



Raymond
LIFESTYLE LIMITED



RAYMOND LIFESTYLE LTD.

ANALYST & INVESTOR PRESENTATION

Our Vision



To be the leading **FASHION & LIFESTYLE** company with loved brands, fashion first approach and a delightful consumer experience to deliver superior stakeholder value.

Our Values

INNOVATION

- We have been crafting world-class product offerings over the years.
- We will invest behind product and process innovation to drive disruptive growth.

QUALITY

We are recognized for our high-quality product offerings and there will be no compromise on delivering consistent highest quality standards.

CONSUMER DELIGHT

Consumers delight is the heart of everything that we do and we strive to continuously excel in it through our products and service.

TRUST

- We are one of India's most trusted brands with near 100% awareness.
- We will continue to strengthen our stakeholder relationships built over 100 years.

CARE

- Our People are our biggest strength and we nurture and invest in our talent.
- We care for our planet and we will work towards this with responsibility and purpose.



Raymond
Lifestyle

The logo features the brand name 'Raymond' in a large, red, serif font, with 'Lifestyle' in a smaller, black, sans-serif font directly below it. The text is centered within a large, white, circular graphic that has a thick, grey, outer ring, creating a sense of depth and focus.

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 LIMITED

B2C

Business to **CONSUMER**

Branded Textile

Branded Apparel

B2B

Business to **BUSINESS**

Garmenting

High Value Cotton Shirting

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*



MAHENDRA V DOSHI

Independent Director

Promoter-LKP Group



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*



RAJIV SHARMA

Non-Executive Director

Ex CEO Coats



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)



Dr. SUBHASH NAIK
Chief Manufacturing Officer
(Lifestyle)

Raymond Lifestyle

3 Pronged Strategic Approach



Key Focus Areas

GARMENTING

Maximizing Global Opportunities: Capitalizing on China+1, Bangladesh+1 and FTA



WEDDING PLAYER

Dominating Wedding & Ceremonial Attire Player for the **Last 100 Years** in India with potential for exponential growth through **Indian Ethnic Wear**



RETAIL INSIGHTS

Replicating TRS Success: Expanding EBO Network for Enhanced Apparel Growth **Adding 650+ Stores**



BRANDED APPAREL

Defining men's Fashion with product and brand refresh **Casualization and Premiumization**



NEW CATEGORIES

Broadening Horizons: From Discretionary to **Everyday Essentials** (*Sleep Wear and Innerwear*)

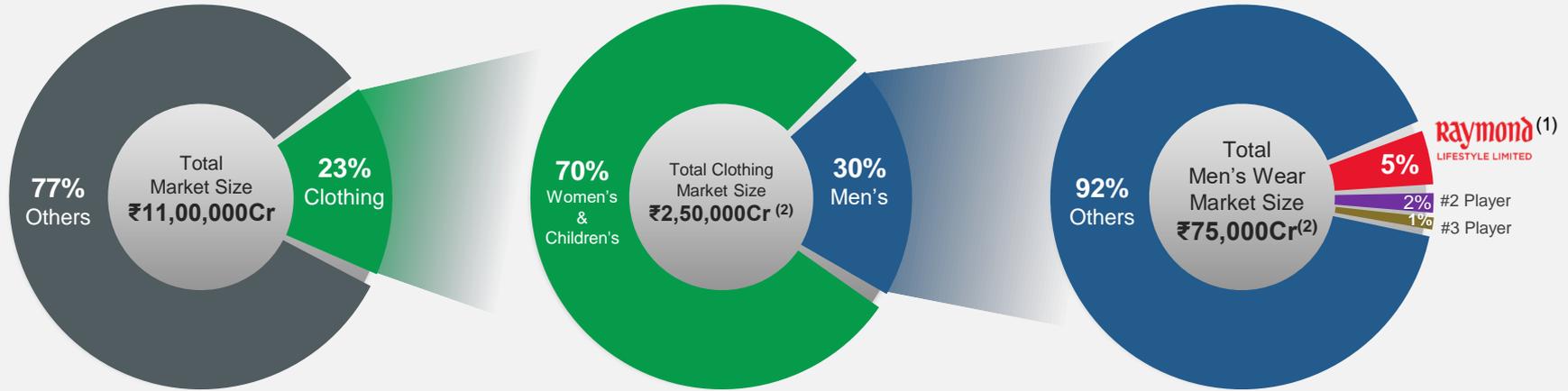




**RAYMOND
WEDDING & CEREMONIAL
PORTFOLIO**

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

No Wedding is complete without a Raymond "Set"



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

Note: (1) Based on ~ ₹3,750 Cr of Retail Sales Value, Ethic 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%

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

Raymond's Right to Win

In Wedding Market



Strong Brand Equity

Raymond's legacy of quality and craftsmanship has established it as a trusted brand, helping attract and retain customers.



