

Newsletter

THE INNER STORY



VOL II | ISSUE I

FROM THE DESK OF CHAIRMAN



Despite the pandemic, which shook the nation last year, the previous quarter in Lux was satisfying. It takes me immense pleasure to express that we have swum the pebbles leaving behind all the odd hold-ups and at the same time took fresh initiatives for the company.

This quarter has witnessed new advances through the promotion of two new TVCs, product launches, media collaborations, conferences, and conducting solid CSR activities. Besides,

the Q3 results too were convincing enough to allow us to take our next plunge for the upcoming quarters.

We are whole-heartedly in the process, working for the benefits of both the organization as well as for our employees. I am hopeful that we will be able to achieve maximum targets in the next quarters with promising and enriching experiences, in terms of both product and portfolio expansion, new take-offs, and other exciting collaborations that would align with the strategic goals of the company in the long run.

Q3 results

The Q3 FY21 has reported the highest ever quarterly revenue, which grew by 29% to Rs 392.91 Crores. EBIDTA has shown a record growth and stands at Rs 80.2 Crores, while PAT stands at Rs 55.1 Crores, respectively. The company's EBIDTA margin has seen an improvement of ~250 basis points to 20.4%, and PAT margins by ~310 basis points to 14%.

Lux Industries appoints its new CFO

Lux Industries, with immense pleasure, announces the appointment of its new Chief Financial Officer (CFO), Mr Saurabh Kumar Bhudolia on 13 February 2020. Mr Bhudolia, who has enriching experience in the field of finance has joined us from Future Lifestyle fashions Ltd where he played an extensive role across finance functions as the Chief Financial Officer.

Lux Group saw the launch of two new TVCs

When it comes to television commercials, Lux Group is persistently ahead in the game. Lux has always been ever enthusiastic about re-building and endorsing its brands in fresh ways to create value-addition for its consumers.

This season too, Lux launched two new TVCs for two of its most loved brands. The first is an exciting new commercial of Lux Cozi, which brings to its consumers the 21 fresh features of the vest. The second launched commercial is of Lyra. The concept features the trendy women who constantly seek out ways to flaunt their attire anytime, anywhere.

Lyra TVC: Lyra launched its new TVC with a contemporary concept. The new commercial has been shot in an international, dynamic and feisty milieu featuring the latest collections from the brand. Composed in an uber-cool frame and a swanky tune, Tapasee has very aptly been the new trendsetter for Lyra, a woman wear for anytime, anywhere. The main USP of the commercial is to accurately synchronize the brand with its product portfolio and the brand's target group.

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The TVC has been able to successfully recall the brand proposition of Lyra – anytime, anywhere, and has been appreciated by women all across.

The new Ikkis Khoobiyon wali Lux Cozi: The new TVC of Lux Cozi is conceptualized to promote the vest as not just a mere vest but a vest with 21 unique properties. The main idea of the new commercial is to further the vests usage in more than one way. Picturized in a peppy ambiance, the new TVC sets the right tone of entertainment along with attributing the 21 features that the Cozi vest imparts. Varun Dhawan like always has won hearts by fitting in the sets pertinently.

Strategized ingeniously, the 25 seconds TVC upholds the Lux Cozi vest as a landmark product in the men's innerwear category. The TVC has gained immense popularity in an extremely short period and has been applauded widely.

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Lyra extends its product portfolio

After launching its new set of T-shirts and sports bra, Lyra has once again come out with fresh additions to its product pool. Establishing itself as a complete woman wear brand, Lyra has launched the segment's latest night suits, side pattern tracks, and beginner's bra

The night suit is made with ultra-soft cotton, with colour lock technology providing a perfect fit and design to its wearers. The pyjamas come in assorted prints and are available in sizes from S to XXL.

The side-patterned track pant (306) is a slim fit track crafted with four-way stretch fabric for all-day comfort and a side pocket with a zipper for added utility. These tracks are suitably designed to mould any body shape for that perfect fit and design. These tracks are available in sizes from S to XXL.

Expanding its lingerie portfolio, Lyra has also introduced the new beginner's bra made with cotton spandex and four-way stretch fabric. This bra provides a modern styling with wider armholes along with a double-layered front panel. Label-free for all-day comfort, the bra is available in sizes XS to XL

