



RUPA & COMPANY LIMITED



Date: August 12, 2022

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400 001

Ref: NSE Symbol- RUPA / BSE Scrip Code- 533552

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015- Investor Release

Dear Sir/ Madam,

We are forwarding herewith the Investor Release on the financial performance of the Company for the quarter ended June 30, 2022.

The same will also be made available on the website of the Company www.rupa.co.in

Kindly take the same on record.

Thanking you.

Yours faithfully,
For Rupa & Company Limited

Manish Agarwal
Company Secretary & Compliance Officer





Investor Release

Rupa & Company Ltd reports Q1 FY23 Results

Kolkata, 12th August, 2022 ; Rupa & Company Limited, one of the leading knitwear brand in India, engaged in the manufacturing, marketing, selling and distribution of men's and women's innerwear, thermal wear and fashion wear announced its Financial Results for the Quarter ended on 30th June 2022.

Key Financial Highlights: Q1 FY23

Revenue from Operations	Gross Profit	EBITDA	Profit After Tax
Rs. 215 crores	Rs. 80 crores	Rs. 18 crores	Rs. 12 crores

Consolidated Highlights

Particulars* (Rs. Crs.)	Q1 FY23	Q1 FY22	Y-o-Y	FY22
Revenues	214.7	218	-2%	1,474.1
EBITDA	18.5	42.1	-56%	268.5
EBITDA Margins (%)	8.6%	19.3%		18.2%
Profit After Tax	12.5	29.2	-57%	191.8
PAT Margins (%)	5.8%	13.4%		13.0%



Commenting on the Results, Mr. Vikash Agarwal, Director said,

“After delivering high growth for two consecutive years and registering highest Revenue & PAT in preceding year, our growth this quarter has been flat. We took a calibrated price hike to bring our prices in-line with rising raw material costs, this enabled us to sustain our gross margins. In the first quarter devoid of any Covid related disruptions, our costs were back to pre-Covid levels. We have also invested heavily in marketing by engaging celebrity brand ambassadors and running national campaigns. The total advertising expenditure this quarter is ~10% of the revenue vis-à-vis ~4% in the corresponding period. Elevated fixed costs have had a pressure on our margins on account of being not absorbed completely this quarter. These strategic expenses, however, will be beneficial for us as we have an operational leverage in future. Further, increased administrative and manpower expenses have also not been absorbed completely due to flat revenue in the quarter.

We are happy to announce the launch of our maiden flagship store in Kolkata along with 2 EBO. Online & e-commerce are focus areas for us and we have generated ~7% of the total revenue via modern trade business. We are also seeing good traction in the exports business which has doubled year-on-year, contributing ~6% to the total revenue. We are focused on our long-term goal of providing the highest level of consumer satisfaction with our bouquet of products. We have stepped up our efforts in branding to create a formidable brand equity. We are determined to deliver strong operational and financial performance going ahead. ”

About Rupa & Company Limited

Rupa, today is one of the leading knitwear brand in India, covering the entire range of knitted garments from innerwear to casual wear. Rupa has a broad & unparalleled product portfolio of innerwear, thermal wear, and casual and athleisure wear. The Company has a bouquet of brands across all price segments – economy, mid-premium, premium as well as the super-premium across men, women, and kids.

The Company has 4 state of the art manufacturing facilities in Domjur (West Bengal), Tirupur (Tamil Nadu), Bengaluru (Karnataka) and Ghaziabad (NCR) with a capacity of 7,00,000 finished goods per day.

The Company has PAN India presence with over 1,500 dealers and over 1,50,000 retail touchpoints.



Contact Details

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Safe Harbor Statement

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfilment of. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company's operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.