Diverse Product Range

- Across price point in ready to stitch
- Introduction of Ceremonial fabric
- Large scale up of Right to wear Ethnic



Extensive Distribution Network

- Strong network of 1,050+ TRS Stores.
- Large Wholesale network.
- Strategic expansion of EBO including Ethnix



Customization & Personalization

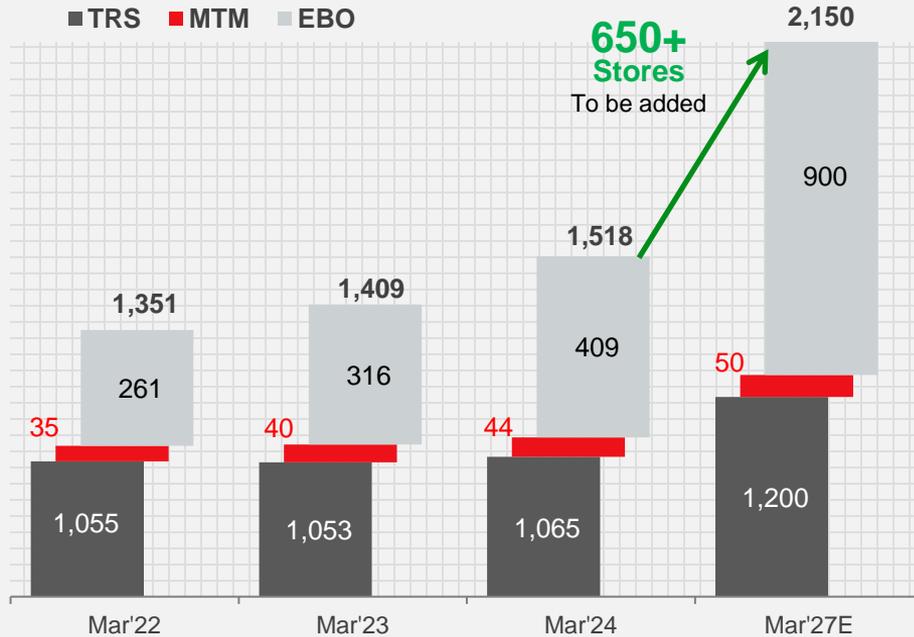
- Large tailoring network
- Immerse in a personalized Ethnix look, crafted to perfection



RETAIL

Replicating Success of TRS in Branded Apparel

Refresh product, design and retail identity



Retail Expansion: Expanding EBO Network for Enhanced Apparel Growth

THE RAYMOND SHOP





BRANDED TEXTILE

Branded Textile



SUITING



SHIRTING



MADE TO
MEASURE



HOME
FURNISHING



EXTENSIVE REACH



20,000+ SKUs



Presence across
800+ Cities & Towns



1,050+ TRS Stores



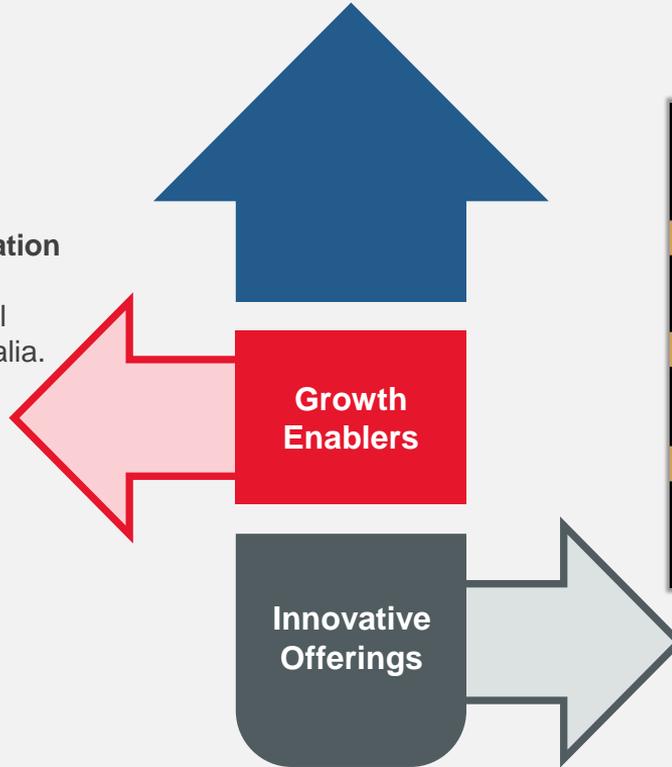
1,430+ MBOs



Price Range:
₹300 to ₹3 Lac per metre

Suiting Business - Growth Enablers

- **Drive category Premiumization** through highly differentiated wool rich blends and All wool products – Exotic & Regio Italia.
- **Expand distribution and gain share in top end MBOs for Regio Italia.**
- **Pride Program – Mass end Indirect MBO expansion and engagement initiative.**



Approach to Consolidate Leadership Position

In Suiting Segment

**SUSTAIN AND IMPROVE
MARKET SHARE IN WORSTED
SUITING**



**INVEST TO GAIN SHARE IN
POLY VISCOSE SEGMENT**

Create & Sustain Market Share in Worsteds Suiting

1

Invest in premiumization through carefully curated All wool range with Italian design sensibilities.



