

**Date: 14.02.2023**

Corporate Relations Department <b>BSE Limited</b> 1st Floor, New Trading Ring Rotunda Building, P J Tower Dalal Street, Fort, Mumbai 400001.	Corporate Listing Department <b>National Stock Exchange of India Ltd</b> Exchange Plaza, 5th Floor Plot No. C-1, G Block Bandra-Kurla Complex Bandra (East), Mumbai 400051.
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Dear Sir/Madam,

**Sub: Investor presentation for Q3 and Nine months ended 31<sup>st</sup> December 2022.**

**Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

**Scrip Code:** BSE Code: 541700, NSE Code: TCNSBRANDS

With reference to the above captioned subject, please find herewith, enclosed Investor Presentation for Q3 and nine months ended 31<sup>st</sup> December 2022. The aforesaid Investor Presentation is also being disseminated on Company's website at <https://wforwoman.com/content/investor-relation>.

This is for your information and records.

Thanking you.

For and on behalf of **TCNS Clothing Co. Limited**

Piyush Asija  
Company Secretary and Compliance Officer  
M. No: A21328

Date: 14.02.2023

Place: New Delhi



**TCNS Clothing Co. Limited**

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CIN- L99999DL1997PLC090978



# TCNS Clothing Co. Ltd

Q3 & YTD FY23 Results

Feb, 2023





# Safe Harbour

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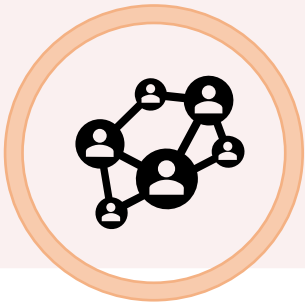
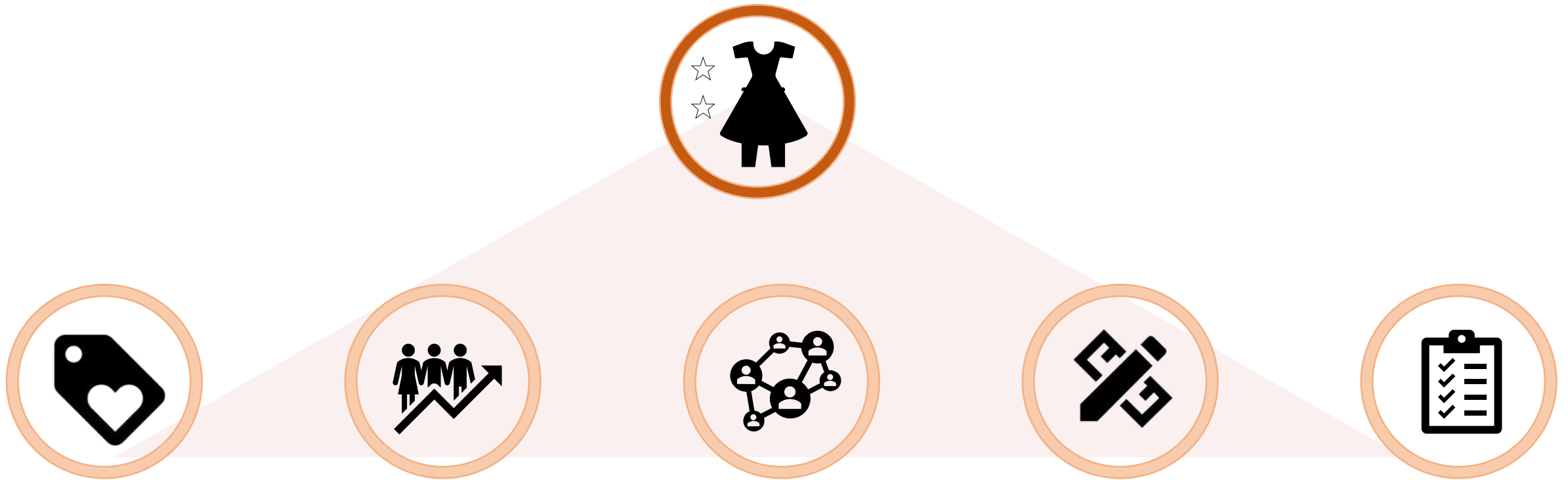
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- 2 Business Update
- 3 Q3 & YTD FY23 Detailed Financials



