



# Investor Presentation

Q1 & FY 24-25



South India's Leading Ethnic Wear And Value-fashion Retail Company With A Portfolio Of Established Formats With Focused Sales And Marketing Strategy

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# Abbreviations

Abbreviation	Definition
<b>CAGR</b>	Compound Annual Growth Rate , $CAGR = (Value_{final} / Value_{initial})^{1/t} - 1$ ; where t = specified time period
<b>EBITDA</b>	Earnings before Interest, Taxes, Depreciation & Amortization
<b>FY</b>	Fiscal Year Ending 31 <sup>st</sup> March
<b>CY</b>	Calendar Year Ending 31 <sup>st</sup> December
<b>PAT</b>	Profit After Tax
<b>ROCE</b>	Return on Capital Employed
<b>ROE</b>	Return on Equity
<b>EBO</b>	Exclusive Brand Outlets
<b>Sq. ft.</b>	Square foot
<b>SSKL</b>	Sai Silks (Kalamandir) Limited
<b>MBA</b>	Master's degree in Business Administration
<b>VP</b>	Vice President

Abbreviation	Definition
<b>TOI</b>	Times of India
<b>BITS</b>	Birla Institute of Technology and Science
<b>NIT</b>	National Institute of Technology
<b>SKUs</b>	Stock Keeping Units
<b>AP</b>	Andhra Pradesh
<b>UT</b>	Union Territory
<b>Crs</b>	Crores
<b>AI</b>	Artificial Intelligence
<b>ML</b>	Machine Learning
<b>SKD</b>	Salwar, Kurta & Dupatta
<b>SK</b>	Salwar Kurta
<b>IT</b>	Information Technology



## Agenda for Discussion



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# Sai Silks Kalamandir Limited – One of the Largest Ethnic Apparel Retailers in South India



## Company Overview



Sai Silks Kalamandir Limited (“SSKL”) is one of the largest apparel retailers, particularly sarees, in South India<sup>(1)</sup>, and offering products across **premium ethnic apparel and value fashion \***



Focused on innovative designs, offering wide range across ultra-premium and premium sarees, lehengas, men’s ethnic wear, children’s ethnic wear and value fashion for **weddings, occasional, party & daily wear**



Operates under four differentiated brand formats – **Kalamandir, Kanchipuram Varamahalakshmi Silks, Mandir and KLM Fashion Mall**



Strong presence in offline and online marketplace with presence across four states – **Telangana, Karnataka, Andhra Pradesh and Tamil Nadu**



Located in prime / central areas of the cities to tap the purchasing power of customers, with a **cluster-based model**



Strong focus on technology – Built In-house ERP to strengthen operational efficiencies

\*Note: 1) In terms of revenue and profit after tax in Fiscal 2019, 2020 and 2021

# Sai Silks Kalamandir Limited – One of the Largest Ethnic Apparel Retailers in South India



## Brands Across the Spectrum of Apparel Retail



Ethnic fashion for middle income



Ultra-premium designer sarees



Premium ethnic sarees & handlooms for wedding & occasional wear



Ethnic Value fashion at affordable price points

## Key Highlights



Launched in **2005**

**~6,53,936 sq. ft**  
Combined store area\*

**10,720 sq.ft**  
Average Store Area\*



Headquartered in **Hyderabad**

South indian presents

**61 stores\***  
Across 15 cities\*

**₹ 229 mn**  
Average Revenue Per Store (FY24)



**5,495**  
Employees<sup>(2)</sup>

**6.77mn**  
Customers\*

**₹ 21,219**  
Average Revenue Per sq. ft (FY24)

\*As on 30th June, 2024



# Journey Over the Years



**2005**

Started the business as a partnership firm on August 10, 2005 under the name and style of "Sai Silks".



**2005**

Launched the first retail outlet in Ameerpet, Hyderabad.



**2008**

Kalamandir expands to Karnataka under Kalamandir brand



**2009**

Our private limited company was converted into a public limited company.



**2011**

Launched 'kanchipuram Varamahalakshmi silks' through the first store in July 31, 2011.



**2011**

Launched the brand 'Mandir' through the first store launched in February 13, 2011



**2016**

Reached Turnover  
Rs. 500 Cr



**2017**

Expansion of brand  
KLM Fashion Mall



**2019**

Reached Turnover  
Rs. 1,000 Cr



**2020**

Launching of e-commerce  
platform



**2022**

Reached 50th store in Tamilnadu  
under kancheepuram  
Varamahalakshmi Silks



**2023**

Successfully listed in  
BSE and NSE



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# Key strengths : One of the Largest Ethnic Women Wear in India Especially in Sarees



Catering to Large and Growing Organized Apparel retail market in India, particularly Sarees



Diverse portfolio to cater the entire customers and wedding and occasion wear market



Templatized store roll-out strategy using a distinct Cluster-based expansion approach



Differentiated Sales and Marketing Strategy driven by targeted ATL and BTL activities Full price sale more than 90%



