



INVESTOR PRESENTATION

February 2022

KALYAN JEWELLERS INDIA LIMITED

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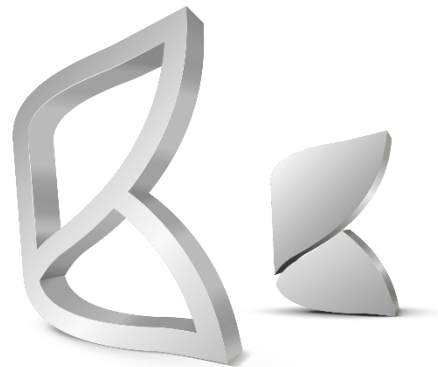
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PERFORMANCE REVIEW



01

COMPANY OVERVIEW



Introduction To Kalyan Jewellers

**ESTABLISHED IN 1993 BY MR. T.S. KALYANARAMAN.
BUILT ON A RICH FAMILY LEGACY AND DECADES' OLD INDUSTRY EXPERTISE OF ITS FOUNDER.**

KALYAN JEWELLERS: INDIA'S TRUSTED JEWELLER



Key Highlights



28 Years
Since Formation



121
Showrooms
in India



30
Showrooms in
Middle East



853
"My Kalyan"
Grassroots Stores



5
Countries



21
States & Union Territories
in India

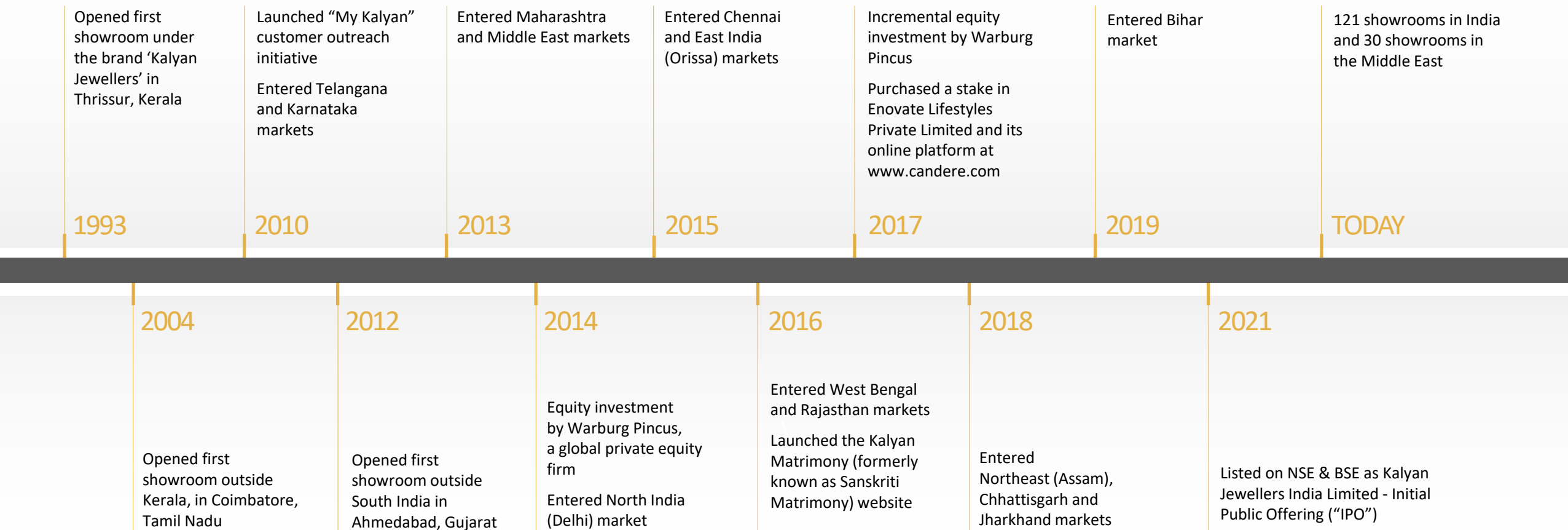


13
Procurement Centres



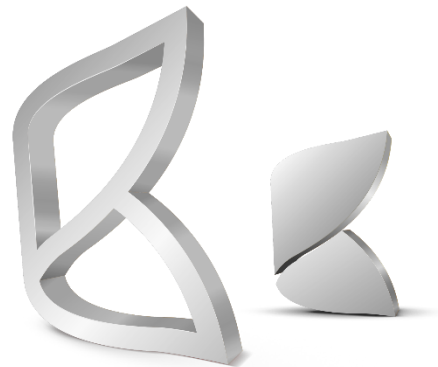
7,842
Employees

Evolution Of A Trusted Pan-India Brand



02

INVESTMENT HIGHLIGHTS



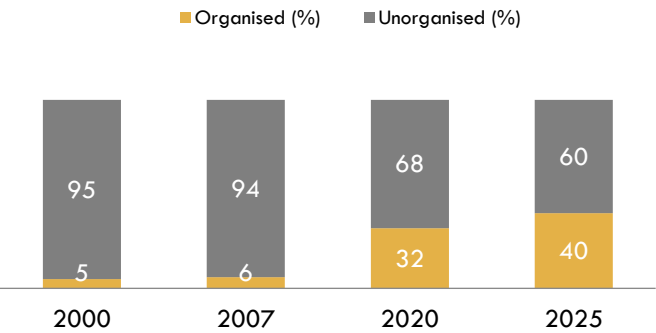
Kalyan Jewellers: Built On Core Competitive Strengths



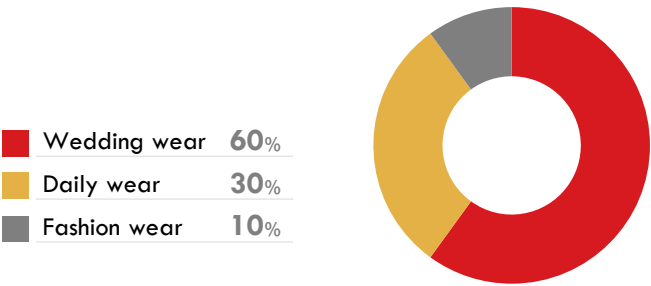
- 1** **Leading brand** in a large market with rapidly **increasing organised share** driven by significant growth tailwinds
- 2** **Established Brand Built on Core Values of Trust & Transparency**
Trusted brand synonymous with solving key pain points of the industry
- 3** **Pan India Presence**
One of India's largest jewellery companies with a Pan India network of showrooms
- 4** **Hyperlocal Strategy Creating Wide Market Addressability**
Hyperlocal strategy to cater to a wide range of geographies and customer segments
- 5** **Wide Range of Product Offerings**
Diversified range of product offerings and sub brands targeted at a diverse set of customers
- 6** **Robust and Effective Internal Control Processes**
Information technology and operations management systems to support a growing organization and showroom network with a pan India presence
- 7** **Effective Marketing and Promotion Strategy**
Designed to reinforce local touch of a Pan India brand while maintaining consistent brand messaging
- 8** **Extensive Grassroot MyKalyan Network Enabling Deep Distribution**
Grassroots customer outreach network which is a key facilitator of being considered as the neighborhood jeweller in each market
- 9** **Strong Promoters and Management Leadership**
Visionary promoters and strong management team with demonstrated track record
- 10** **Strong Governance Framework**
Eminent Board of Directors from diverse backgrounds