# *TCNS Overview*



# TCNS - India's Leading Women's Branded Apparel Company



**Portfolio of segment leading brands** straddling across fashion sensibilities and value chain

**Largest womenswear distribution network** with **4200+ outlets** and market leading omnichannel capabilities

**Diversified supply chain network** with **250+ supply chain partners**

**50+ in-house cutting-edge design team** developing over **5000 styles** every year

**High ROIC, asset-light business model**

TCNS houses distinct brands in women's outerwear segment, each with a focused positioning to offer a comprehensive portfolio for Indian women consumer



**TCNS Clothing Co. Limited**



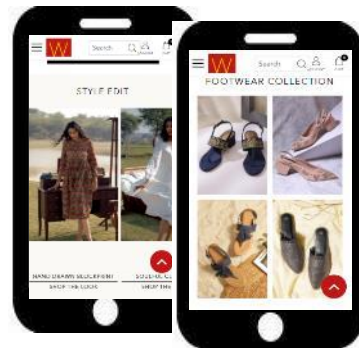
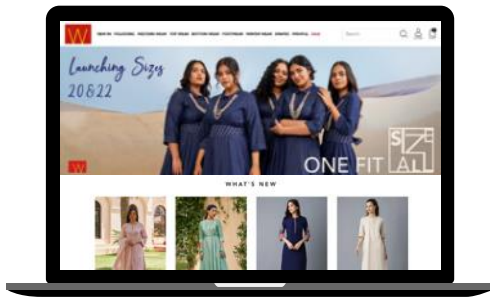
TCNS has widest womenswear reach with 4200+ points of sales, with strong owned omnichannel network and deep partnerships across all key offline and online retailers

### Own Omnichannel Network

- 664 EBO Stores across India and International markets



- Own brand websites offering complete selection and deeper engagement



### LFS Partners – ~2500 doors



### Key Online Partners



### MBO – ~1100 doors





With 50+ in-house design team and 250+ suppliers pan-India, TCNS has a scalable, well-connected & diversified Design-to-Production network

**50+** In-house design team focused on driving innovation and creating fashion trends

**250+** Partners/ suppliers ranging from artisanal groups to large mills, enabling a highly differentiated product every single time

**5000+** Product styles launched every year across Apparel, Footwear, Accessories & Cosmetics

*Automated Inventory management system and nimble production and reordering cycle for reduced Concept-to-Shelf*

*Integrated warehousing facility powered by a strong WMS, upgraded infrastructure and specialized operations team*



