



Investor Presentation

Q3 & 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
CAGR	Compound Annual Growth Rate , $CAGR = (Value_{final} / Value_{initial})^{1/t} - 1$; where t = specified time period
EBITDA	Earnings before Interest, Taxes, Depreciation & Amortization
FY	Fiscal Year Ending 31 st March
CY	Calendar Year Ending 31 st December
PAT	Profit After Tax
ROCE	Return on Capital Employed
ROE	Return on Equity
EBO	Exclusive Brand Outlets
Sq. ft.	Square foot
SSKL	Sai Silks (Kalamandir) Limited
MBA	Master's degree in Business Administration
VP	Vice President

Abbreviation	Definition
TOI	Times of India
BITS	Birla Institute of Technology and Science
NIT	National Institute of Technology
SKUs	Stock Keeping Units
AP	Andhra Pradesh
UT	Union Territory
Crs	Crores
AI	Artificial Intelligence
ML	Machine Learning
SKD	Salwar, Kurta & Dupatta
SK	Salwar Kurta
IT	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⁽¹⁾, 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
~6,85,611 sq. ft
 Combined store area⁽²⁾
10,388 sq.ft
 Average Store Area⁽²⁾

Headquartered in Hyderabad
 South indian presents
66 stores⁽²⁾
 Across 18 cities⁽²⁾
₹ 229mn
 Average Revenue Per Store (FY 23-24)

6,462
 Employees⁽²⁾
7.24mn
 Customers⁽¹⁾
₹ 21,219
 Average Revenue Per sq. ft (FY 23-24)

Note: (1) As on December, 2024; (2) As on 31st December, 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



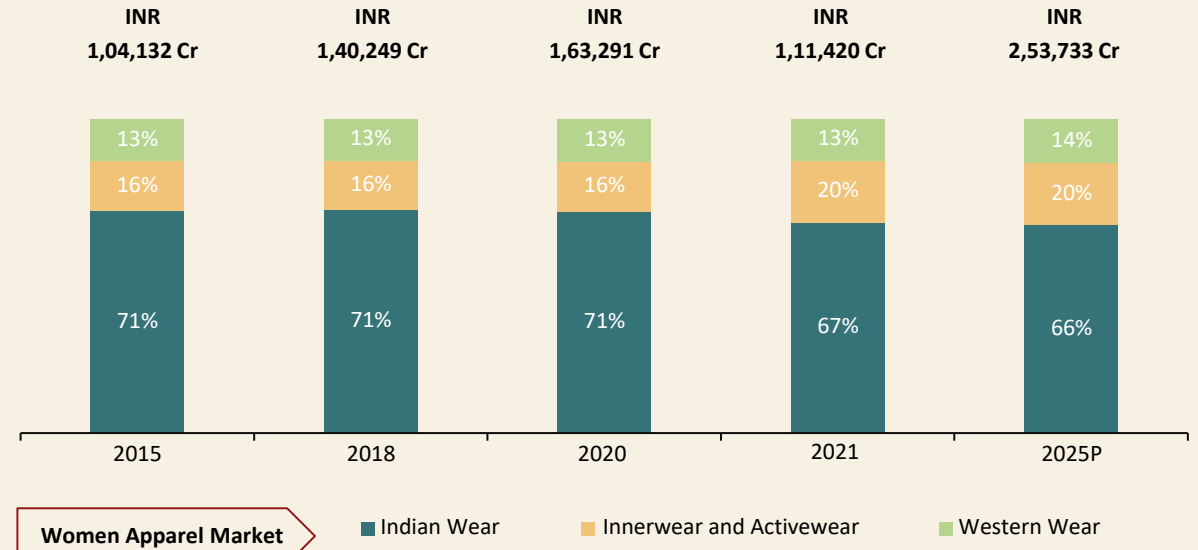
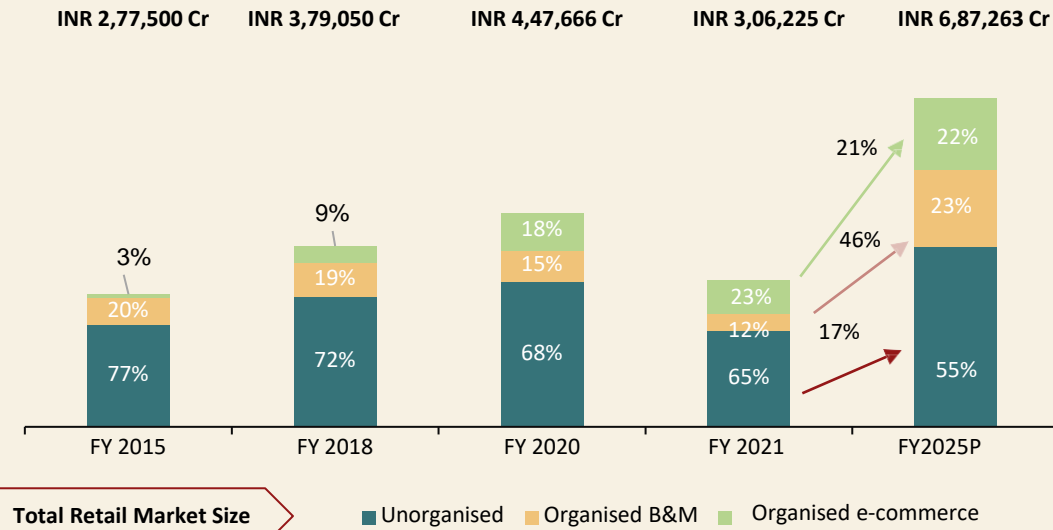
Track record of growth and profitability with an efficient operating model



