



RAYMOND LIFESTYLE LTD.

ANALYST PRESENTATION & VAPI FACILITY VISIT

Strong Resilient Brand since 1925

Ranked in the Top 10 list for 2024



WE ARE AMONGST INDIA'S STRONGEST BRANDS

Competing with India's Largest

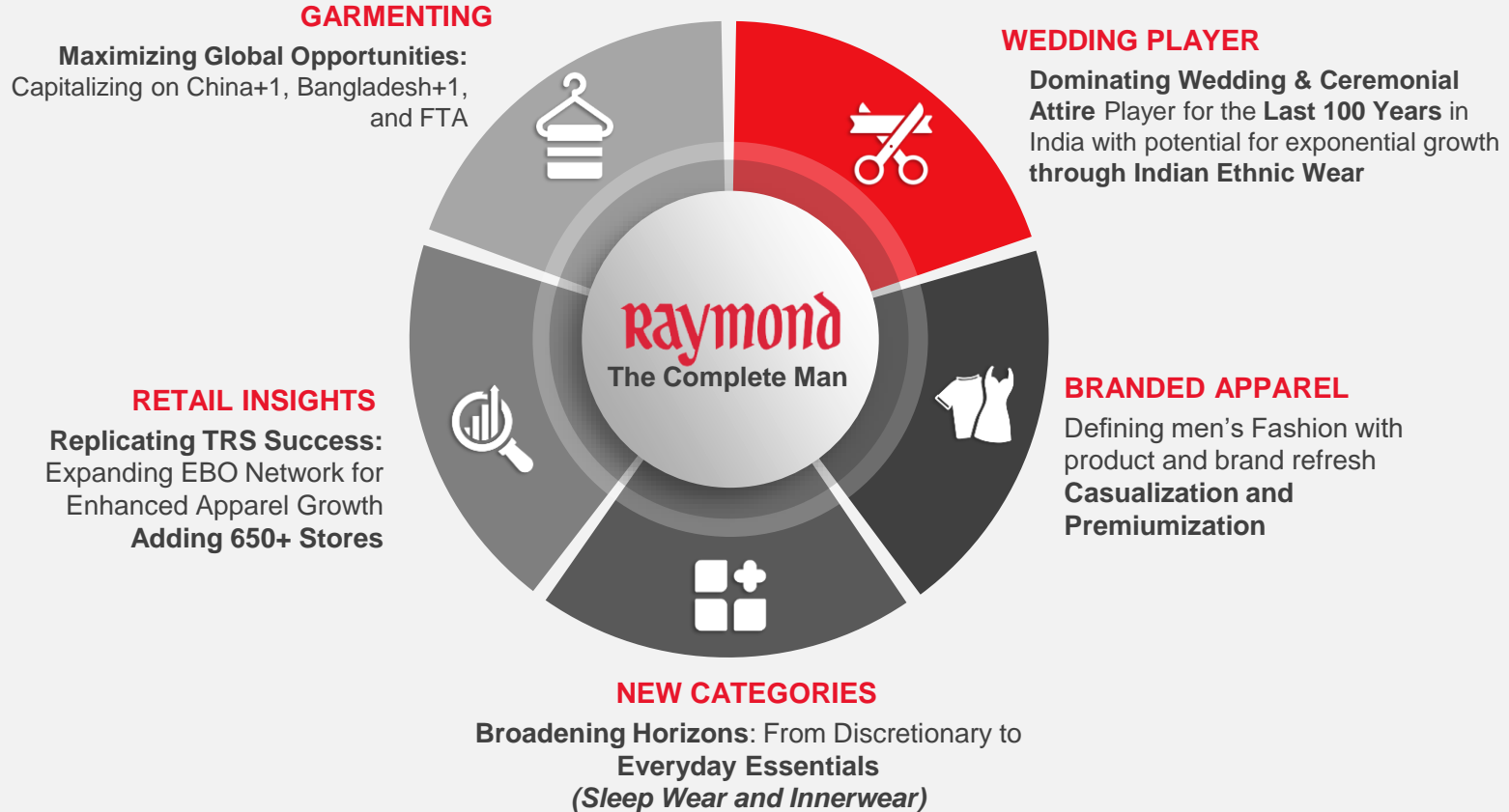
		Wedding/ Ethnics Wear	Styling (Formal/ Casual)	Domestic Textiles (Branded Fabric)	Garment Exports
	Largest Ethnics Player	✓	✗	✗	✗
	Largest Garment Exporter	✗	✗	✗	✓
	Largest Apparel Player	✓	✓	✗	✗
	Leading Textile Player	✗	✗	✓	✗
	Raymond LIFESTYLE LIMITED	✓	✓	✓	✓