# *Business Update*

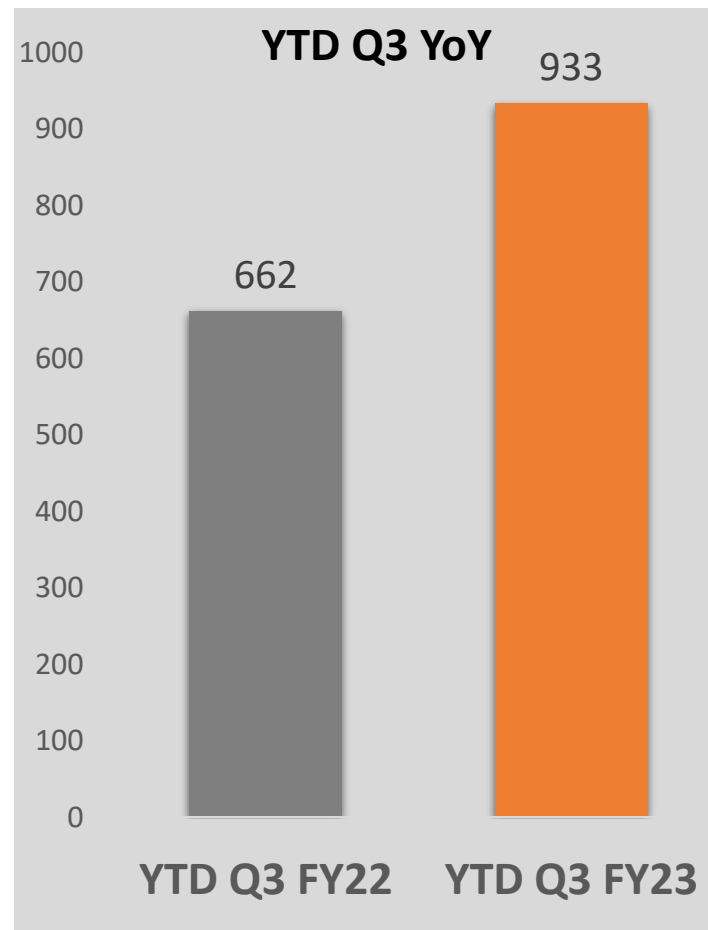
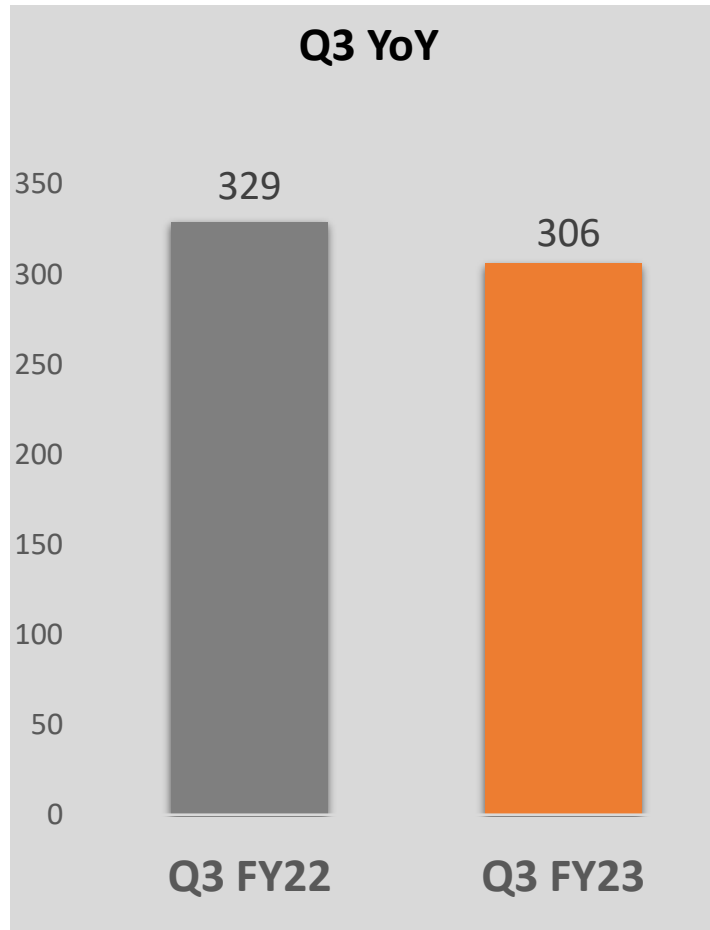


### Market Highlights

- Muted festive and wedding season with delayed onset of winters
- Tier 1 recovery ahead of tier 2 and tier 3 markets; South region outperforming others
- Continuous expansion of offline retail presence seen across city tiers; many new tier 3+ cities opening up for organized retail

Net revenues of Rs. 306 crores in Q3 and Rs 933 crores in year-to-date FY23

### Revenue from Operations – Rs Crs.



### Q3 Highlights

- **Offline:** EBO channel grew by 15% over last year driven by expansion
  - Opened 16 stores on a net basis; Total store count 664
  - Project Rise: Upgraded 4 stores in this quarter
- **Online:** Brand websites continued to grow ahead of other channels at 30%+ levels
  - Accelerated shift from B2B to D2C this quarter impacted reported sales due to negligible primary billing

# Recap FY23 focus: accelerating growth along multiple dimensions

## Focus areas

### **New Brand / Categories**

Scale each foray across channels and expand product assortment

### **Third-party Marketplaces**

Leveraging strategic marketing, scaling the omni-channel fulfilment model and launching online-first products

### **Brand Website**

Build deeper omnichannel offerings and personalization capabilities

### **Store Upgradation**

Enhanced Retail presence across key markets to showcase full representation of all brand collections and product categories

### **Store Addition**

Expansion in existing markets and franchisee-led Project Bharat stores in tier 3+ markets

