

**Siyaram's**

# Investor Presentation

*Q1 FY23 - August 2022*

**SIYARAM SILK MILLS LIMITED**  
[www.siyaram.com](http://www.siyaram.com)

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# Discussion Summary

*The data mentioned in the presentation provided for general information purpose only. The information contained in the presentation is accurate only as of the date it was originally issued. The figures mentioned in the data are rounded off. Siyaram Silk Mills Limited (“Siyaram” or the Company) strictly denies the responsibilities of any obligation to update the information contained in such presentations after the date of their issuance.*

*This presentation and the following discussion may contain “forward looking statements” by Siyaram that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Siyaram about the business, industry and markets in which Siyaram operates.*

*These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Siyaram’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Siyaram.*

*In particular, such statements should not be regarded as a projection of future performance of Siyaram. It should be noted that the actual performance or achievements of Siyaram may vary significantly from such statements.*

The logo for Siyaram's, featuring the brand name in a white, sans-serif font on a dark blue rectangular background. The background of the entire slide is a close-up photograph of several rolls of fabric in various shades of grey and blue, with a white dotted pattern on the left and right sides.

**Siyaram's**

# About Us

# About Us – One of the longest serving brands in Textiles



**Siyaram's**



come home to  
**Siyaram's**



The Company was incorporated in 1978 and is headquartered in Mumbai, India. The Company benefits from having the longest surviving and resilient serving portfolios of brands within India.

Siyaram Silk Mills Limited is amongst India's most renowned brands and marketers of fabrics, readymade garments, and other textiles products. The Company is famous for its high-quality fabrics and apparel using various blends made from poly viscose, cotton, wool, linen, bamboo and stretch. In addition, the Company operates and franchises a chain of retail stores, which offer menswear fashion fabrics, apparel, and accessories.

The Company sells its products under multiple brands that enjoy high recall value with consumers. They include brand names such as Siyaram, J Hampstead, Oxemberg, and Cadini. The Company has an extensive distribution network that permeates India, giving an aspiring yet underserved vast population ready access to high-quality fabrics and apparel at attractive price points. This makes Siyaram's brands the preferred choice in India's fast-growing yet untapped market. It is backed by highly integrated and state-of-the-art manufacturing and retailing capabilities.

# An inclusive growth Approach

## Vision

To provide quality products and to be a name, synonymous with high fashion in India and across the globe.

## Mission

To be the preferred partner to every stakeholder in the textile and fashion industry by delivering high-quality fabrics, implementing design-driven innovation, building trust, creating unsurpassed value and delighting customers time and again.

## Values

At Siyaram's we have chosen six core values which include – **passion, integrity, team spirit, humility, value creation and excellence**

## Purpose

An all Inclusive and sustainable growth for the all the stakeholders

## ESG DRIVEN

As our contribution, we comply with corporate social responsibility, ensure business sustainability, and keep our business ethical and transparent. We have always followed the sustainability approach rather than just focusing on the top line. The Company has committed itself to reduce greenhouse gas emissions through several measures, including changes to the infrastructure and the implementation new technologies. We also intend to mitigate the different implications of climate change and other ESG-related factors across our business operations. Our values, ethics, and governance are always paramount, and profitability is the by-product of it. We are also highly aware of the resources we are consuming and our responsibility toward a society in general.

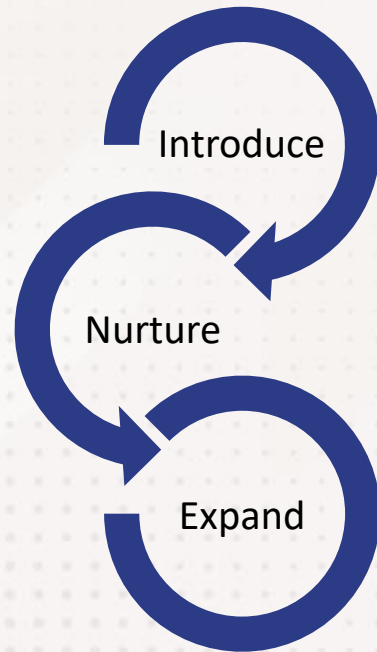
# A sustainable business Model

It's not only what **WE DO**, but **HOW WE DO IT**

**Siyaram's**



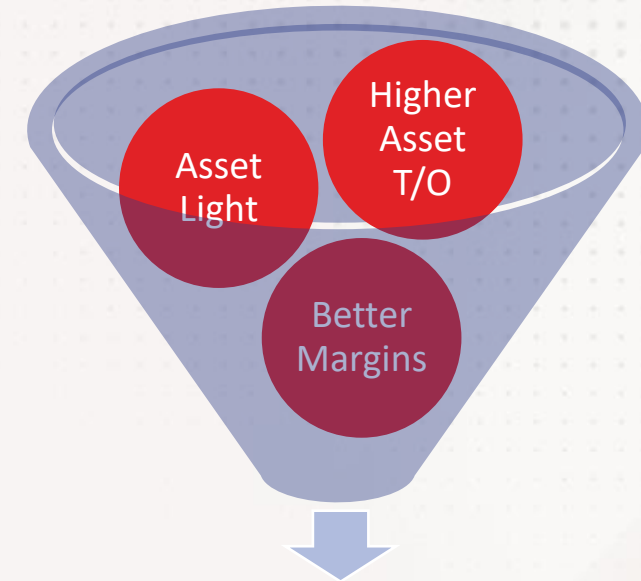
Product Offerings



Product Life Cycle



Strategy



Sustainable Returns

Value Creation

\*Normal yarn is used for captive purpose

# A sustained journey...reflects in numbers

Growth  
CAGR  
(FY18-22)

Revenue	2%
Gross Profit	10%
EBITDA	8%
PAT	17%
Cash Accruals	12%
Book Value (₹ 2 F.V)	8%

R = 225  
G = 34  
B = 38

R = 99  
G = 99  
B = 101

“ Robust growth over the years ”

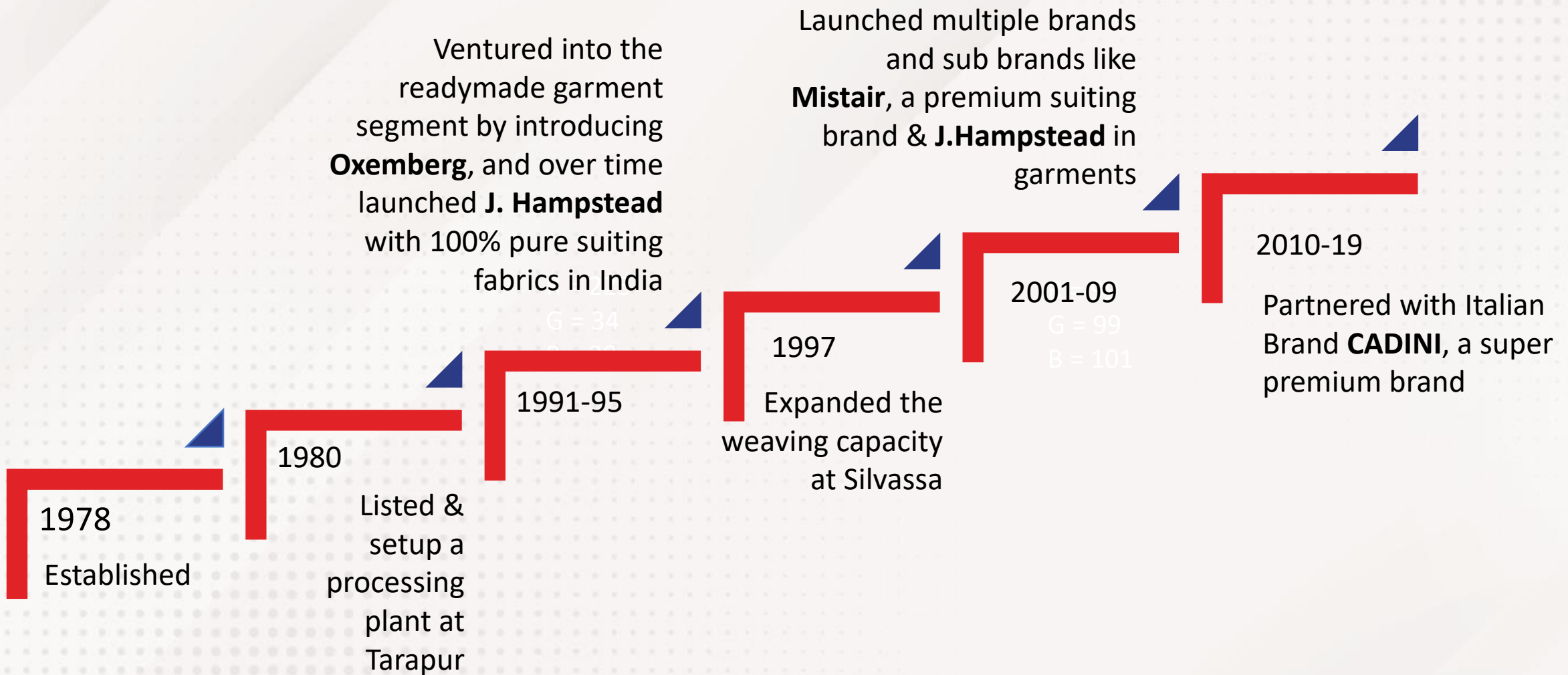
Lead to....

