LUX

LUX INDUSTRIES LIMITED

CORPORATE PRESENTATION I Q1 FY’26

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MARKET OUTLOOK & COMPANY UPDATE

Economy & Market Update

- Subdued consumption demands because of inflation, etc
- Brands continue to expand strategically in key markets
- Yarn prices remain stable
- 'Omni channel' being driven by players as their core strategy
- Exports sales looks promising

Brand Performance

- Clear shift towards organized segment
- Strong brand recall felt – Power brands performing well despite inflationary pressures
- Promising response received for brand 'Lux Nitro' 'Lux Parker' and 'Lux Cozi Pynk'.

Operational Highlights

- Volume growth of 17% for Q1 FY 26.
- Export revenue growth of 52%
- Increased solar power capacity from 1MW to 1.7MW.
- Increased focus on modern trade and e-commerce.

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CORPORATE

IDENTITY

ENSURING EVERYDAY COMFORT FOR DECADES

Lux group

Leadership

No.1
Indian innerwear company (volume terms)

₹ 604 Crores
Consolidated revenue from operations*

Prominence

~15%
Share in organized men's innerwear market

95%
Fill rate against industry average of 80%

Unique in its value proposition

Scale

34+ crore
Garment pieces** manufacturing capacity across 9 state-of-the-art plants

2 lakh+
Retailers network across India

46+
Country export presence

4,000+
Employees

5K+
SKUs; among industry's largest innerwear ranges. It will be 13K+ if color and size counted separately

100+
Products spanning innerwear, outerwear, rainwear and athleisure wear categories

* Q1 FY'26
** YE Mar'25

BUILDING ON A RICH LEGACY

1957
- Shri Girdhari Lal Todi founded Biswanath Hosiery Mills

1993-95
- Export commenced across the Middle East, Africa and Europe

2003
- IPO launched- oversubscribed 4 times

2010-12
- Shah Rukh Khan became brand ambassador for ONN
- Launched womenswear brand 'Lyra'

2015-16
- Shares listed on the BSE and NSE Commissioned Eastern India's largest hosiery manufacturing plant in Dankuni
- Became KKR primary sponsor

2021-22
- Merger of J.M. Hosiery and Ebell Fashions with Lux Industries
- Relaunched brand 'Lux Venus' & onboarded Salman Khan as brand ambassador.
- Onboarded Sourav Ganguly for Lux Cozi, Boman Irani for Lux Inferno & Satish Kaushik for Lux Cott's wool.

2017-19
- Varun Dhawan roped in as brand ambassador of Lux Cozi
- Amitabh Bachchan became face of the brands of Lux
- Launched 'Lyra' lingerie
- Lux Classic & Lux Venus Classic relaunched
- Kartik Aaryan onboarded as brand ambassador for Lux Inferno and Taapsee Pannu for Lyra.
- Launched India's first scented vest Lux Cozi

2023-24
- Roped in Janhvi Kapoor as brand ambassador for 'Lyra', Urvashi Rautela for 'GenX', Jacqueline Fernandez and Vijay Deverakonda for Lux Cozi
- Launched Rainwear and Lingerie category under the brand 'Lux Venus'
- Shri Ashok Kumar Todi received "Bharat Samman Award, 2023" at The House of Lords (UK Parliament), London
- Commissioned manufacturing facility at Jagadishpur, Hosiery Park, West Bengal
- Lux Cozi' got Brand of the Year
- Lyra' was recognized as 'India's Most Desired Bottomwear Brand' by TRA's MOST DESIRED BRANDS

2025
- Launched 'Lux Nitro' & 'Lux Nitro Neo' as a men's innerwear brand in mid-premium segment and onboarded Kartik Aaryan as the brand ambassador
- Installed 700KW rooftop solar plant at Tamil Nadu Facility
- Launched outerwear women range in the brand name "Lux Cozi Pynk" and onboarded Shraddha Kapoor as the brand ambassador
- Launched economy segment innerwear range in the brand name "Lux Parker" and onboarded Sourav Ganguly as the brand ambassador
- "Lux Cozi" got the Brand of the Year 2025 by BARC & ERTC Media
- "Lux Cozi Pynk" got the Best Brand for Women 2025 by Times Group

NEW BRAND LAUNCHES

LUX COZI pynk Fashion for her

Pynk is a sophisticated mid-premium womenswear brand from the house of Lux Cozi, redefines everyday fashion with its versatile range. From elegant Kurti Pants and classic Churidars to trendy Jeggings and chic Ribbed Palazzos, Pynk offers something for every occasion and style. The Brand boasts an impressive colour palette featuring over 200 vibrant hues, paired with a diverse collection of over 20 product categories, with even more innovative additions on the horizon. Crafted from premium stretch-fabric, Pynk products are designed to provide unmatched comfort, ensuring ease of movement, a perfect fit, and all-day wearability without compromising on style.