## FY23 Target

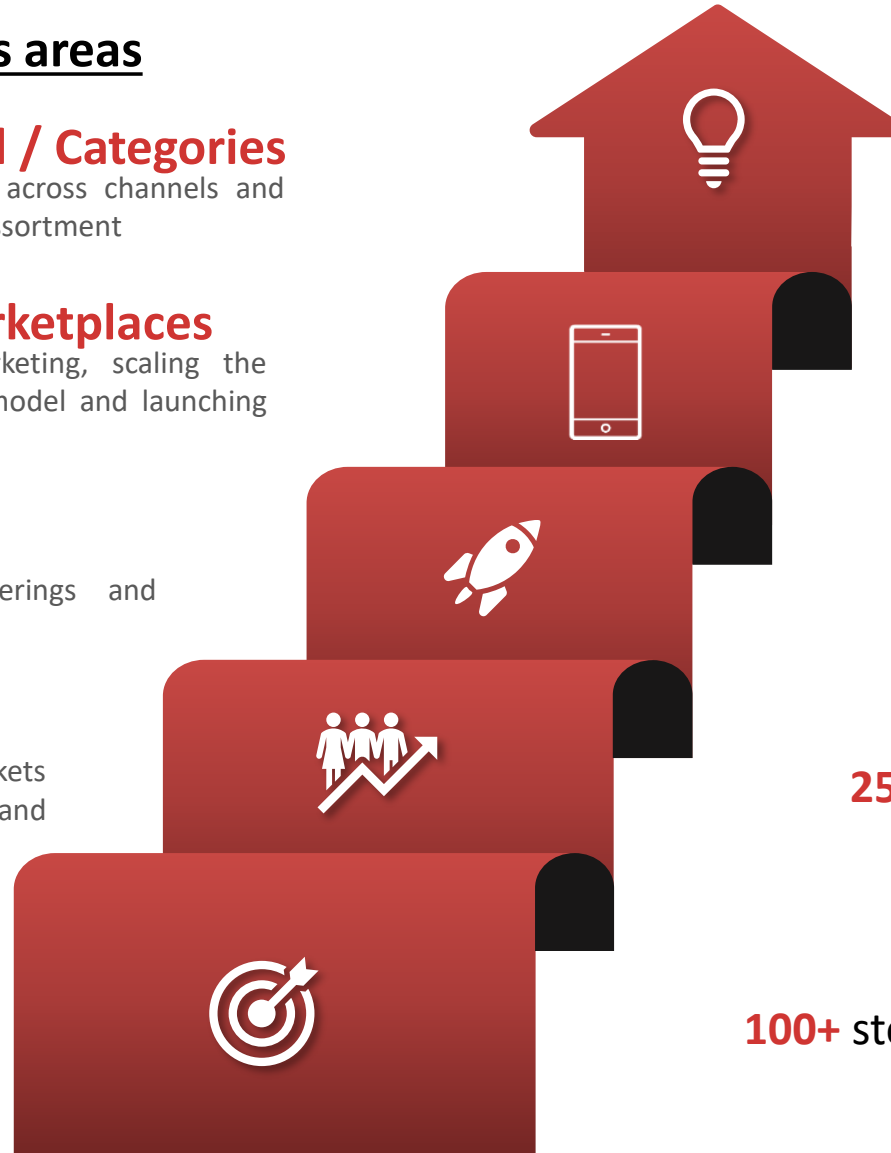
**100+** crore ARR for new forays

**2X** share of Omnichannel

**25%+** of online revenue

**25+** Project Rise stores

**100+** store addition



# Key results: a number of wins against the Key Focus Areas in FY23



# Continued investing in brand building; comprehensive marketing agenda rolled out through the quarter across the conversion funnel - Aurelia

