



Date: 04/01/2021

Го,	
The Listing Department	The Department of Corporate Services
National Stock Exchange of India Ltd	BSE Ltd
Exchange Plaza, Plot no. C/1, G Block,	Phiroze Jeejeebhoy Towers,
Bandra-Kurla Complex	Dalal Street,
Bandra (E), Mumbai - 400 051	Mumbai- 400 001
NSE Symbol: RUPA	Scrip Code: 533552

Respected Ma'am/ Sir,

Ref: <u>Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosures</u> <u>Requirements) Regulations, 2015 ('SEBI Listing Regulations')</u>

Sub: Investor Presentation

Please find enclosed herewith Investor Presentation of the Company. The Investor Presentation is also available on the website of the Company.

This is for your information and record please.

Thanking you.

Yours faithfully, For Rupa & Company Limited

Kundan Kumar Jha Company Secretary & Compliance Officer ACS 17612

Encl: As above

Metro Tower, 1, Ho Chi Minh Sarani, Kolkata 700 071, INDIA Phone: +91 33 4057 3100, Fax: +91 33 2288 1362 Email: connect@rupa.co.in, www.rupa.co.in An ISO 9001:2008 Certified Company CIN No.: L17299WB1985PLC038517





RUPA & COMPANY LIMITED



INVESTOR PRESENTATION

January 2021











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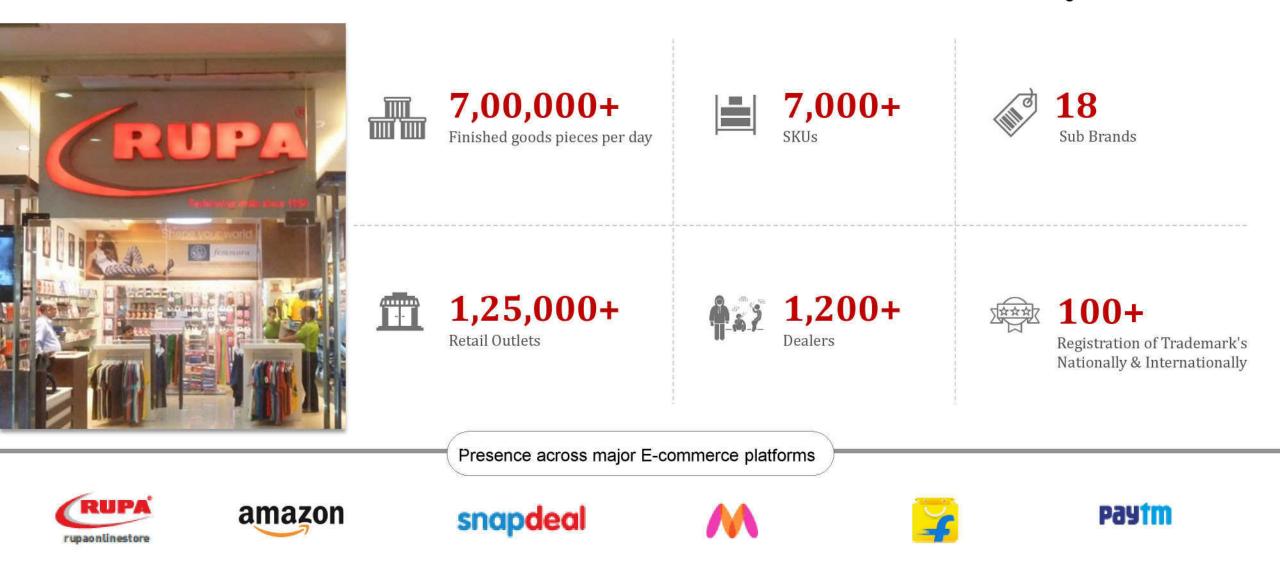
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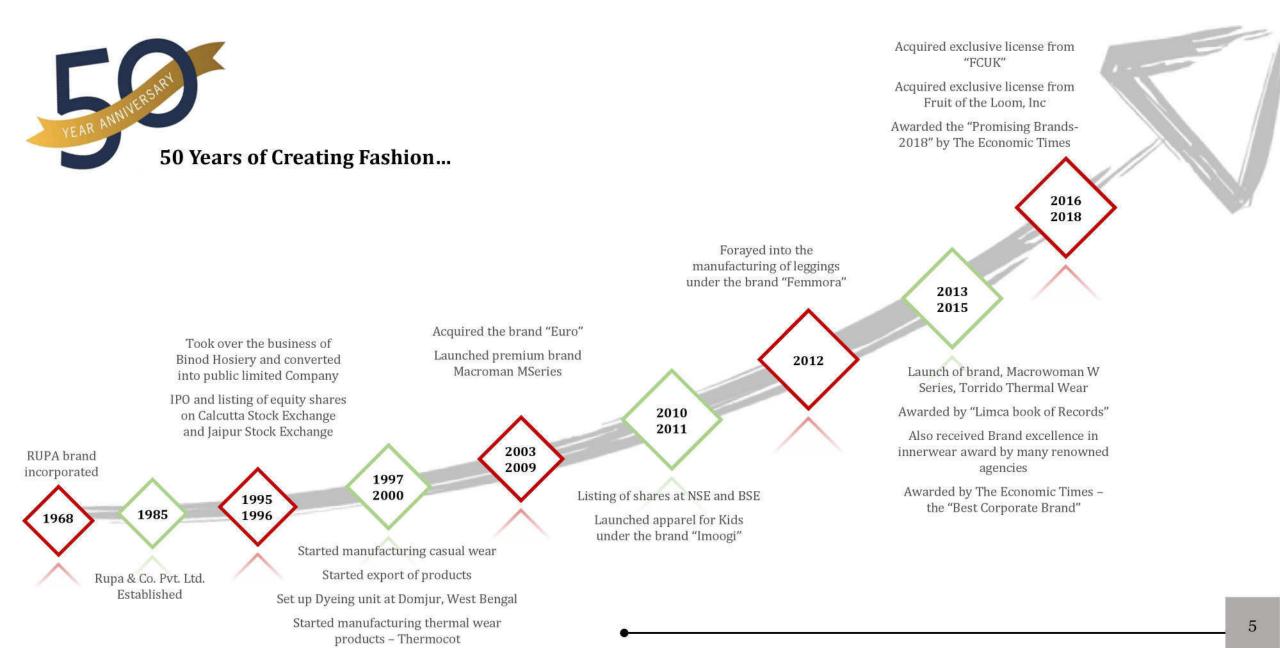
#1 Undisputed knitwear Indian brand...