3

Recreate the **Magic of Wool** to educate consumer the unparalleled benefits and superiority of wool, and other natural fiber.

Enhancing the worsted portfolio with regionally relevant products such as **tweeds, flannels, fine trousering, and multi-directional stretch blends** for optimal daily comfort.

2



4

Why Stitch: Raymond's custom tailoring offers unique, personalized clothing crafted by skilled tailors to reflect individual style.

Strong Growth in the Poly Viscose Segment

Enhancing Product Portfolio

- Investing in a diverse range of PV products with benefits like stretch – Uni and Multi directional.
- Fabrics with softer finish, high twist for sharper designs and wider color pallet to cater to various customer needs and preferences across price points.
- Ceremonial Fabrics



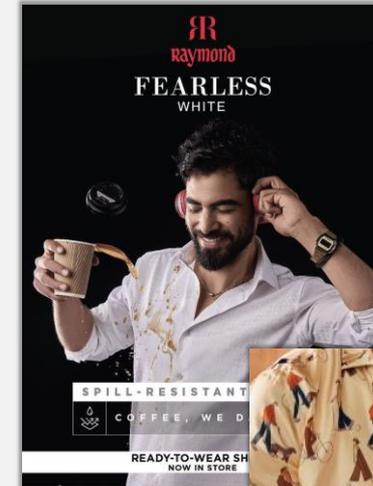
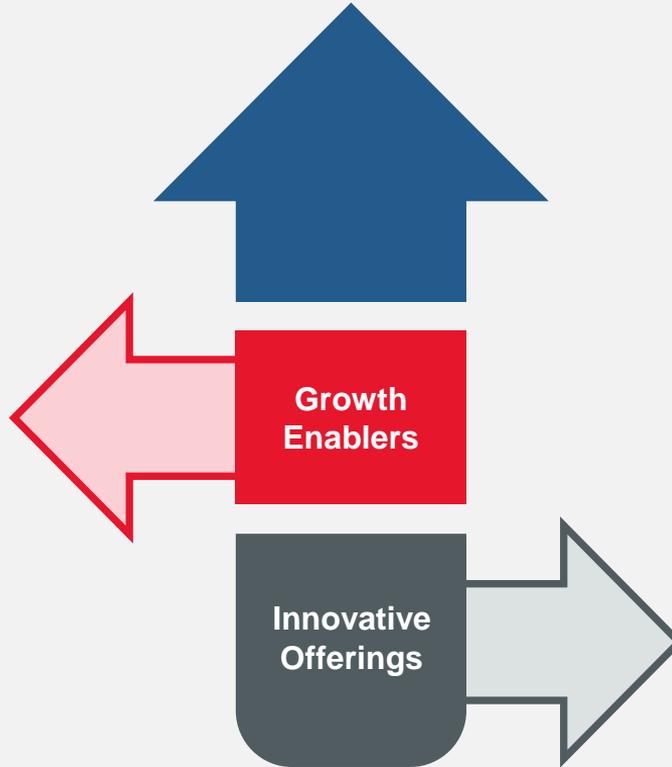
Expand Distribution Network

Establish a robust distribution network with:

- Last mile connect to more than 5000+ tag dealers.
- Amplifying Presence in Top MBOs: A Dual-Pronged Strategy of Brand Amplification and Assortment Enhancement.

Shirting Business - Growth Enablers

- Maintain leadership position and increase market share in Cotton by product enhancements.
- Exponential Growth in Linen



Maintain Leadership Position

By increase market share in Cotton by product enhancements.

Product Portfolio

- Grow in Premium segment with the new range of **Regio Italia Collection**
- **Focus on performance** products, like Fearless (Spill resistant), Creaseless and Stretch in Cotton
- Leveraging **inhouse capability** of Prints, which will drive fashion.
- **Value Cotton:** Gain competition share in mass premium segment with the introduction of value cotton range and use this to gain shelf space in MBO's through **pride program**



Strengthening Linen

By Reinforcing with New Products and Campaigns

Growth Enablers

- With the country witnessing high summer, Linen compliments with the weather and provides an **excellent solution for summer.**
- Opportunity in both **100% Linen and Linen blended fabrics.**
- Products backed with **strong media campaign.**