Ratios  
Median  
(FY18-22)

EBITDA Margin	15%
PAT Margin	6%
RoCE	16%
RoE	13%
Asset T/O	3.26
Debt : Equity	0.56

“ A sustainable journey ”

# Four Decades of serving quality brands



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# Business Overview- At a Glance

# Business Verticals- Fabrics lead the way



## Product Categories

Fabrics

Garments

Indigo Yarn & Knitted Fabrics

## Capacity (p.a) (In-house)

665 Looms,  
79.5mn mtrs

Outsourced  
(15-20%)

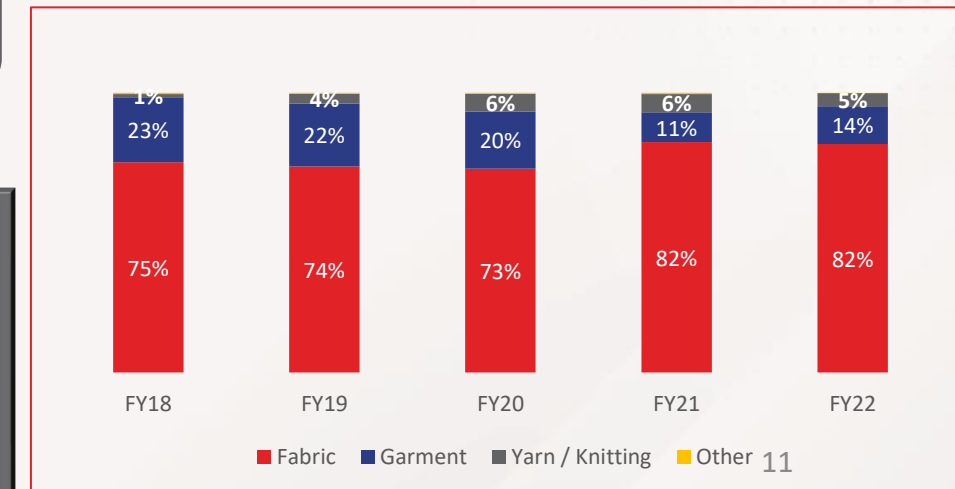
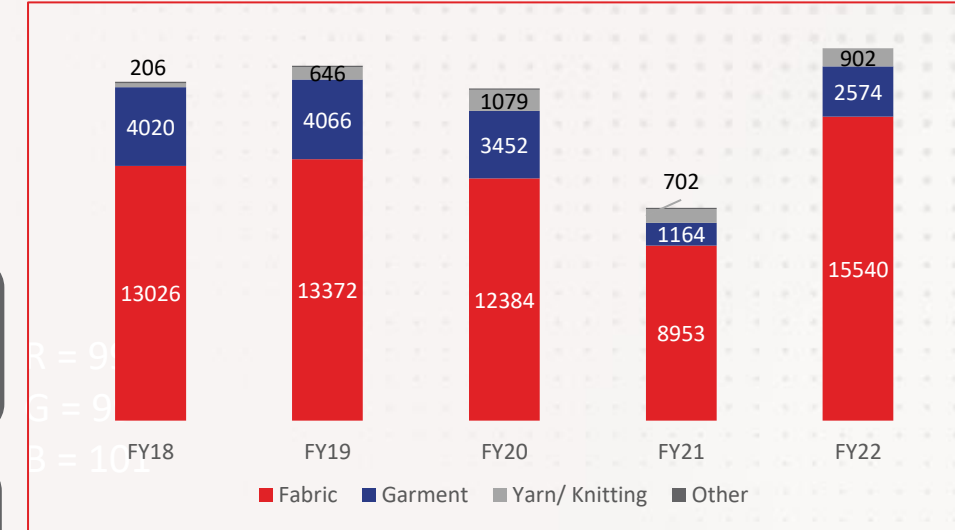
526 Machines,  
3.5mn pieces

Outsourced  
(25-30%)

Indigo- 4.8 mn kg  
Knitted Fabric – 2.4mn kg

## Revenue Break up (₹ Mn)

\*FY21 was impacted by Covid-related production disruptions



**Siyarams**

### “Leader in branded Polyviscose”

Siyaram is one of the leading players in Polyviscose within India. Siyaram uses Polyviscose as a raw material, which is less expensive and more durable than cotton. This alternative is generally well-received by consumers in the marketplace and insulates the Company from the price volatility of cotton.

# Business Verticals-Products offerings



	FABRICS	GARMENT / Men Apparels
Product Category & Brands	<p><b>Mass:</b> Siyaram, Mistair</p> <p><b>Premium:</b> J. Hampstead, Siyaram Royal Linen</p> <p><b>Super Premium:</b> CADINI</p>	<p><b>Mass:</b> Siyaram's- Mozzo</p> <p><b>Premium:</b> Oxemberg</p> <p><b>Super Premium:</b> J. Hampstead</p>
Owned/ Franchise	Owned Brand	Owned Brand
Average Price	<p><b>Suiting</b> - ₹250-3000</p> <p><b>Shirting</b> - ₹100-500</p>	<p><b>Shirt</b> - ₹700-1000</p> <p><b>Trousers</b> - ₹1500-2000</p>
Distribution	<p><b>Mass &amp; Premium:</b> MBOs/EBO/Dealers</p> <p><b>Super Premium:</b> EBOs</p>	MBOs/EBO/Siyaram Shop