01 Industry Overview

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

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



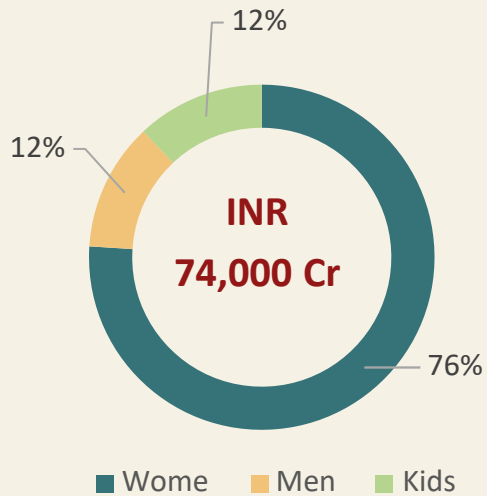
Note: The chart represents percentage contribution of segments in the total women apparel market. The percentage values are calculated as (segment market value / total women apparel market value) * 100% and are rounded off to zero decimal

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

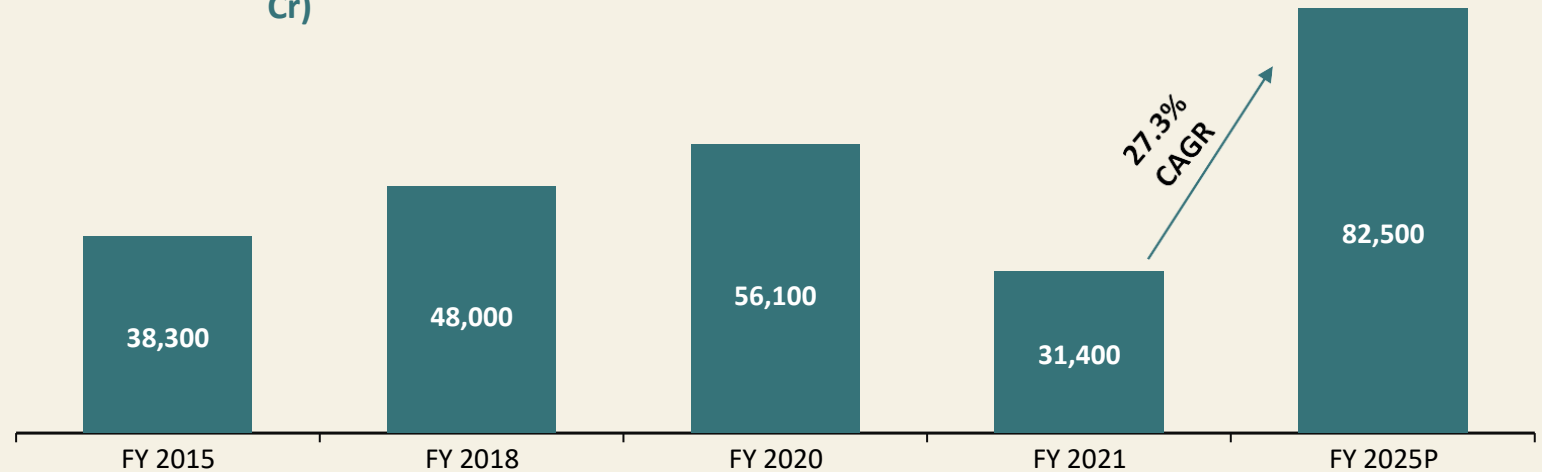
Women Indian Wedding & Festive Wear market contributed 76% of Total Occasional wear market in 2020

Indian Wedding & Festive Wear market (FY2020)



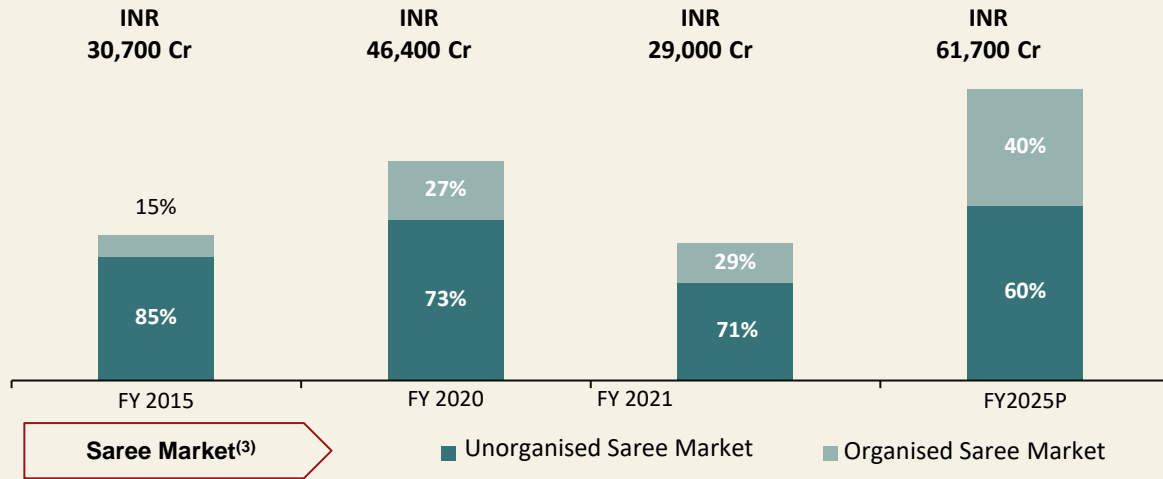
Women occasion wear market is poised to grow at 27.3% CAGR (FY-22-25) and reach INR 82,500 Cr by 2025

Women Indian Wedding And Festive Wear Market (INR Cr)