BRANDED APPAREL

Branded Apparel

Sustain Profitable Growth Momentum

Portfolio of Market leading Ready to wear brands in menswear segment



New Categories



A WIDESPREAD NETWORK PRESENCE



600+
Cities & Towns



409
EBOs

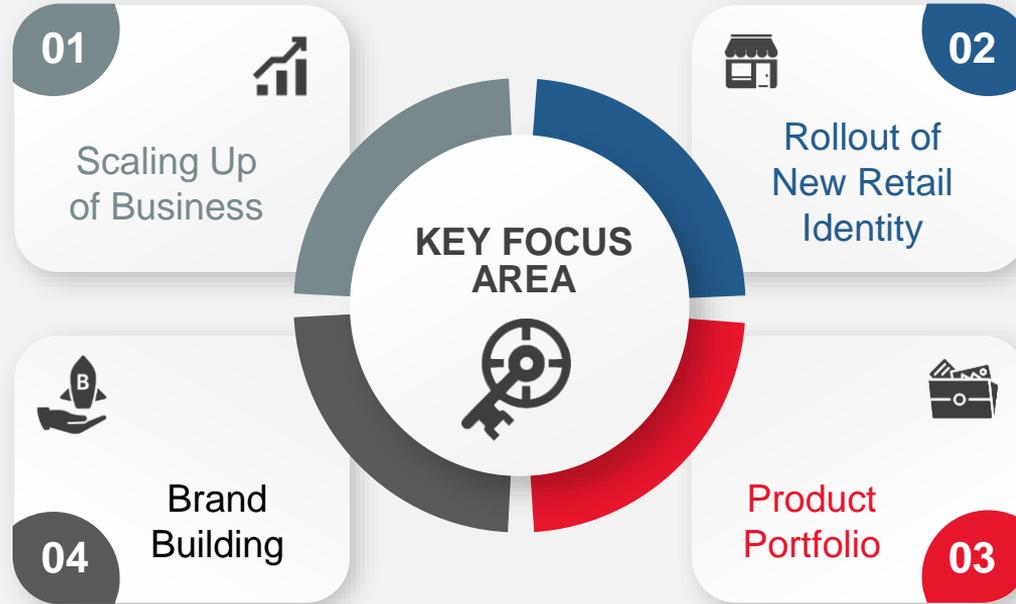


4,525+
MBO Counters



1,400
LFS Counters

Branded Apparel – Growth Enablers



Scaling Up of Business

Particular	FY24	FY27E
EBO	409 Stores	~900 Stores
TRS	1,065 Stores	~1200 Stores
MBO	4,525+ Counters	~5,500+ Counters
LFS	~1,350 Counters	~2,500+ Counters

Focus on **Targeting Metros/ State Capital/ Key Malls/ Strategic Towns** like pilgrimage and hidden gems.

New Retail Identity



Product Assortment



Bringing out the
Best in Men



Intuitive fashion for the
man 'on the go'



The look of
True Success



Fashion that
Starts with You

Crafted to redefine your wardrobe with
INNOVATION, QUALITY and TIMELESS DESIGN.

Brand Growth Playbook

Raymond



Establish RR as a Readymade Premium Fashion Wear:

1. Premium Ready to Wear Wardrobe Solution
2. Widening Product Portfolio:
 - Stylish Formals
 - Ceremonial
 - Casualization
3. Channel Expansion Led by Retail & LFS Network

Brand Growth Playbook

Raymond



Ceremonial Line: Modern Ceremonial range for special occasions; this collection is highlighted through Elaborate **Tuxedos, Bandgalas** and **3 piece stylized** in jewel tones and bright pastels.

Special Edition: An exquisite collection of **Fine Italian fabric, crafted** with delicate detailing designed for our high –profile consumers who value uncompromising **Quality & Style.**



Performance Clothing: Using the finest technological innovations in a range of options which is also gentle to the skin & having superior performance under the **Fearless, Creaseless, 360 degrees collections.**

Park Avenue

Intuitive fashion for the man always 'on the go'

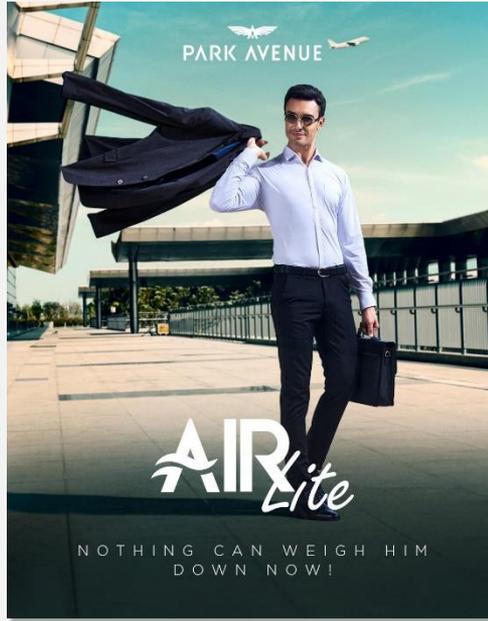


Establish as a Hybrid Wear

1. **Widening Product Portfolio:**
 - Casualization
 - Stylish Hybrid Workplace Dressing
 - Performance products - Flextech/ Airlite
2. **Channel Expansion Led by Retail, LFS Network and MBOs**

Park Avenue

New Innovation



Brands Growth Strategy

ColorPlus



The logo for ColorPlus, featuring a stylized 'P' above the brand name 'ColorPlus' in a white script font, all set against a dark green rectangular background.

Making the Brand Relevant to Millennials

1. Widening Product Portfolio:

- Maintaining Leadership in Chinos Category
- CP Sport: Amplifying youth appeal
- Casuals with focus on Colors, Comfort and Craftmanship
- New age fabrics- Utmost performance and functionality for travel wardrobe.