PYNK embodies the vibrant, unstoppable spirit of today's young women — fearless, passionate, and purpose-driven. She is as ambitious as she is grounded, leading with both heart and strength.

LUX PARKER®

VESTS | BRIEFS | DRAWERS

It has been revealed through multiple research and continuous dialogue with thousands of consumers, we uncovered a crucial truth: millions of consumers across India want to experience the ultimate comfort Lux Cozi offers—but for many, the price tag remains a barrier. Thus, a new brand is born.

Introducing Lux Parker, a bold new step into the future of comfort. A new brand in the economy segment with one purpose: to make Lux Cozi's unmatched quality accessible to all. The Lux Parker offers complete range of innerwear and outerwear for men's, women's and kids at a very affordable prices.

For the millions of Indians who need to wear the best, who believe that comfort should be within reach—Lux Parker is the answer. A new chapter. A new experience. Same unwavering commitment to quality. **"Lux Parker – Pehenna Jaroori Hai"**

NEW BRAND LAUNCHES

LUX NITRO™
HI-PERFORMANCE INNERWEAR

Yeh Andar Ki Baat Hai

Our latest mid-premium men's innerwear brand, Lux Nitro, marks a significant milestone, symbolizing a bold step forward to reinvigorate the market with a fresh and youthful personality. Lux Nitro aims to redefine the innerwear segment by combining superior quality, cutting-edge technology, and contemporary style, making it the ultimate choice for today's youth.

With the tagline "Yeh Andar Ki Baat Hai," the brand emphasizes inner strength and the importance of the right fit in empowering self-confidence.

The product portfolio ranges from briefs, vests, drawers to t-shirts as well. With Bollywood sensation Kartik Aaryan being associated as the brand ambassador for Lux Nitro, his vibrant personality, youthful energy, and widespread appeal aims to connect deeply with young consumers and aligns seamlessly with the brand's ethos of confidence and bold self-expression.

LUX PRODUCT PORTFOLIO

LUX COZI®

Men's Innerwear
Vest
Brief
Trunk
T-Shirt

Kidswear
Vest
Mega
Brief
Trunk
Half Pant
Track Pants
T-Shirt

LUX NITRO™
HI-PERFORMANCE INNERS

Men's Innerwear
Vests
Briefs
Trunks
T-Shirt

Kidswear
Vests
T-Shirt
Underwear

Lyra
WOMEN'S WEAR

Womenswear Innerwear
Brassieres
Panties
Camisole
Shapewear
Lingerie

Womenswear Outerwear
Leggings
Jeggings
Kurti Pant
Palazzo
T-shirts
Night-suits
Denims
Tracks

Kidswear
Leggings | Panty

LUX PRODUCT PORTFOLIO

ONN TOTAL COMFORT

Mens Innerwear
- Vest
- Brief
- Trunk
- Thermals

Mens Outerwear
- T- Shirt
- Track Pant
- Jackets
- Sweatshirt
- Half Pant
- Joggers
- Socks

Kidswear
- T- Shirt
- Track Pant
- Sweatshirt
- Jackets

LUX PARKER VESTS | BRIEFS | DRAWERS

Men's Innerwear
- Vests
- Briefs
- Trunks
- Drawers

Women's Innerwear
- Panties
- Bloomers

Men's Outerwear
- T-shirts

LUX COZI pynk Fashion for her

Womenswear
- Leggings
- Jeggings
- Kurti Pant
- Palazzo
- Casual Tees
- Joggers
- Track Pants
- Cigarette Pants
- Pencil Pants
- Short Tunic
- Co-ord Set
- Shapewear

LUX VENUS

Men's Innerwear
- Vests
- T Shirts
- Briefs
- Boxers
- Pyjama
- Shorts

New Launches
- Rainwear category
- Lux Venus Her
- Lingerie

LUX Karishma

Women's Innerwear
- Panties
- Full Sips
- Half Slips
- Bloomer
- Cycling Shorts

LUX PRODUCT PORTFOLIO

WIDENING AND DEEPENING REACH

1,170+ dealers' network

Available in 2 lakh+ multi-brand stores and 13 EBOs

Stronger e-retail platform presence

13+ Depots drive faster distribution in India

550+

Sales teams drive offtake

18

Warehouses (12 states)

Strategically located manufacturing units (West Bengal, Punjab, Tamil Nadu and Uttar Pradesh) to address growing markets

Lux Industries Dankuni Factory

Participated in India's Biggest Exhibition on Gifting & Promotional Solutions- "Gifts World Expo" in New Delhi

TAKING HOMEGROWN BRANDS TO THE GLOBAL MARKET

Star Export House recognition by Government of India

25

New countries added in past 5 years

46+

Country-wide presence

60

Targeted country-presence by 2028

Market traction in tropical countries (including GCC region and Africa)

Geography-wise sales

92%

Domestic

8%

Exports

ADVANCING WITH GOOD GOVERNANCE

Experienced Board

- Promoter-Directors with 25+ years of average industry experience; expertise- Sales & Marketing, Brand Promotion, Product Development, Board service & Governance.
- Independent Directors with expertise in Accounting & Finance, Legal, Taxation, Fund raising, Product Development, Packaging and Strategy.