Indian Jewellery Market: Favorable Trends And Characteristics

Rising Share Of Organised Retail In Jewellery To Continue



Wedding Jewellery Dominates The Industry



2nd

Largest gold market in the world

3rd

Highest component of retail consumption

Indian Jewellery Market Characteristics

Characterised by localised consumer preferences ('hyperlocal' nature)

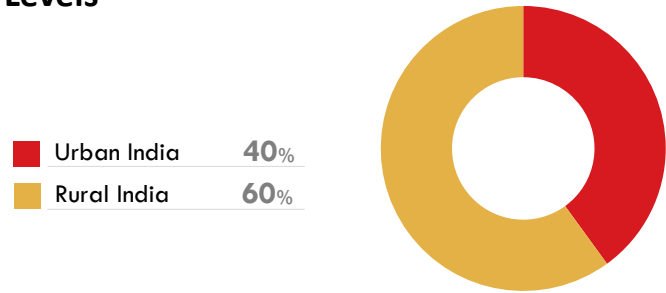
70%

Share of gold jewellery out of the total gold demand

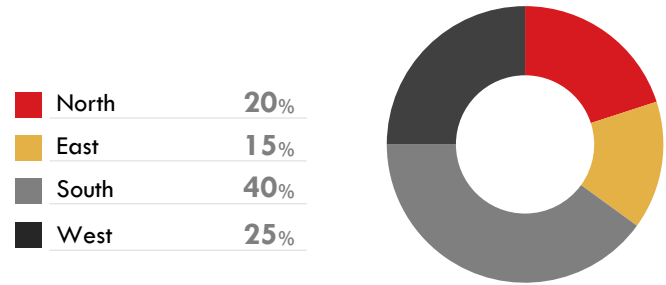
No

Inventory obsolescence risk given recyclability of jewellery

Gold Jewellery Demand And Ownership Is Higher In Rural India And Rises With Income Levels



South Constitutes Largest Pie In The Indian Jewellery Market



Organised Jewellery Market: Structural Growth Drivers

JEWELLERY IN INDIA IS A LARGE AND ATTRACTIVE MARKET WITH SIGNIFICANT TAILWINDS



Shifting Customer Behaviour

Customers' expectation:

Transparent pricing, product purity and quality standards

Increasing brand consciousness:

Increasing on the back of organised retailers' marketing strategies

After sales service:

More emphasis as jewellery is either owned for a lifetime or regarded as long-time investment



Superior Organisational Capabilities

Retail experience:

Ready made ornaments, wide product range and superior showroom experience

Safety and security:

Shopping experience in spacious, hygienic surrounding; service by well-trained store personnel; robust systems



Supportive Regulatory And Legislative Changes

Demonetization:

Cashless transaction brings further transparency

GST:

Enforcing tax compliance

Mandatory PAN:

For transactions > ₹2,00,000 establishes buyer identity

Rural policy push:

Given rural India's higher cultural association with gold

Hallmarking of gold jewellery:

Compulsory from 2021

A Brand Built On Decades Of Trust And Transparency

PIONEERS IN THE INDIAN JEWELLERY RETAILING SPACE IN:

**Institutionalising Highest
Quality Standards**



BIS Hallmarking Of Gold Jewellery

Even before regulatory mandate



Product Quality

Karatmeters to verify purity of gold jewellery

**Introducing Highest Degree Of
Pricing Transparency For
Customers**



Price Transparency

Price tags detailing components aid price transparency before customers



Transparency In Gold Exchange

Transparent exchange process; valuation and verification of purity in front of the customer

**Customer Education
And Awareness**



Product Certification

Guarantee of purity, lifetime maintenance, exchange and buy back



After-sales Service & Staff Training

Staff training to drive customer satisfaction and win repeat business



A True Pan-India Player With Expansive Geographical Presence

Pan-India Presence

Karnataka

Bengaluru – Dickenson Road
Bengaluru – Jayanagar
Bengaluru – Koramangala
Bengaluru – Malleswaram
Bengaluru – Marathahalli
Bengaluru – Phoenix Mall
Bengaluru – Lulu Mall
Belgaum
Bellary
Davangere
Hubli
Hassan
Mysore
Mangalore
Shivamogga
Udupi

Kerala

Adoor
Alappuzha
Angamali
Attingal
Kochi
Kannur
Kollam
Kodungallur
Kozhikode
Kottayam
Palakkad
Pathanamthitta
Perinthalmanna
Thalassery
Thiruvananthapuram
Thrissur – Round East
Thrissur – Round North
Thiruvalla
Thodupuzha

Chandigarh

Punjab

Amritsar
Jalandhar
Mahali
Ludhiana

Rajasthan

Jodhpur
Jaipur
Udaipur

Haryana

Gurgaon

Madhya Pradesh

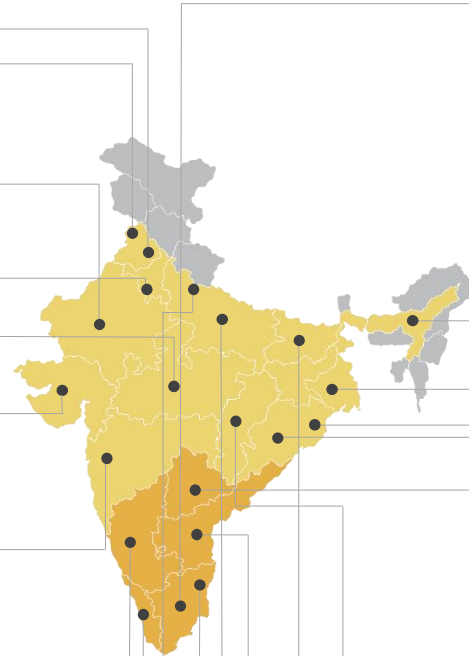
Bhopal
Indore

Gujarat

Ahmedabad
Jamnagar
Rajkot
Surat
Vadodara

Maharashtra

Mumbai – Borivali
Mumbai – Ghatkopar
Mumbai – Thane
Mumbai – Vashi
Mumbai – Andheri
Mumbai – Phoenix Mall, Lower Parel
Mumbai – Matunga
Nagpur
Nashik
Pune – Karve Road
Pune – Hadapsar



Tamil Nadu

Chennai – Adayar
Chennai – Anna Nagar
Chennai – Chromepet
Chennai – T.Nagar
Chennai – Velachery
Chennai – Usman Road
Coimbatore
Erode
Karur
Kancheepuram
Kumbakonam
Madurai
Madurai 2nd Showroom
Nagercoil
Vellore
Ramanathapuram
Salem
Tanjore
Thiruvannamalai
Tirunelveli
Trichi
Trichi 2nd Showroom
Thoothukudi

Pondicherry

Andhra Pradesh

Guntur
Nellore
Kadapa
Kurnool
Kakinada
Visakhapatnam
Vijayawada
Tirupati

Chhattisgarh

Raipur

Odisha

Bhubaneswar

Jharkhand

Ranchi

Telangana

Hyderabad – Dilsukh Nagar
Hyderabad – Punjagutta
Hyderabad – Kukatpally
Hyderabad – AS Rao Nagar
Karim Nagar
Khammam
Warangal

