



RUPA & COMPANY LIMITED



Date: 11/08/2021

To,

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

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

Sub: Investor Release

Please find enclosed herewith Investor Release of the Company for the Unaudited Financial Results for the quarter ended June 30, 2021. The Investor Release will also be 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



Investor Release

Strong Q1 FY22 Performance

Kolkata, 11th August 2021; Rupa & Company Limited, 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 announced its Unaudited Financial Results for the Quarter ended 30th June 2021

Revenue from Operations

Rs. 218 crores



EBITDA

Rs. 42 crores



Profit After Tax

Rs. 27 crores



Key Financial Highlights:

Particulars (Rs. Crs.)	Q1 FY22	Q1 FY21	Y-o-Y	FY21
Revenues	218.0	209.5	4%	1,312.7
EBITDA	42.1	36.3	16%	257.3
EBITDA Margins (%)	19.3%	17.3%	+200 bps	19.6%
Profit After Tax	27.2	20.6	32%	175.3
PAT Margins (%)	12.5%	9.8%	+270 bps	13.4%

* On Consolidated Basis

Commenting on the Results, Mr. Dinesh Kumar Lodha, CEO said,

"Q1 FY22 has started on a positive note despite the 2nd wave of CoVID affecting businesses. Revenues grew by 4%, EBITDA by 16% and PAT by 32%. This was possible due to improved operating efficiencies and cost reduction strategies.

We faced certain disruptions in distribution of our products since many outlets were shut in May 2021. Normalcy resumed in June 2021, and we are witnessing increased demand for our products across all categories. Our products are well accepted amongst our consumers. In line with evolving consumer preferences and market demands, the Company introduces new varieties in each sub-brand. These products have the latest fabric innovations, cutting-edge production techniques, and advanced design elements to give the finest experience of style and comfort to the end-user.



A strong brand recall developed through consistent investment in advertising and brand promotion strategies is necessary and the Company has spent over Rs. 1,000 crores in the last decade on the same. The Company plans to incur 6% - 8% of revenues on brand building.

We are seeing great traction in the hosiery industry which has completely evolved. We have seen changes in consumer behaviour with consumers wanting better quality at affordable prices. Going ahead, the Company's focus is to improve its product mix, increase share in premium and super premium category, increase focus on women wear, casual, and thermal wear. The Company plans to foray in newer markets with increased penetration in the existing markets. This will help the Company to grow faster, and we expect higher than industry growth for the coming year."

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 1,200 dealers and over 1,25,000 retail touchpoints.

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.

Contact Details

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