Raymond Lifestyle

3 Pronged Strategic Approach



Raymond Lifestyle — Key Focus Areas

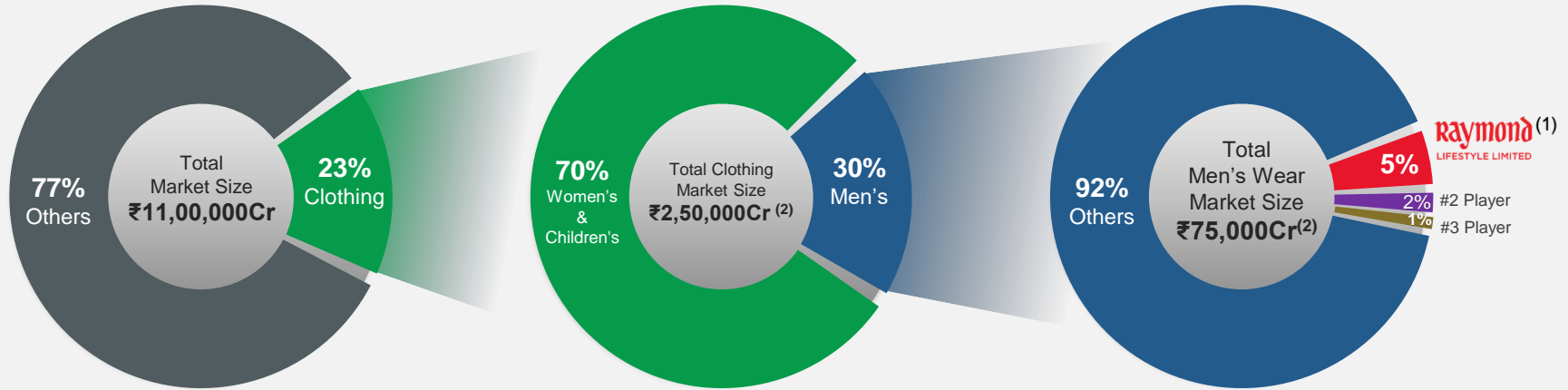


Pillar of Raymond Lifestyle 2.0



India's largest Men's Wedding wear company for last 100 Years

No Wedding is complete with a Raymond "Set"



Targeting a **15% CAGR** to attain **6-7% Market share** in fast growing **Men's-Wear wedding market by 2027**

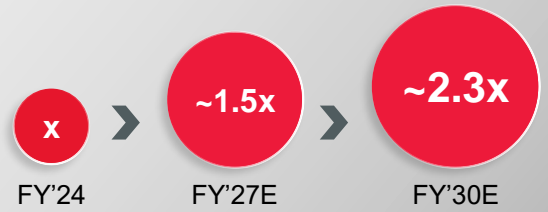
(1) Based on ~ ₹3,750 Cr of Retail Sales Value, Ethnic Segment of #2 Player and #3 Player

(2) Based on Internal Estimates

Viewing Business from a Different Lens



Wedding & Ceremonial Portfolio
REVENUE
 (₹Cr)