Technology driven industry design and supply chain management incentive mechanism and increased the sales



Experienced management team with proven execution capabilities



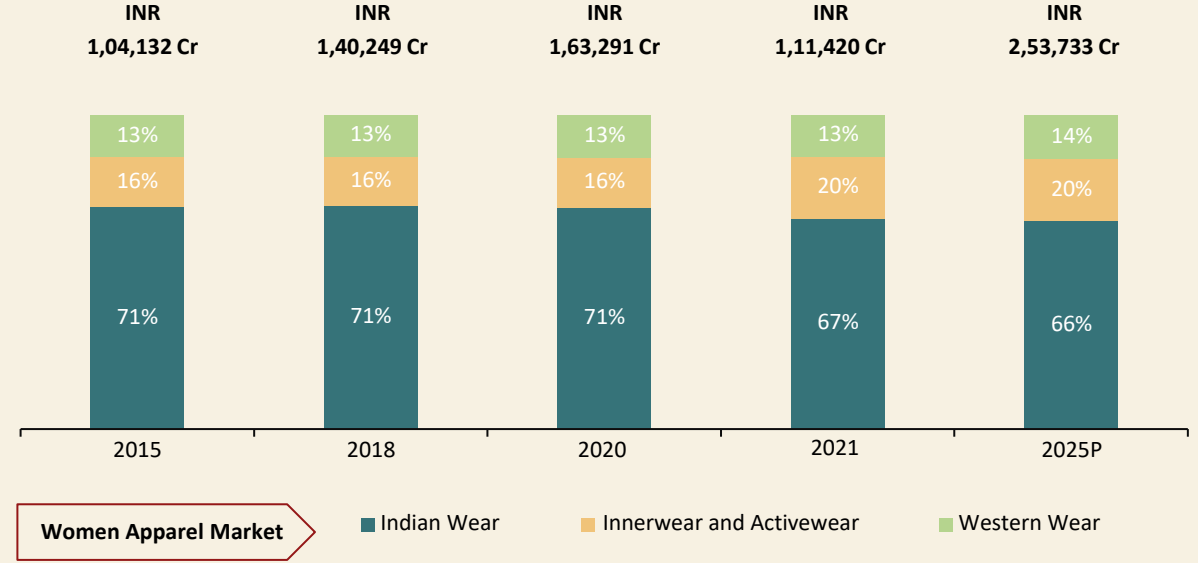
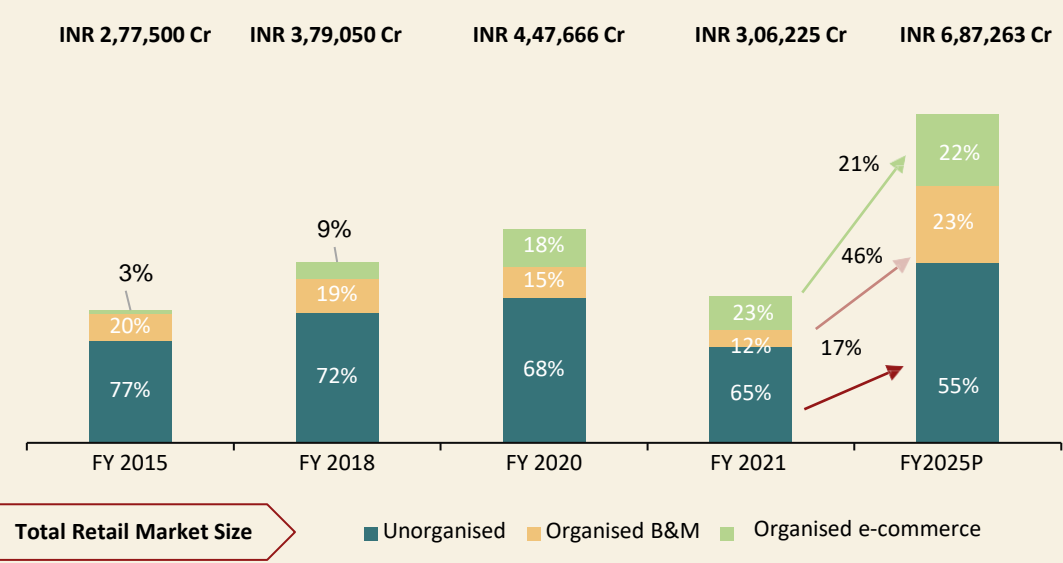
Track record of growth and profitability with an efficient operating model



# 01 Industry Overview

India has the 3rd largest apparel market globally and is experiencing a growing demand for organized/online retail

Women Indian wear<sup>(1)</sup> segment is expected to grow at a CAGR of 22%<sup>(2)</sup> Over 2021-2025 period and become an INR 1,68,222 Cr market by 2025