# Brands and Sub Brands- Personifying personalities



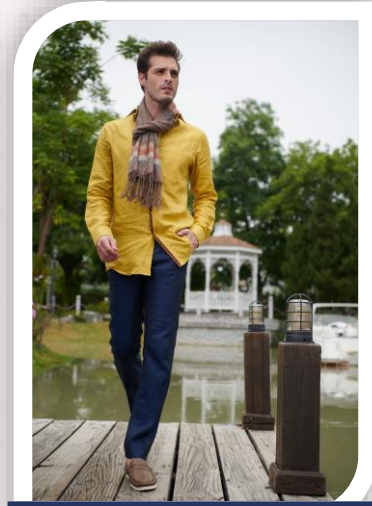
**J. HAMPSTEAD**  
WORLD'S FINEST FABRIC & APPAREL  
A DIFFERENT LEAGUE



**MiSTAIR**  
A Siyaram's Initiative



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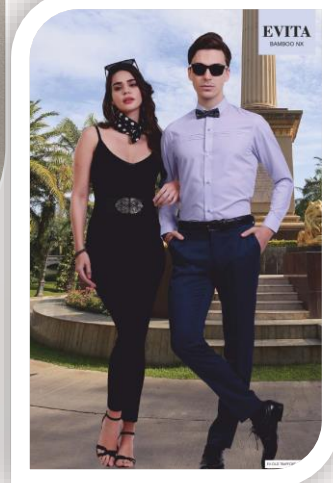


**Siyarams**  
**ROYALÉ LINEN**  
premium linen fabric

**CADINI**  
ITALY  
THE POWER OF PRESENCE



**OXEMBERG**

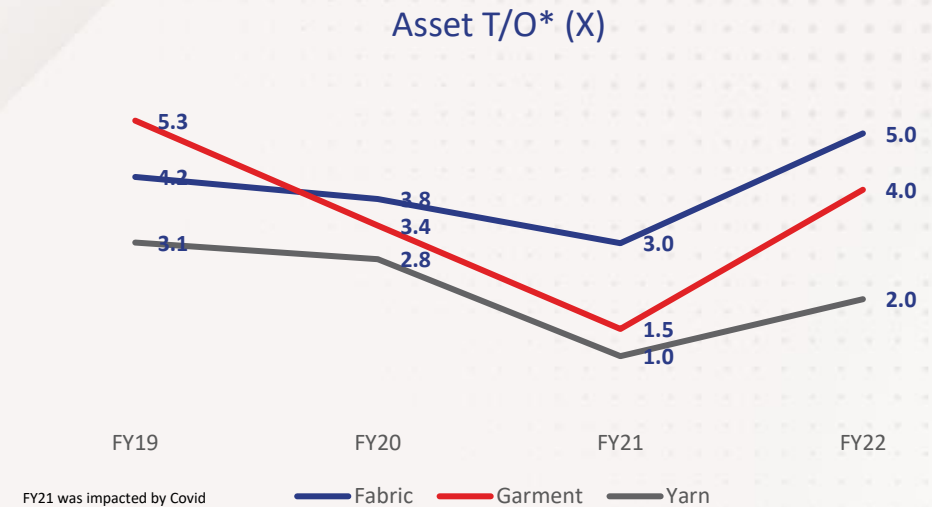
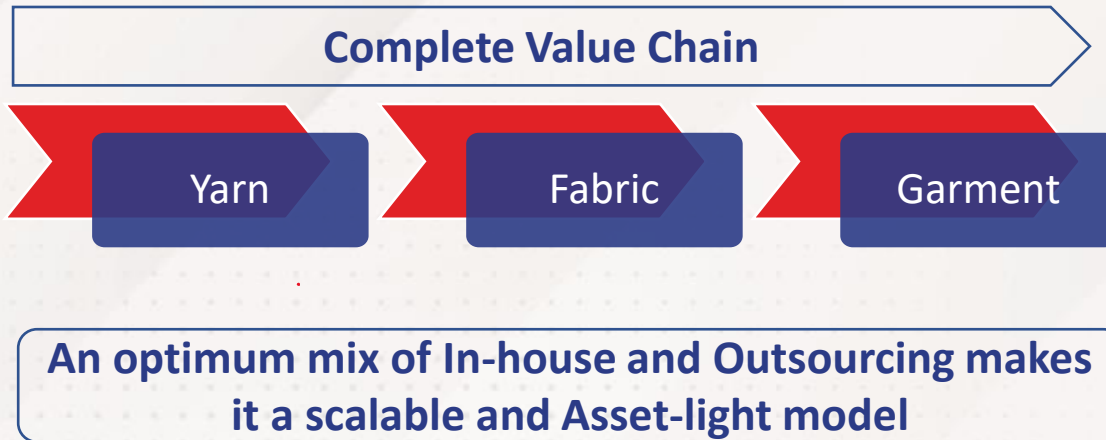


**New Offerings**  
Bamboo Fabrics  
for Shirts

# Strengths: Built over time

Continuous, Constant & Conscious efforts have fortified the strengths

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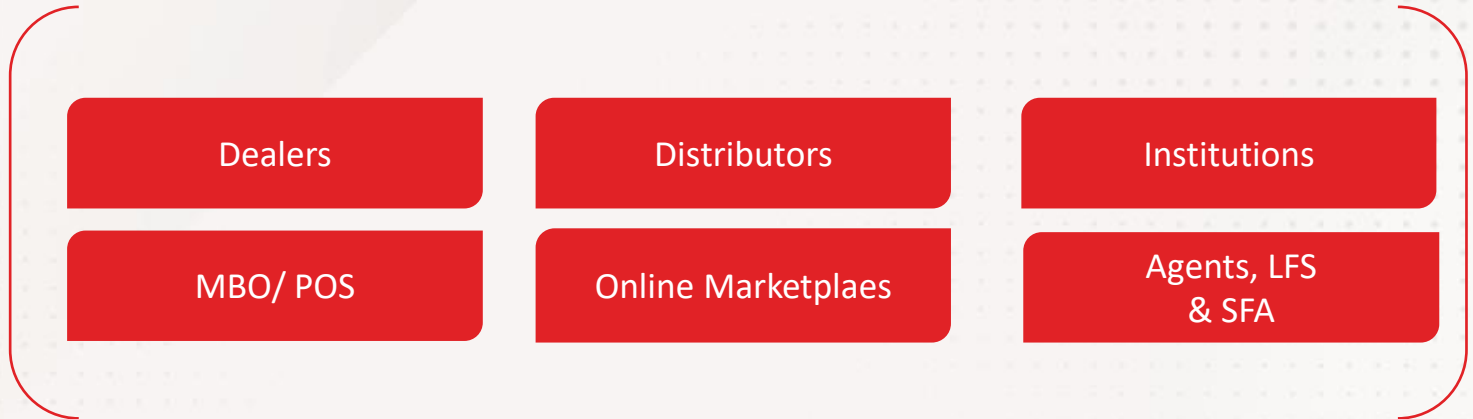
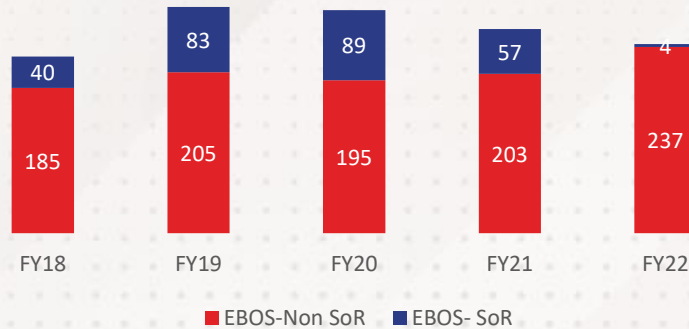
Given cyclicity in the textile business, many players (organised + unorganised) faced the crunch of lower realisations and higher working capital requirements. Siyaram's tactical approach in production strategy has helped in countering volatility in the market. As a result, the company has been consistently able to achieve higher Asset T/O. Fabrics business has seen a consistent improvement in Asset T/O over the years. The garment business too is witnessing good traction and is expected to continue the momentum.

