



**Investor Update – Q3 FY15
(October – December 2014)**



FASHION

Retail Brands
Distribution Investments

Business Highlights – Q3 FY15

- ❖ Total income from operations of ₹742 cr for Q3 FY15, a 9.3% growth over Q3 FY14
- ❖ Reported SSGs of 4.3% in retail and 5.4% in Central
- ❖ Reported EBITDA margins of 10.7% in Q3 FY15 compared to 10.5% in Q3 FY14
- ❖ During the quarter, FLF **added 0.04 million sq ft** of gross retail space which included **1 Brand Factory, 1 Planet Sports and 11 other outlets**

Business Highlights – 9M FY15

- ❖ Total income from operations of ₹2,333 cr for 9M FY15, a 15.2% growth over 9M FY14
- ❖ EBITDA margins of 11.2% in 9M FY15 compared to 11.1% in 9M FY14
- ❖ During the 9M FY15, **added 0.71 million sq ft** of gross retail space which included **5 Central, 4 Brand Factory ,10 aLL, 3 Planet Sports and 61 other outlets**

Other Financial Highlights

- ❖ During the quarter, the company utilized the proceeds from the ₹175 cr preferential allotment for the repayment of debt
- ❖ The company reported profit from sale of 16.8% stake in Celio Future Fashion Limited
 - As per arrangement with the other investors the company would be further divesting 14.7% of stake in Celio during last quarter of FY 14-15

Growth and Expansion of Brand Outlets

- ❖ Opened an Exclusive Brand Outlet for Urbana & Sculler at Mumbai Airport
- ❖ During the quarter, expanded the franchise network by 8 stores in Patna, Kakinada, Bhopal, Nanded, Guwahati, Guntur, Srikakulam, Janakpuri
- ❖ Lee Cooper opened 2 exclusive outlets in Bikaner and Sikar in Rajasthan

Other Business Highlights

- ❖ Umbro sponsored the official kit of Atlético de Kolkata, a football franchise in the Indian Super League
- ❖ During the quarter, Lee Cooper crossed over 1 lac fans on Facebook

Re-opening of flagship store in Bangalore



Franchise Store at Nanded



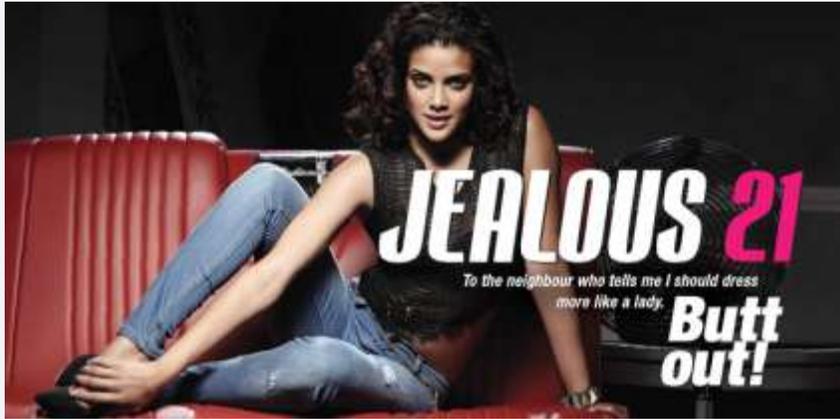
Franchise Store at Kakinada



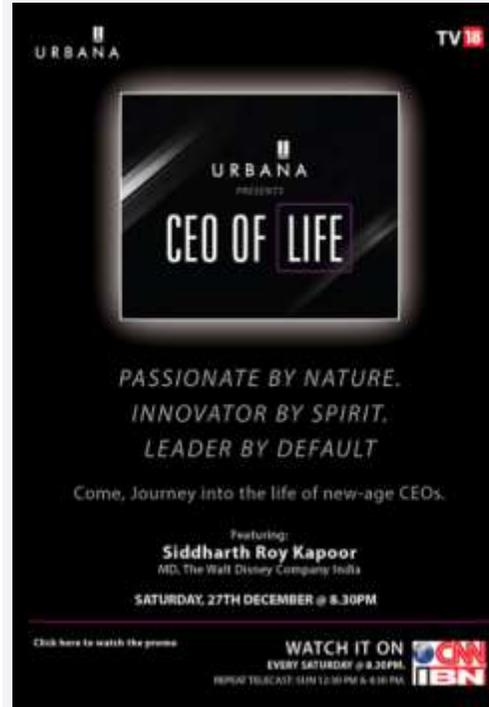
Mumbai Airport



Media campaigns and associations for brand promotion



- ❖ In the latest campaign 'Butt Out', Jealous 21 has clearly established the attitude of today's woman who prefers to follow her own belief than to be told what to do
- ❖ An all-round media campaign was designed to get the message across to customers



- ❖ Urbana, a premium men's formal brand has associated with CNN-IBN, for a show profiling young & dynamic CEO's - "CEO of Life"



- ❖ aLL collection available at www.allonlinestore.in

Media campaigns and associations for brand promotion

Tanya and Shaun. Morning Ravers. 2015.
 We love the energy of a good party. And we love to start our days with a hang. That's why we're going to combine the two. Look out world!

Lee Cooper
 SINCE 1926

What's your tomorrow?