Source: Technopak Report

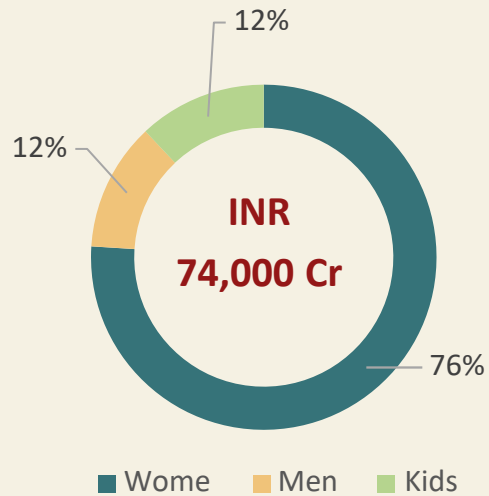
Note: (1) Saree & others (others includes Indian dresses, Lehenga, Etc), SKD (including Sets, Mix & Match, Dupattas, Stoles, Etc) and fusion wear which is an amalgamation of other cultural influences on Indian wear; (2) CAGR period □ CY21 to CY25

# Indian Wedding and Festive Wear Market is Driven By Increased Demand for Sarees, Especially in South India (1/2)



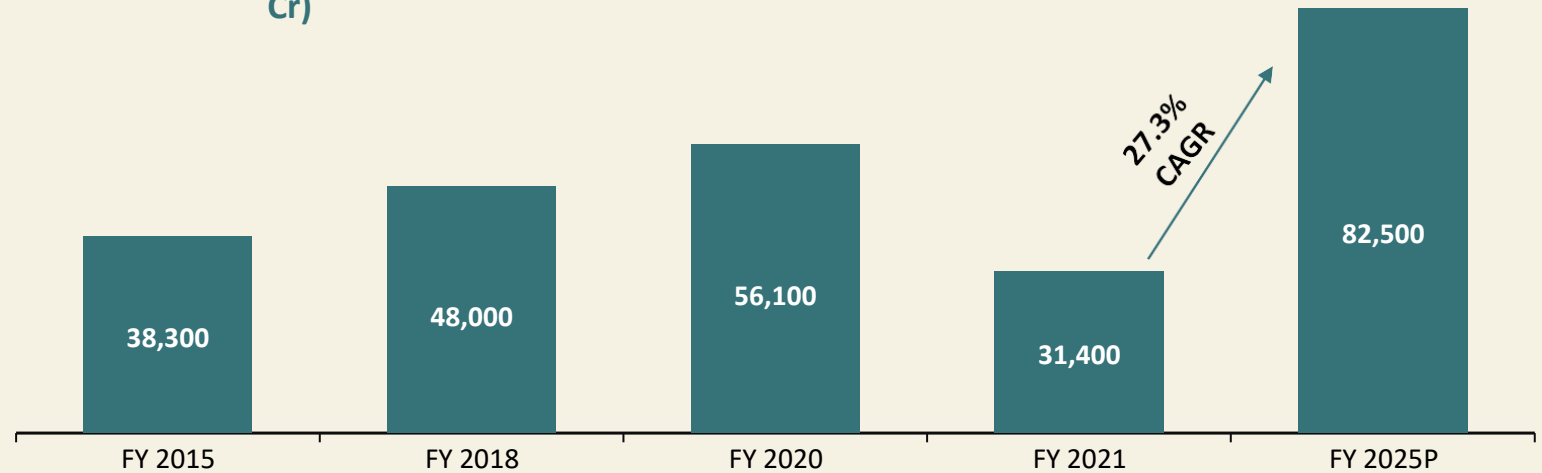
**Women Indian Wedding & Festive Wear market contributed 76% of Total Occasional wear market in 2020**

**Indian Wedding & Festive Wear market (FY2020)**



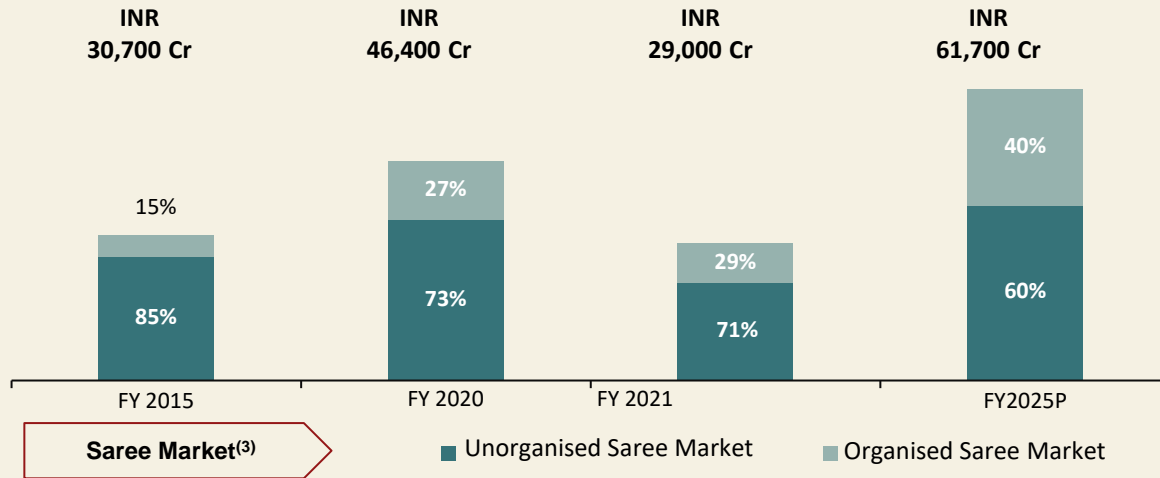
**Women occasion wear market is poised to grow at 27.3% CAGR (FY-22-25) and reach INR 82,500 Cr by 2025**

