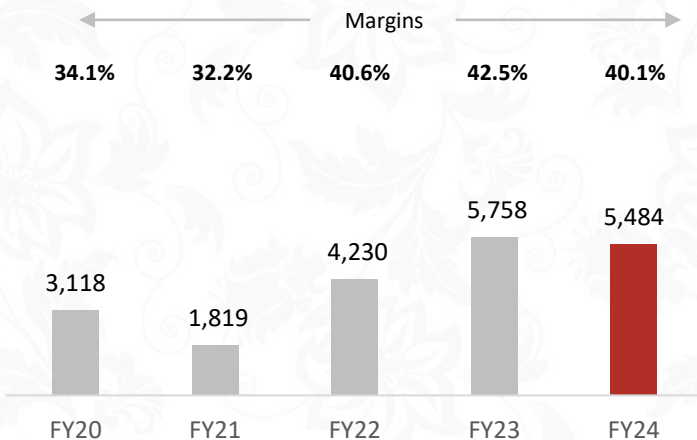
## Gross Profit<sup>1</sup>



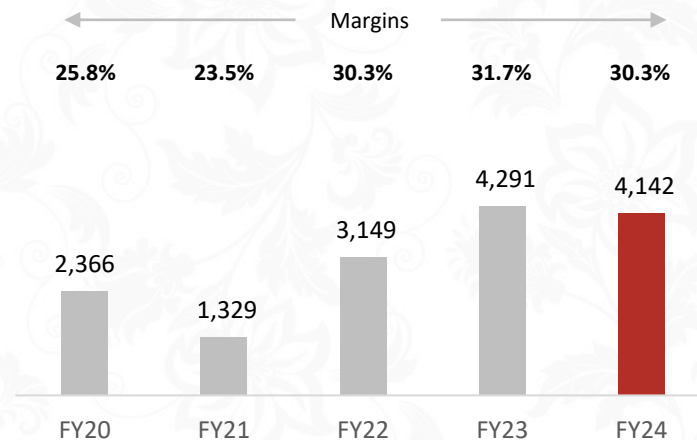
## EBITDA<sup>2</sup>



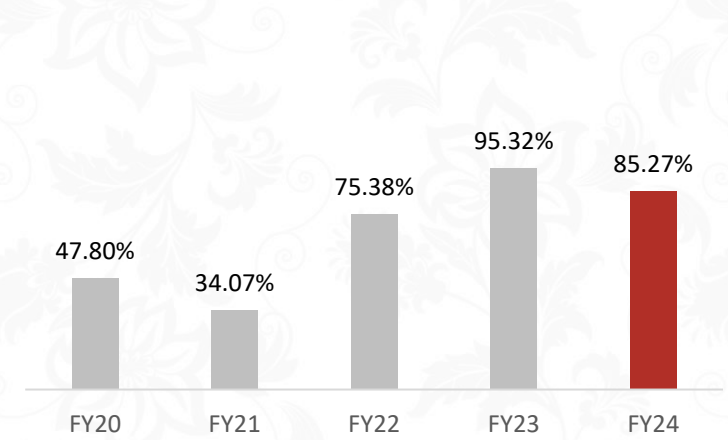
## PBT



## 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



2024

**“India Retail Champions Award”**  
RAI Category  
Apparel & Lifestyle category

**“Most Admired Fashion Brand of the year: Men’s Indian wear”**  
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



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



2015

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

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



2023

**“Entrepreneur Of The Year”**  
Consumer Products and Retail  
EY

**“India Retail Champions Award”**  
Apparel & Lifestyle category



2020

**“Men’s Indianwear”**  
Images Excellence Award

**“Retail Marketing Campaign of the Year #TaiyaarHokarAaiye”**  
ET Now



2018

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



2014

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

**“Pioneer in Ethnic Retail Business”**  
ABP News



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 Indian wear”**  
Images Fashion Award



2019

**“Retail Marketing Campaign of the Year”**  
ET Now



2017

**“Most Admired Fashion Brand of the year: Men’s Indian Wear”**  
Images Fashion Award



2008-2010

**“Iconic Men’s Ethnic Brand”**  
Central Icons



2015

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



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

**COMPANY :**



Vedant Fashions Limited

CIN : L51311WB2002PLC094677

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