West Bengal

Kolkata – Camac Street
Kolkata – Gariahat
Kolkata – Salt Lake
Siliguri

Assam

Guwahati

Bihar

Patna

Delhi

South Extension
Dwarka
Karol Bagh
Pitampura
Preet Vihar
Vegas Mall, Dwarka

Uttar Pradesh

Ghaziabad
Lucknow
Kanpur
Noida
Noida 2

80%
Showrooms in
India

20%
Showrooms in
Middle East

Balanced Pan-India presence

61%
South India

39%
Non-South India

36%
Metro Presence

64%
Non-Metro Presence

6%
Organised Jewellery Market Share ¹

500,000+ sq ft

Pan-India

Showroom aggregate retail space

37,000+ sq ft

Middle East

5

Countries

21

States & Union
Territories in India

121

Showrooms
in India

30

Showrooms in
Middle East

853

"My Kalyan"
Grassroots Stores

¹ Source: Technopak



Effective Marketing Strategy

REINFORCING THE LOCAL TOUCH, PLAYING AS A PAN-INDIA BRAND

₹10,000+ mn

Marketing and Advertising
Investments In Last 4 Years

NATIONAL BRAND AMBASSADORS



Amitabh
Bachchan



Katrina
Kaif



Jaya
Bachchan

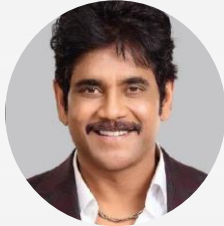


Shweta Nanda
Bachchan

REGIONAL BRAND AMBASSADORS



Prabhu Ganesan
Tamil Nadu (Tamil)



Nagarjuna Akkineni
Andhra Pradesh, Telangana
(Telugu)



Shiv Rajkumar
Karnataka (Kannada)



Manju Warriar
Kerala (Malayalam)

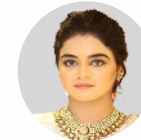


Kalyani Priyadarshan
South India

REGIONAL INFLUENCERS



Pooja Sawant
Maharashtra (Marathi)



Wamiqa Gabbi
Punjab (Punjabi)



Ritabhari Chakraborty
West Bengal (Bengali)



Kinjal Rajpriya
(Gujarati)

Hyperlocal Jeweller Catering To Varied Geographies And Customer Segments



Localisation In Brand Communication And Marketing

State and city specific brand campaigns

Brand ambassadors with national, regional and local appeal

Communication in local language



Localisation Of Our Product Portfolio

Product portfolio as per local market preferences

Local artisans as contract manufacturers

13 procurement centres across key jewellery manufacturing regions



Localisation Of Our Showroom Experience For Customers

Staff who speak local language and know local culture

Showrooms reflect local tastes and sensibilities



Localisation Through Our “My Kalyan” Network

Focused grassroots outreach across urban, semi- urban and rural areas

Dedicated 2,828 “My Kalyan” personnel for door-to-door and direct marketing among local communities

"My Kalyan" Centres: Unique Grassroots Customer Outreach Network

Grassroots Network:

Facilitator of the neighborhood jeweller proposition in India

- Grassroots outreach **focused on marketing and customer engagement** across urban, semi-urban and rural areas
- Significant proportion of gold jewellery **demand originates from rural, semi-urban markets** where **penetration of organised jewellery retail** is **low**
- "My Kalyan" centres provide **marketing tool to address latent demand** in some of these markets

ACTIVITIES AND STRATEGIES IMPLEMENTED TO PROMOTE KALYAN BRAND



853

'My Kalyan' centres
(~7 centres per showroom)

10 mn

Endeavored customer connect
each year

17%+

Contribution to revenue from
operations in India

2,828

Employees

32%+

Of enrolment to purchase advance
schemes in India



Wide Range Of Product Offerings Targeted At A Diverse Set Of Customers

WEDDING JEWELLERY

— SOLD VIA BRANDS —

MUHURAT



TARGET AUDIENCE

**WEDDING
CUSTOMERS**

ASPIRATIONAL JEWELLERY

— SOLD VIA BRANDS —

MUDHRA, RANG



TARGET AUDIENCE

**MID TO HIGH-END
CUSTOMERS**

STAPLE REGIONAL JEWELLERY

— SOLD VIA BRANDS —

AISHWARYAM



TARGET AUDIENCE

**VALUE CONSCIOUS
CUSTOMERS**

STUDED JEWELLERY - DIAMOND, POLKI, UNCUT DIAMOND, PRECIOUS STONES

— SOLD VIA BRANDS —

NIMAH, TEJASVI, ZIAH, HERA



TARGET AUDIENCE

**WEDDING, MID TO
HIGH-END CUSTOMERS**

Jewellery Sub-brands Catering To Various Product Themes And Price Points

LAUNCHED A NUMBER OF SUB-BRANDS TARGETING DIFFERENT CUSTOMER SEGMENTS AND OCCASIONS



GOLD, UNCUT DIAMONDS,
PRECIOUS STONES AND
DIAMONDS

BRIDAL WEAR

MUDHRA
HANDCRAFTED
ANTIQUE JEWELLERY

ANTIQUE (NON YELLOW
GOLD FINISH)

**OCCASION
WEAR**



GOLD STUDED WITH SEMI
PRECIOUS STONES

**SOUTH INDIAN
HERITAGE JEWELLERY**

antara
Bridal Diamond Collection

DIAMOND JEWELLERY

**LIGHT WEIGHT,
PRONG SETTING**

apoorva
DIAMONDS FOR SPECIAL OCCASIONS

DIAMOND JEWELLERY

**ILLUSION SETTING
COLLECTION**

ziah
INFINITE SPARKLES

DIAMOND JEWELLERY

**LIGHT WEAR
CLUSTER SETTING
COLLECTION**

Anokhi
uncut diamond

UNCUT DIAMOND
STUDED

**OCCASION
WEAR**

rang
precious stones

PRECIOUS STUDED
JEWELLERY

**OCCASION
WEAR**

TEJASVI
POLKI DIAMONDS

POLKI COLLECTION

**OCCASION
WEAR**

Gold
Diamond
Uncut Diamond



DIAMOND JEWELLERY

**CASUAL/SEMI
FORMAL/OCCASION**

Laya
Diamonds for all expressions

DIAMOND JEWELLERY

**FANCY
SHAPE/ROSE GOLD**



DIAMOND JEWELLERY

**GENERIC/AFFORDABLE
/DAILY WEAR**

Leveraging Technology To Drive Footfalls, Customer Engagement And Conversion

Targeted Digital Marketing Through Rich Data Mining And Customer Insight

- Capturing customer information at store level, running analytics and targeted campaigns
- Upselling related products at point-of-sale through instant dynamic voucher codes
- Social media mapping to enrich customer database

Analytics Driven Customer Outreach

- Use of Content Marketing Platform ('near me search') to drive search traffic to local store micro-sites
- Enhancing customer conversion by following up on the digital footprint

Digitally Enabled MyKalyan centres

MyKalyan staff equipped with mobile app that:

- Stores customer data
- Manages lead generation

MyKalyan outlets also use 'near me search'

E-commerce

Candere - Kalyan's e-commerce site providing access to India, US and UK markets (currently a separate inventory)