**Women Indian Wedding And Festive Wear Market (INR Cr)**



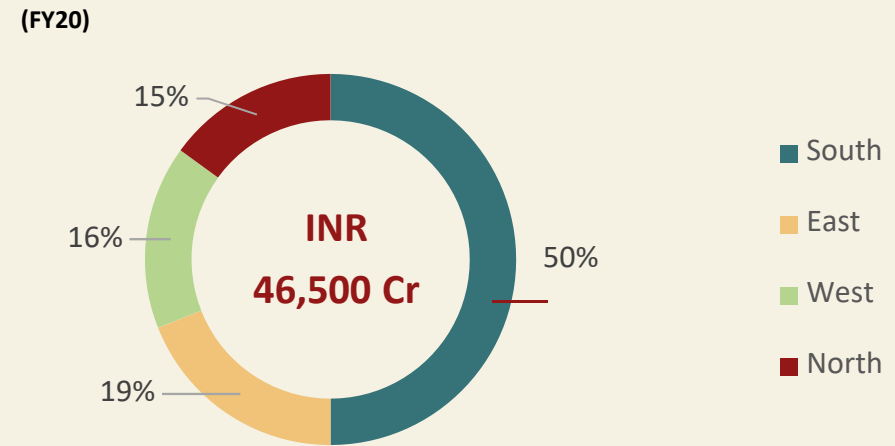
# Organized Saree Market is poised to grow at a 14.5% CAGR led by South Indian market.

Saree Market<sup>(2)</sup> continues to be India's first choice of apparel and is expected to become an INR 61,700 Cr market by FY2025\*



South India is the largest saree market & contributed to 50% of total saree sales

### Indian Wedding & Festive Wear market (FY20)



- Saree market<sup>(3)</sup> is expected to grow at a CAGR of 20.8% over FY21-25 period and reach INR 61,700 Cr with organized contribution reaching 40% by FY25
- 90% organized market was MT and 10% led by E-commerce in FY2020
- South India contributed 50% of total Saree market in FY2020 with 50-100 sarees purchased on average in a South Indian wedding

## Growth Levers for increasing market size of Saree segment

### Rising Female Population

- Total females aged over 25 years are expected to reach from 37.6 Cr in 2021 to 45.5 Cr in 2031
- This is the largest consumer base for sarees

### Wedding & Festive Market

- Saree’s cultural significance makes it an important piece of wearing and gifting in festivities across India, especially in South India region

### Universal Appeal of Saree

- Saree is an evergreen piece of cloth and is never out of fashion
- 80+ draping ways varying across states and cultures
- At least 1 saree purchased in over 90% households in South India

### Shift from unorganized to organized market

- Organized retailing share of apparel has increased from 14% in FY 2007 to 32% in FY 2020
- Organized retail has led to shift of demand away from unorganized

### Fusion/Fancy Sarees

- Introduction of fancier & newer categories of sarees with innovative designs like pre-draped and ruffled sarees
- Convenient designs with pockets, belts and other accessories

Source: \*Technopak Report; Note: 1) Saree & others (others includes Indian dresses, Lehenga etc), SKD (including Sets, Mix & Match, Dupattas, Stoles etc) and fusion wear which is an amalgamation of other cultural influences on Indian wear; (2) Saree market inclusive of Saree, Blouse & Petticoat

# South India's Leading Saree & Ethnic Value Fashion Player Catering To Wide Audience Through Multiple Formats



	Kalamandir	Mandir	Vara Mahalakshmi	KLM Ethnic fashion value
<b>Founded year</b>	2005	2011	2011	2017
<b>Category focus</b>	Ethnic fashion for middle income	Ultra-premium designer sarees	Premium ethnic sarees & handlooms for wedding & occasional wear	Ethnic fashion at affordable price points
<b>Product Portfolio</b>	Sarees such as Tusser, Silk, Kota, Kora, Khadi, Georgette, Cotton & Matka	Designer sarees such as Banarasi, Patola, Ikat, Kanchipuram, Paithani, Organza, & Kuppadam	Premium sarees such as Banarasi, Patola, Kota, Paithani, Organza, Kuppadam, and Kancheepuram silk sarees	Products like sarees for daily wear and western wear for women, men & children
<b>Price Range</b>	~₹1,000 to ₹100,000	~₹6,000 to ₹350,000	~₹4,000 to ₹250,000	~₹200 to ₹75,000
<b>Stores<sup>(1)</sup></b>	11 small / medium / large stores	4 small format stores	27 small / medium / large stores	19 large format stores
<b>Geographies served<sup>(2)</sup></b>	AP, Telangana & Karnataka	Telangana	Telangana, AP, Karnataka & TN	AP, Telangana & Karnataka
<b>Distribution*</b>	EBO & Online	EBO & Online	EBO & Online	MBO & Online