One of the leading and largest knitwear brand in India, engaged in the manufacturing, marketing, selling and distribution of men's and women's innerwear, thermal wear and fashion wear





...under the leadership and experienced advisory board



Mr. Prahlad Rai Agarwala, Chairman

More than 50 years of experience in the textile industry

Mr. Ramesh Agarwal, Whole-time Director & CFO

More than 30 years of experience in the textile industry

products and completely manage processing house

· Brand Director of Jon, Thermocot, Torrido and Femmora

• Provides strategic direction to the Company and is the driving force behind the establishment and growth of the Company

Mr. Ghanshyam Prasad Agarwala, Vice Chairman

- More than 45 years of experience in the textile industry
- Instrumental in the development of the Company

Mr. Kunj Bihari Agarwal, Managing Director

- More than 45 years of experience in the textile industry, specialization in marketing and distribution
- Guides the company and the management at all the stages of its development and strategic decisions

Mr. Niraj Kabra, Executive Director

- A commerce graduate from Calcutta University
- More than 15 years of rich expertise in the field of Operations and general administration. He has been serving on the Board of the Company since 2018

Mr. Dipak Kumar Banerjee, Independent Director

• Plays a key role in the production planning & distribution of

- A Chartered Accountant with experience over 45 years
- He started his career with LIC in 1970 and thereafter, in 1975, joined HUL. In 1992, he became the Commercial Director of Unilever Plantations Group
- Joined the company as a Board member in 2013

Mr. Dharam Chand Jain, Independent Director

- 45+ years of experience in the field of textile and knitted fabric industry
- Chairman of K.D. Sarees Emporium Private Limited. Joined the company as a Board member in 2003

Mr. Mukesh Agarwal, Whole-time Director

- More than 25 years of experience in the textile industry
- Plays a key role in the setting up of systems and process for distribution & production planning
- Brand Director of Frontline

Mr. Sushil Patwari, Independent Director

- 40+ years of experience in the field of cotton yarn and knitted fabric industry
- Member of the Executive Committee of the Federation of Indian Export Organizations.
- Joined the company as a Board member in 2003

Mr. Ashok Bhandari, Independent Director

- Chief Financial Officer and President at Shree Cements Limited for over 25 years
- 40+ years of experience as a key executive negotiating with banks, governments, JV partners, and technology & equipment suppliers

Mrs. Alka Devi Bangur, Independent Director

- She has over 16 years of experience
- Managing Director of Peria Karmalai Tea & Produce Co. Ltd.
- She is the member of FICCI Ladies Organization (FLO) (Ladies wing of FICCI). She is also the committee member of Bharat chamber of Commerce

Mr. Vinod Kumar Kothari, Independent Director

- Chartered Accountants and Company Secretary
- Former chairman of the Institute of Company Secretaries of India. He is an author, trainer and expert on specialized areas in finance

...and a highly experienced management team



 New generation industrialist, graduate completed Diploma in Marketing from th Brand Director of premium brands, 'N Series' along with the other brands, 'Soft President of Indian Chamber of Com President Organisation (YPO), acting as a series of the series	he University of California, USA Macroman M-Series' & 'Macrowoman W- tline' & 'Footline'	 Mr. Rajnish Agarwal, President New generation industrialist, Master's in Business Administration in Marketin from University of Cardiff, U.K. Brand Director of brands, 'Bumchums' & 'Euro'. He also looks after the brandin related activities in Rupa 		
 stage businesses, managed complex or matrix organizations with multiple stake Member of ICAI and ICSI, he is possessin Six Sigma, GE USA. Graduated from GE 	rship – built businesses, scaled-up growth ganizations as the CEO, worked in global	 Mr. Siddhant Agarwal, Vice Press New generation young and dynamic incorport of Warwick, U.K. Joined in the year 2016 and was instructed brands, i.e. French Connection U.K. ('FCU) Looks after the business of these two Modern Trade 	dustrialist completed M.Sc. from University strumental in bringing two international UK') and Fruit of the Loom ('FOTL')	
 Mr. B. K. Singh, General Manager – Dyeing More than 35 years of expertise in the field of Dyeing and production operations Previously worked with Suryawansi Dyeing Mills 	 Mr. J. Rajendra Kumar Singh, General Manager – Production 20 years experience in production and operation in textile Ex-VP/Head Operation – Manufacturing, Gokaldas Images 	 Mr. Pronob Mukerji, General Manager – Marketing & Media More than 17 years of experience in Marketing & Media Previously worked with Page Industries 	 Mr. Randhir Singh Jolly, General Manager – Modern Trade 15 years of experience in the field of textile, Apparels & Innerwear Previously worked with Bombay Dyeing and Raymond's 	

...maintaining brand leadership over decades





Most Promising Brand 2018 The Economic Times



Indywood Excellence Award 2017 Govt. of Telangana



Best Corporate Brand 2016 The Economic Times







Worldwide achievers(Zee) Business Leadership Awards 2013



We offer Affordability + Scalability + Inspirational Brands



1. Affordability

Broad & unparalleled product portfolio

Brands across a wide price range

2. Scalability

An integrated & efficient business model

State of Art Manufacturing facility

Far-reaching footprints

Quality implemented at all levels

Unwavering focus on R&D

3. Inspirations Brands

Accelerating the launch of inspirational brands

Deepening commitments by consistent investments

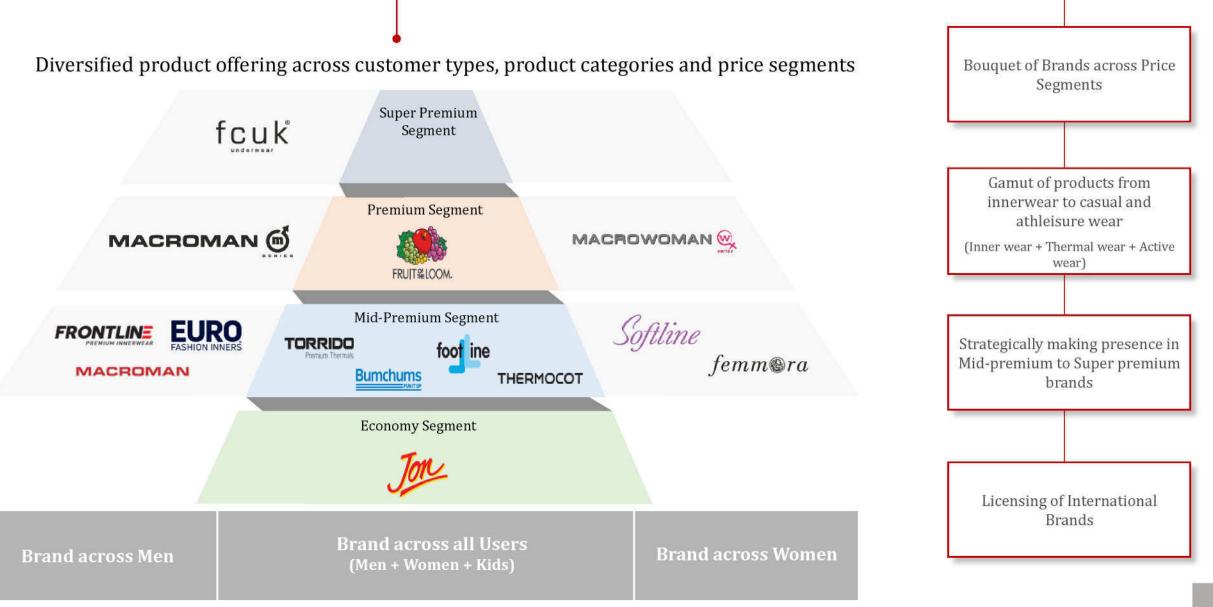
1. Broad & unparalleled product portfolio