Online Gold Ownership Certificate – customer can buy online and redeem at the store

Improving Employee Productivity And Efficiency Through Technology Advancements

- Employee training during the lockdown digitally
- Customer outreach initiated during lockdown, via employee mobile app
- Employee targets and goal achievements mapped through app, ensuring transparency efficiency



Robust And Effective Internal Processes And Controls



Enterprise Resource Planning System Allowing Real-time Visibility Into Inventory

Helpful during peak seasons, allowing management to respond quickly to replenish or reallocate inventory based on shifting customer demand patterns



Strict Inventory Management & Monitoring Practices - Accounting For Each Piece Of Inventory

Jewellery identification with a unique barcode, which aids tracking and monitoring of each piece of inventory further linked to the central ERP system



Regular Inventory Checks

Daily inventory checks at the close of business at each showroom, monthly inventory weight verifications by regional managers / business heads



Big 4 Auditor

Deloitte Haskins & Sells LLP as the current Statutory Auditor since 2015



Integrated Operations To Allow Inventory Movement Between Showrooms

Inventory movement to align jewellery offerings with customer preferences and accommodate variations in seasonal buying patterns



Board Of Directors: Enriching Kalyan With Their Expertise And Insight

Visionary Promoters: Laying Out Business Strategy



Mr. T.S. KALYANARAMAN
Chairman and Managing Director

- 45 years retail experience
- 25 years in the jewellery industry
- With Kalyan since inception



Mr. T.K. SEETHARAM
Whole-time Director

- ~22 years with Kalyan



Mr. T.K. RAMESH
Whole-time Director

- ~20 years with Kalyan

Non-Executive Directors: Retail Industry Experience And Financial Sponsor Representation



Mr. SALIL NAIR
Non-Executive Director

- ~23 years of experience in the retail industry
- Former CEO of Shoppers Stop



Mr. Anish Kumar Saraf
Non-Executive Director

- Highdell Nominee Director
- Managing Director at Warburg Pincus, India

Independent Directors: Industry Experience & Expertise In Key Domains



Ms. Kishori Jayendra Udesi
Independent Director

- Several years of experience in policy and banking sectors
- First woman Deputy Governor of RBI and Director of RBI to be nominated on Board of State Bank of India



Mr. Anil Sadasivan Nair
Independent Director

- ~19 years of experience in the field of advertising
- Former CEO & Managing Partner of Law & Kenneth Saatchi & Saatchi



Mr. Agnihotra Dakshina Murty Chavali
Independent Director

- ~30 years of experience in the banking sector
- Former Executive Director of Indian Overseas Bank and former Nominee Director of Bank of Baroda amongst others



Mr. Mahalingam Ramaswamy
Independent Director

- ~35 years of experience in the banking sector
- Former Managing Director of State Bank of Travancore



Mr. T.S. Anantharaman
Independent Director

- Several years of experience in banking, teaching management and accounting
- Former Chairman of The Catholic Syrian Bank

Professional Management Team Driving Business Growth & Expansion



Mr. SANJAY RAGHURAMAN
Chief Executive Officer

- Qualified CA and CWA
- 8+ years with Kalyan, 14 years prior experience in retail, financial services & operations
- Previously worked with HDB Financial Services, Wipro and Clix Capital

CEO instrumental in driving geographical expansion and evolution into a pan India business, supported by a strong and experienced team of cross functional professionals



Mr. V. SWAMINATHAN
Chief Financial Officer

- Bachelor in Science from University of Madras, CA
- 4+ years with Kalyan
- 26 years experience in finance, corporate planning & control



Mr. SANJAY MEHROTTRA
Head of Strategy and Corporate Affairs

- Masters in Management Studies
- 2+ years with Kalyan
- ~26 years experience in Indian capital markets



Mr. ABRAHAM GEORGE
Head of Treasury and Investor Relations

- MBA from ICFAI University and Bachelors in Commerce
- 3+ years with Kalyan
- ~16 years of experience in finance and capital markets



Mr. ARUN SANKAR
Head of Technology

- Master of Technology (Computer Science) and engineering and a Master of Science (integrated) in Software Engineering
- 6+ years with Kalyan
- ~13 years experience in the technology sector



Mr. RAJESH R
Head of Legal and Compliance

- Bachelor of law and enrolled with Bar Council of Kerala
- ~1 year with Kalyan
- ~13 years experience in legal industry

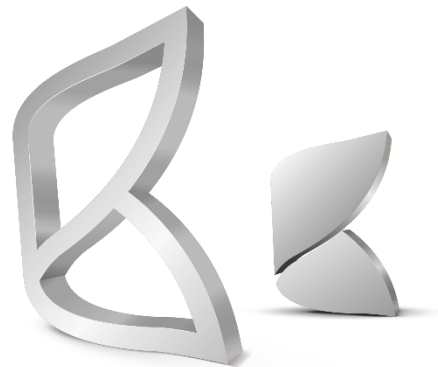


Mr. JISHNU R. G.
Company Secretary & Compliance Officer

- Bachelor of Commerce and Company Secretary
- ~2 years with Kalyan
- ~6 years experience in corporate compliance

03

STRATEGIC PRIORITIES



A Purpose-led Growth Across Different Phases

PHASE I 1993-2003	PHASE II 2004-2011	PHASE III 2012- 2021	PHASE IV ROAD AHEAD
Strengthening Our Roots • Focus on brand building • Focused on building local supplier network and ecosystem	Growing In Southern India • Expansion of showroom network across southern states of India • Largely focused on selling plain gold jewellery in South India • Launched “My Kalyan” customer outreach initiative	Pan-India Expansion, Professionalisation And Investment • Pan-India, hyperlocal jeweller and concurrent expansion of product mix and diversification of distribution channels • Equity investment from Warburg Pincus • Built a professionally managed team	Capitalising On The Foundation • Expand presence across several markets in India leveraging substantial past efforts and experience • Calibrated showroom expansion, widen product offerings, leverage “My Kalyan” network and analytics-driven customer outreach • Well poised to capitalise on attractive industry dynamics given investments made in brand, store infrastructure, team and systems/processes

Our Strategic Priorities: Balancing Growth And Expansion

LONG-TERM OBJECTIVES	 Leverage Scalable Business Model To Expand Showroom Network And Diversify Distribution Channels	 Widen Product Offerings To Further Increase Consumer Reach	 Leverage “My Kalyan” Network To Deepen Customer Outreach And Strengthen The Distribution Network In Core Markets	 Invest In CRM, Marketing And Analytics To More Effectively Target Consumers And Drive Sales
PRIORITIES	Strong brand, scalable business model, effective operational processes and proven track record of profitable expansion, positions Kalyan well to capitalise on the market opportunity arising from continued shift in demand in favour of organised jewellery companies	Continue to increase focus on higher margin studded jewellery and explore opportunities to expand range of sub brands to introduce new branded jewellery lines targeted at both specific customer niches as well as the luxury market	Expand “My Kalyan” network in areas where Kalyan is currently underpenetrated relative to the scale of the latent demand opportunity in those particular markets	Invest in CRM, campaigns and technologies to analyse and manage customer interactions and related data throughout the customer lifecycle, with goal of creating a long-term relationship with customers, building customer retention and driving sales