Lee Cooper Exclusive Stores in Bengaluru | Jaipur | Mangalore | Mumbai | Pune
 Brand also available at all leading outlets and online stores.

www.lee.cooper.com
www.facebook.com/lee.cooper.in
www.twitter.com/lee.cooper.in

hero
 INDIAN SUPER LEAGUE
 THE RELIANCE STAR

UMBRO IS THE OFFICIAL KIT PARTNER OF TEAM ATLETICO DE KOLKATA

PROUD SPONSORS OF ATLETICO DE KOLKATA

INDIAN SUPER LEAGUE STARTS OCTOBER 12TH COME SUPPORT YOUR TEAM!

umbro

Retail Presence:

- ❖ Operates 5.00 million square feet of retail space across fashion formats (including EBOs)
 - Added 0.04 million sq ft of gross space during the quarter

New Store Openings:

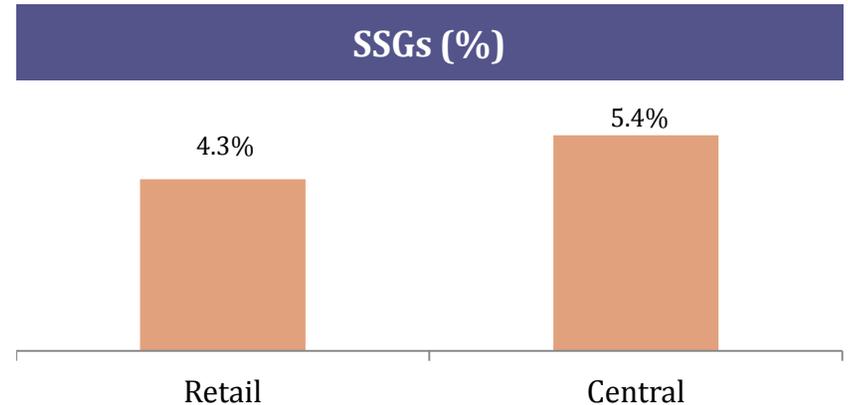
- ❖ Brand Factory strengthened its presence in Ahmedabad with its third store in the city

Other Highlights

- ❖ Central recently launched 'Men of Style', a very unique promotion on the latest in men's fashion wear
 - ❖ This activity promoted the latest trends across men's categories through in store activations and also by engaging with the brand's fans online
- ❖ During the quarter, Brand Factory crossed the milestone of 6 lac Facebook fans
- ❖ In the month of November, Brand Factory launched its Ethnic Festival with the widest range of women's ethnic range
 - The store brought together more than 2.5 lac different products with more than 200 options in tops and 20 plus options in bottoms

Store Network as of 31st December 2014		
Format	# of stores	Retail space (mn sq ft)
Central	29	3.06
Brand Factory	41	1.38
aLL	43	0.06
Planet Sports & Other	77	0.22
EBOs and Others	189	0.28
Grand Total	379	5.00

Planet Sports & Other includes Converse, Skechers & other sportswear formats
EBO and Others includes franchise, *I am In*, BARE and Lee Cooper brand stores.



Brand Factory Launched its Ethnic Festival



Central Launched “Men of Style” Campaign



Central announced “Party Perfect” Campaign



“I FLAUNTED #MYFIRSTSUIT AT MY COUSIN'S WEDDING. I REMEMBER DANCING ALL NIGHT!”

Men of Style
CENTRAL PRESENTS
NEW AGE FASHION

Tell us your story using #MyFirstSuit & win vouchers worth ₹2000. Follow us @CentralAndMe

Financial performance – Income Statement

Income Statement (₹ cr.) Particulars	Quarter ended		9 Months		Year ended
	Q3 FY15	Q3 FY14	FY15	FY14	FY 2014
Net Sales	723	659	2,281	1,960	2,661
Other Operating Income	18	20	52	64	83
Total Income from Operations	742	679	2,333	2,024	2,744
COGS	440	409	1,417	1,250	1,697
Gross Profit	302	270	915	775	1,047
Gross Margin %	40.7%	39.7%	39.2%	38.3%	38.2%
Employee Benefits Expense	43	34	125	91	129
Rent including Lease Rental	90	75	254	214	292
Other Expenditures	89	89	275	246	334
Total Expenditure	223	198	654	551	755
EBITDA	80	71	261	224	292
EBITDA Margin %	10.7%	10.5%	11.2%	11.1%	10.6%
Other Income	12	140	14	296	296
<i>Other Income</i>	3	0	5	2	2
<i>Profit from sale of investment</i>	9	139	9	330	330
<i>Service Tax Liability</i>	0	0	0	36	36
Depreciation	48	29	135	83	385
EBIT	43	182	140	437	203
Finance Costs	41	42	122	124	163
PBT	3	141	19	313	40
Exceptional Items	0	0	0	0	-6
Tax expense	1	47	6	103	11
Net profit	2	93	12	210	23

- ❖ Revenue growth in Q2 FY15 of 9.3% attributable to SSGs and new stores added
- ❖ Quarter witnessed 100bps Gross Margin expansion compared to previous year
- ❖ EBITDA margins witnessed 20bps expansion compared to previous year
- ❖ Profit from sale of investment includes profit from divestment 16.8% stake in Celio Future Fashion Limited
- ❖ Proceeds from ₹175cr preferential allotment utilized for debt repayment

Note: Standalone results do not include investee companies.

Thank You

Disclaimer:

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The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events.

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