2. Positioning of the brand as a leisure wear

3. Channel Expansion Led by Retail and LFS Network

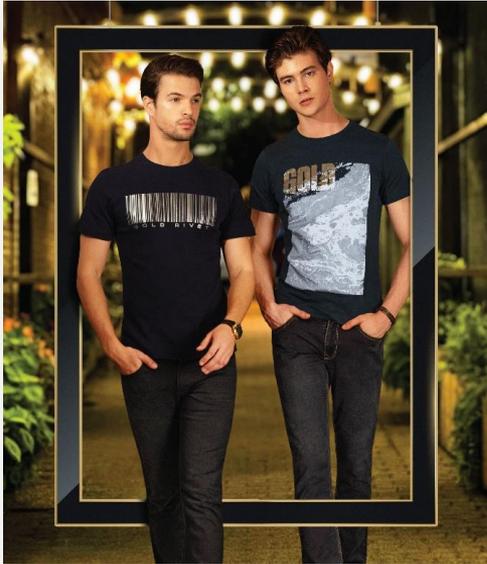
Brands Growth Strategy

ColorPlus



Brands Growth Strategy

Parx

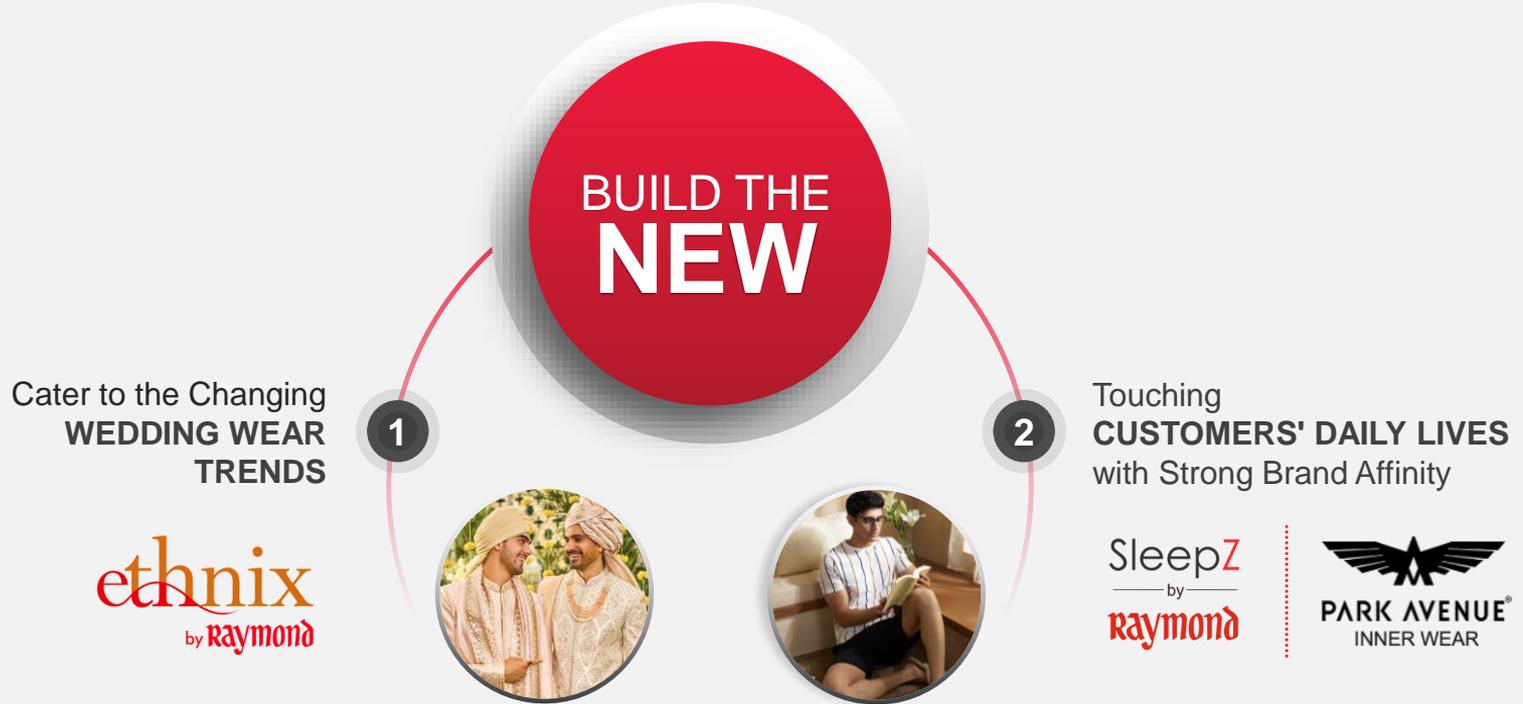


**Position as Trendy
Casual Wear**

- 1. Widening Product Portfolio:**
 - Value for money casual wear
 - Denim
 - Athleisure
- 2. Channel Expansion Led by MBO, LFS Network and Online**