BRANDED TEXTILE	
Revenue	Wedding Share
₹3,449 Cr	55%-60%*

BRANDED APPAREL	
Revenue	Wedding Share
₹1,587 Cr	20%-25%*

GARMENTING	
Revenue	B2B
₹1,035 Cr	

HIGH VALUE COTTON SHIRTING	
Revenue	B2B
₹830 Cr	

RAYMOND LIFESTYLE CONSOLIDATED	
Revenue#	Wedding Share
₹6,691 Cr	~35%-40%

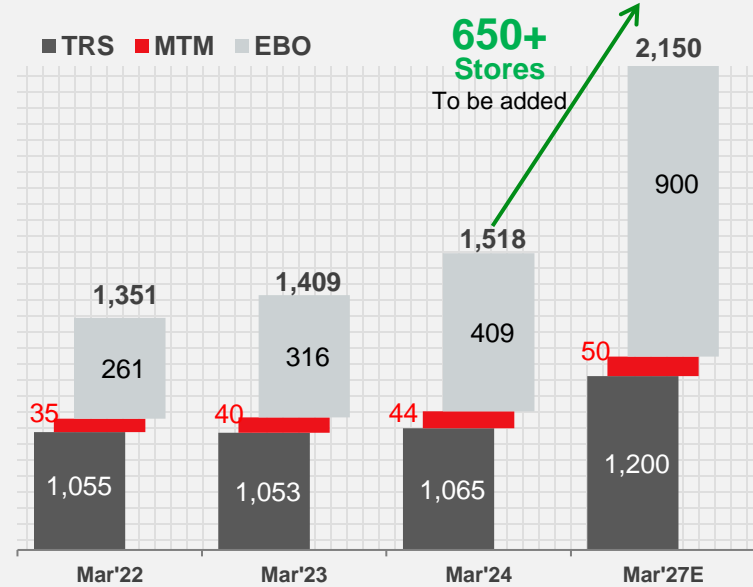
Sustainable Revenue Growth of
12-15%

➔ **DOUBLING**
 EBITDA by 2028

* Wedding margins are higher by 300 bps
 # Net of intersegment elimination and other income of ₹ 210 Cr.

Replicating Success of TRS in Branded Apparel

Refresh product , design and retail identity



Replicating TRS Success: Expanding EBO Network for Enhanced Apparel Growth

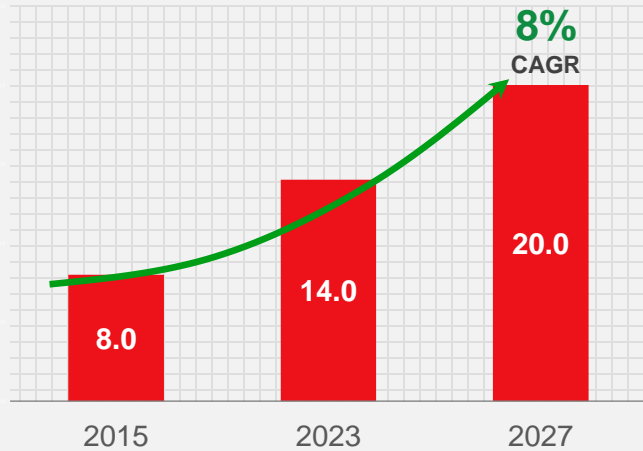




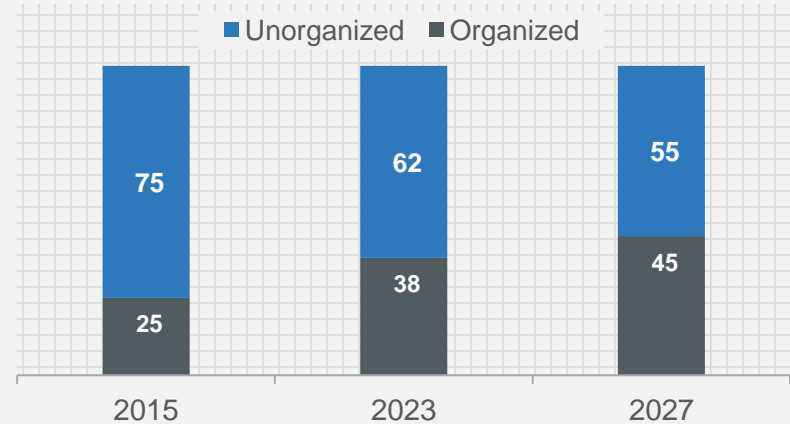
ethnix
by Raymond

Men's Ethnic Wear Market

Ethnic Wear Market Size (₹ '000 Cr)



Share of Organised & Unorganised



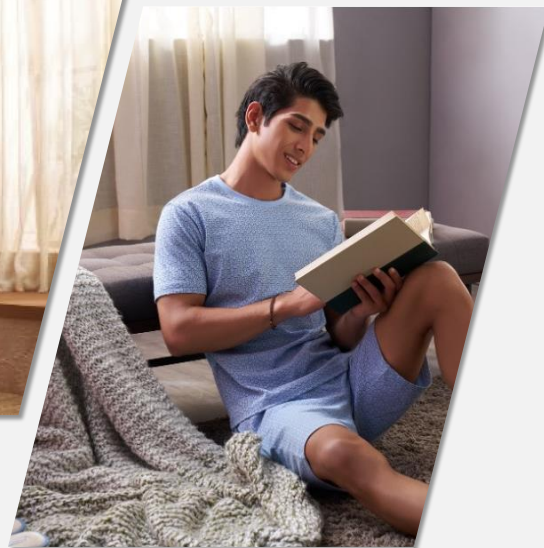
- Organised market is growing at **~14%** whereas unorganised is growing at **5%**.
- By 2027 organised will be almost **half of the entire market size**.
- With **300+ Store Addition** in next 3 year.