# Building over Asset Light Model

Going the Franchise and MBOs way, getting away with COCO which is asset-heavy

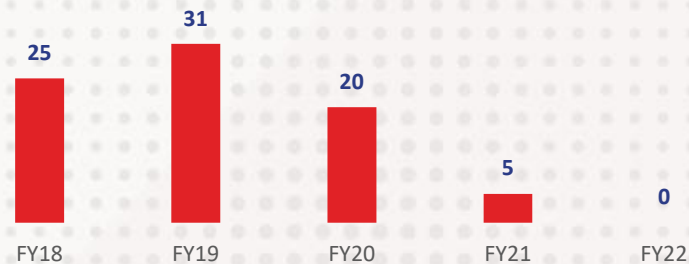
A distribution ecosystem which focuses on Tier II/III cities and regions, providing a better returns on investments

Increasing EBOs (non SoR) network



## Receding with COCO to remain Asset light

COCO



The Company's market penetration strategy gives great importance to Tier II and Tier III cities. Establishing a solid presence in inner India is a gainful move, as the Company is able to root itself in a fragmented and under-penetrated market, which is beginning to grow well. The Company is targeting to capture the share from the unorganised players in Tier II and Tier III cities, who cover a considerable percentage of the Indian textile market. The Company has a powerful distribution and franchisee network through which it is targeting the sizeable unorganised market of the country. The company is consistently building distribution systems which are not Asset heavy, thus the company has been receding with its COCO model of sales. The Company is now steadily strengthening its online platform while better using leading third-party online channels.

The logo for Siyaram's, featuring the brand name in a white, italicized sans-serif font on a dark blue rectangular background. The background of the entire slide is a photograph of a person in a white shirt and dark jacket holding a large stack of fabric swatches. The image is overlaid with a semi-transparent dark grey rectangle containing the text and logo. There are also red and white geometric shapes on the left side of the slide.

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# Rationale- A sustainable Roadmap

# Investing In Siyaram

Sustainable Growth charted on the lean Balance sheet



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## Fabric & Garment To Continue The Growth Momentum

- Volume growth will keep the momentum
- Consolidating Unorganised players' Market share

## Systematic Distribution Framework Exhibits Sustainable Growth Outlook

- Receding with COCO model
- MBOs/EBOs without Sales Return

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## Focussed On Qualitative Growth

- Balance sheet Strength
- Consistent Return ratios

Industry Growth to support over long term

# Fabric & Garment to continue the growth Momentum

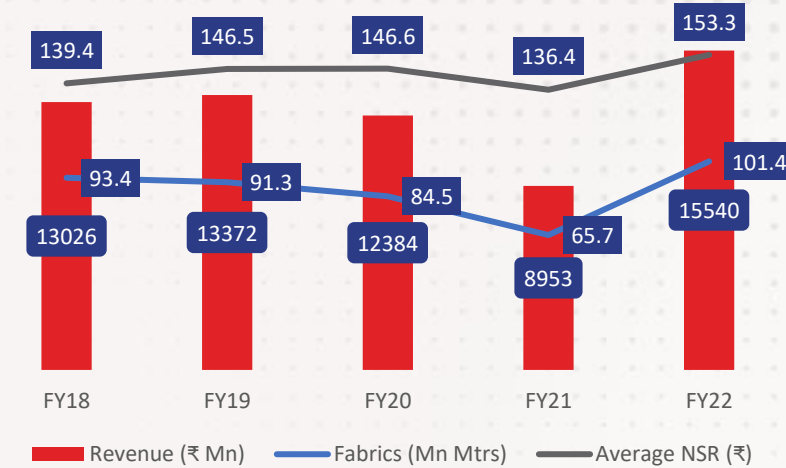
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Fabrics to remain the dominant contributor; Gradual premiumisation would be a key catalyst.

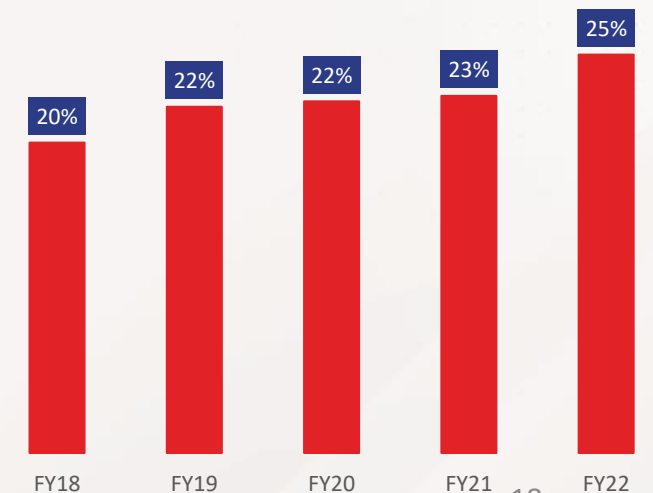
## FABRIC

- ❑ Siyaram's fabric segment maintains the lion's share in total revenue. Fabrics have been consistently contributing 75-85% of overall revenue.
- ❑ Domestic constitutes 90% of overall sales; export market is witnessing positive traction especially for its niche products
- ❑ The company's premium suiting segments - J.Hampstead & Cadini combined contribution has been consistently increasing from ~20% in FY18 to ~25% in FY22 of the segmental revenues.
- ❑ Company has seen a meaningful increase in both volume and value growth.
- ❑ Realisations imparts an optimistic view given increasing premiumisation
- ❑ Margins for the Fabric business remain in the range of ~15-20%

“ Highest Volume & Revenue for Fabric segment FY18-22 ”



“ Gradual increase in the share of Premium\* products in Fabric segment ”



# Fabric & Garment to continue the growth Momentum

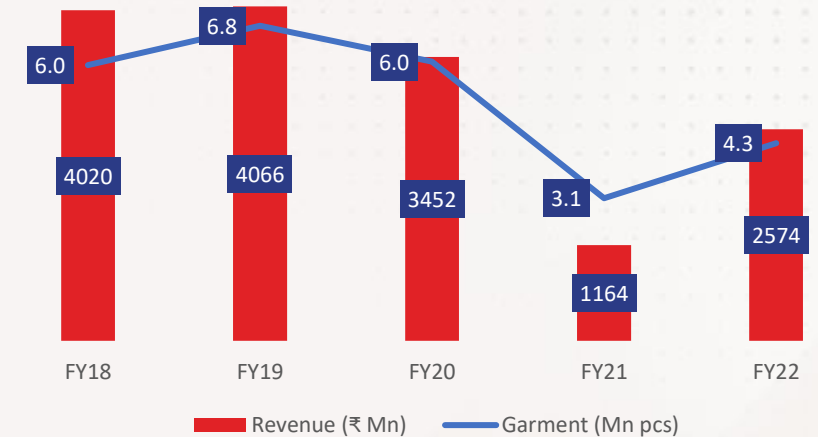
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Garments revival on the cards

## Garment

- ❑ Siyaram's **garment** vertical is directed toward the company's effort of moving up the value chain according to changes in customer preferences.
- ❑ Garments formed 15-20% of the revenue in FY18-22. This vertical is dominated by primarily Oxemberg and J.Hampstead and Moretti
- ❑ Garment Revenue although witnessing a reduction in FY22 compared to FY19 and FY20 is due to a change in sales strategy by the company. The company has discontinued its sales on SoR strategy thereby reflecting the normalised sales during the FY22 period.
- ❑ The company has set up unit for Indigo dyeing used in cotton jean manufacturing and also manufacturing of knitted fabrics as a mean of forward integration