Company operated stores under efficient lease model

Diverse range of products catering to all market segments

69.5% Revenue From Saree Segment (FY24)

Products directed to serve regional demand

Aspirational yet value for money products

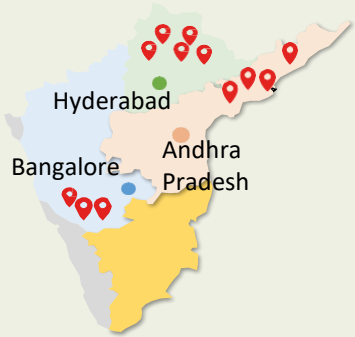
\*Source: Technopak Report

Note: (1) As on June 30th, 2024; (2) State presence as on June 30th, 2024

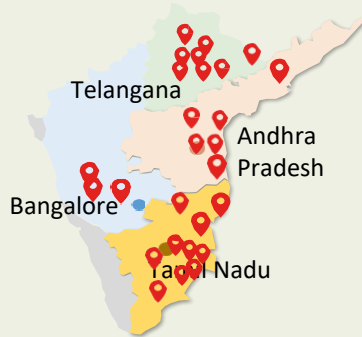


## Strategically Located Stores in Prime Areas to Tap into The Purchasing Power of Customers with A Cluster-Based Model

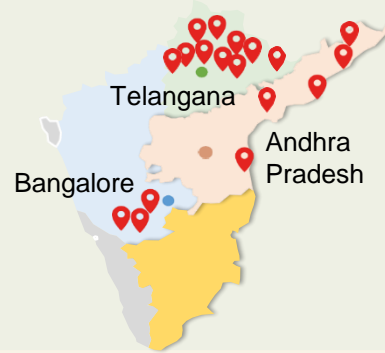
**Kalamandir Stores**



**Varamahalakshmi Stores**



**KLM Fashion Mall Stores**



**Mandir Stores**



### Benefits of using cluster-based expansion model



Focused targeting of customer segments & demographics



Efficient management of stores



Effective stock rotations



Higher opportunity to cross sell

State	# of stores <sup>(1)</sup>	Aggregate area (sq. ft.) <sup>(1)</sup>	Jun-24 Revenue (₹ cr)	% of Jun-24 Revenue
Telangana	26	283,163	91.14	34.10%
Andhra Pradesh	16	193,557	75.98	28.42%
Karnataka	9	107,584	42.20	15.79%
Tamil Nadu	10	69,632	57.98	21.69%
<b>Total</b>	<b>61</b>	<b>6,53,936</b>	<b>267.29</b>	<b>100.0%</b>

Note: (1) As of June 30, 2024; Revenue numbers are rounded off to zero decimal & % of Revenue is rounded off to 1 decimal  
Map is not to scale and it shows pictorial representation as of June 30, 2024

# Coupled With Increased Online Penetration, Providing Seamless Omnichannel Shopping Experience to Customers



### Own websites

- [www.kalamandir.com](http://www.kalamandir.com)
- [www.brandmandir.com](http://www.brandmandir.com)
- [www.kanchivml.com](http://www.kanchivml.com)
- [www.klmfashionmall.com](http://www.klmfashionmall.com)



### Online e-commerce websites & live commerce



**1.22 Million**  
followers<sup>(1)</sup>

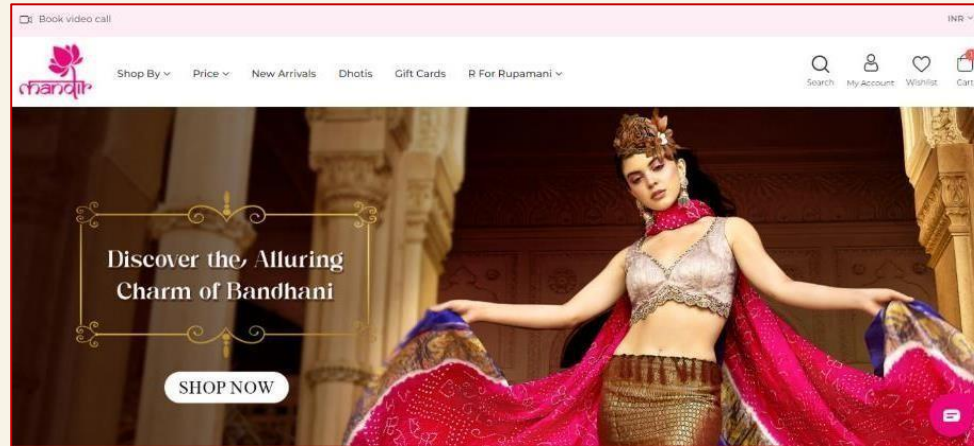


**476.3 K**  
followers<sup>(1)</sup>



**265 K**  
subscribers<sup>(1)</sup>

*Live shows & video-based commerce*



### Revenue from e-commerce channel

- 12,400 visits / day**  
on websites across 4 formats<sup>(2)</sup>
- 25 states & 6 UTs**  
served through e-commerce<sup>(2)</sup>
- ₹ 5,118**  
Average order value<sup>(1)</sup>