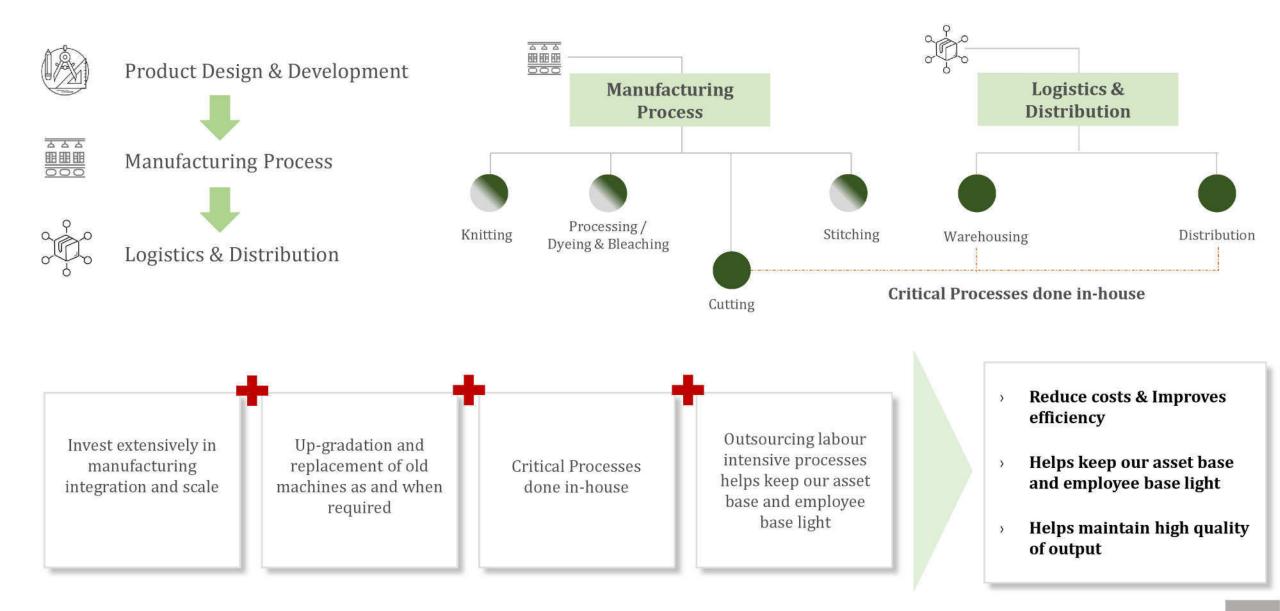
"Rupa overhauls its portfolio periodically to the fast-changing requirements, evolving the market in line with changing times."

Casual / Athleisure **Thermal Wear** Innerwear Vests Leggings & Causal Wear Vest / Upper Brief / Drawer Lowers Socks **T-shirts** Lingerie **Bermudas & Tracks** Athleisure & Winter Fashion









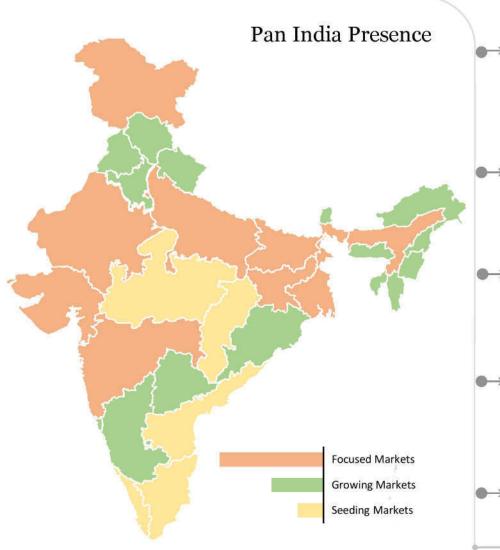


Continues investment in R&D to produce environment-friendly clothes and minimize carbon footprints



Disclaimer : Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness





RUPA enjoys very strong position in the East of India and has gained significant presence in the North followed by the West of India

Strategy is to foray in newer markets by appointing new distributors and building experienced team and further penetrate in the existing markets

RUPA is increasing its footprints in South India and plans to expand and improve market share going ahead

RUPA has a wide range of product portfolio which helps it to strategise the product offering suiting to the different consumer preferences of the respective states 1,200+

Dealers

125,000+

Retail Outlets

Exports: RUPA exports its products in Middle East Countries like UAE, Saudi Arabia, Kuwait, Iraq, etc. Myanmar, Ukraine, Algeria, Indonesia, Nigeria, Congo, Russia, USA and Singapore among others and it aims to strengthen its presence in the existing markets and introduce localised products as per the varied preferences of the consumers



"Quality is our lodestar at Rupa. Since inception to the present day, we have never, and we shall never, compromise on quality. Because, if you follow quality, everything else will follow automatically."

Pursuit of quality without compromise is achieved by single-minded focus on innovation and research, continuous upgrading of machinery, stringent quality control measures, and international-standard production norms

Quality is implemented at all levels, from Project Planning, Design and Documentation, to Execution and Supervision Application of advanced technology at every level – from planning to production – gives Rupa products the leading edge

Multi-pronged use of technology helps to meet all the required specifications, ably assisted by a trained pool of highly-qualified scientists and technicians Understanding the value of research, the ultra-modern laboratory at Rupa's Dyeing and Processing Plant gives advanced developmental support to the daily operations

The Dyeing unit is supported by an advanced in-house R & D unit, which continually strives to bring cutting-edge technology and know-how to production processes.