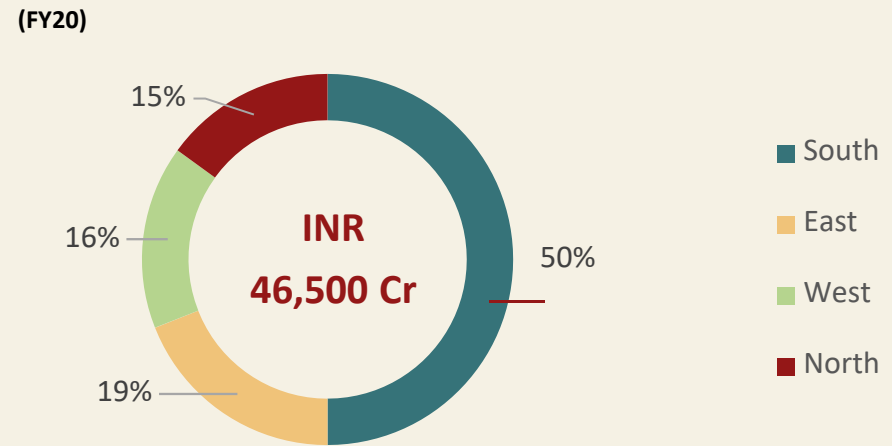
Organized Saree Market is poised to grow at a 14.5% CAGR led by South Indian market.

Saree Market⁽²⁾ 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⁽³⁾ 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**



01 Growth Levers for the Saree Industry

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
Founded year	2005	2011	2011	2017
Category focus	Ethnic fashion for middle income	Ultra-premium designer sarees	Premium ethnic sarees & handlooms for wedding & occasional wear	Ethnic fashion at affordable price points
Product Portfolio	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
Price Range	~₹1,000 to ₹100,000	~₹6,000 to ₹350,000	~₹4,000 to ₹250,000	~₹200 to ₹75,000
Stores⁽¹⁾	11 small / medium / large stores	4 small format stores	32 small / medium / large stores	19 large format stores
Geographies served⁽²⁾	AP, Telangana & Karnataka	Telangana	Telangana, AP, Karnataka & TN	AP, Telangana & Karnataka
Distribution*	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 Dec 31st, 2024; (2) State presence as on Dec 31st, 2024

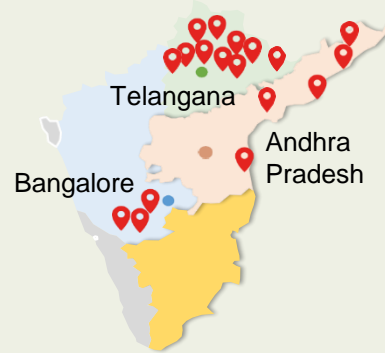
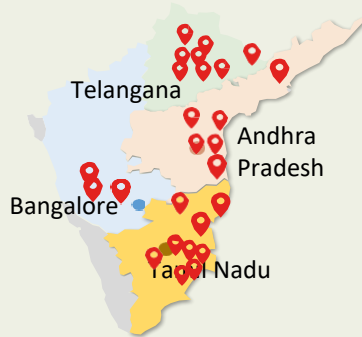
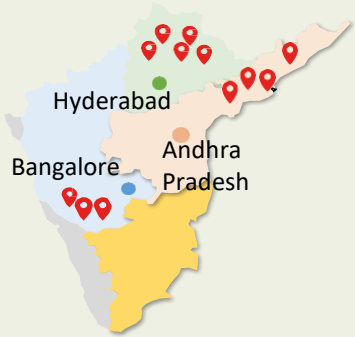
Strategically Located Stores in Prime Areas to Tap into The Purchasing Power of Customers with A Cluster-Based Model

Kalamandir Stores

Varamahalakshmi Stores

KLM Fashion Mall Stores

Mandir Stores



State	# of stores ⁽¹⁾	Aggregate area (sq. ft.) ⁽¹⁾	Apr-24 to Dec-24 Revenue (₹ cr)	% of Jun-24 Revenue
Telangana	26	2,83,163	366.24	34.45%
Andhra Pradesh	17	1,97,957	294.89	27.74%
Karnataka	9	1,07,584	166.94	15.70%
Tamil Nadu	13	89,768	233.88	22.00%
Pondicherry	1	7,139	1.21	0.11%
Total	66	6,85,611	1,063.17	100.00%