Raymond

Introducing New Categories





ethnix
by Raymond

Ethnix by Raymond

Ethnix range for targeted Occasion

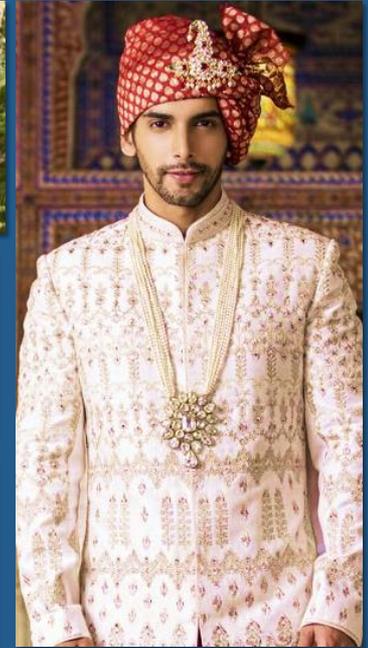
Smart Ethnix



Festive Collection

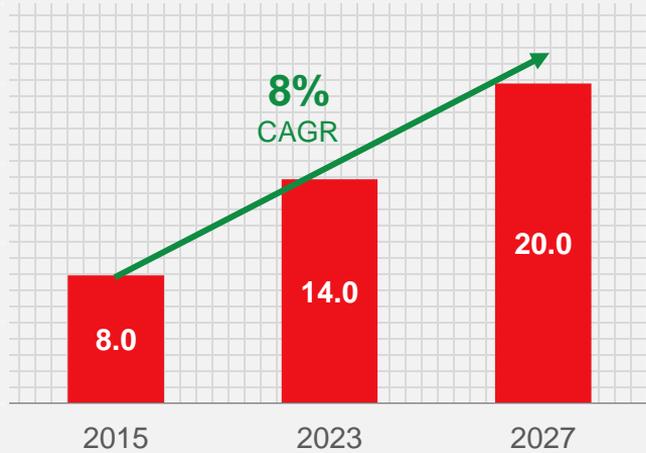


Wedding Collection



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**.

Raymond Ethnix — Right to Win

RIGHT TO WIN

Raymond known as a Premium Brand for Men's Wear



DESIGN CAPABILITY

Differentiated Designs for all Occasions



SIZEABLE & EVOLVING SEGMENT

Large Unorganized Market



WEDDING BUSINESS EXCELLENCE

Strong understanding of product & Running Wedding Business



SOURCING CAPABILITY

Strong Supply Chain

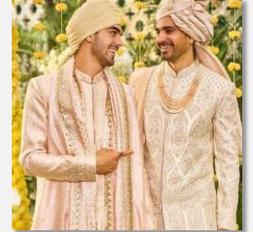


Ethnix by Raymond

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 350+ 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.



Retail Footprint Expansion & Retail Excellence

Major Expansion in Tier 1 & Tier 2 Cities

Selective expansion in Tier 3 & Tier 4 Cities





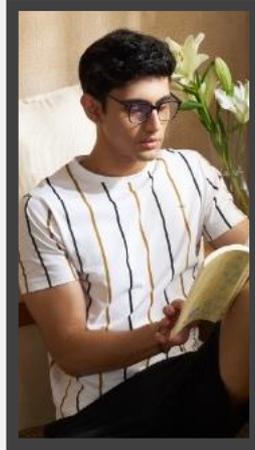
SleepZ
— by —
Raymond

Raymond — SleepZ

INDIAN WEAR



WESTERN WEAR



Raymond — SleepZ



CONSUMER & PRODUCT STRATEGY

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



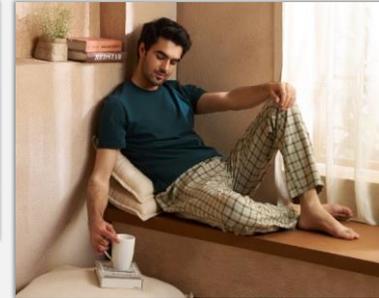
DISTRIBUTION STRATEGY

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



PRICING STRATEGY

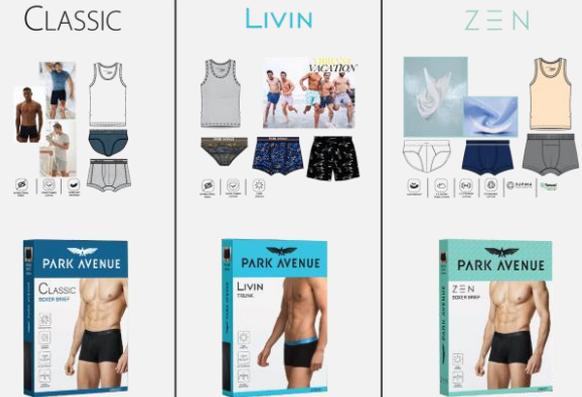
Attractive Prices to convert Unorganized play to Organized one



Launched in the Counters in August

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.