Rupa reinforces quality with technology

2. Unwavering focus on R&D



We put in a lot of research and effort to give environmentally friendly clothes

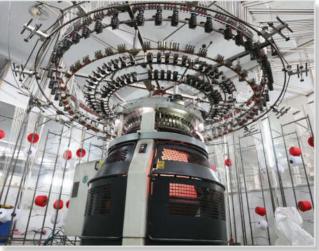
Innerwear, thermals and hosiery products are made from superior and natural fibers that are grown in sustainable farming methods

Most of our fabrics are biodegradable

Regularly upgraded and modernized production technologies help to conserve and recycle precious water and energy

We make soft, breathable, lush and comfy knitted wear that also replenish the environment in every way we can





Harnessing the power of technology allows to conform to international standards of fastness properties like rubbing, perspiration, light and washing

Each of Rupa's product proudly flaunts the Colorfast guarantee

Much of the research is focused on enhancing the standards of colour in the quality control laboratory

Up-to-date, high-performance equipment and matching software is used to aid perfect colour formulation and colour correction, as well as testing for colour-fastness, and effects

Our products conform to international standards of fastness properties like rubbing, perspiration, light and washing and come with a Colorfast guarantee

"At Rupa, the constant pursuit of excellence is achieved through an unwavering focus on research and development, because that is the way in which we can continue to deliver beyond expectations."

3. Accelerating the launch of inspirational brands



- Exclusive license to develop, manufacture, market and sell the FCUK brand of innerwear and related products in
 India
- Access to a global brand with strong brand recognition in the super premium segment
- Brings global expertise in improving other areas as well viz., manufacturing processes, designing capabilities, logistic management, etc.
- More than 30 distribution points at pan India level, available on Amazon, Myntra, Paytm, Flipkart and other Ecommerce Portals

Well-known & largest International brands in the innerwear category

Making luxury accessible

fcuk

Rupa – A truly Global Indian

FRUIT #LOOM.

Premium innerwear based on comfort accessible

Globally known premium apparel brand

- Exclusive license from Fruit of the Loom, Inc, to manufacture, distribute, advertise and sell innerwear and outerwear products for men, boys, women, girls and toddlers in India, under their brand names
- Exclusive tie up with Amazon and Central; more than 60 distribution points at pan India level
- Widely accepted by the consumers

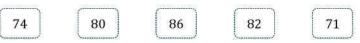
3. Deepening commitments by consistent investments



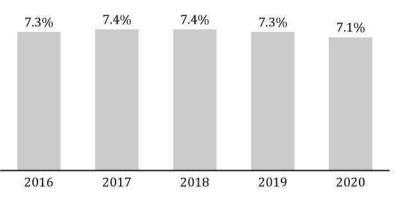
6 6 Strong brand recall developed through consistent investment in advertising and brand promotion strategies 9 9

Over **Rs. 1,000 crores** spent on brand development in the last decade

Rs. Crs.



Consistent annual investment of 7-8% of sales in brand development to create a robust portfolio







RUPA & COMPANY LIMITED

GROWTH STRATEGIES



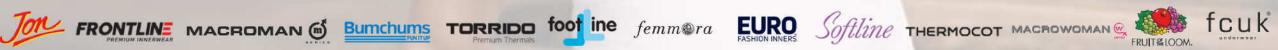






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Growth Strategies





1. Scaling high margin revenue stream



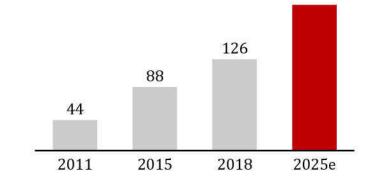


- Vision to occupy the white space in the category and consumer mindspace where the aspirational Indian consumer can show off his style quotient and discerning taste
- Catering to the brand sensitive Indian youth, aspiring towards super-premium product categories
- Making luxury accessible to the Indian consumers
- Given its super-premium positioning, distribution largely through its retail MBO's (very selectively present across premium retail locations) along with an aggressive ecommerce strategy
- Company is targeting 6,000-8,000 doors in the next 3-5 years

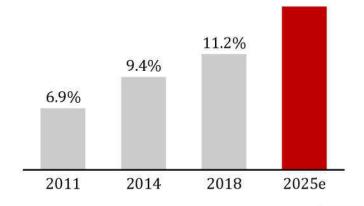


- Fruit of the Loom is positioned within the large, fast growing mass-premium category, providing significant room to create scaled-up brands, comparable to the value segment
- FRUIT&LOOM.
- Aim is to make premium innerwear based on comfort accessible to the consumer and become the by word for the category
- Given its premium positioning, follows an aggressive distribution led strategy; extensive presence across 3,280 retail touchpoints (MBO's) along with a strong online focus
- Company targets expansion into 30,000+ doors in the next 3-5 years





Premium + Super Premium (% of revenue)



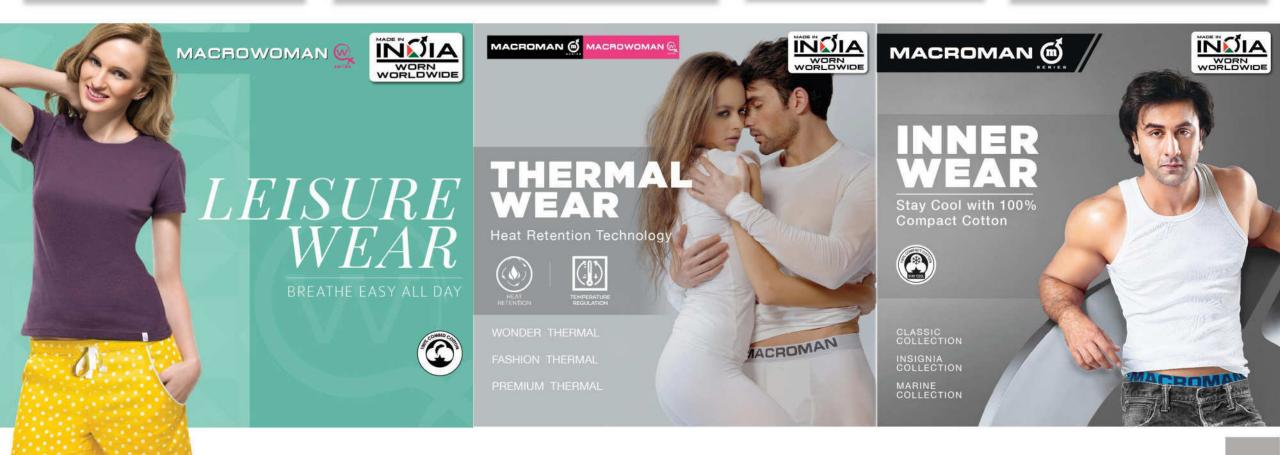
1. Scaling high margin revenue stream



One of the Largest Premium Brand of Innerwear, Leisurewear, Sportswear, Activewear & Athleisure, for Men & Women Macroman M-Series and Macrowoman W-Series have top notch fabrics, are styled by cutting edge designers, available in a variety of colors and patterns, with interesting accents and a range of exciting cuts for fashion and comfort