Our Unique Proposition

ethnix
by raymond

- **Design Language:** Differentiated design for all occasions, high quality offerings at affordable pricing, strong presence in wedding category.
- **Optimal Portfolio:** Mix of core ethnics (wedding) and smart ethnics (non wedding) catering occasion wear to regular wear.
- **Expansion of EBO Network:** Expand by 300+ stores in next 3 Years, from 114 stores (Mar'24).
- **Leverage Multi-channel:** Leverage TRS network, selective partnering with LFS and premium MBOs.
- **Brand Strengthening:** Consistent brand investment across media to build brand salience and connect.





SleepZ
— by —
raymond

BROADENING HORIZONS: FROM DISCRETIONARY TO EVERYDAY ESSENTIALS

SleepZ by Raymond

Consumer & Product Strategy:

- Indian Wear & Western Wear.
- Currently there is no branded player in this segment.

Distribution Strategy:

- Indian wear (Kurta – Pajama Set) is an Unorganized Market.
- Appointing Distributors PAN India.

Pricing Strategy: Will launch at Attractive Prices to convert Unorganized play to Organized one.

Launched in the Counters in July.



SleepZ
— by —
raymond



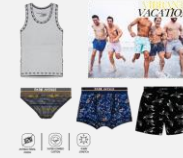
Innerwear — Park Avenue

- Consumer & Product Strategy:** Targeting the Semi-Premium and Premium Category Consumer, (> 50% of the Market).
- Pricing Strategy:** A Competitive pricing strategy with presence in Mid-Premium and Upwards Price Segment.
- Brand & Promotion Strategy:** Leveraging PA Brand and creating the architecture of sub brands. Trendy Designs that will appeal to the new age consumers.
- Distribution Strategy:** Omni Channel Distribution Strategy with strong focus on MBO channel expansion.

CLASSIC



LIVIN



ZEN



DRYTECH



B R E A T H E



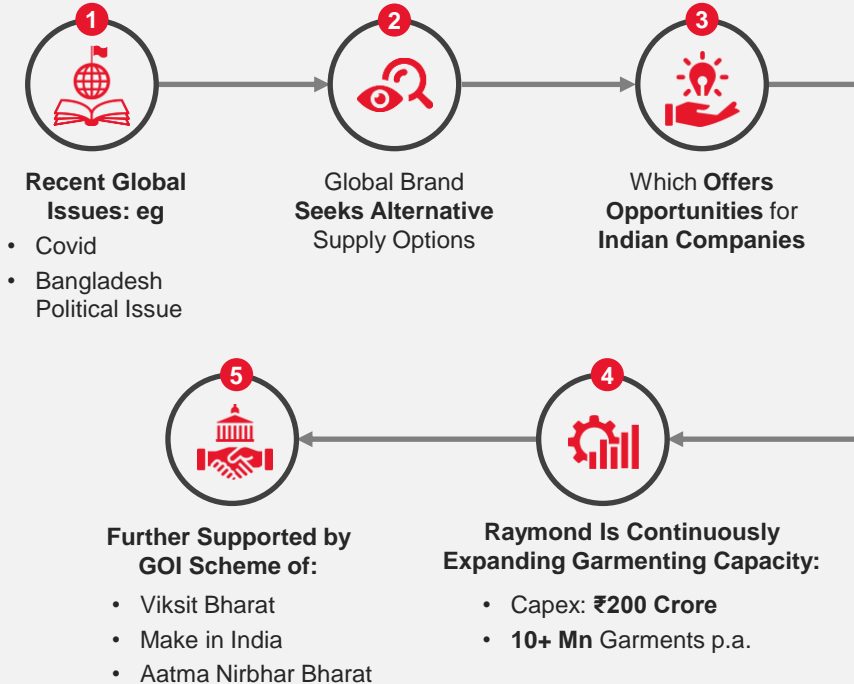


GARMENTING

Garmenting

3rd Largest Suit Manufacturer

Raymond's Garmenting EXPANSION STRATEGY



Growth Enablers

- **Gaining New Customers/ Markets through:**
 - Product innovation and adjacencies
 - Adoption of **“China + 1 strategy”**
- Meeting increased demand with an efficient **vertical integrated Supply Chain.**
- **“Bangladesh + 1 strategy”:** Post political unrest, international buyers looking for alternate options. (\$ 50 Bn market)
- **Complete solution provider** for key Customers.
- **New FTA with UK, EU and Australia** set to create additional tailwinds