## Garment




# Systematic Distribution Framework Exhibits Sustainable Growth Outlook

Company realigned its Distribution framework to impart more qualitative growth

## Strategy

 Receding COCO stores

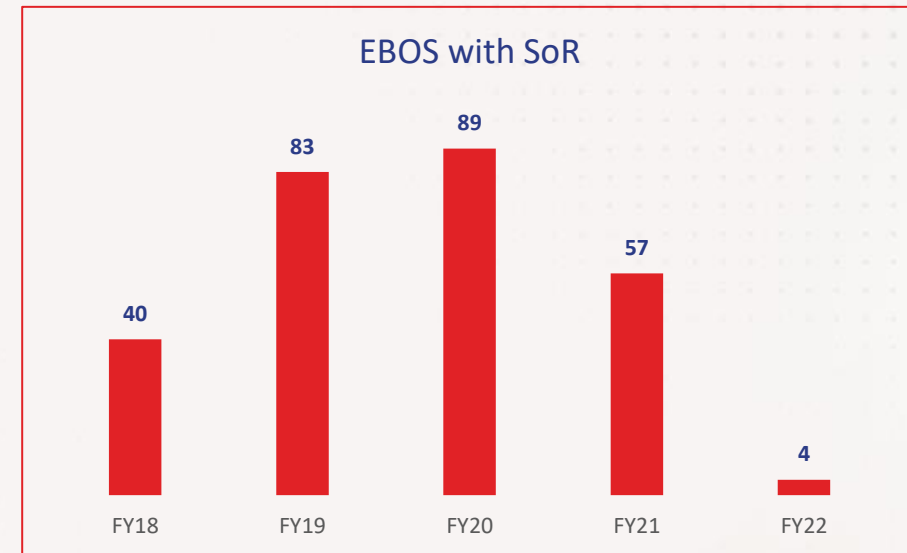
 Discontinuing or gradually parting away **Sales or Return (SoR)** strategy

## Purpose

To remain **Asset Light & Utilise Capital** for growing core business

To **improve margins and Return Ratios** which would otherwise get knocked off by Sales returns

## Benefits



Lower Working capital: It has been reduced due to lower inventories

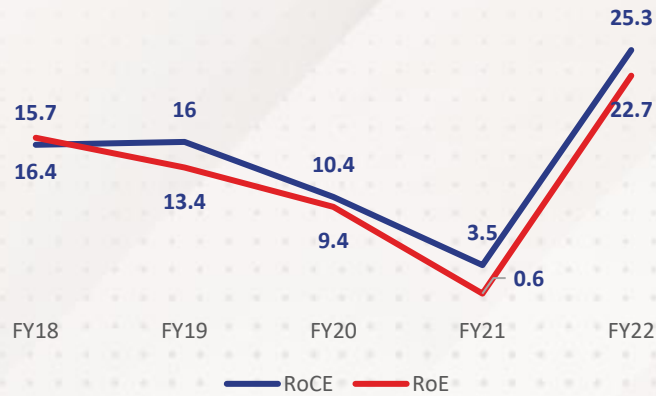
Tactical sourcing has led to efficient use of capital

# Focussed On Qualitative Growth



An all inclusive growth – Profitability, Balance sheet and Cash Flows

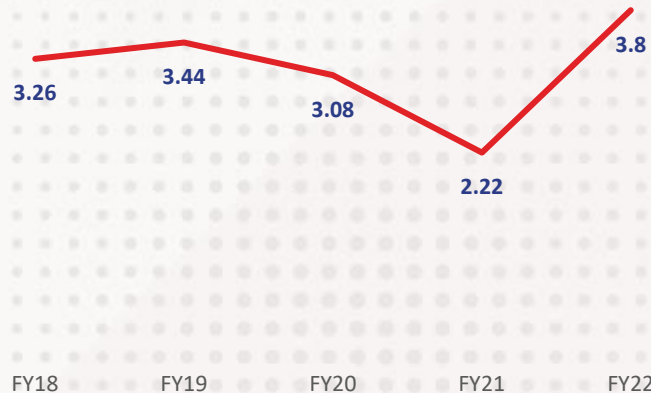
RoCE & RoE (%)



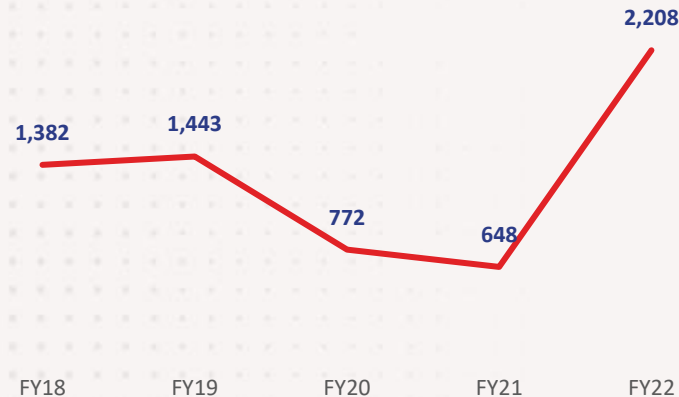
D/E (x)



Asset T/O (x)



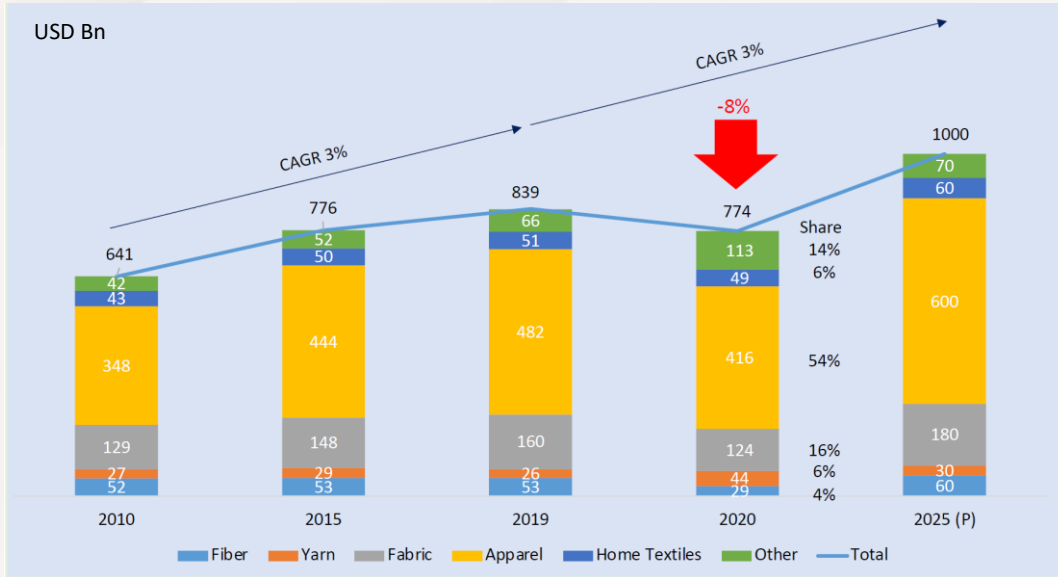
Net Cash Accruals (₹ Mn)



**Prudent Capital Allocation** strategy coupled with **immerse sales strategy** has helped the company to not only improve Revenue & profitability but also strengthened the company's Balance sheet and has led to a meaningful increase in cash accruals. The company would be judiciously using the cash reserves which would further propel the next leap of growth.