## AWARENESS

### CINEMA



### MALL BRANDING



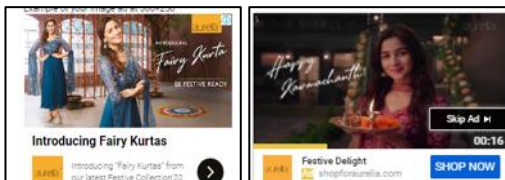
### AIRPORT



### METRO



### DIGITAL ADS

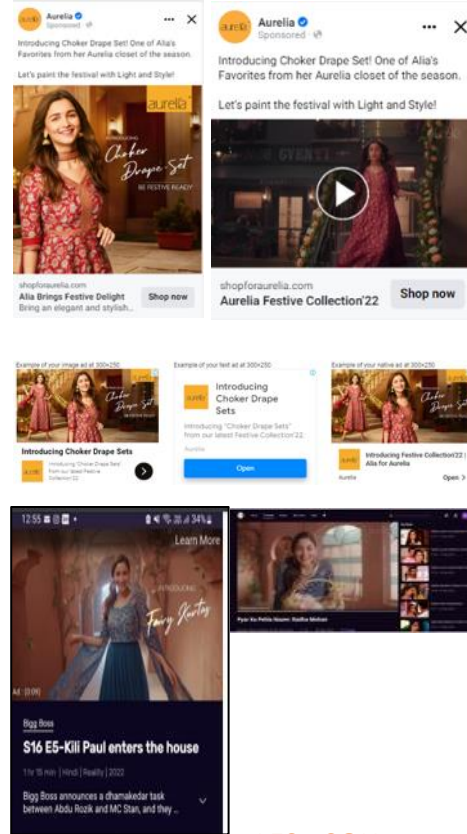


## CONSIDERATION

### MARKET PLACES BRANDING



### SOCIAL MEDIA



### LFS - SOH

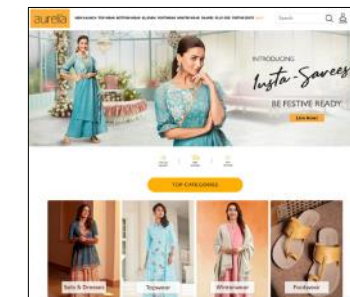


## DECISION

### EBO



### WEBSITE



### LFS



# Continued investing in brand building; comprehensive marketing agenda rolled out through the quarter across the conversion funnel - W

## AWARENESS

### CINEMA



### AIRPORT



### NEWSPAPER



### MALL BRANDING



### MAGAZINES



### DIGITAL ADS



## CONSIDERATION

### SOCIAL MEDIA



### MARKET PLACE BRANDING



### LAUNCH EVENT



### LFS -SOH



## DECISION

### EBO



### WEBSITE



### LFS







# New Store Launch - W Prestige Falcon, Bangalore



# New Store Launch - W Shipra Mall, Ghaziabad



# New Store Launch - W DLF Mall Of India, Noida



# New Store Launch - W Express Avenue, Chennai



# New Store Launch - Aurelia Phoenix, Chennai



## Q3 FY23 : Reported (post Ind-AS-116)

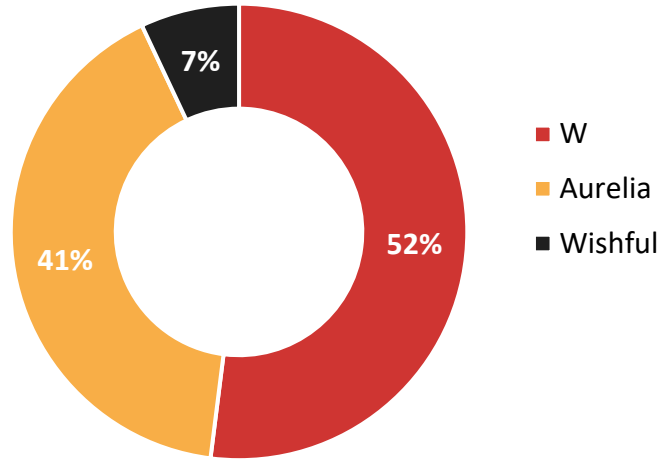
Particulars (Rs Million)	Q3 FY23	Q3 FY22	Growth -YoY%	YTD FY23	YTD FY22	Growth -YoY%
Revenue	3061	3285	-7%	9330	6616	41%
EBITDA	435	677	-36%	1294	924	40%
PBT	7	353	-98%	134	4	3223%
PAT	5	251	-98%	106	1	13790%

% to Revenue	Q3 FY23	Q3 FY22	YTD FY23	YTD FY22
EBITDA	14.2%	20.6%	13.9%	14.0%
PBT	0.2%	10.7%	1.4%	0.1%
PAT	0.2%	7.6%	1.1%	0.0%