Attractive landing page & Virtual Assist Chat Box

Easy decision-making process

Video call appointment to try products virtually

Easy checkout & payment options

Regular updation of websites & social media channels

Note: 1) As of JUNE 2024; 2) For FY24; Revenue numbers are rounded off to one decimal

# Providing Customers, the “Retail Experience” Not Just the Products



Skilled store associates who are trained to understand customer insights & feedback



Elegantly designed stores with vibrant entrances and attractive window displays



Appealing posters and wall / ceiling decorations according to store’s theme



Well-designed layout to manage traffic flow



Well designed stores with perfect ambience



Sales associates providing right assistance to enhance shopping journey



**Unique shopping experience**



Word-of-mouth references



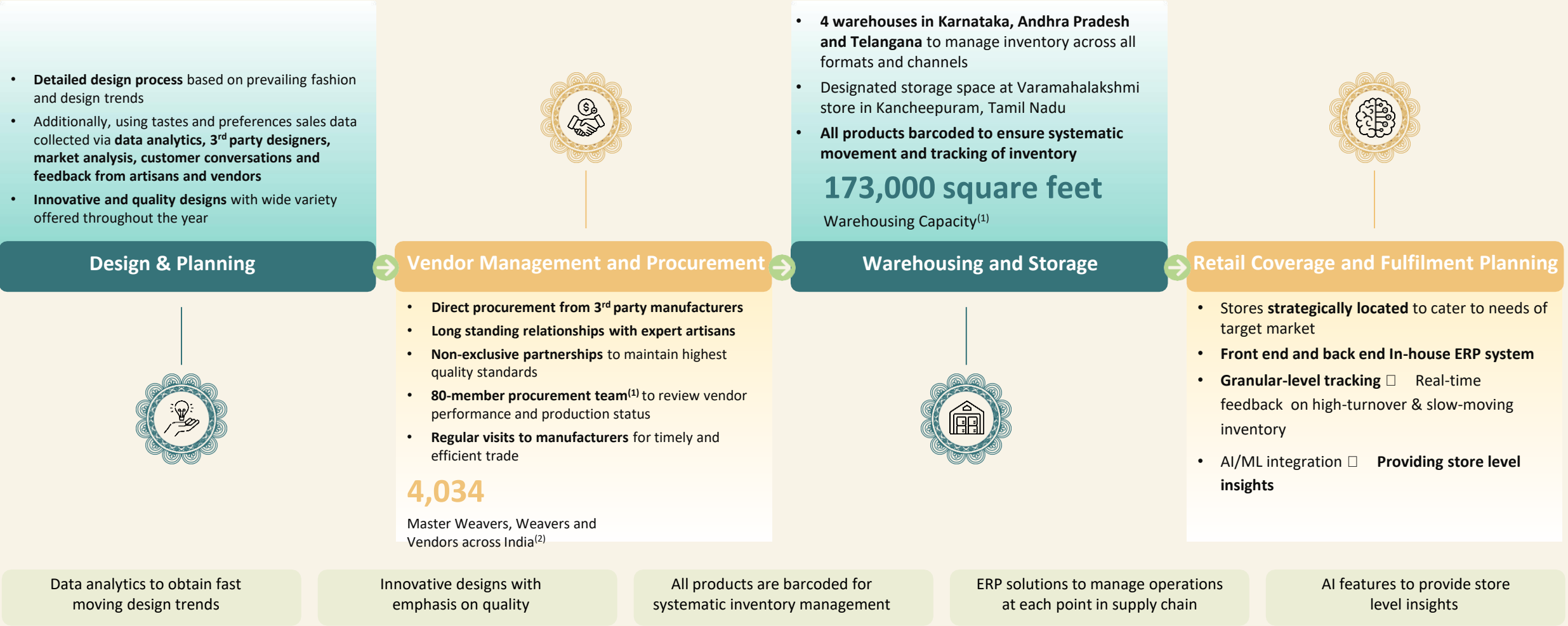
Increase in average business per customer

# Differentiated Store Experience, Offering Unique Ambience and Festive Feel





## Inventory planning well in advance based on sales forecast, demand and requirements for the forthcoming seasons





**Mr. Nagakanaka Durga Prasad Chalavadi**  
 Managing Director

**Experience:** 16+ years in retail business

**Role:** Responsible for the overall management, finance, internal controls and security systems of SSKL

**Education:** MBA from Institute of Management Education, Pune

Post Graduate diploma in computer applications from Institute of Computer Software Sciences