- S.K. Agarwal & Co. Chartered Accountants LLP is the Statutory Auditor.
- MR & Associates has been appointed as the Secretarial Auditor.
- E&Y continues as the Internal Auditor for Company.

Strong Management Team

- Inducted new members in the recent quarters include:

Vertical A:

Mr. Subrata Kumar Roy - Chief Information Officer

Mr. Kaushal Pasari - General Manager, Finance

Growing Trust

- Marquee investors like Life Insurance Corporation of India, among others
- Covered by key research and brokerage houses such as Anand Rathi, SMIFS, B&K Securities, Phillip Capital

Shareholding Pattern as on 30.06.2025

25%

Women Independent Directors

50%

Share of Independent Directors on Board

OPPORTUNITIES

NEW PRODUCTION FACILITY

WEST BENGAL HOSIERY PARK, KOLKATA

Commissioned 4.50 lakh square feet, 'State-of-the-Art' facility which is spread over 5 acres of land, with 30% allocated for manufacturing and the remaining area dedicated to warehousing, storage, and finishing facilities.

Lux Industries Jagadishpur Hosiery Park Facility

RESPONDING TO MARKET OPPORTUNITIES

1,170+
Strong distribution channel

4,000+
Employee workforce

30+ years
Longstanding dealer relationship

₹55+ crores
Near-term investment to augment production through internal accrual

₹24 to ₹1790
Price range of products

~15%
Existing market share in men's innerwear

₹194 crores*
Gross cash balance

674+
Districts-presence in India

*Q1 FY'26

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FAST-TRACK

PROGRESS

GROWTH INITIATIVES

Expansion: Foraying into new segments and geographies and expanding multi-channel footprint

Quality: Creating new benchmarks for quality and comfort

Technology: Augmenting digital capability with investments in automation (SAP HANA) for enhanced operational control

Efficiency: Presence across value-chain and scale driving organisation-wide efficiency

ENHANCING MANUFACTURING CAPABILITIES

Consistent manufacturing excellence for over 3 decades

Ability to consistently deliver high quality products on timely basis

Investment on machines from Italy, Germany, and Singapore

Flexible core manufacturing process

Key focus areas: quality, cost effectiveness and innovation

Completed upgradation and replacement of old equipment

*Q1 FY'26

**Outsourced to job workers with strong company control

VENTURING INTO NEWER REGIONS AND SEGMENTS

Launched “Lux Cozi Pynk” in women outerwear range expanding our “Lux Cozi” brand in all range of products

Onboarded Shraddha Kapoor as the brand ambassador for “Lux Cozi Pynk”

Launched “Lux Parker” in economy segment innerwear for millions of consumers at affordable prices

Onboarded Sourav Ganguly as the brand ambassador for “Lux Parker”

Becoming an all-season brand is about being a reliable choice, meeting consumer needs every day of the year.

From an innerwear pureplay to a mix of athleisure and outerwear player

Onboarded Kartik Aaryan as the brand ambassador for ‘Lux Nitro’

Diversify product portfolio in female (innerwear & outerwear) and kids segment

Domestic Sales (%)

Promising response received for Rainwear category under the brand ‘Lux Venus’

Introduced 'Lux Venus Her' lingerie line, expanding our esteemed 'Lux Venus' brand to cater to women’s innerwear needs too.

Unveiling ‘Lux Nitro’: Redefining Men's Outerwear to meet the Elevated Fashion Aspirations of Modern Men.

Launch of new product category i.e. Socks under the brand ‘Lux Nitro’

EXPANDING THROUGH MULTI-CHANNEL FOOTPRINT

Growing wholesale market presence

Association with 1,170+ dealers with focused engagement initiatives

Adopting investment-light #FOFO model.