GARMENTING

International Business — Garmenting

An Introduction



Globally Recognized
Partner of Tailored
Clothing



2+ Decades
of Manufacturing
Experience



Well Diversified
Across Geographies,
Products and Customers



5 State of the Art
Manufacturing Units
10+MN UN UNITS



Over 10k Employees
(90%+ Women)



Fully Integrated
Manufacturing Operations
including Design Services



Long Standing Relationships
with **Eminent Global Brands**
Spanning Over Decade



7000+
Advanced Machines

International Business — Garmenting

Key Drivers

1

Vertical Integration: From Fiber to Garments

- Ease and Cost of Transacting Business
- Faster Response
- Design Input Flexibility
- Leverage Cotton/Linen with Wool Products

2

Complete Spectrum of Tailored Clothing

- Traditional Tailored category
- Deconstructed Tailoring and hybrid categories like knitted suits

3

Digital Design Enabled

- 3D Prototyping and Designing Capability
- **Vertical Design:** Integration with Output of Textile Designing Digital Software

4

Multi Nation Foot-print: US & UK Office

- Closer to Market
- Perpetual Customer Connect
- Faster Response
- Supporting Critical Communication

5

Value Added Services

- **DDP:** Delivered Duty Paid
- **DCM:** Demand Chain Management

6

MTM: Made To Measure

- Unique Digitally Enabled Scalable Customisation/**MTM Capability**
- **1000 Suits** Per Day of Individual MTM

Strategic Acquisition of Customer



1. DESIGN CAPABILITIES

- **Design Co creation:** Converging design and trend inputs, market intelligence and product ideas, from Multi-locational Design Studios, International Designers and Global Customer Base.
- Design Studio in Italy, Spain and US.
- In-house 3D Prototyping and Designing Capability.

2. How Strategic Customer Development / How Customer Acquisition?

- Participation in the fairs. Premiere Vision, Paris and Munich Fair, Munich
- Market visits to meet the customer and showcase new collections and products



3. VERTICAL Integration

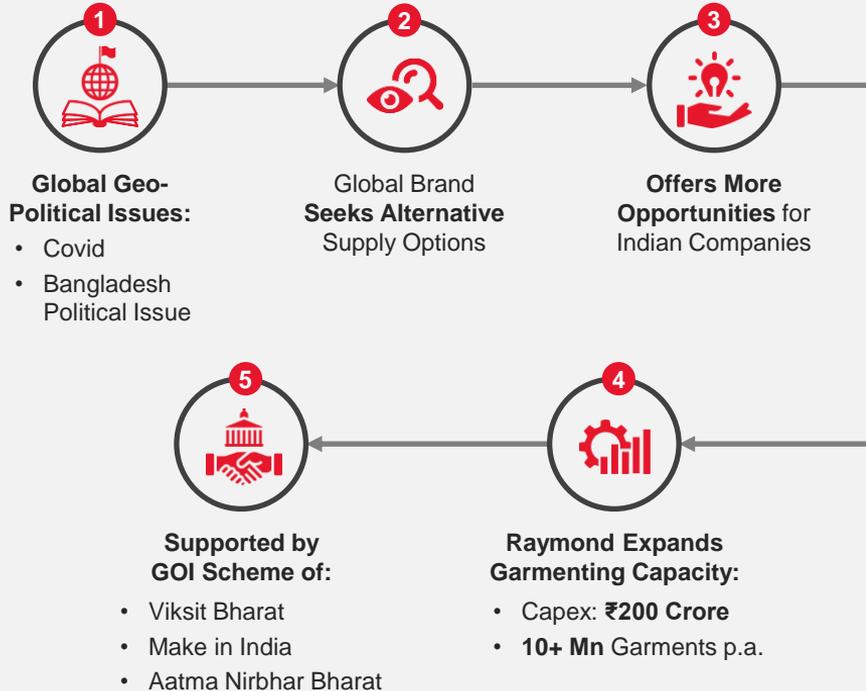
- Around 60% of fabric coming from Raymond mills (Suiting & Shirting)