Direct distribution model with access to retailers through own sales personnel

Ranbir Kapoor as the brand ambassador to connect with the target customer set



2. Reinforcing high growth segments – Athleisure



Bunchums Det were reference were reference Gran in gran

"The most recent popular expression in design is "athleisure," one of those made-up terms that are so incredibly strange as to be flawlessly illustrative. That is, fashioners are fixated on garments that fit a to some degree general class of being suitable for either athletic or recreation interests"

I, ME AND MY

BUMCHUMS

Range for Men, Women and Kids

Bumchums range of T-shirts, Bermudas, Tracks and Muscle Tees is designed for those who hate seriousness High Growth Potential in Active / Thermal Wear Health and lifestyle focused Active wear segment industry has grown by ~13% CAGR since 2011 Athleisure - Anything from active leisure wear to workout clothes

Winterwear - From lounge wear and full sleeve t-shirt to classic stylish hoodie

23

2. Reinforcing high growth segments – Womenswear





Pioneering Premium Leggings, Lingerie and Outerwear brand with a huge range of wardrobe essentials ho seek ease with a fashionable edge

Softline aims to make 'comfortable' the new fashion statement. 'Softline' has always pushed the envelope in terms of innovation, variety and comfort

Brands mantra 'Effortless You', communicates exactly to reach out to the primary consumer base, i.e. young women, fulfilling their need for comfortable yet stylish Lingerie, Leggings and Casual wear

Variety of leggings, crafted from unique 4D cotton stretch fabric for added comfort

Available in 250+ colours for all sizes.

Outerwear consist of Western Kurti pants, Palazzo pants and Knitted pants. Crafted from high quality cotton, blended with elastane that allows free movement for daily wear

Softline

Plans to scout for opportunities in Women Wear to develop brand capabilities, manufacturing ability or distributional reach





THERMOCOT

Your ideal companion during winter months. Now, you can stay warm and stylish in winters

Thermocot fabric is knitted on hi-tech machines with a perfect blend of Cotton and Polyester to give a perfect and warm fit even in the lowest temperatures



Exquisite range of thermal wear

Available in a variety of exciting colours, trendy styles and all sizes, it is ideal for every member of the family

So stylish yet thin that you can step out in your Torrido for morning jogs or even wear it under the shirt for a business meeting

Plan to cross Rs. 200 crores of Thermal wear revenue in next 2 years

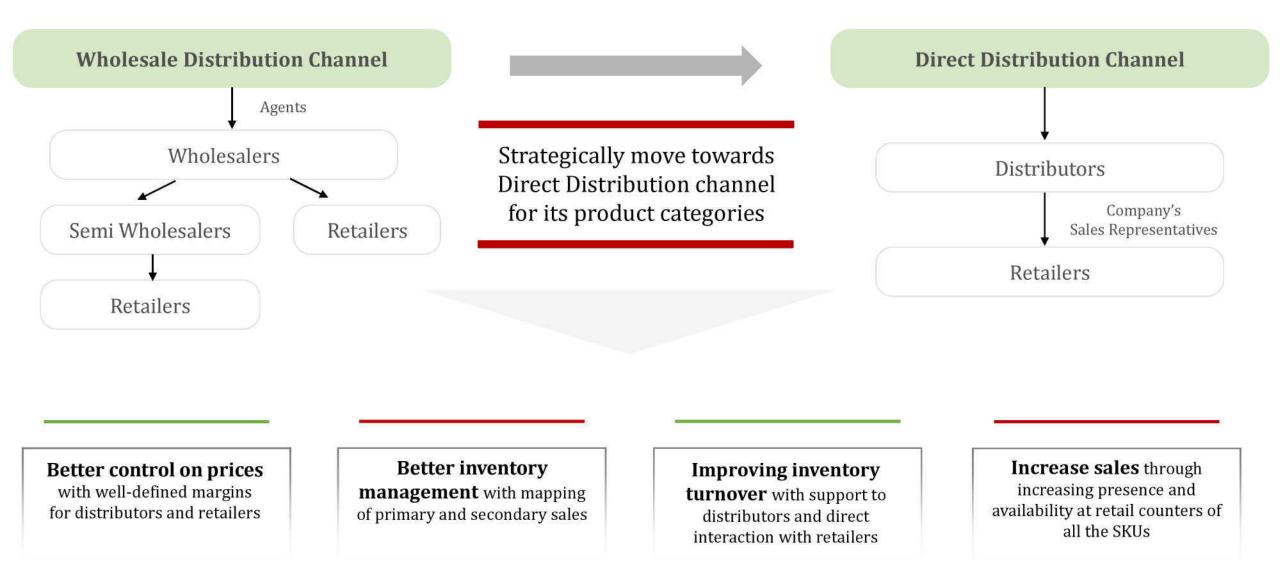


UAE | Saudi Arabia | Kuwait | Iraq | Myanmar | Ukraine | Algeria | Indonesia | Nigeria | Congo | USA | Singapore | Russia and many more