Bachelors in Commerce from Nagarjuna University



**Mr. Kalyan Srinivas Annam**  
 Whole Time Director

**Experience:** ~15 years in retail business

**Role:** Responsible for projects, strategic planning, brand building & business development

**Education:** Post Graduate diploma in Business Management from Institute of Marketing & Management; Bachelor's degree in law from Nagarjuna University



**Mr. Doodeswara Kanaka Durgarao Chalavadi**  
 Whole Time Director

**Experience:** ~12 years in retail business

**Role:** Responsible for procurement & marketing activities

**Education:** Master's degree in computing from Griffith University; Bachelor's degree in commerce from Nagarjuna University



**Mr. Pramod Kasat**  
 Independent Director

**Experience:** Extensive experience in Investment Banking

**Past Organizations:** Credit Suisse, IndusInd Bank, Citi Bank in senior roles

**Education:** Master's degree in management studies from University of Bombay; Bachelor's degree of engineering from the BITS, Pilani



**Mr. Ravindra Vikram Mamidipudi**  
 Chairman & Independent Director

**Experience:** ~40 years in finance sector

**Past Organizations:** Partner at M. Andaman & Co., Chartered Accountants

**Education:** Fellow member of the Institute of Chartered Accountants of India



**Ms. Sirisha Chintapalli**  
 Independent Director

**Experience:** Extensive experience in finance and secretarial work

**Past Organizations:** CCL Products (India) Ltd., International Seaport Dredging Ltd., L&T Shipbuilding Ltd.

**Education:** Associate member of the Institute of Cost Accountants of India and the Institute of Company Secretaries of India; Bachelor's degree in commerce from Nagarjuna University



**Mr. Kunisetty Venkata Ramakrishna**  
 Independent Director

**Experience:** 25+ years in private equity/venture fund management

**Past Organizations:** Kotak Investment Advisors Ltd., ICICI Venture Funds Management Company Ltd., Carlyle India Advisors Private Ltd.

**Education:** Post graduate diploma in management from IIM, Bangalore; Bachelor of technology degree in computer sciences and engineering from NIT, Warangal



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# Track Record of Growth and Profitability

## Q1 FY 2024-25 YoY Analysis



INR in Cr.

### Revenue from Operations\*

### Gross Margin

### EBITDA & EBITDA Margin

### PAT & PAT Margin

40.29%

Margins

41.26%

14.65%

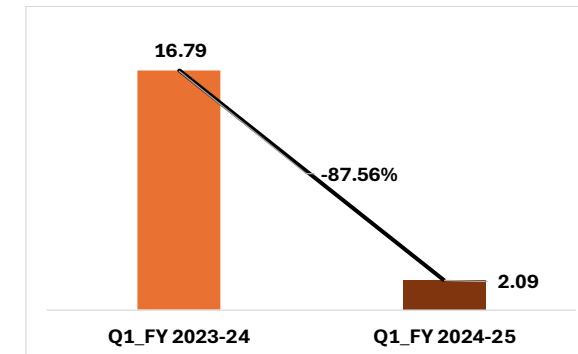
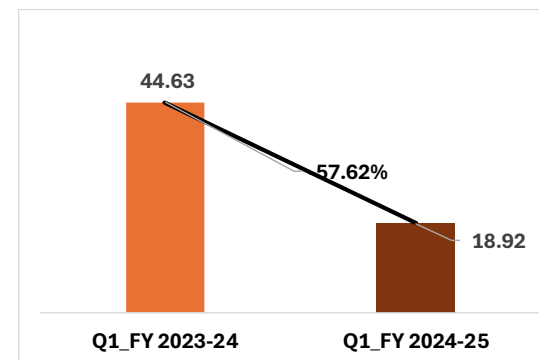
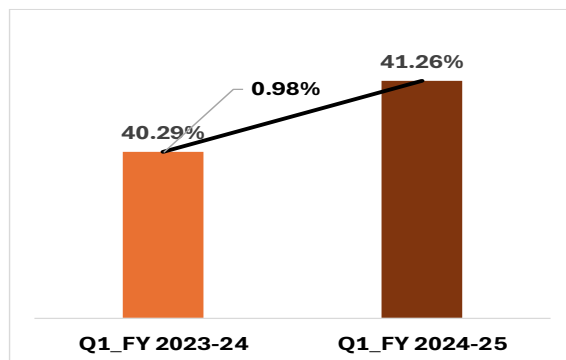
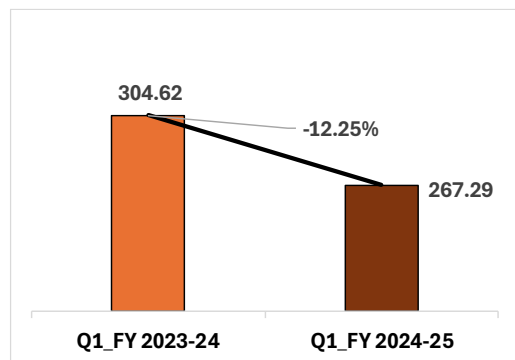
Margins

7.08%

5.51%

Margins

0.78%



\*Q1 of FY 2024-25 was one of a kind of exceptional period in the last decade, **with extremely low / negligible wedding dates throughout the quarter nationally**, resulting it to behave like a Non-Wedding quarter;

Because of this reason, Company's performance in Q1 of FY 2024-25 was severely impacted. However, the company have been able to effectively maintain Strong Gross margins.