In-house 3D Prototyping & Designing Capability



Garmenting Expansion Strategy

Raymond's Garmenting EXPANSION STRATEGY



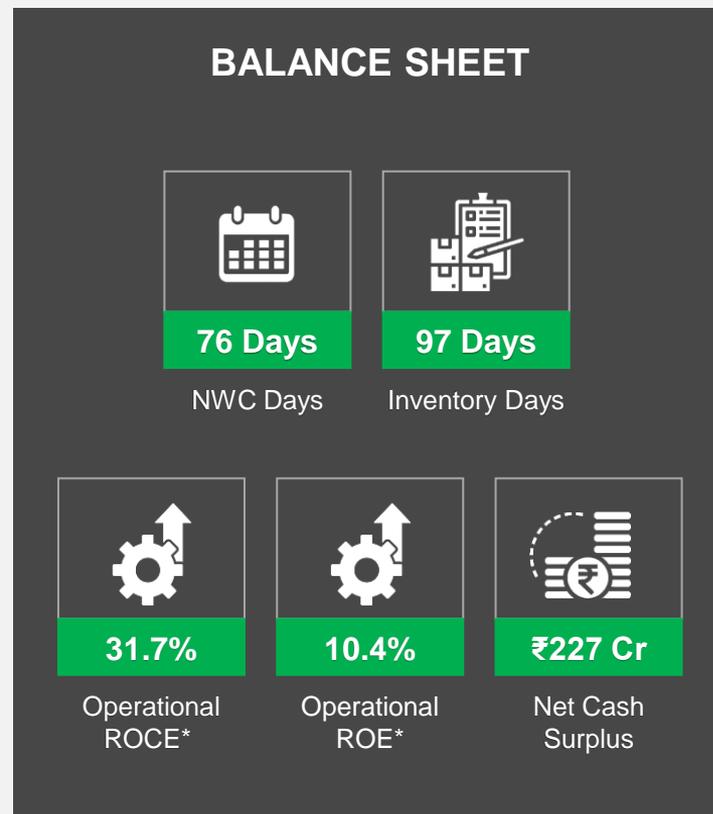
Growth Enablers

- **Gaining New Customers/ Markets through:**
 - Product innovation and adjacencies
 - Cross selling via vertical integration
- Meeting increased demand with an efficient **integrated Supply Chain.**
- Adoption of “**China + 1 strategy**” and “**Bangladesh + 1 strategy**” by global brands.
- **Complete solution provider** for key Customers.



FINANCIAL HIGHLIGHTS

Robust Business Metrics — FY2024



* Capital Employed for Operational ROCE & Net worth for Operational ROE excludes Intangibles & Goodwill (₹ 5,219 Cr), Increase on account of FA revaluation (₹ 450 Cr) and ROU asset (₹ 863 Cr).

Segmental Performance — FY2024

BRANDED TEXTILE



₹3,449 Cr

REVENUE



₹706 Cr

EBITDA



20.5%

EBITDA
Margin



556 bps

5 Year Margin
Expansion

BRANDED APPAREL



₹1,587 Cr

REVENUE



₹183 Cr

EBITDA



11.5%

EBITDA
Margin



974 bps

5 Year Margin
Expansion

GARMENTING



₹1,035 Cr

REVENUE



₹107 Cr

EBITDA



10.3%

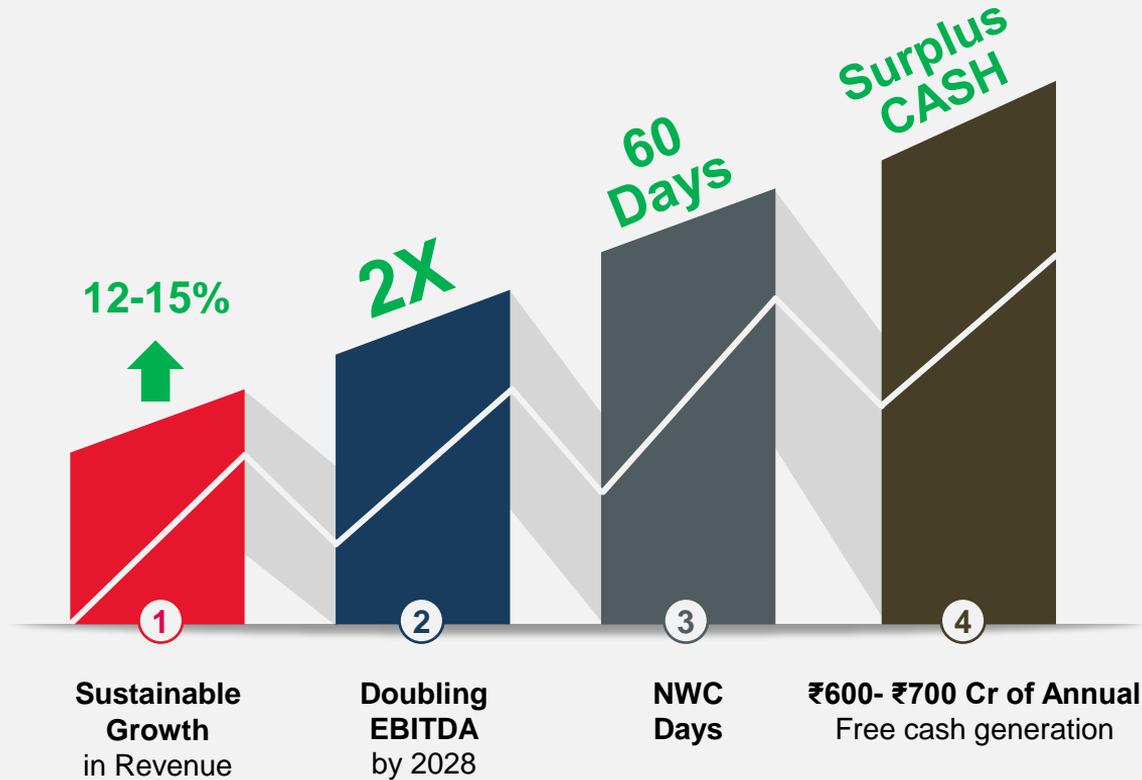
EBITDA
Margin



644 bps

5 Year Margin
Expansion

Future Growth Guidance





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 Committee

Raymond Lifestyle 2.0: Growth Drivers





Raymond
LIFESTYLE LIMITED



THANK YOU

REACH US @Raymond.IR@Raymond.in