Expanding ONN EBOs at Airports. Live at Chennai and Srinagar

Strong presence in multi-brand outlets and large format stores

Target revenue of ₹200 Cr from online sales in next 3 years

Enlarging e-commerce footprint with Amazon, Flipkart, Tata Cliq, Myntra and AJIO, among others

#FOFO: Franchise-owned-franchise operated

<1%

Dealer attrition

13

Exclusive brand outlets (EBOs)

4,000+

Average daily online orders

160+

Large store formats to showcase the entire product range

CRAFTING 360° BRANDING INITIATIVES

Salman Khan, Sourav Ganguly, Jacqueline Fernandez, Kartik Aaryan, Varun Dhawan, Shraddha Kapoor, Janhvi Kapoor, Pankaj Tripathi, Surya Kumar Yadav and Urvashi Rautela are the brand endorsers

₹1,190 crores

Branding investments in the last eight years including Q1 FY'26

9%

Average share of revenues spent on branding (FY18 – Q1 FY'26)

₹11

Return on every rupee spent on Brand promotion for Q1 FY'26

CREATING SUCCESSFUL BRAND STRATEGY

1. Creating Successful brand across different price point
2. Innovative products and launches
3. Sustaining brand promotion
4. Strengthening endorsement compatibility
5. Evolving communication
6. Clear and consistent brand product salience
7. Messaging around desired consumer aspiration
8. Translating brand strengths into quicker offtake and shorter receivables cycle

ACCELERATING DIGITAL ADOPTION

IT New Initiatives by developing new age solutions for better customer experiences – led by Subrata Kumar Roy for Vertical A

Launched 'Lyra Connect' Retailer App- a first of its kind app to directly connect with its retailers

Launched 'Venus Connect' Retailer App- to directly connect with its retailers

Rollout new website "onninternational.com" direct ONNline platform for customers

End-to-end IT solutions through dealer integration systems

STRENGTHENING FINANCIALS

Leveraged credit policy to strengthen working capital

8.35%

ROCE, Q1 FY'26

Deleveraged balance sheet and created strong liquidity buffer

₹194 crores

Gross cash and cash equivalents, Q1 FY'26

Aggressive investment in brand building with focus on premiumization and brand recognition

159 days Working Capital Days in Q1 FY'25	**206 days** Working Capital Days in Q1 FY'26
116 days Inventory cycle in Q1 FY'25	**153 days** Inventory cycle in Q1 FY'26
58 days Creditor days in Q1 FY'25	**69 days** Creditor days in Q1 FY'26
11.3x Interest cover in Q1 FY'25	**5.5x** Interest cover in Q1 FY'26
0.12 Debt-equity in YE Mar'24	**0.17** Debt-equity in YE Mar'25

OUR LEADERSHIP PROFILE

Ashok Kumar Todi
Chairman

- Visionary, Founder and Promoter
- Commerce Graduate; engaged in the hosiery business for over five decades
- Forte lies in capturing market share, marketing, formulating various policies for growth and expansion
- Introduced attractive schemes for dealers, retailers and consumers
- Associated with various philanthropic organisations in India

Pradip Kumar Todi
Managing Director

- Visionary, Founder and Promoter
- Commerce Graduate
- Primarily focuses on product development and production functions
- Deep technical knowledge of the hosiery industry
- Forte lies in developing new patterns, yarn combinations, and knitting technologies & strong business acumen
- Introduced new styles and optimised production costs

NEXT GENERATION TAKING VISION FORWARD

Navin Kumar Todi
Executive Director

- Commerce Graduate
- Engaged with the Company for 23 years
- Looking after the brands like GenX and Lux Cozi Her
- Responsible for operations of the Tiruppur unit
- Focusing on product premiumization, new brands and product categories

Rahul Kumar Todi
Executive Director

- Post Graduate (Marketing) from GRD, Coimbatore
- Engaged with the company for 19 years
- Looking after the Production function of the Tirupur Unit
- Handled wide range of responsibilities across businesses
- Overseeing several functions like finance, personnel, operations, among others

Saket Todi
Executive Director

- Post Graduate (Brand Management) from MICA
- Engaged with the Company for 11 years
- Responsible for premium brands in the retail channel - ONN brand and exports market
- Introduced in-house capacity for stitching for better quality and cost control
- Expanded presence by 24+ countries
- Focus on quality; created a loyal customer base

Udit Todi
Executive Director

- MSC in Finance from LSE, London and Economics (Hons.) from St. Stephens College, Delhi.
- Engaged with the Company for 11 years
- Launched the Lyra brand achieving a revenue of over 300 crore within 5 years making it the market leader.
- Instrumental in setting up the Dankuni facility with cost optimization.
- Setting up new facilities for further growth plans.
- Expanding women's wear segment into a complete range including inner wear and athleisure.