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

Note: (1) As of December 31, 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 December 31, 2024

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



Own websites

www.kalamandir.com

www.brandmandir.com

www.kanchivml.com

www.klmfashionmall.com



Online e-commerce websites & live commerce



1.226 Million followers⁽¹⁾

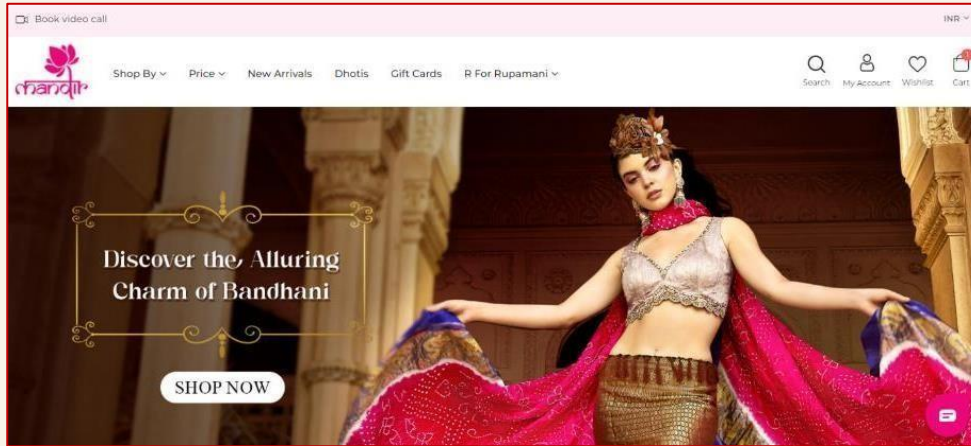


526.7 K followers⁽¹⁾



337.4K subscribers⁽¹⁾

Live shows & video-based commerce



Revenue from e-commerce channel

18,703 visits / day on websites across 4 formats⁽²⁾

25 states & 6 UTs served through e-commerce⁽²⁾

₹ 4,664 Average order value⁽¹⁾

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 December 31, 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



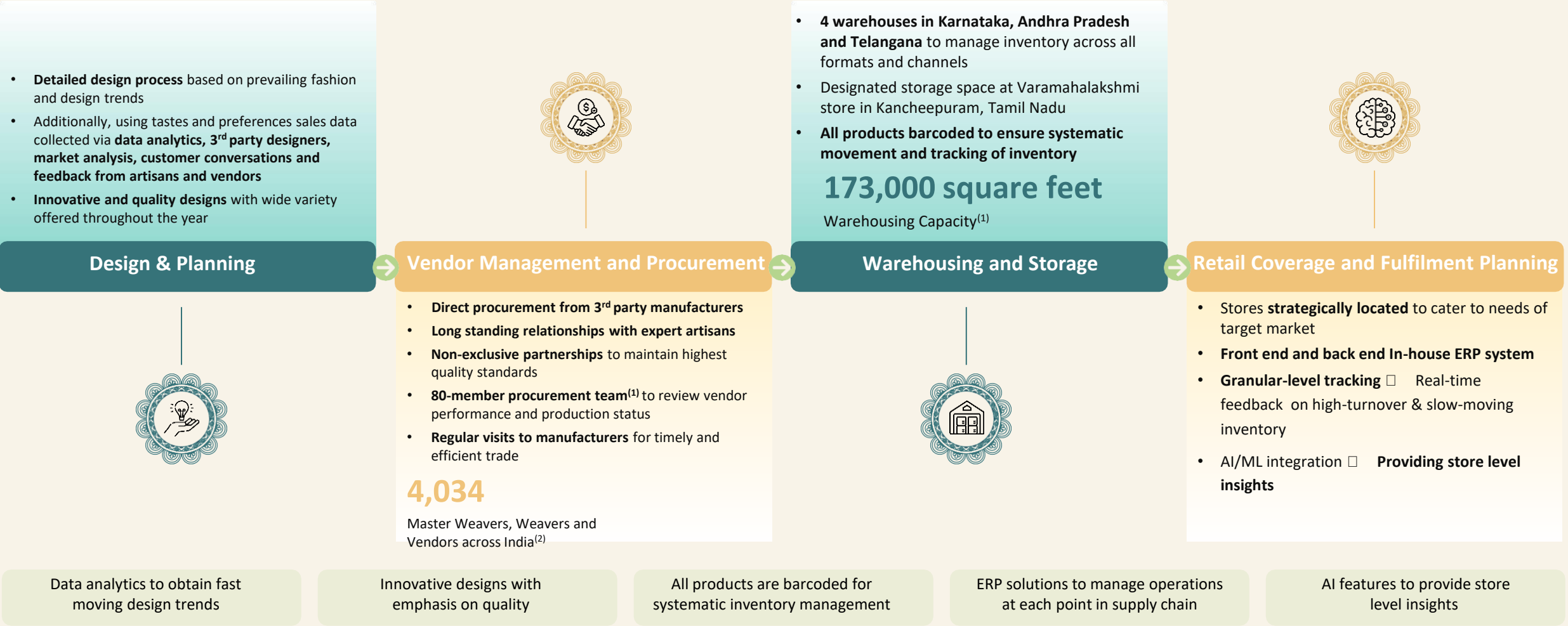
Increase in average business per customer