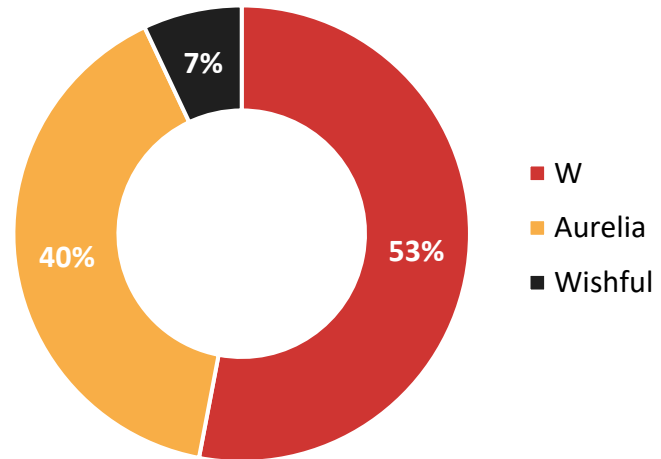
# Q3 FY23 : Brand-wise performance

### Share of Brands (%)

Q3FY23

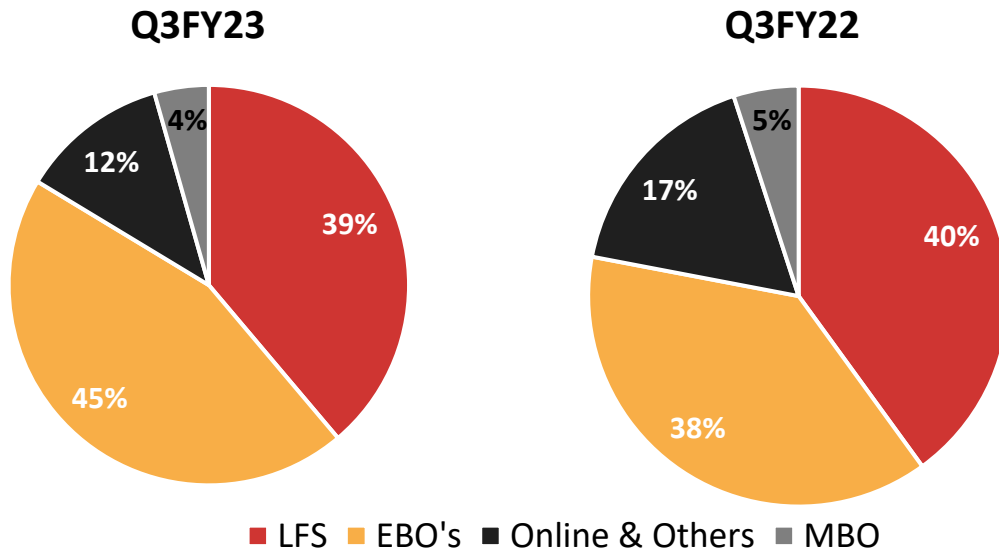


Q3FY22

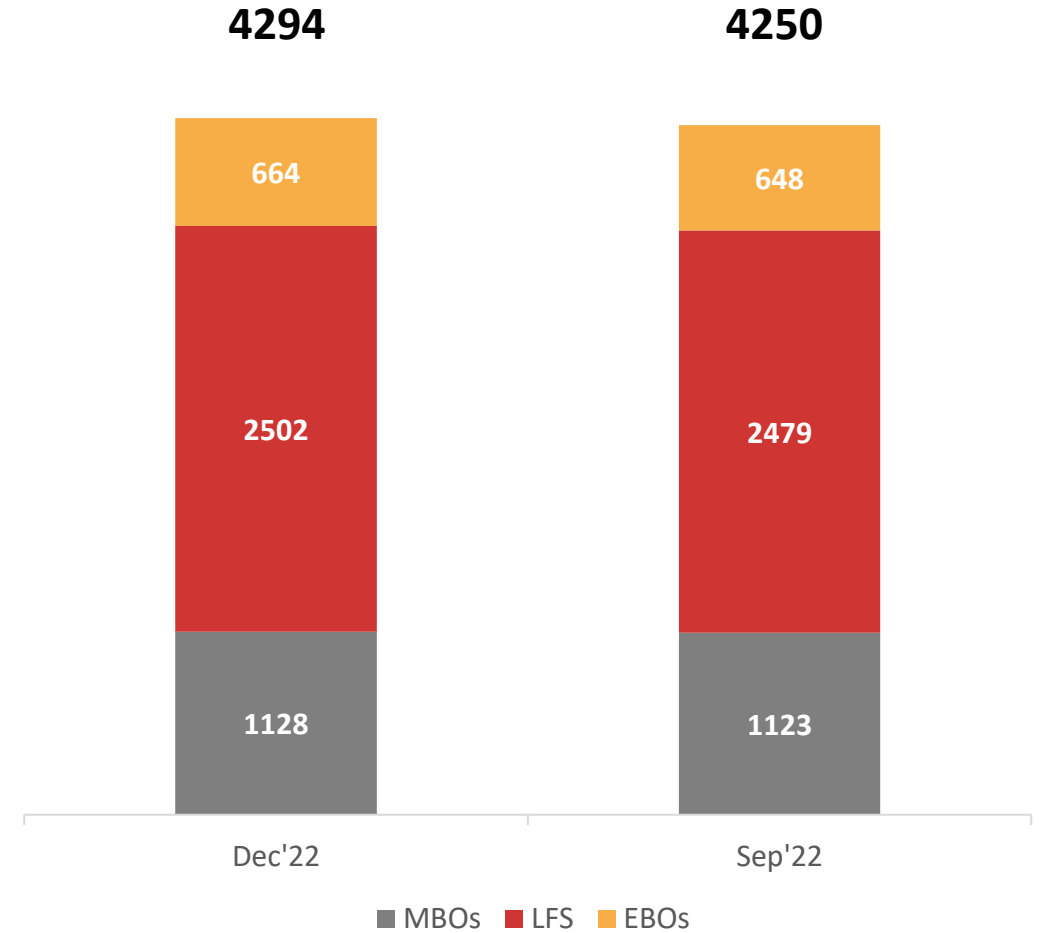


# Q3 FY23 : Channel-wise performance

## Channel Wise Revenue Split



## Pan India Multichannel Presence



# of EBOs	As of Dec'22	Q3 Openings
W	366	8
Aurelia	257	5
Wishful	7	1
Elleven	34	2
<b>Total</b>	<b>664</b>	<b>16</b>



# *Q3 & YTD FY23 Detailed Financials*



# Profit & Loss Statement

S.No.	Particulars (In Rs. Million)	Q3FY23	Q3FY22	YoY	Q2FY23	QoQ	9MFY23	9MFY22	YoY
<b>1</b>	<b>Income</b>								
	(a) Revenue from operations	3061	3285	-7%	3505	-13%	9330	6616	41%
	(b) Other income	38	47	-19%	18	113%	122	225	-46%
	<b>Total income</b>	<b>3099</b>	<b>3332</b>	<b>-7%</b>	<b>3523</b>	<b>-12%</b>	<b>9452</b>	<b>6842</b>	<b>38%</b>
<b>2</b>	<b>Expenses</b>								
	(a) Cost of materials consumed	1193	977	22%	1421	-16%	4261	2478	72%
	(b) Purchases of stock-in-trade	94	50	89%	87	9%	224	104	116%