STRENGTHENING THE MANAGEMENT TEAM

Professionals in key positions

Ajay Nagar
Chief Financial Officer

- Qualified Chartered Accountant
- 22 years of experience in Corporate Finance, Accounting, Budgeting, Treasury, Due Diligence, Business Partnering, Investor Relations, Financial Planning & Analysis, Fundraising and Audit.
- Prior to this role, he was associated with companies like BCCL (Times Group), TCS, Videocon, Essar & VIP Industries, and has been instrumental in their growth path through strong business and financial model

Smita Mishra
Company Secretary & Compliance Officer

- Qualified Company Secretary, associated with the Company for the last 15 years
- Heads the complete compliance functions and ensures efficient administration; compliance with statutory and regulatory requirements
- Played a critical role during listing on NSE and BSE

Subrata Kumar Roy
Chief Information Officer - Vertical A

- Postgraduate (MBA & MCA)
- 22+ years of experience in IT
- Associated with the Company for 5+ years
- Responsible for SAP implementation in the Company
- Enabling smoother business decisions by implementing IT-enabled tools

STRENGTHENING THE MANAGEMENT TEAM

Professionals in key positions

Sanjay Mittal
Vice President- Sales

- Has led and supported various leadership roles for 25+ years at the company
- Heads the sales function and plays a significant role in formulating the Sales Strategy
- Strong understanding of hosiery market and achieving targets, critical role in gaining market share via new launch with incremental topline

Surendra Bajaj
Vice President- Marketing

- 35+ years of experience in marketing industry
- Associated with the Company for 6+ years
- Worked with Khaitan Group of Companies before joining Lux
- Instrumental in formulating marketing strategy and plans

Pradip Kumar Kandar
GM- Secretarial & Legal

- Qualified Company Secretary with a Master's Degree in Commerce and a Law Graduate
- 20+ years experience in corporate law, SEBI regulations, governance, IPRs, due diligence, and legal matters
- Worked with Manaksia Ltd and Duncan Goenka Group at various leadership positions before joining Lux

PREPARED FOR TOMORROW

To	From
Combination of mass, mid-premium and premium	Mass segment
Professionally-driven	Promoter-driven
Technology-driven with defined employee roles	Legacy processes
Pull marketing	Push marketing
Pan-India presence	Selected states of presence
Men's innerwear, outerwear, women's innerwear and outer wear, athleisure, kids wear	Men's innerwear
Strengthened working capital management, improving liquidity	High receivables days and low inventory turnover

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PERFORMANCE

Q1 FY'26 BUSINESS HIGHLIGHTS

FINANCIAL PERFORMANCE

Revenue increased by 13% Q1 YoY

Overall volume growth of 17% Q1 YoY

Volume growth in premium & mid-premium segment of ~40% & ~13%

POWER BRANDS

Power brands i.e. Lux Cozi and Lux Venus maintained its strong market momentum

Promising response received for brands 'Lux Nitro', 'Lux Parker' & 'Lux Cozi Pynk'

Lyra continued to dominate market in womenswear segment

'Lux Cozi Pynk' got the Best Brand for Women 2025 by Times Group

DIGITAL PLAY

Pivoting from primarily offline to Omni-channel enabled innerwear & Outerwear brand.

Investing in IT infra to build digital platforms and create a connect with the channel partners

Having presence in major ecommerce platforms.

BRAND INVESTMENT

Substantial investment in brand building

Enhancement of brand appeal through targeted marketing initiatives

Advertisement spends ~9%

GROWTH DRIVERS

Long Standing Relationships with Distributors.

Experienced Board of Directors aided by professional partners

Significant potential and space for growth of our emerging brands

FINANCIAL SNAPSHOTS – Q1 FY'26 & Q1 FY'25

Revenue (₹ in Crores)

EBITDA (₹ in Crores)

PAT (₹ in Crores)

FINANCIAL SNAPSHOTS – FY'25 & FY'24

Revenue (₹ in Crores)

EBITDA (₹ in Crores)

PAT (₹ in Crores)

SEGMENT REVENUE & RESULTS- Q1 FY'26 & YE FY'25

	Q1 (Rs. cr.)			YE (Rs. cr.)		
Particulars	**FY'26**	**FY'25**	**YoY growth**	**FY'25**	**FY'24**	**YoY growth**
Segment Revenue						
a) Vertical A	268.17	219.23	**22.3%**	1112.57	927.91	**19.9%**
b) Vertical B	262.82	240.06	**9.5%**	1138.57	1050.24	**8.4%**
c) Vertical C	73.34	76.00	**-3.5%**	331.92	346.14	**-4.1%**
Revenue from operations	**604.33**	**535.29**	**12.9%**	**2583.06**	**2324.29**	**11.1%**
Segment Result {Profit(+)/Loss(-) before Tax}						
a) Vertical A	10.71	19.80	**-45.9%**	97.06	60.15	**61.4%**
b) Vertical B	17.38	23.72	**-26.7%**	118.37	114.22	**3.6%**
c) Vertical C	4.46	4.98	**-10.4%**	22.70	18.86	**20.4%**
d) Other un-allocable (expenditure) net of un-allocable income #	-2.07	-3.58	**42.3%**	-17.47	-21.00	**16.8%**
Profit before Tax	**30.48**	**44.92**	**-32.1%**	**220.66**	**172.23**	**28.1%**