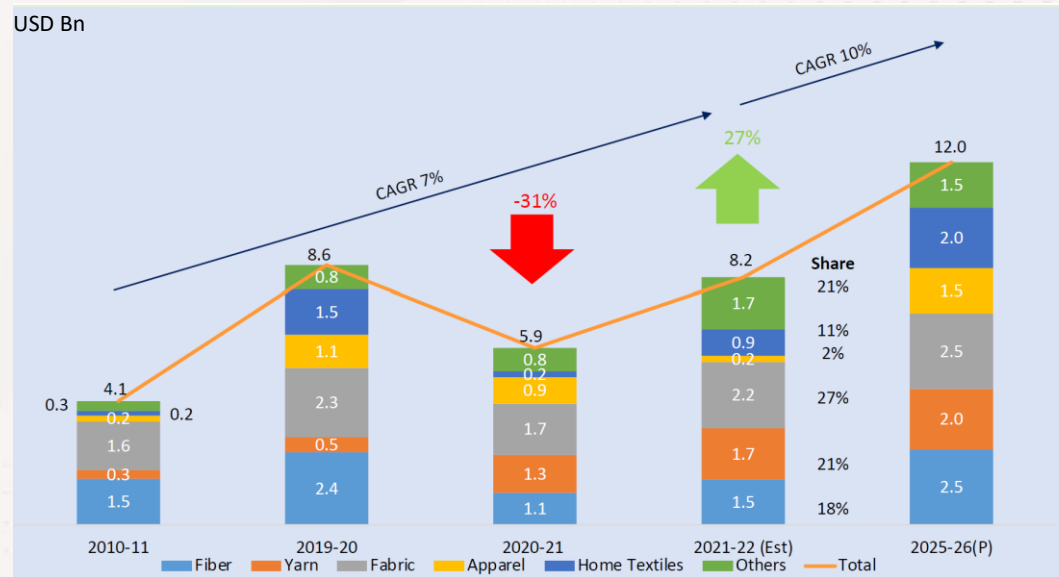
# Promising Long-term growth prospects for Industry

## Global Textile and Apparel Trade



In 2020, the global textile and apparel trade was US\$ 774 bn., which was 8% lower compared to 2019 due to impact of COVID. It is expected to reach US\$ 1 trillion by 2025 growing at a CAGR of 3% from 2019. Apparel was the largest traded category with a 54% share, followed by fabrics with a share of 16%.

## India's Domestic Textile and Apparel Market



Indian domestic textile and apparel market is estimated to be US\$99 bn. in 2021-22 which has recovered 30% from 2020-21. The market is expected to grow at 10% CAGR from 2019-20 to reach US\$ 190 bn. by 2025-26.

# Promising Long-term growth prospects for Industry

Fibre	Production		Share 2019-20 (%)	CAGR
	2015-16	2019-20		
Cotton	5865	6205*	64%	1%
Silk	29	36*	0.4%	6%
Wool	47	45	0.5%	-1%
Others	1690	1683	17%	-0.1%
<b>Natural Fibre</b>	<b>7631</b>	<b>7969</b>	<b>82%</b>	<b>1%</b>
Viscose Staple Fibre	342	578	6%	14%
Polyester Staple Fibre	894	1085	11%	5%
Acrylic Staple Fibre	107	98	1%	-2%
Others	5	4	0.04%	-5%
<b>Manmade Fibre</b>	<b>1348</b>	<b>1765</b>	<b>18%</b>	<b>7%</b>
<b>Total Fibre</b>	<b>8979</b>	<b>9734</b>		<b>2%</b>

## Advantage Siyaram

Man-Made Fibre has been consistently outperforming natural fibre growth over the last 10 years. This propels an exciting opportunity for Siyaram to encash on it.

Siyaram is one of the leading players in Polyviscose within India. While most competitors use cotton as a primary raw material, Siyaram uses Polyviscose as a substitute raw material, which is less expensive and more durable than cotton. bamboo and stretch.

### Government Support

1. Government extended Scheme of Rebate of State and Central Taxes and Levies (RoSCTL) up to March 2024 for exports.
2. TUFS scheme for Textile players.
3. Two flagship schemes were declared by Ministry of Textiles, Government of India:
  - i) Pradhan Mantri Mega Integrated Textile Region and Apparel (PM-MITRA) Parks with an aim to support establishment of 7 world class, mega textile parks
  - ii) Production-linked incentive (PLI) scheme focused at encouraging large scale projects in manmade and Technical Textile segments

A person wearing a blue suit and a patterned tie is shown from the chest down, holding a stack of cards. The background is a blurred indoor setting. The image is overlaid with a semi-transparent blue box containing the Siyaram's logo and the title 'Result Highlights Q1FY23'.

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# Result Highlights Q1FY23

# Q1FY23- Key Highlights



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Revenue up by 69%  
led by overall  
performance