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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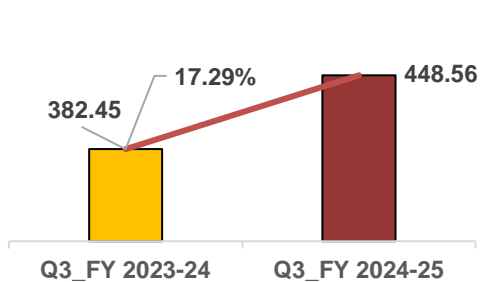


INR in Cr.

Q3 FY 2024-25 YoY Analysis

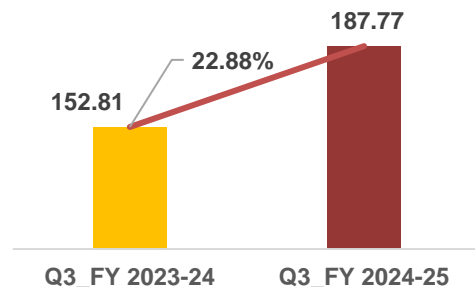
Revenue from Operations*

382.45 Revenues 448.56



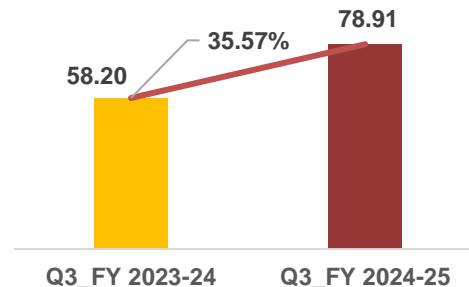
Gross Margin

39.96% Margins 41.86%



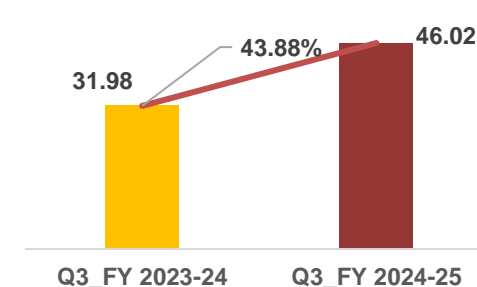
EBITDA & EBITDA Margin

15.22% Margins 17.59%



PAT & PAT Margin

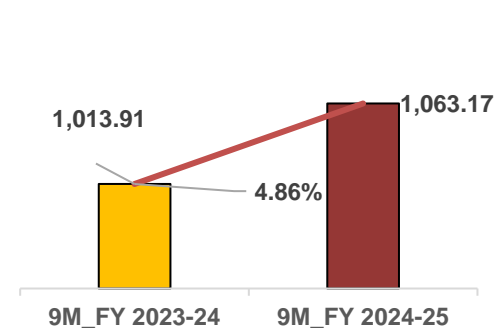
8.36% Margins 10.26%



9M FY 2024-25 YoY Analysis

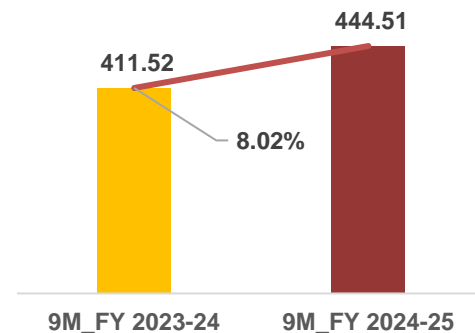
Revenue from Operations*

1,013.91 Revenues 1,063.17



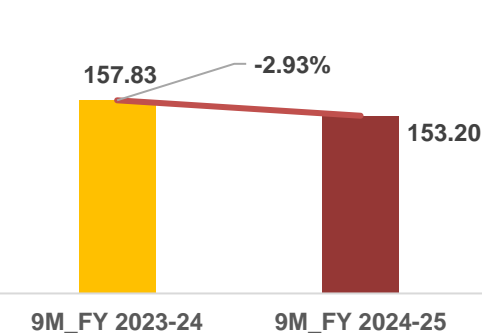
Gross Margin

40.59% Margins 41.81%



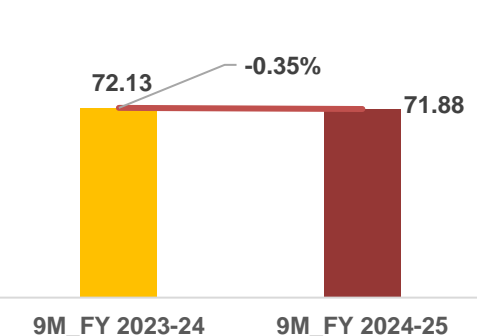
EBITDA & EBITDA Margin

15.57% Margins 14.41%



PAT & PAT Margin

7.11% Margins 6.76%



Profit and Loss Statement Q3 and 9M FY25

	Particulars	Quarter Ended			Nine month period ended		Year Ended
		Dec 31, 2024 (Un audited)	Sep 30, 2024 (Un audited)	Dec 31, 2023 (Un audited)	Dec 31, 2024 (Un audited)	Dec 31, 2023 (Un audited)	Mar 31, 2024 (Audited)
	INCOME						