CSR Initiatives: Addressing Local Needs As A Socially Responsible Organization

OUR CSR INITIATIVES IN HOUSING DEVELOPMENT, EDUCATION AND AREAS RELATED TO COMMUNITY HEALTHCARE IN SEMI-URBAN AND RURAL AREAS DEEPEN OUR CUSTOMER CONNECT AND LOCALIZATION



Housing

- Housing for individuals under Government of Kerala's "Bhoomigeetham" initiative
- Home loans for unemployed widows in several states, including Kerala

"Bhoomigeetham" - flagship CSR project of Kalyan for Housing



Education

- Education and skill training for children, women, elderly and people with disability
- Tuition fees for underprivileged students in several states, including Kerala

Home for Homeless for economically backward people



Healthcare

- Ventilators and other equipment for local hospitals
- Financial support for medical treatment and flood relief for the underprivileged in Kerala

Flood Relief support through CMDRF in Kerala



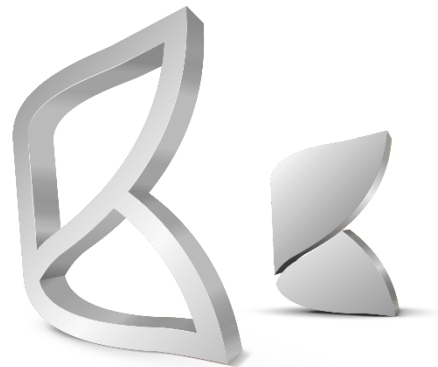
Artisans

- Working closely with Coimbatore Jewellers Association and Mumbai-based Gems and Jewellery Export Promotion Council

'Snehabhoomi Project' for the construction of houses for flood victims in Wayanad - Kerala

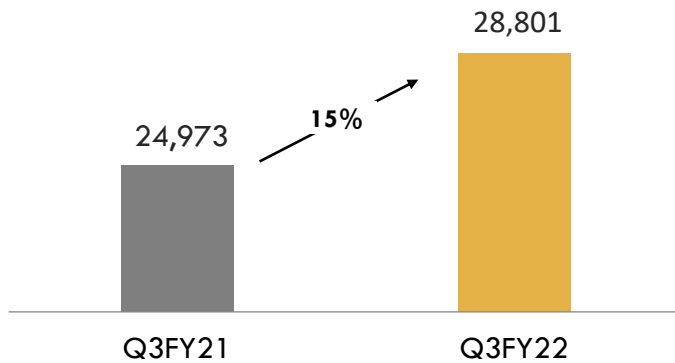
04

PERFORMANCE REVIEW



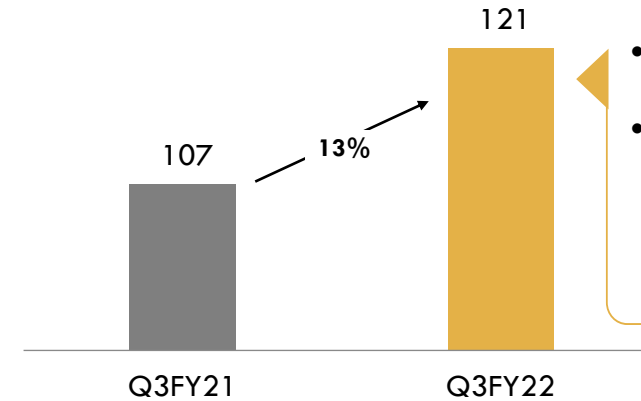
India: Q3FY22 Performance Summary

Revenue (₹mn)



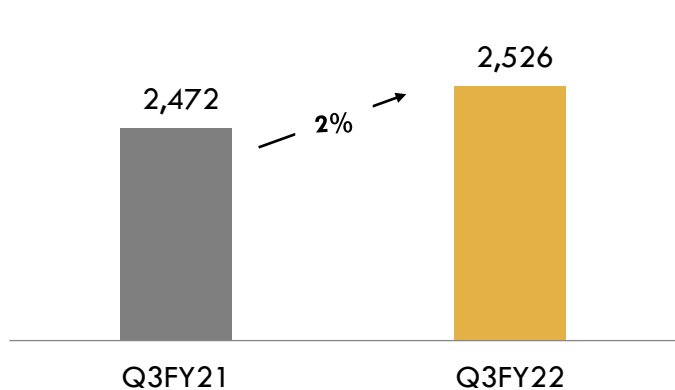
- Revenue growth seen across geographies and product categories
- New customer additions continues to stay robust
- Recorded highest festive revenue in the history of the company

No. of Showrooms



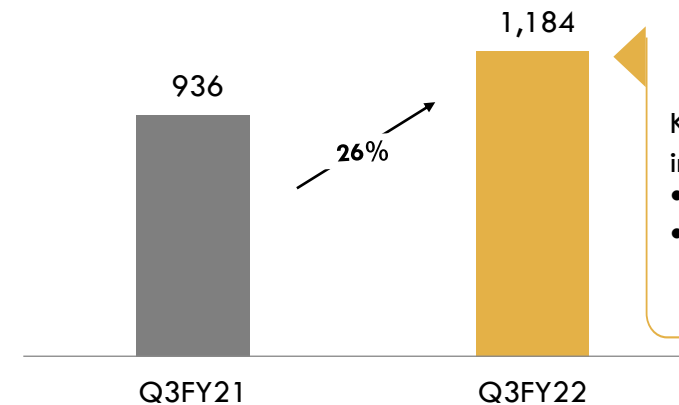
- Expansion plan on track
- Opened 5 showrooms during the quarter; net addition of 14 showrooms during the current financial year

EBITDA (₹mn)



- Increase in EBITDA driven largely by robust revenue momentum
- Continued improvement in GP QoQ (16.1% in Q3FY22 Vs 15.0% in Q2FY22)

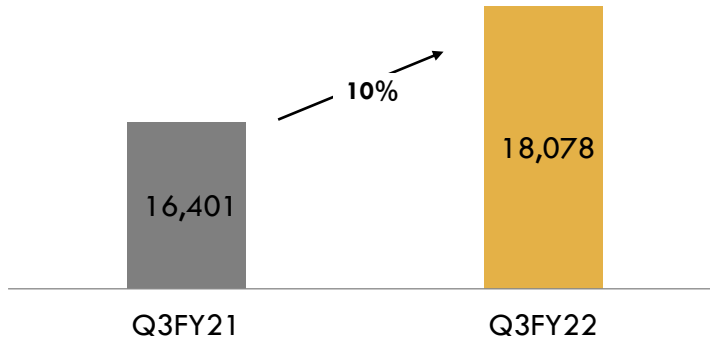
PAT (₹mn)



- Key drivers for growth in PAT:
- Growth in Revenue
 - Reduction in interest expense

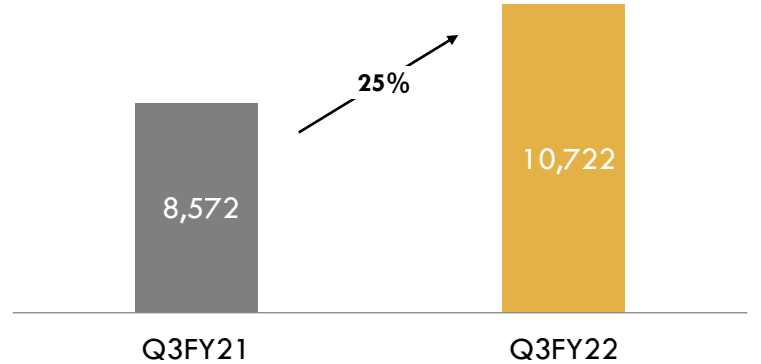
India: Continued Revenue Momentum Across Geographies And Categories