6. Excellence is all about Simplifying and Optimising





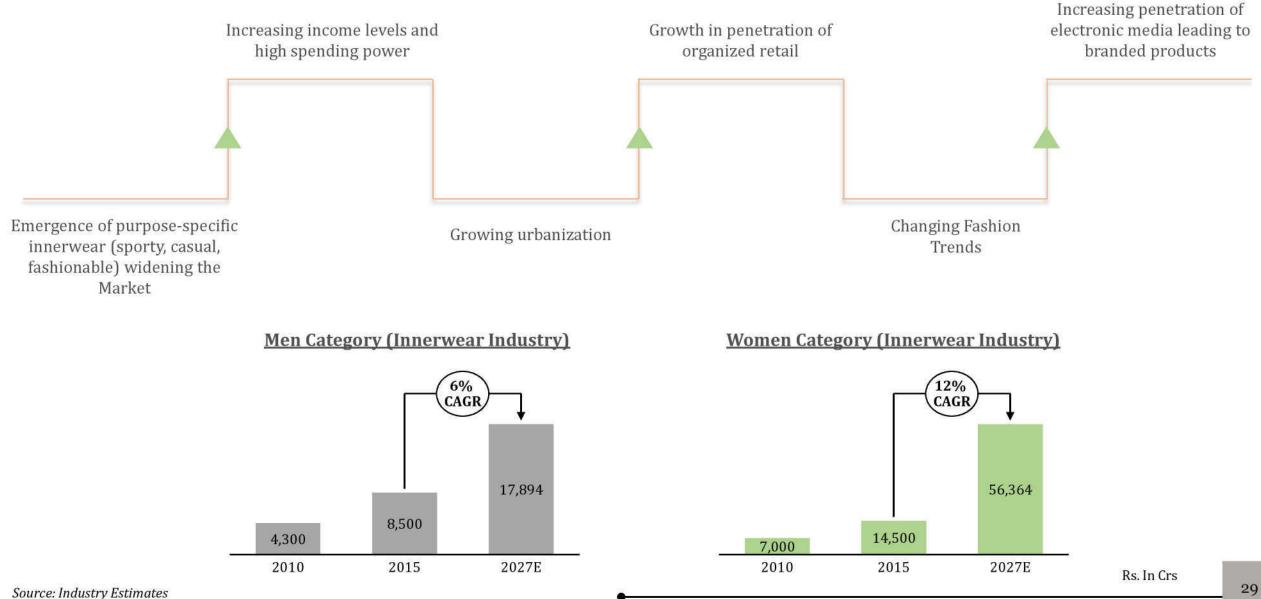


EXCLUSIVE BRAND OUTLETS **MODERN RETAIL TRADE ONLINE PORTALS Currently have 11 stores** Present on all e-commerce sites **Currently have 150+ stores** Strategy: Strategy: Strategy: Increase Brand Footprints across all brands Create small to mid sized Franchise Store E-commerce Industry is expected to grow > > creating special product line more relevant Model with best-in-class SOPs double by 2022 (\$50 Billion) for Modern Trade Develop a robust tech-based warehouse Build and nurture, competent Franchisee > Improve on time order serviceability to Management Organisation Capabilities infrastructure to support Pure Play Market > Place business Model avoid revenue loss Establish Franchise model within Top 50 Cities Create a robust, tech driven warehouse Develop packs /Combos based on > Invest in Key enablers like Store design, infrastructure requirements Branding, IT, CRM, SCM, CS, Marketing & Become a secondary sales driven company, Training / Development > Future Plan: investing on Brand staff Enhance brand visibility through increasing Future Plan: Future Plan: online presence Adding 7-10 stores in next 1 quarter To have presence through 300 counters in To roll out 150 more EBOs in the next 2 years the next 2 years RUPA amazor lifestyle rupaonlinestore Walmart 2: MERU Wholesale paytm snapdeal pantaloons © CENTRAL BRAND.NEW MART

Different modern retail formats and e-commerce platform offer significant opportunities to propel growth

Substantial opportunity to drive growth







RUPA & COMPANY LIMITED

FINANCIALS



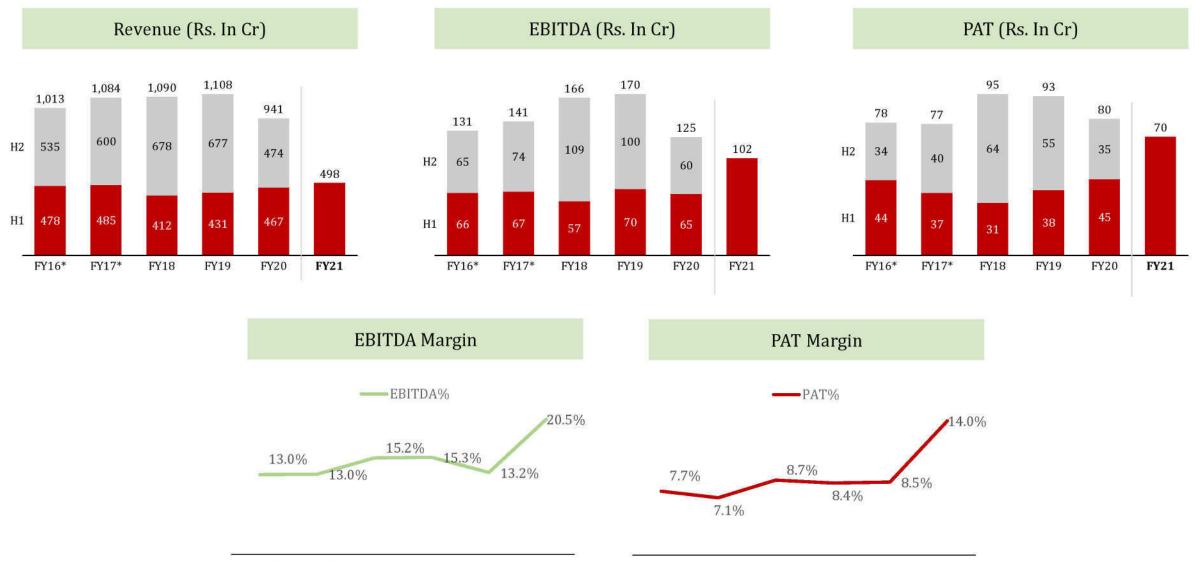
Q2 & H1 FY21 Performance Highlights - Standalone



Profit & Loss Statement (Rs. Crs.)	Q2 FY21	Q2FY20	Y-0-Y	H1 FY21	H1 FY20	Ү-о-Ү
Revenue from Operations	292.0	278.5	5%	498.1	467.0	7%
Total Raw Materials	115.1	111.6		223.6	170.8	
Employee Benefits Expense	11.3	13.9		20.5	26.8	
Sub-contracting/Jobbing Expenses	71.3	70.3		99.9	122.8	
Other Expenses	28.1	39.1		51.7	81.9	
EBITDA	66.2	43.6	52%	102.3	64.7	58%
EBITDA %	22.7%	15.7%		20.5%	13.9%	
Other Income	2.2	3.9		2.4	5.3	
Depreciation and Amortisation Expense	3.0	4.2		5.9	8.3	
EBIT	65.4	43.4	51%	98.8	61.8	60%
Finance Costs	1.8	3.6		5.0	7.7	
PBT	63.5	39.8		93.8	54.1	
Total Tax Expense	16.2	4.4		24.3	9.5	
Profit for the year	47.3	35.4	34%	69.6	44.7	56%
PAT %	16.2%	12.7%		14.0%	9.6%	
EPS	5.95	4.45		8.75	5.62	