I	Revenue from operations	448.56	347.31	382.45	1,063.17	1,013.91	1,373.55
II	Other income	5.64	6.26	10.06	18.64	15.24	23.47
III	Total Income (I+II)	454.20	353.57	392.51	1,081.81	1,029.15	1,397.03
	EXPENSES						
IV	(a) Purchases of stock-in-trade	270.16	275.02	283.61	732.05	686.37	848.56
	(b) Changes in inventories	-9.37	-74.16	-53.98	-113.40	-83.98	-33.89
	(c) Employee benefit expense	53.73	45.85	45.63	142.40	118.36	164.63
	(d) Finance costs	9.61	10.01	14.03	29.87	41.42	52.87
	(e) Depreciation and amortization expense	13.41	12.69	12.25	38.70	35.59	47.91
	(f) Other expenses	55.13	45.22	48.98	148.90	135.33	182.27
	Total expenses (IV)	392.67	314.64	350.53	978.54	933.09	1,262.35
V	Profit before exceptional items and tax (III-IV)	61.53	38.93	41.98	103.27	96.07	134.68
VI	Exceptional Items	-	-	-	-	-	-
VII	Profit before tax (V-VI)	61.53	38.93	41.98	103.27	96.07	134.68
VIII	Tax expense:	15.51	15.16	10.00	31.39	23.93	33.81
	(a) Current Tax	15.80	10.55	11.62	27.81	26.44	36.29
	(b) Deferred Tax	-0.29	-0.18	-0.43	-1.22	-1.31	-1.29
	(c) Previous years Tax	-	4.80	-1.19	4.80	-1.19	-1.19
IX	Profit (VII-VIII)	46.02	23.77	31.98	71.88	72.13	100.87