EBIDTA up by 60%

PAT up by 140%

Fabric: Garment:  
yarn/knitting mix  
76: 14: 10

Fabric volumes up  
30% YoY

Garment volumes  
up by 28%

Net Debt  
₹ 2680 mn

Fabric NSR up 27%  
& Garment NSR up  
29% YoY

EPST at ₹ 6.6 for  
Q1FY23

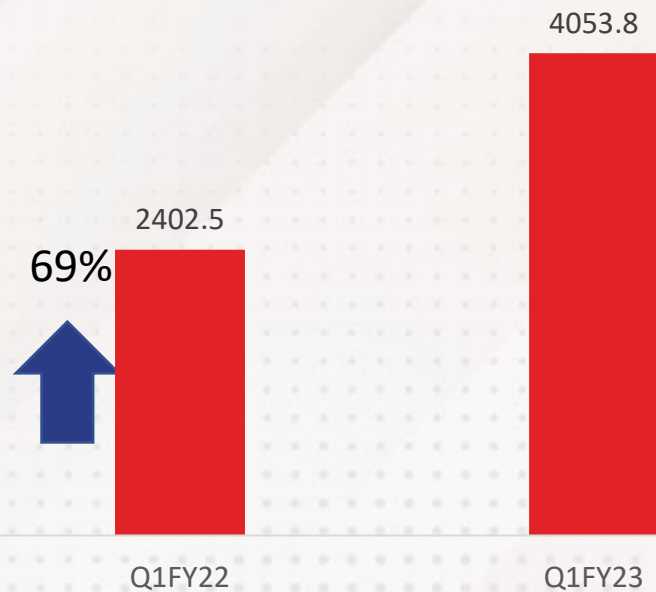
R  
G  
B

# Q1FY23- Result Highlights

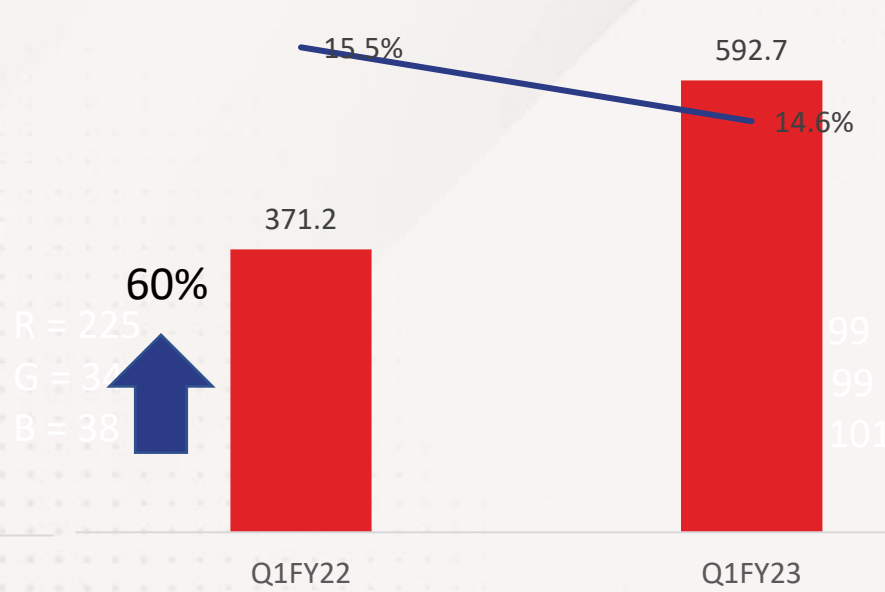


₹ Mn

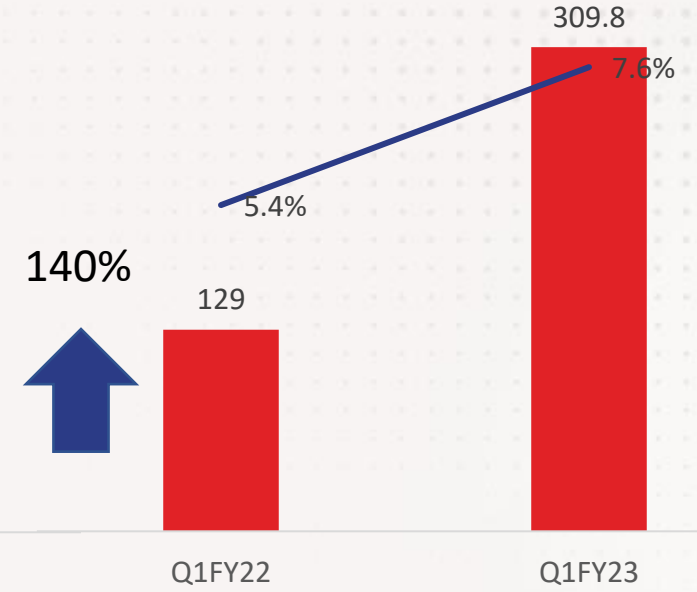
Revenue



EBITDA & EBITDA Margin (%)



PAT & PAT Margin (%)

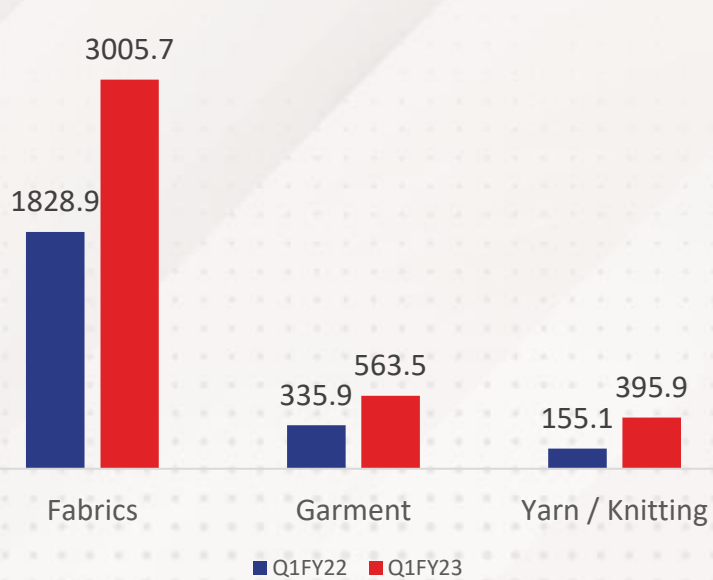


1. Revenue for Q1FY23 was higher by 69% YoY. It was led by both Fabrics and Garment. Fabrics constituted 76% , followed by Garments constituting 14% of Total Revenue.
2. EBITDA for Q1FY23 increased by 60% YoY, higher Raw material costs marginally impacted margins for Q1FY23. EBITDA margins softened by 83bps YoY to 14.6% in Q1FY23.
3. Interest continued its downward trend and further reduced by 25% YoY. PAT increased by 140% YoY.

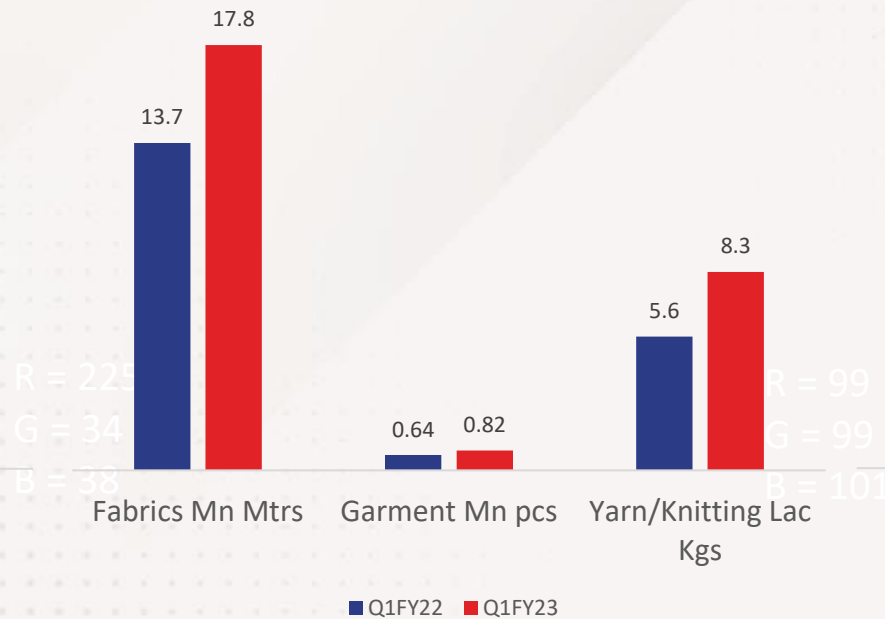
# Q1FY23- Result Highlights



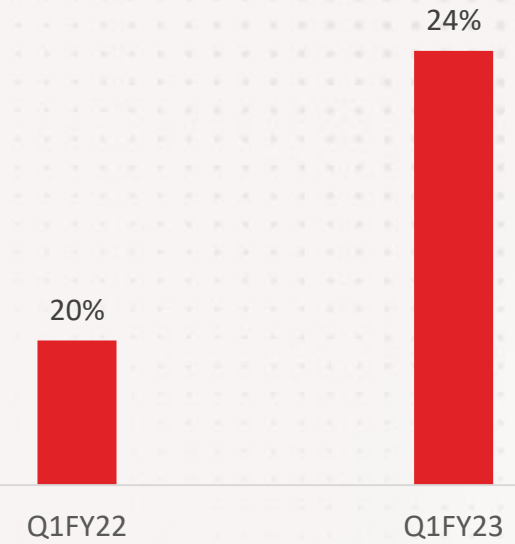
Revenue Mix (₹ mn)