South Revenue (₹mn)

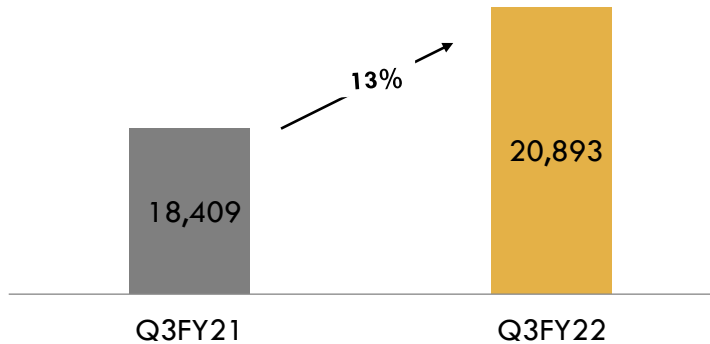


- Momentum in revenue continues across geographies driven by rise in footfalls and market share
- Growth in non-south market has outpaced the south - Showroom operations in TN and Kerala were disrupted due to flash floods; South started the quarter on a higher base
- South revenue share at 62.8% compared to 65.7% in Q3FY21 (YoY) and 70.7% in Q2 FY22 (QoQ)

Non-South Revenue (₹mn)

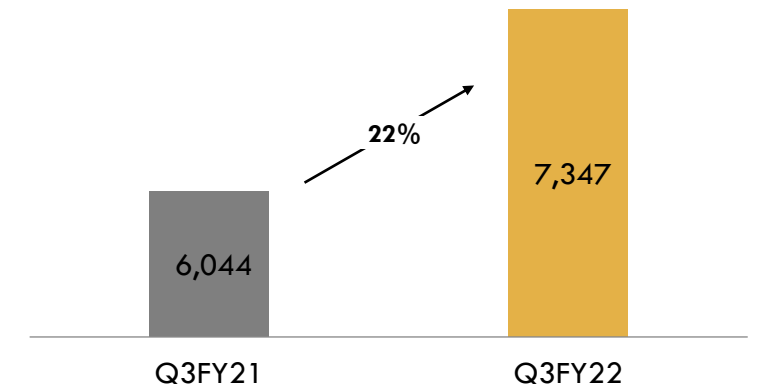


Gold Revenue (₹mn)



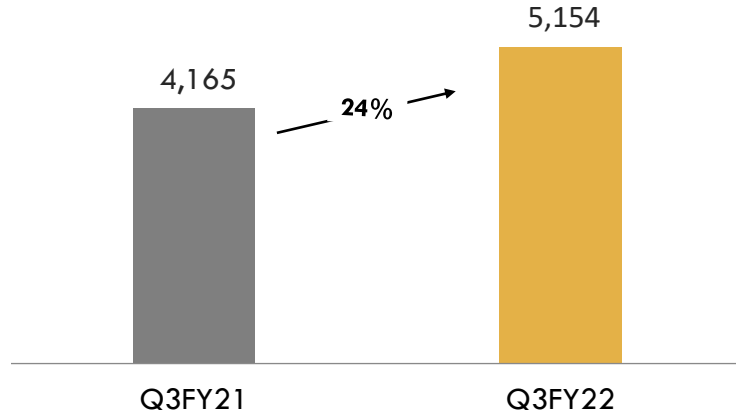
- Improvement in studded share - 25.5% in the current quarter vs 24.2% for Q3FY21 (YoY) and 22.6% for Q2FY22 (QoQ)
- Higher share of revenue from the non-south markets, launch of a new sub-brand and further traction for the new studded collection targeted at first time studded buyers were the key drivers for the higher studded share

Studded Revenue (₹mn)



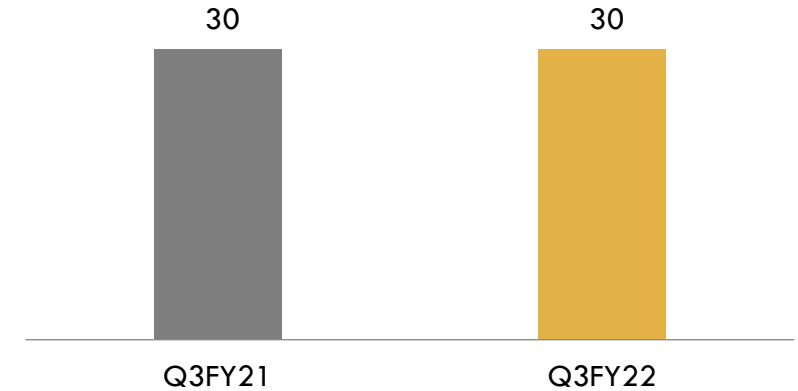
ME: Q3FY22 Performance Summary

Revenue (₹mn)

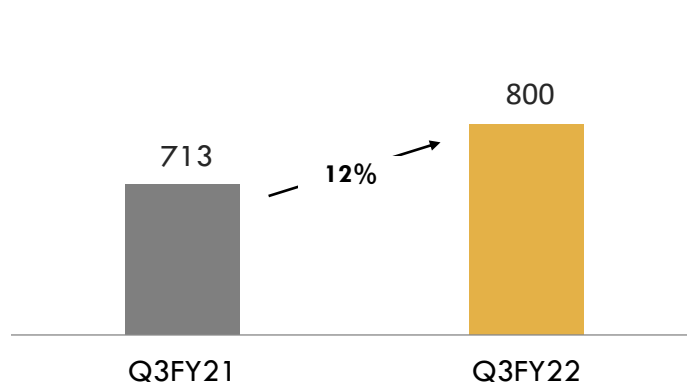


- Significant improvement in the consumer sentiments in the region on the back of Dubai Expo, Dubai Shopping Festival and other sports events
- Revenue achievement closer to pre COVID levels
- Gross margin at 15.5% - dropped driven by higher share of lower margin gold products bought typically by tourists
- EBITDA margin improvement continues sequentially as well as YoY primarily driven by operating leverage