GOVERNANCE & MANAGEMENT

Strong Governance

With High Pedigree Board Members



GAUTAM SINGHANIA

Chairman
(Raymond Group)



K NARASIMHA MURTHY

Independent Director

*Ex Director NSE,
ONGC, LIC & UTI*



VENEET NAYAR

Independent Director

Ex CEO- HCL



ANISHA MOTWANI

Independent Director

*Strategic Advisor-
World Bank*



RAVINDRA DHARIWAL

Independent Director

*Cofounder Sagacito Technologies
& Ex. Group CEO Bennett Coleman*



DINESH LAL

Independent Director

*Over 50 years of diverse
industry experience*



GIRISH C CHATURVEDI

Independent Director

*Ex Chairman ICICI,
NSE & PFRDA*



MAHENDRA V DOSHI

Independent Director

Promoter-LKP Group



SUNIL KATARIA

Chief Executive Officer

*Ex Godrej
Consumer Products*

Led by Experienced Management Team



SUNIL KATARIA
Chief Executive Officer
(Lifestyle)



DEBDEEP SINHA
Chief Business Officer
(Apparel)



VIKRAM MAHALDAR
Chief Business Officer
(Suiting)



MANISH BHARATI
Chief Business Officer
(Garmenting)



BIDYUT BHANJDEO
Chief Business Officer
(Ethnix)



ANUPAM DIKSHIT
Chief Business Officer
(Shirting)



VINOD SALVI
Chief Business Officer
(Home)



SAMEER SHAH
Chief Financial Officer
(Lifestyle)



RAVI HUDDA
CDO, Lifestyle & CIO,
(Raymond Group)



HIMANSHU KHANNA
Chief Marketing Officer
(Lifestyle)



MLN PATNAIK
Chief HR Officer
(Lifestyle)



ABHIJIT BHALERAO
Chief Information Officer
(Lifestyle)



SUBHASH NAIK
Chief Manufacturing Officer
(Lifestyle)

Raymond



FINANCIAL HIGHLIGHTS

High Teen Margin Business — FY2024

Particulars (₹ Cr.)	FY24
Net Revenue	6,691
Opex	5,599
Reported EBITDA	1,093
<i>EBITDA Margin %</i>	16%
<i>Depreciation</i>	248
<i>Interest Expense</i>	196
PBT before exceptions	649
<i>PBT Margin %</i>	10%
Exceptional items	9
Taxes	170
Net Profit	470

Segment Results

Particulars (₹ Cr.)	Revenue	EBITDA	EBITDA %
Branded Textile	3,449	706	20.5%
Branded Apparel	1,587	183	11.5%
Garmenting	1,035	107	10.3%
High Value Cotton Shirting	830	94	11.4%
Others	(210)	3	-
Raymond Consolidated	6,691	1,093	16.3%

Gross Margin
46%

EBITDA %
16.3%

EBIT %
12.6%

PAT%
7.0%

Healthy Balance Sheet

Particulars (₹ Cr.)	As on 31.03.24
Non-Current Assets	3,929
Intangible Assets	5,219
Current Assets	3,990
Total Assets	13,138
Equity	9,739
Non-Current Liabilities	855
Current Liabilities	2,544
Total Equity & Liabilities	13,138

Key Ratios

Net Cash Surplus:
₹227 Cr

NWC Days:
76 Days

Operational ROCE:
31.7%

Operational ROE:
10.4%

ESG Goals



Well Defined ESG Goals

ENVIRONMENT (E)



20%

Reduction in scope 1 and 2 by 2030



20%

Renewable Energy Target by 2030



30%

Decrease in Waste to landfill by 2030



Zero Liquid Discharge (ZLD) by 2030

SOCIAL (S)



100%

Return to Work Rate



Single Digit

Employee Turnover Rate



ZERO

Fatalities since last 5 years



20%

Gender diversity target by 2030

GOVERNANCE (G)



100%

Independent Directors on All Committees



THANK YOU

REACH US @Raymond.IR@Raymond.in