# Standalone Profit & loss Statement Summary



(₹ in crores)

Particulars	Q1_FY2024-25	Q4_FY2023-24	Q1_FY2023-24
Revenue from operation	267.29	359.64	304.62
Gross Profit	110.29	147.36	122.72
Gross Profit (%)	41.26%	40.97%	40.29%
Total Operating Expense	91.37	93.21	78.09
EBITDA	18.92	54.15	44.63
EBITDA (%)	7.08%	15.06%	14.65%
Finance Cost	10.25	11.45	13.69
Depreciation and Amortization	12.60	12.33	11.45
Other Income	6.74	8.23	2.99
Profit before Taxes	2.81	38.61	22.48
PBT (%)	1.05%	10.74%	7.38%
Profit After Taxes	2.09	28.73	16.79

Note: All financial numbers are rounded off to 1 decimal; (1) EBITDA = Revenue from operations – (Purchases of stock-in-trade + Changes in inventories + Employee Benefit Expenses + Other Expenses)



## Agenda for Discussion



Contents of the Presentation

# The Agenda

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Do

## Our Growth Strategy

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Compounder

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Compounder

## Financial Highlights

Past Financial Performance

# Awards & Recognition

## List of Awards, accreditation, and recognition

Year	Particulars
2024	<ul style="list-style-type: none"> <li>› "Business Leader in Retail Fashion Industry" Award by The Times of India</li> </ul>
2023	<ul style="list-style-type: none"> <li>› Listed in Stock Exchange NSE &amp; BSE</li> </ul>
2022	<ul style="list-style-type: none"> <li>› Most Admired Company of the Year (Apparel) by CMO Global</li> </ul>
2021	<ul style="list-style-type: none"> <li>› Fit &amp; Fab Award by Global Spa</li> <li>› Times Retail Icon Award for Best Silk Showroom, Best Affordable Fashion Brand and Best Designer Saree Showroom by Times of India</li> <li>› Awarded as Trusted Group of the Year – Textiles &amp; Garments by Make in India Emerging Leaders Excellence in Business and Service Sector</li> </ul>
2020	<ul style="list-style-type: none"> <li>› Award for the Best Silk Showroom, the Best Affordable Fashion Brand and the Best Designer Saree Showroom in the Retail category by Times of India at the Times Business Awards</li> </ul>
2019	<ul style="list-style-type: none"> <li>› Award for the Most Admired Affordable Fashion Retailer of the Year – Regional by Indian Fashion Forum at the IMAGES Fashion Awards</li> <li>› Award for Best Silk Showroom &amp; Best Affordable Fashion Brand by Times of India at the Times Business Awards</li> </ul>
2018	<ul style="list-style-type: none"> <li>› Award for Most Admired Retailer of the Year Store Design and VM by Indian Fashion Forum at the IMAGES Fashion Awards</li> <li>› Times Retail Icon Award for Best Silk Showroom &amp; Best Affordable Fashion Brand by Times of India at the Times Business Awards</li> </ul>
2017	<ul style="list-style-type: none"> <li>› Award for Best Silk Showroom &amp; Best Family Store by Times of India at the Times Business Awards</li> <li>› Fast 50 India's Most Promising Brand Award in Retail category by World Consulting &amp; Research Corporation, Asia</li> </ul>
2016	<ul style="list-style-type: none"> <li>› Fast 50 India's Fastest Growing Brand Award for Brand Kalamandir by World Consulting &amp; Research Corporation, Asia</li> <li>› Times Retail Icon Award for Best Silk Showroom &amp; Best Family Store by Times of India at the Times Business Awards</li> </ul>

**27 Awards / Recognitions**  
since 2012

**6 years in a row<sup>(1)</sup>**  
Awarded at Time Business Awards by TOI

**4 Awards<sup>(2)</sup>**  
at the IMAGES Fashion Awards by Indian Fashion Forum

Note: (1) from 2015 to 2020; (2) in the year 2013, 2015, 2018 & 2019

# Awards & Recognition

Prasad Chalavadi - Legend in Retail Industry Award - Hybiz TV Business Excellence Awards



SSKL - Best Ethnic Fashion Retail Group - Retail Icon awards by Times Of india



SSKL - Best Retail Of The Year Award - Hybiz TV Business Excellence Awards



VML - Retail Icon Award (Best Silk Store) - Times Of India





# THANK YOU