Volume



Share of Premium Products



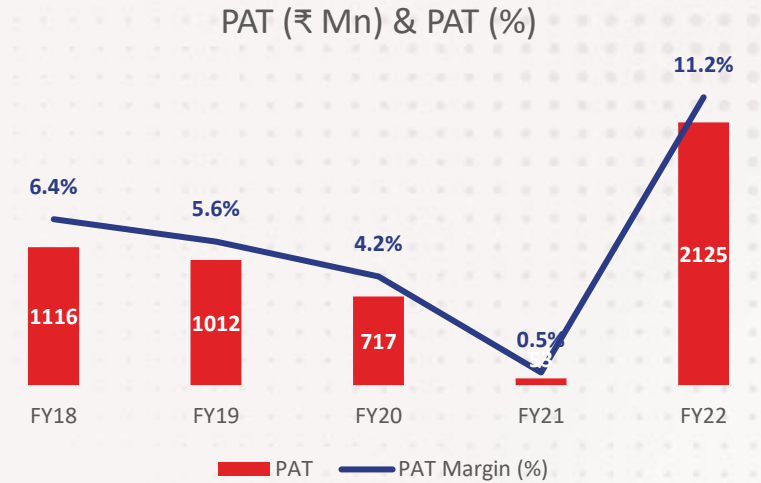
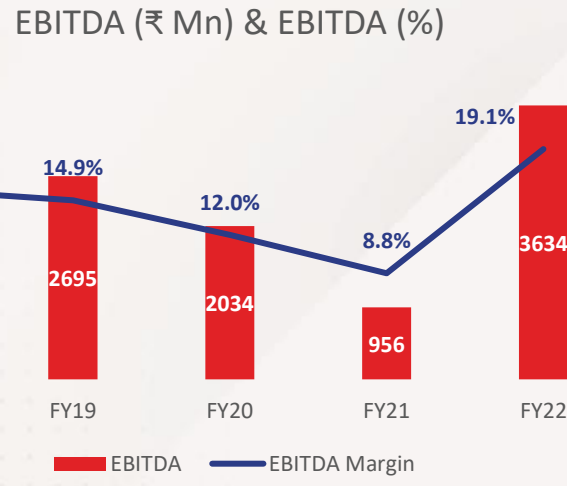
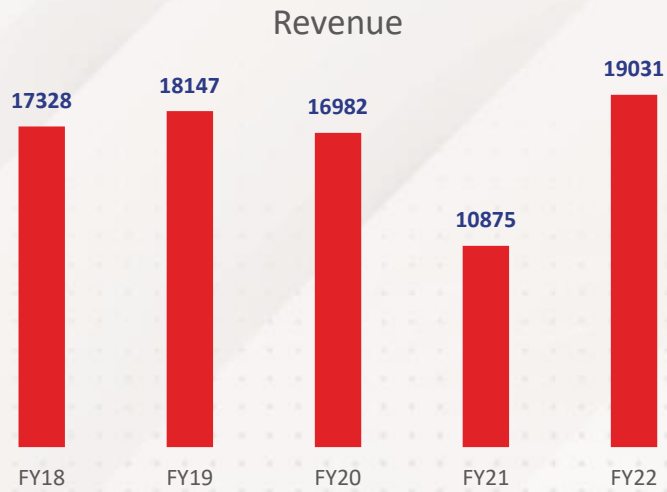
1. Fabrics Revenue was up 64% YoY, Garment Revenue up by 68% YoY
2. Fabrics Volume was higher 30% YoY, Garment volume was higher 28% YoY
3. Realisations for Fabrics were higher 27% YoY, Garment realisations were higher 29% YoY

# Q1FY23- Profit & Loss Statement



Particulars (In ₹ Mn)	Q1FY23	Q1FY22	YoY %	FY22	FY21	YoY%
<b>Revenue</b>	<b>4053.8</b>	<b>2402.5</b>	<b>68.7%</b>	<b>19375.2</b>	<b>11282.1</b>	<b>71.7%</b>
COGS	1724.6	869.6	98.3%	8957.1	6317	41.8%
<b>Gross Profit</b>	<b>2329.2</b>	<b>1532.9</b>	<b>51.9%</b>	<b>10418.1</b>	<b>4965.1</b>	<b>109.8%</b>
<b>Gross Margin %</b>	<b>57%</b>	<b>64%</b>		<b>54%</b>	<b>44%</b>	
Employee Expenses	406.2	325.0	25.0%	1595.4	1229.9	29.7%
Other Expenses	1330.3	836.7	59.0%	5135.57	2779.3	84.8%
<b>EBITDA</b>	<b>592.7</b>	<b>371.2</b>	<b>59.7%</b>	<b>3687.13</b>	<b>955.9</b>	<b>285.7%</b>
<b>EBITDA Margin %</b>	<b>15%</b>	<b>15%</b>		<b>19%</b>	<b>8%</b>	
Depreciation	143.9	151.3	-4.9%	585.3	607.7	-3.7%
Financial Cost	35.3	47.1	-25.1%	180.7	295.9	-38.9%
<b>Profit Before Tax (PBT) before exceptional items</b>	<b>413.5</b>	<b>172.8</b>	<b>139.3%</b>	<b>2921.13</b>	<b>52.3</b>	<b>5485.3%</b>
Exceptional Items	-	-	-	52.93	-	-
<b>Profit Before Tax (PBT)</b>	<b>413.5</b>	<b>172.8</b>	<b>139.3%</b>	<b>2868.2</b>	<b>52.3</b>	<b>5384.1%</b>
Tax	103.7	43.8	136.8%	743.1	-1.1	
<b>Profit After Tax (PAT)</b>	<b>309.8</b>	<b>129.0</b>	<b>140.2%</b>	<b>2125.1</b>	<b>53.4</b>	<b>3879.6%</b>
<b>Earning Per Share (EPS) in ₹</b>	<b>6.6</b>	<b>2.8</b>	<b>140.4%</b>	<b>45.34</b>	<b>1.14</b>	<b>3877.2%</b>

# Financials- At a Glance

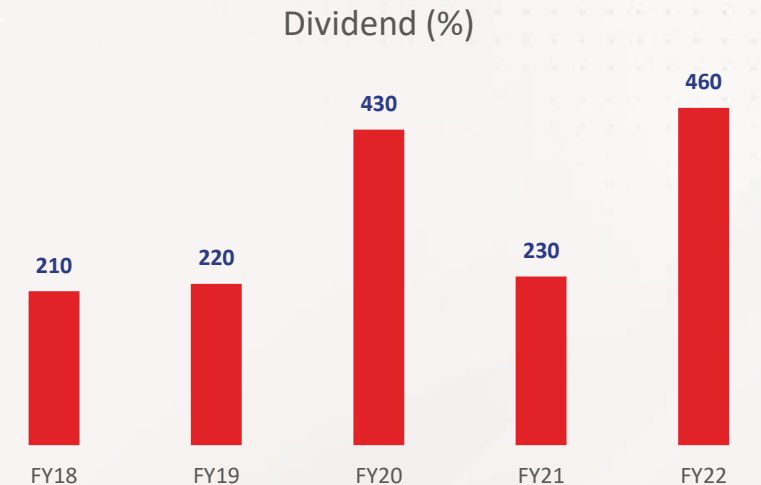
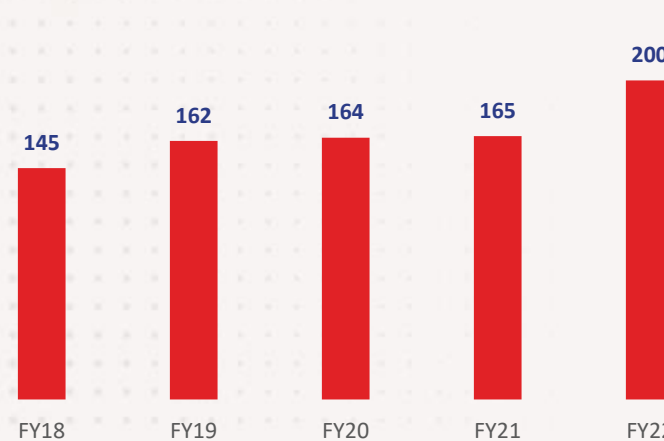
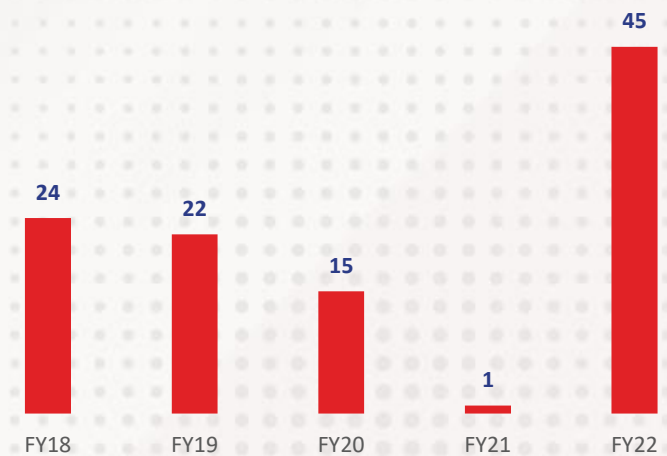


EPS (₹)

R = 225  
G = 34  
B = 38

Book Value Per Share (₹)

R = 99  
G = 99  
B = 101



**Siyaram's**

**Thank  
You!**

**Siyaram's**

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