	(c) Changes in inventories of finished goods, WIP and stock-in-trade	-317	31	-1122%	-360	-12%	-1511	-216	600%
	(d) Employee benefits expense	455	422	8%	475	-4%	1402	1095	28%
	(e) Finance costs	134	95	41%	108	24%	338	263	28%
	(f) Depreciation and amortisation expense	294	229	28%	271	9%	822	657	25%
	(g) Rent expenses	65	10	554%	61	8%	194	42	363%
	(h) Selling and distribution expenses	749	847	-12%	970	-23%	2457	1680	46%
	(i) Other expenses	424	317	34%	391	9%	1133	735	54%
	<b>Total expenses</b>	<b>3092</b>	<b>2979</b>	<b>4%</b>	<b>3422</b>	<b>-10%</b>	<b>9319</b>	<b>6838</b>	<b>36%</b>
<b>3</b>	<b>Profit/(loss) before tax</b>	<b>7</b>	<b>353</b>	<b>-98%</b>	<b>101</b>	<b>-93%</b>	<b>134</b>	<b>4</b>	<b>3223%</b>
<b>4</b>	<b>Total tax expense</b>	<b>2</b>	<b>103</b>	<b>-98%</b>	<b>24</b>	<b>-91%</b>	<b>28</b>	<b>3</b>	<b>756%</b>
<b>5</b>	<b>Profit/(loss) for the period/year</b>	<b>5</b>	<b>251</b>	<b>-98%</b>	<b>76</b>	<b>-93%</b>	<b>106</b>	<b>1</b>	<b>13790%</b>

# TCNS Clothing Co. Ltd



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