Historical Financials - Standalone





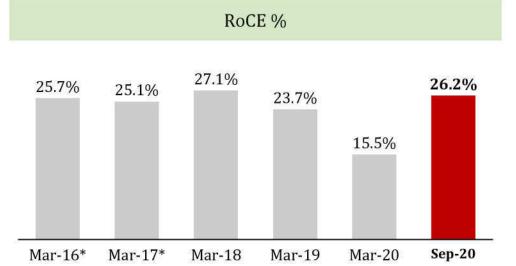
FY19

FY20

H1 FY21

FY16* FY17* FY18 FY19 FY20 H1 FY21 FY16* FY17* FY18

Historical Financials - Standalone

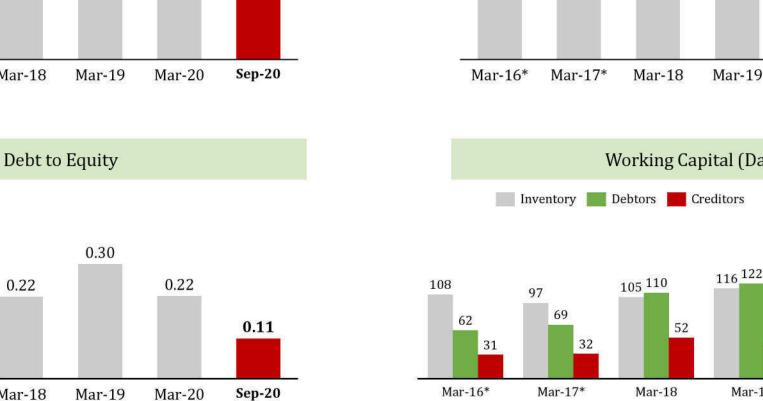


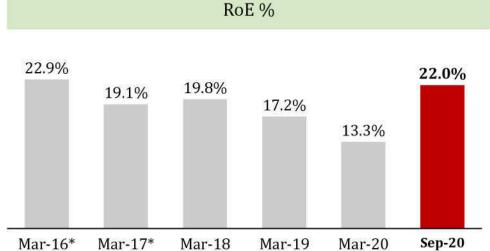
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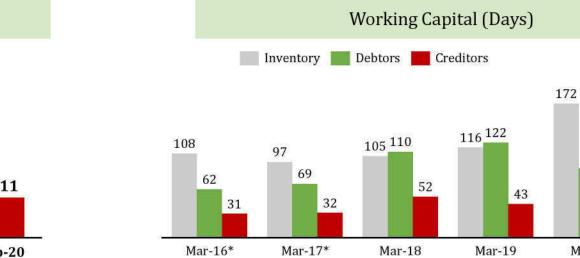
Mar-18

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Mar-17*







Mar-16*

0.39



148

89

Mar-20

48

91

Sep-20

41



Q2 & H1 FY21 Performance Highlights - Consolidated

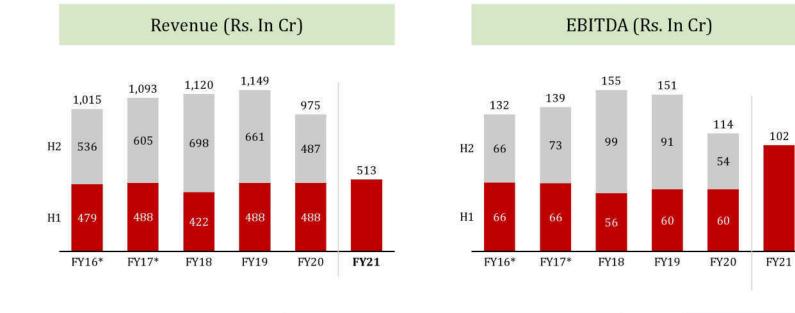


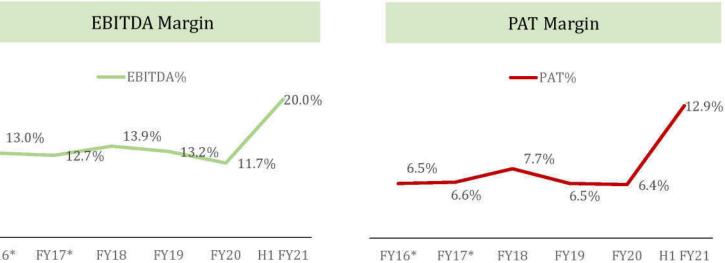
Profit & Loss Statement (Rs. Crs.)	Q2 FY21	Q2FY20	Y-o-Y	H1 FY21	H1 FY20	Y-0-Y
Revenue from Operations	303.5	287.9	5%	513.1	487.7	5%
Total Raw Materials	123.8	117.7		235.0	185.2	
Employee Benefits Expense	12.7	16.7		22.4	32.7	
Sub-contracting/Jobbing Expenses	71.6	70.4		100.3	123.0	
Other Expenses	29.3	41.6		53.0	86.9	
EBITDA	66.1	41.5	59%	102.4	60.0	71%
EBITDA %	21.8%	14.4%		20.0%	12.3%	
Other Income	2.1	3.0		2.3	3.5	
Depreciation and Amortisation Expense	3.8	4.9		7.6	9.5	
EBIT	64.4	39.6	63%	97.2	54.0	80%
Finance Costs	2.8	4.5		7.0	9.3	
PBT	61.6	35.1		90.2	44.7	
Total Tax Expense	16.2	3.2		24.3	7.0	
Profit for the year	45.4	32.0	42%	66.0	37.7	75%
PAT %	15.0%	11.1%		12.9%	7.7%	
EPS	5.71	4.02		8.30	4.74	

Historical Financials - Consolidated

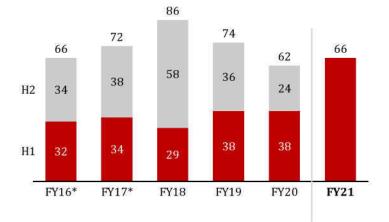
FY16*



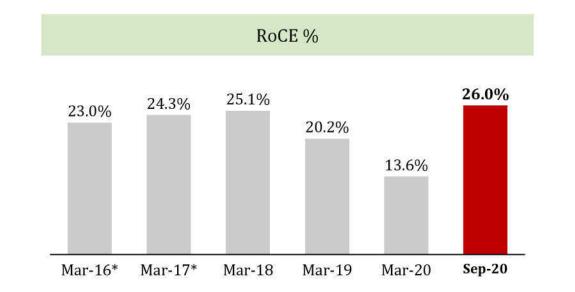


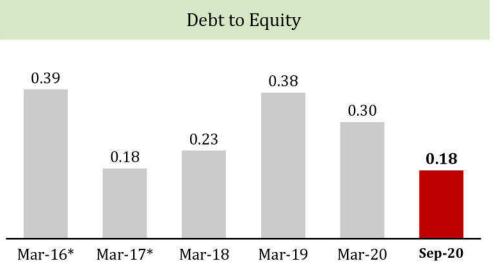


PAT (Rs. In Cr)