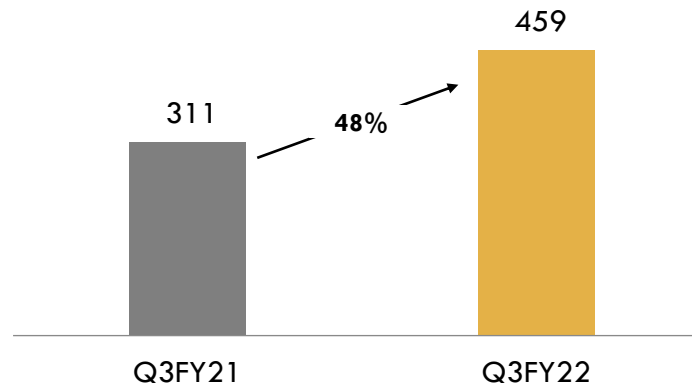
No. of Showrooms



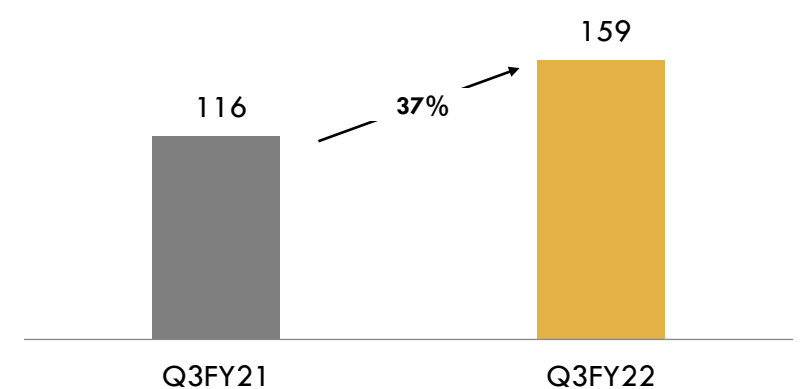
Gross Profit (₹mn)



EBITDA (₹mn)

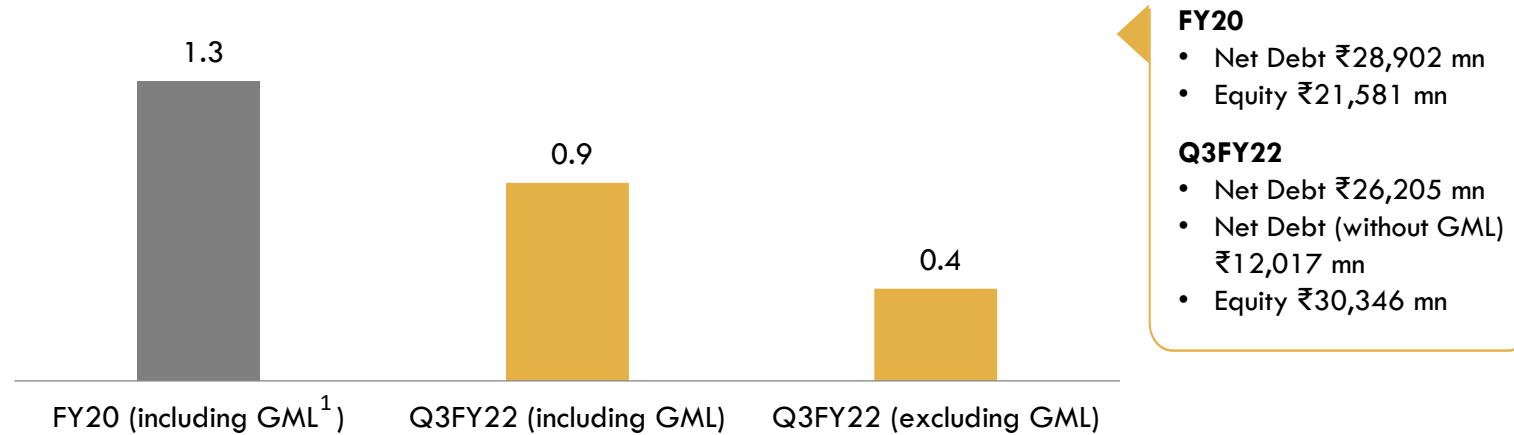


PAT (₹mn)



Continued Focus On Strengthening Balance Sheet

Net Debt to Equity (x)



Notes:

1) GML: Gold Metal Loan



Q3FY22 India: Income Statement

Particulars (₹mn)	Q3FY22	Q3FY21	YoY	Q2FY22	QoQ
Revenue	28,801	24,973	15%	25,030	15%
Gross Profit	4,631	4,028	15%	3,762	23%
<i>Gross Profit Margins %</i>	<i>16.1%</i>	<i>16.1%</i>		<i>15.0%</i>	
Total Opex	2,105	1,556	35%	1,756	20%
Advertisement & Promotion	690	379	82%	437	58%
Other Opex	1,415	1,178	20%	1,319	7%
EBITDA	2,526	2,472	2%	2,006	26%
<i>EBITDA Margins %</i>	<i>8.8%</i>	<i>9.9%</i>		<i>8.0%</i>	
Depreciation	452	439	3%	456	(1)%
EBIT	2,075	2,033	2%	1,550	34%
<i>EBIT Margins %</i>	<i>7.2%</i>	<i>8.1%</i>		<i>6.2%</i>	
Finance Cost	660	833	(21)%	699	(6)%
Other Income	179	44	307%	57	211%
PBT	1,593	1,244	28%	909	75%
<i>PBT Margins %</i>	<i>5.5%</i>	<i>5.0%</i>		<i>3.6%</i>	
PAT	1,184	936	26%	679	74%
<i>PAT Margins %</i>	<i>4.1%</i>	<i>3.7%</i>		<i>2.7%</i>	



Q3FY22 ME: Income Statement

Particulars (₹mn)	Q3FY22	Q3FY21	YoY	Q2FY22	QoQ
Revenue	5,154	4,165	24%	3,600	43%
Gross Profit	800	713	12%	605	32%
<i>Gross Profit Margins %</i>	<i>15.5%</i>	<i>17.1%</i>		<i>16.8%</i>	
Total Opex	341	402	(15)%	345	(1)%
Advertisement & Promotion	102	78	30%	54	89%
Other Opex	239	324	(26)%	291	(18)%
EBITDA	459	311	48%	260	77%
<i>EBITDA Margins %</i>	<i>8.9%</i>	<i>7.5%</i>		<i>7.2%</i>	
Depreciation	132	106	25%	111	18%
EBIT	327	205	60%	149	120%
<i>EBIT Margins %</i>	<i>6.3%</i>	<i>4.9%</i>		<i>4.1%</i>	
Finance Cost	173	163	6%	149	16%
Other Income	7	37	(80)%	5	50%
PBT	161	79	103%	4	
<i>PBT Margins %</i>	<i>3.1%</i>	<i>1.9%</i>		<i>0.1%</i>	
PAT	159	116	37%	3	
<i>PAT Margins %</i>	<i>3.1%</i>	<i>2.8%</i>		<i>0.1%</i>	



Q3FY22 Consolidated Income Statement

Particulars (₹mn)	Q3FY22	Q3FY21	YoY	Q2FY22	QoQ
Revenue	34,354	29,363	17%	28,887	19%
Gross Profit	5,516	4,800	15%	4,439	24%
<i>Gross Profit Margins %</i>	<i>16.1%</i>	<i>16.3%</i>		<i>15.4%</i>	
Total Opex	2,524	1,920	31%	2,158	17%
Advertisement & Promotion	814	467	74%	506	61%
Other Opex	1,710	1,453	18%	1,651	4%
EBITDA	2,992	2,880	4%	2,281	31%
<i>EBITDA Margins %</i>	<i>8.7%</i>	<i>9.8%</i>		<i>7.9%</i>	
Depreciation	588	547	8%	572	3%
EBIT	2,404	2,333	3%	1,710	41%
<i>EBIT Margins %</i>	<i>7.0%</i>	<i>7.9%</i>		<i>5.9%</i>	
Finance Cost	819	990	(17)%	837	(2)%
Other Income	172	72	138%	50	247%
PBT	1,757	1,416	24%	922	91%
<i>PBT Margins %</i>	<i>5.1%</i>	<i>4.8%</i>		<i>3.2%</i>	
PAT	1,345	1,155	16%	688	96%
<i>PAT Margins %</i>	<i>3.9%</i>	<i>3.9%</i>		<i>2.4%</i>	