The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

SEGMENT ASSETS & LIABILITIES- Q1 FY'26 & Q1 FY'25

	QE (Rs. cr.)		
Particulars	Q1 FY26	Q1 FY25	YoY growth
Segment Assets			
a) Vertical A	1152.41	840.72	**37.1%**
b) Vertical B	1098.33	955.40	**14.9%**
c) Vertical C	308.82	297.20	**3.9%**
d) Un-allocable #	116.72	130.96	**-10.9%**
Total Assets	**2676.28**	**2224.28**	**20.3%**
Segment Liabilities			
a) Vertical A	529.84	270.66	**95.8%**
b) Vertical B	315.56	249.66	**26.4%**
c) Vertical C	70.21	78.14	**-10.1%**
d) Un-allocable #	22.62	40.51	**-44.1%**
Total Liabilities	**938.23**	**638.97**	**46.8%**

The management is conducting detailed review of un-allocable assets and liabilities which are directly attributable to business verticals. Pending review, such assets/liabilities and related expenses including depreciation has been shown as "unallocable".

FINANCIAL PERFORMANCE

VERTICAL A

Mr. Saket Todi

OUR FACILITIES

Dankuni (W.B.), Sankrail Industrial Park (W.B.), Tajpur Road (Punjab), Tiruppur (Tamil Nadu)

BRANDS

LUX COZI

ONN TOTAL COMFORT

LUX COZI Touch

LUX COTT'S WOOL

LUX COZI BOYZ

LUX COZI pynk Fashion for her

LUX PARKER VESTS | BRIEFS | DRAWERS

OUR OFFICE

Head Office, 17th floor Adventz Infinity, Salt Lake, Kolkata - 700091

STANDALONE PERFORMANCE

Particulars	Amount (Rs. in cr)	
	Q1 FY 26	Q1 FY 25
Revenue From Operation	268.3	219.2
Other Income	1.3	1.6
Total Income	**269.6**	**220.8**
COGS	**181.6**	**139.0**
Gross Margin	**88.0**	**81.8**
Gross Margin %	**32.6%**	**37.1%**
Employee Cost	21.0	18.0
Advertisement Expenses	26.8	23.3
Other Expenses	21.0	16.2
EBITDA	**19.2**	**24.3**
EBITDA Margin %	***7.1%***	***11.0%***
Finance Cost	4.2	1.2
Depreciation	3.0	1.4
Profit Before Tax	**12.0**	**21.7**
PBT Margin %	***4.5%***	***9.8%***

Note -

1) Revenue from Operation includes Rs.2.01cr & Rs.1.46cr of Export Incentive in Q1 FY'26 & Q1 FY'25 respectively

CONSOLIDATED PERFORMANCE

Particulars	Amount (Rs. in cr)	
	Q1 FY 26	Q1 FY 25
Revenue From Operation	268.2	219.2
Other Income	1.3	1.6
Total Income	**269.5**	**220.8**
COGS	**181.5**	**137.9**
Gross Margin	**88.0**	**82.9**
Gross Margin %	**32.7%**	**37.5%**
Employee Cost	21.1	18.5
Advertisement Expenses	26.8	23.6
Other Expenses	21.1	17.0
EBITDA	**19.0**	**23.8**
EBITDA Margin %	***7.0%***	***10.8%***
Finance Cost	4.7	1.8
Depreciation	3.6	2.2
Profit Before Tax	**10.7**	**19.8**
PBT Margin %	***4.0%***	***9.0%***

Note -

1) Revenue from Operation includes Rs.2.01cr & Rs.1.46cr of Export Incentive in Q1 FY'26 & Q1 FY'25 respectively

STANDALONE AND CONSOLIDATED PERFORMANCE

Standalone Q1 FY'26 Performance Indicator

Volume (in pcs)	EBITDA
3.86 crores ▲ 32%	Rs.19 crores ▼ -21%
Revenue from Operation	**PBT**
Rs.268 crores ▲ 22%	Rs.12 crores ▼ -45%

Consolidated Q1 FY'26 Performance Indicator

Volume (in pcs)	EBITDA
3.86 crores ▲ 32%	Rs.19 crores ▼ -20%
Revenue from Operation	**PBT**
Rs.268 crores ▲ 22%	Rs.11 crores ▼ -46%