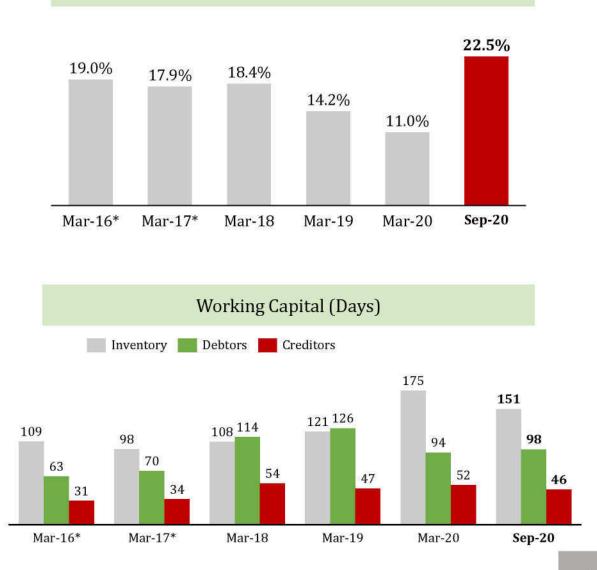


Historical Financials - Consolidated







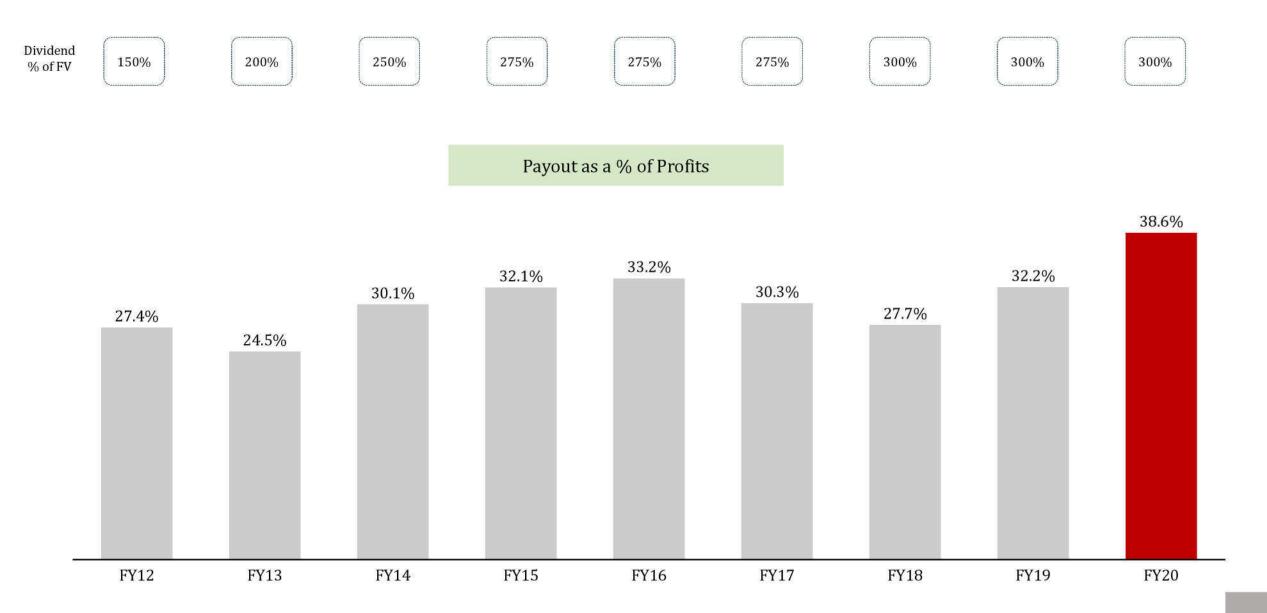


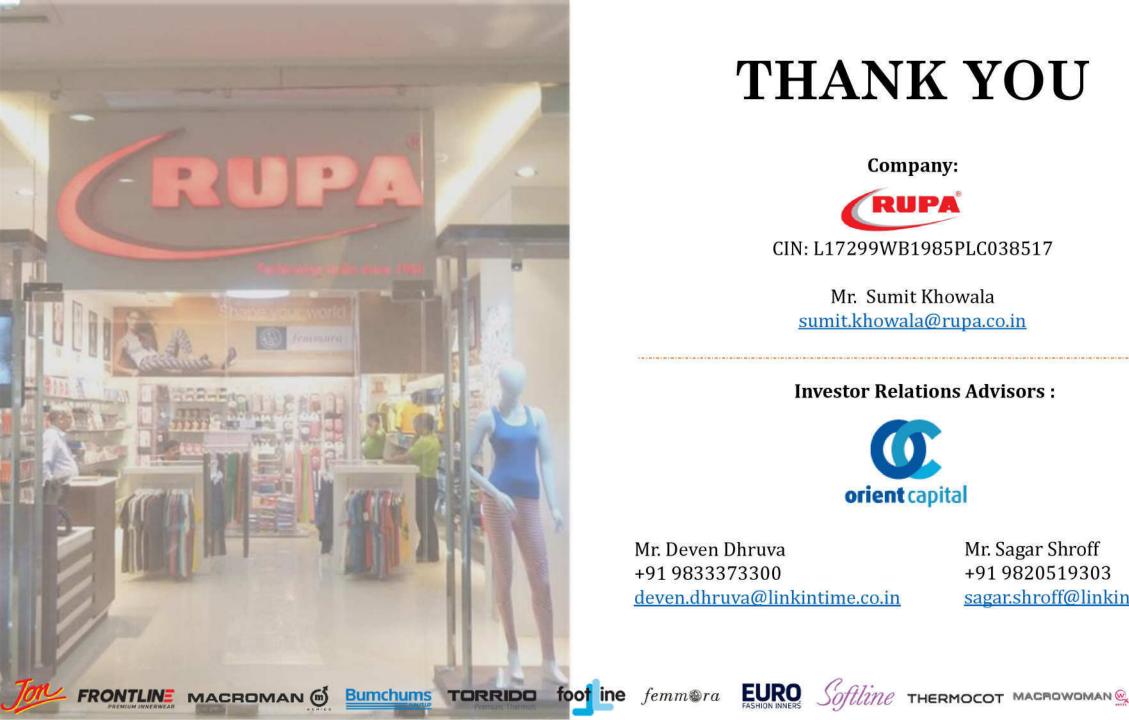
RoE %



Sharing profits consistently







THANK YOU

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