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)

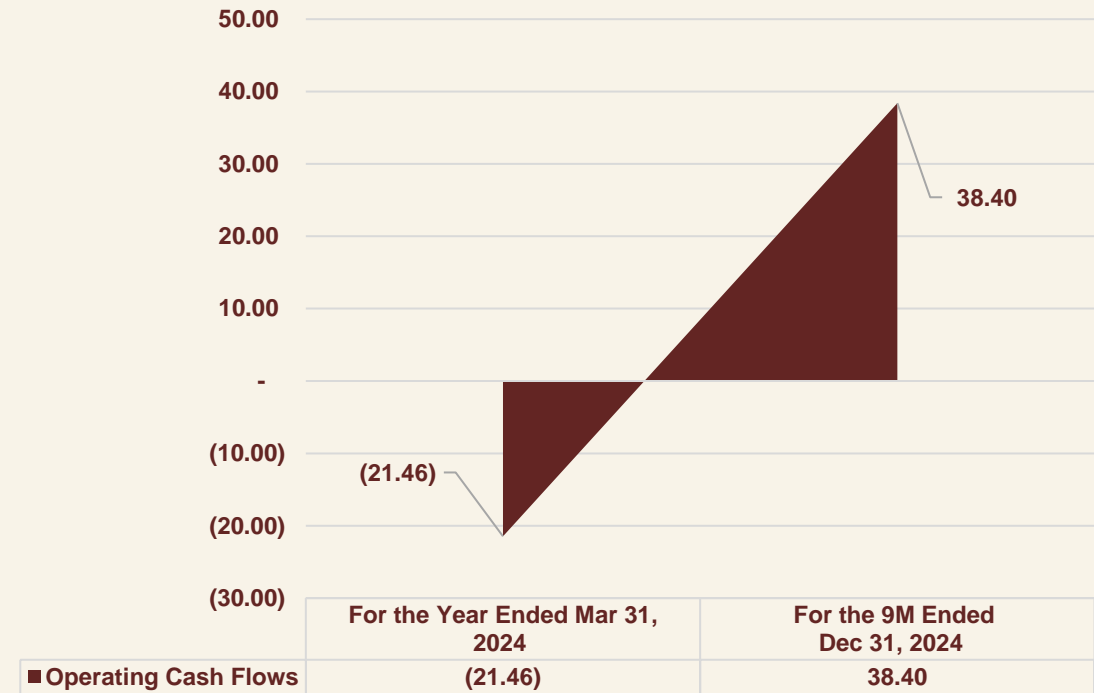
Operating Efficiency Statement

Debt Levels

In Cr.

Particulars	As at Mar 31, 2024	As at Dec 31, 2024	Increase / (Decrease)
Long Term	22.62	17.46	-5.16
Short Term	235.13	141.65	-93.48
Total	257.75	159.10	-98.65

Operating Cash Flows





Agenda for Discussion



Contents of the Presentation

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Our Growth Strategy

Long-Term Earnings Compounder

Appendix

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Key Strengths

Long-Term Earnings Compounder

Financial Highlights

Past Financial Performance

Awards & Recognition

List of Awards, accreditation, and recognition

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

27 Awards / Recognitions
since 2012

6 years in a row⁽¹⁾
Awarded at Time Business Awards by TOI

4 Awards⁽²⁾
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