CONSOLIDATED PERFORMANCE

Category	NSV (Rs Crs.) Q1 FY'26	NSV (Rs Crs.) Q1 FY'25	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Cozi	151	161	-6	-7	1
Lux Parker	44	0	100	100	100
Lux Cozi Pynk	6	0	100	100	100
Onn Premium	18	20	-12	-15	4
Lux Premium	28	21	37	41	-3
Others	19	16	20	30	-8
Total	**266**	**218**	**22**	**32**	**-7**

KEY PERFORMANCE INDICATORS

VERTICAL B

Mr. Udit Todi

OUR FACILITIES

Hosiery Park, B.T. ROAD (W.B.) — Rahon Road (Punjab) — Tronica City (Ghaziabad) — Avinashi (Tiruppur)

BRANDS

LUX NITRO HI-PERFORMANCE INNERWEAR

LUX VENUS INNERWEAR

Lyra WOMEN'S WEAR

LUX VENUS rainWear

LUX VENUS

Her Women's Wear

LUX Inferno QUILTED THERMALS

OUR OFFICE

Corporate Office, 10th Floor, PS Srijan Tech Park, DN-52, Sector-V, Salt Lake, Kolkata - 700091

KEY BUSINESS HIGHLIGHTS - VERTICAL B

Brand 'Lux Nitro'

	Revenue from Operations	Advertisement Spend	EBITDA
Q1 FY'26	Rs. 263 crores ▲ 9.5%	Rs. 24 crores ▲ 24.5%	Rs. 20 crores ▼ 23%*
FY'25	Rs. 1139 crores ▲ 8.5%	Rs. 94 crores ▲ 62%	Rs. 130 crores ▲ 6.2%

- Launch of LUX NITRO SOCKS – a new product category under the brand Lux Nitro
- Promising response for 'Lux Nitro' and 'Lux Venus Rainwear'
- Installation of 300 KW Solar panel in Avinashi Facility, catering to 60% of energy consumption
- 'Lyra Connect' App and 'Venus Connect' App - connecting with retailers directly.
- Investments (net of borrowings) stands at Rs. 88 Crores as on June'25

SHIFT TOWARDS PREMIUMISATION

Sales Value composition Q1 FY25

Sales Value composition Q1 FY26

- Increased focus on premium and mid-premium segment
- Export turnover increased by ~88% from Rs. 9 Crs. to Rs. 17 Crs.
- Composition of Premium up by 3% and Mid-premium by 2%

BIRD'S-EYE VIEW - VERTICAL B

Category	Quarter ended (Rs in Cr.)				
	NSV Q1'26	NSV Q1'25	Sales Growth (%)	Volume Growth (%)	ASP (%)
Lux Venus	119	124	-4.3%	-3.3%	-1.0%
Lux Nitro*	32	4	-	-	-
Lyra	78	91	-14.7%	-18.4%	4.5%
Lux Venus Rainwear	12	9	40.7%	62.8%	-13.6%
Lux Inferno	1	1	86.1%	115.6%	-13.7%
Lux Premium	17	9	87.8%	100.2%	-6.2%
Others	3	1	160.2%	198.8%	-12.9%
Total	**262**	**239**	**9.4%**	**13.4%**	**-3.5%**

***Launched brand "Lux Nitro" in mid-premium innerwear segment in the Q4 FY 24- 25**

VERTICAL B- KEY PERFORMANCE INDICATORS

Inventory Days

Debtor Days

Creditor Days

Working Capital Days

Increase in Inventory days due to inventory carrying of new brand Lux Nitro in mid-premium innerwear segment

Working capital days expected to ease out going forward due to better inventory management and faster debtor collection

VERTICAL C

Mr. Rahul Kr. Todi

RELATED FACILITIES

Vengamedu
(Tiruppur)

BRANDS

LUX CHAMPION COMFORT WEAR

GenX PREMIUM INNERS & CASUALS

LUX Amore WOMEN'S WEAR

LUX CLASSIC INNERWEAR

LUX Karishma

OUR OFFICE

Related Management Office
Angeripalayam Main Road, Shastri Nagar, Tiruppur

KEY BUSINESS HIGHLIGHTS- VERTICAL C

	Revenue from Operations	PBT	EBITDA
Q1 FY'26	Rs. 73 crores ▼ -4%	Rs. 4.5 crores ▼ -10%	Rs. 5.5 crores ▼ -10%
FY'25	Rs. 332 crores ▼ -4%	Rs. 22.7 crores ▲ 20%	Rs. 27 crores ▲ 10%

- Migrating into SAP Hanna RISE.
- Installation of 400 KW Solar panel in Tiruppur Office & Facility.