Standalone Income Statement

Particulars (₹mn)	9MFY22	9MFY21	YoY	FY21
Revenue	66,573	47,106	41%	73,255
Gross Profit	10,222	8,589	19%	12,414
Gross Profit Margins %	15.4%	18.2%		16.9%
Total Opex	5,189	4,285	21%	6,167
Advertisement & Promotion	1,479	930	59%	1,175
Other Opex	3,709	3,355	11%	4,992
EBITDA	5,033	4,304	17%	6,247
EBITDA Margins %	7.6%	9.1%		8.5%
Depreciation	1,360	1,319	3%	1,740
EBIT	3,673	2,985	23%	4,507
EBIT Margins %	5.5%	6.3%		6.2%
Finance Cost	2,024	2,428	(17)%	3,161
Other Income	287	416	(31)%	529
PBT	1,937	972	99%	1,875
PBT Margins %	2.9%	2.1%		2.6%
PAT	1,437	717	100%	1,382
PAT Margins %	2.2%	1.5%		1.9%

Consolidated Income Statement

Particulars (₹mn)	9MFY22	9MFY21	YoY	FY21
Revenue	79,609	55,167	44%	85,733
Gross Profit	12,458	9,983	25%	14,592
Gross Profit Margins %	15.6%	18.1%		17.0%
Total Opex	6,498	6,317	3%	8,649
Advertisement & Promotion	1,750	1,140	54%	1,460
Other Opex ¹	4,747	5,177	(8)%	7,189
EBITDA	5,961	3,666	63%	5,943
EBITDA Margins %	7.5%	6.6%		6.9%
Depreciation	1,735	1,700	2%	2,249
EBIT	4,225	1,966	115%	3,694
EBIT Margins %	5.3%	3.6%		4.3%
Finance Cost	2,464	2,888	(15)%	3,754
Other Income	268	331	(19)%	454
PBT	2,030	(591)	(443)%	394
PBT Margins %	2.5%	(1.1)%		0.5%
PAT	1,520	(799)	(290)%	(61)
PAT Margins %	1.9%	(1.4)%		(0.1)%

Note 1: 9MFY21 Opex includes ₹900 mn of one-time write-offs, losses relating to lease terminations and provisions for impairment largely relating to the impact of COVID in the Middle East business.



Standalone Balance Sheet

Particulars (₹mn)	FY21	H1FY22	Particulars (₹mn)	FY21	H1FY22
Equity and Liabilities			Assets		
I Equity			I Non-current Assets		
(a) Equity Share Capital	10,301	10,301	(a) Property, Plant and Equipment	8,287	8,536
(b) Other Equity	19,954	20,399	(b) Capital Work in progress	527	121
Total Equity	30,254	30,699	(c) Right of use Assets	5,338	5,282
II Liabilities			(d) Investment Property	611	611
1 Non-current Liabilities			(e) Intangible Assets	73	56
(a) Financial Liabilities			(f) Intangible Assets Under Development	4	4
(i) Borrowings	162	-	(g) Financial Assets		
(ii) Lease Liabilities	6,044	5,979	(i) Investments	7,548	7,548
(b) Provisions	276	302	(ii) Other Financial Assets	923	749
Total Non-current Liabilities	6,482	6,281	(h) Deferred Tax Assets (Net)	416	379
2 Current Liabilities			(i) Other Non-current Assets	582	577
(a) Financial Liabilities			(j) Non-current tax assets (net)	-	233
(i) Borrowings	15,275	16,917	Total Non-current Assets	24,308	24,098
(ii) Metal Gold Loan	10,030	9,970	II Current Assets		
(iii) Lease Liabilities	674	792	(a) Inventories	43,881	46,189
(iv) Trade Payables			(b) Financial Assets		
Total Outstanding Dues of Micro and Small Enterprises	-	-	(i) Loans	624	944
Total Outstanding Dues of Creditors Other than Micro and Small Enterprises	5,581	4,357	(ii) Trade Receivables	40	61
(v) Other Financial Liabilities	685	247	(iii) Cash and Cash Equivalents	3,082	420
(b) Provisions	94	103	(iv) Bank Balances Other than (iii) above	5,913	6,143
(c) Other Current Liabilities	9,391	9,335	(v) Other Financial Assets	496	355
(d) Current Tax Liabilities (net)	657	-	(c) Other Current Assets	779	492
Total Current Liabilities	42,388	41,721	Total Current Assets	54,816	54,604
Total Equity and Liabilities (I+II)	79,124	78,701	Total Assets (I+II)	79,124	78,701

Consolidated Balance Sheet

Particulars (₹mn)	FY21	H1FY22	Particulars (₹mn)	FY21	H1FY22
Equity and Liabilities			Assets		
I Equity			I Non-current Assets		
(a) Equity Share Capital	10,301	10,301	(a) Property, Plant and Equipment	9,617	9,820
(b) Other Equity	17,960	18,444	(b) Capital Work in progress	527	121
(c) Non controlling Interest	5	6	(c) Right of use Assets	8,613	9,037
Total Equity	28,265	28,750	(d) Investment Property	611	611
II Liabilities			(e) Goodwill on Consolidation	51	51
1 Non-current Liabilities			(f) Intangible Assets	94	79
(a) Financial Liabilities			(g) Intangible Assets Under Development	4	4
(i) Borrowings	201	322	(h) Financial Assets		
(ii) Lease Liabilities	6,123	6,224	(i) Investments	-	4
(b) Provisions	342	370	(ii) Other Financial Assets	989	694
Total Non-current Liabilities	6,666	6,916	(i) Deferred Tax Assets (Net)	461	418
2 Current Liabilities			(j) Other Non-current Assets	582	577
(a) Financial Liabilities			(k) Non-current tax assets (Net)	-	232
(i) Borrowings	19,399	20,876	Total Non-current Assets	21,549	21,649
(ii) Metal Gold Loan	14,180	14,294	II Current Assets		
(iii) Lease Liabilities	860	1,018	(a) Inventories	53,031	55,765
(iv) Trade Payables			(b) Financial Assets		
Total Outstanding Dues of Micro and Small Enterprises	1	-	(i) Trade Receivables	1,127	1,292
Total Outstanding Dues of Creditors Other than Micro and Small Enterprises	6,900	6,176	(ii) Cash and Cash Equivalents	3,649	880
(v) Other Financial Liabilities	1,274	719	(iii) Bank Balances Other than (ii) above	7,318	8,167
(b) Provisions	103	110	(iv) Other Financial Assets	343	350
(c) Other Current Liabilities	10,346	10,382	(c) Other Current Assets	1,636	1,138
(d) Current Tax Liabilities (net)	658	-	Total Current Assets	67,103	67,592
Total Current Liabilities	53,720	53,575	Total Assets (I+II)	88,651	89,241
Total Equity and Liabilities (I+II)	88,651	89,241			



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