BIRD'S-EYE VIEW- VERTICAL C

Category	Quarter ended (Rs in Cr.)				
	NSV Q1'26	NSV Q1'25	Sales Growth (%)	Volume Growth (%)	ASP (%)
GenX	13	17	-26.9%	-21.9%	-6.5%
Lux Classic	22	35	-37.5%	-43.3%	10.1%
Lux Amore*	3	3	-17.8%	-15.5%	-2.7%
Lux Karishma	10	8	26.5%	31.2%	-3.6%
Lux Champion	19	7	194.3%	202.6%	-2.8%
Others	6	5	51.9%	31.7%	15.3%
Total	**73**	**75**	**-2.0%**	**-3.8%**	**1.9%**

VERTICAL C - KEY PERFORMANCE INDICATORS

54 ESG
55 Sustainability
56-60 CSR
61-62 Environment

SUSTAINABILITY

REINFORCING OUR ESG COMMITMENT

ESG WORLD

- Collaborated with Churchgate Partners to implement ESG
- Provide more transparency in disclosures regarding Environment, Social and Governance related issues
- Guided by the principles to make a difference in society by giving back in equal measures
- Recognizing the need for sustained progress of society to pursue long-term goals that are beneficial for the community

ESG Public Profile

View ESG details of Lux Industries

CONTINUING SUSTAINABILITY COMMITMENT

Action	Impact
Our products are made of 100% natural fibre and we use recyclable packaging	Hygienic products and reduced environmental impact
Many suppliers manufacture exclusively for us	Consistent product quality and employment generation
Manufacturing locally and maximising local sourcing	Boosting local economy and well-being in the society
Embedding sustainability and circularity across the value chain	Including sourcing sustainable raw materials, manufacturing processes, supply chain and waste management
Social commitment includes sustainability and inclusive growth	Including sustainable raw materials; enhanced workforce management and greater community reach

WIDENING COMMUNITY IMPACT

Supporting economically backward people through various measures such as by building rest rooms

Addressing environment sustainability

Promotion of Sports by supporting Athlete, Mr. Anush Agarwalla for Equestrian Sport representing India in Paris Olympics 2024

Focusing on animal welfare benefiting 500+ cows

Making available safe drinking water benefiting 1 lakh+ people

Providing medical support by distributing free medicines

Providing Education to underprivileged Children

Maintenance of Burning Ghats, Burial Grounds

₹0.16 crores

Actual CSR expenditure for Q1 FY'26

₹1 crore

Budgeted annual CSR expenditure (approx.) for FY 25-26

2,000+

Trees planted in 35-40 acres of land

SPREADING THE SEEDS OF KNOWLEDGE

Commitment for support of ₹ 2 crores towards the building of a free residential school project for over 1000+ unprivileged girls in Joka, WB has been fulfilled.

Built the Saraswati Sishu Mandir School at Bali (Murshidabad)

Contributed ₹ 1.5 crores to Dhanuka Dhunseri Foundation for promotion of Chess activities

Partnership and consultation with NGOs, registered trusts and Section 8 companies

100 +

Students enrolled

Saraswati Sishu Mandir School at Bali (Murshidabad)

ENSURING WELL-BEING FOR ALL

Supporting Pushpawati Singhania Hospital & Research Institute

Reaching healthcare through focused intervention areas (kidney ailments, cardio-vascular diseases, cancer among others)

Engaging in providing treatment to ailing population

Providing OPD and IPD services to the economically underprivileged

200+

Bed facility

1,500+

Liver transplants

Tata Medical Center Operation Theatre

Developed one Operation Theatre at Tata Medical Center by contributing ₹ 2.50 crore including infrastructure and medical equipment's

ADVANCING HEALTHCARE, INSPIRING HOPES

The Company is proud to extend its support to Shree Vishudanand Hospital & Research Institute, Kolkata towards the development of the General Ward. The newly renovated general wards are equipped with enhanced infrastructure and modern medical equipment, designed to provide a safer, more hygienic, and comfortable environment for patients in need.

Newly renovated General Ward at Shree Vishudanand Hospital & Research Institute, Kolkata

Help Us Help Them Foundation – School Project at Joka, Kolkata

INCREASE IN SOLAR POWER CAPACITY

Substantial electricity cost reduction

Reducing carbon footprint

700 KW

700 kW solar panel installation at our Avinashi & Tiruppur Facility

REDUCING ENVIRONMENTAL FOOTPRINT

1 MW rooftop solar power plant at Dankuni (West Bengal) unit

Energy-saving LED lighting systems in our plants save energy

Process technology help save water

30-40% of our total power requirements met through renewable sources

Substantial electricity cost reduction

Installations of Capacitors to reduce plant load

Reducing carbon footprint

Rooftop solar power plant at Dankuni unit

2 lakh litre

Water saved every day through state-of-the-art processing technology

Safe Harbor

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