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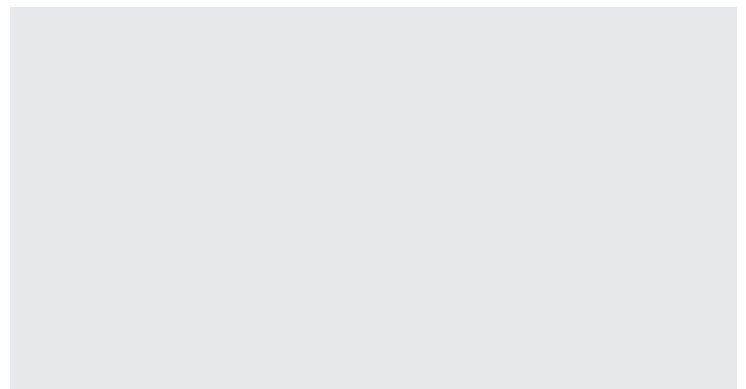
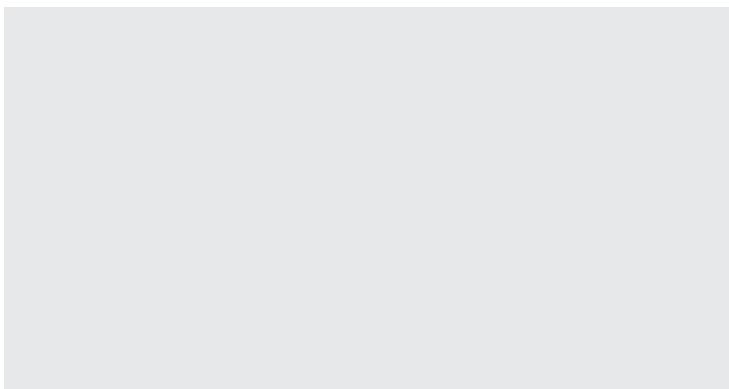
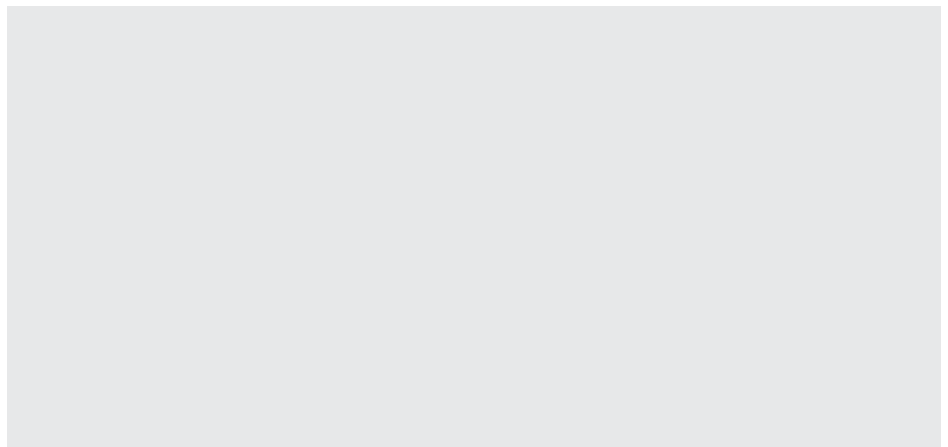
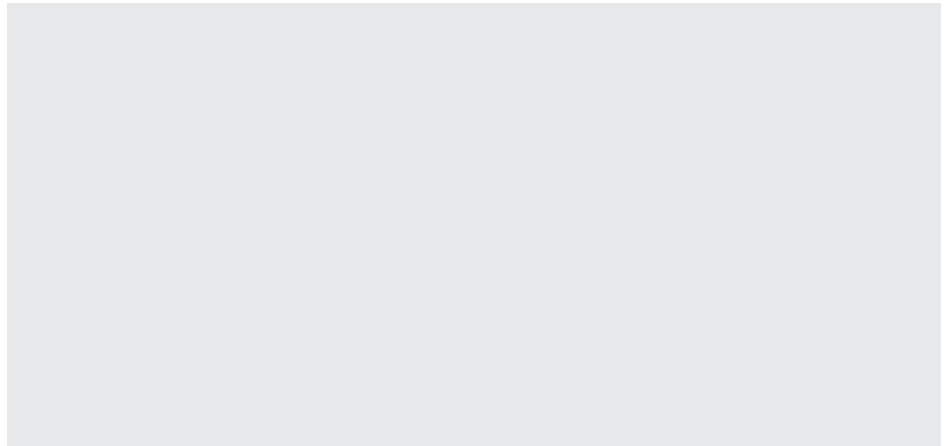
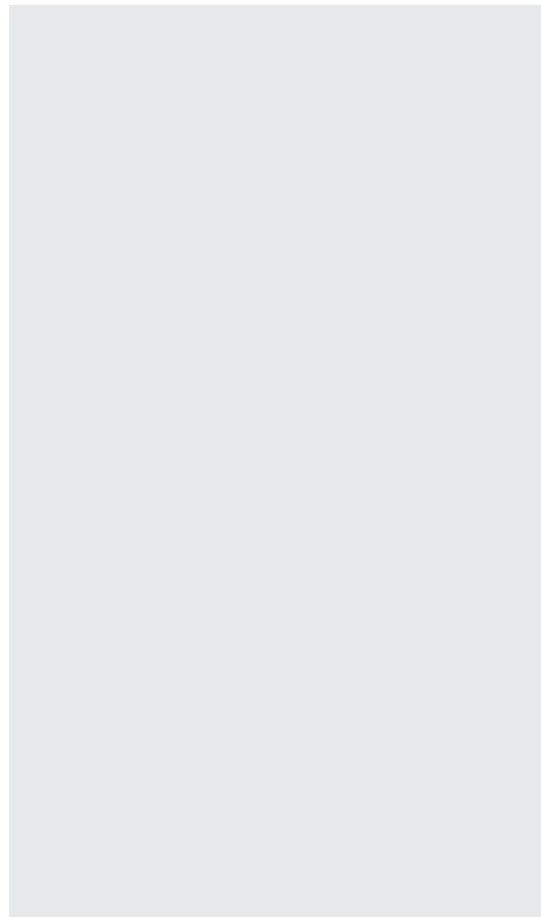


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Lux launches Cozy World

As we talk about our new endeavours, Cozy World is by far the most promising and unique initiative to platform the brands and products that come under the umbrella of Lux Industries Ltd. A one-of-its-kind EBO strategic initiative, Cozy World heralds the concept of standalone stores showcasing the entire gamut of brands from the house of Lux.

At present, there are four functional stores of Cozy World with three more openings in the pipeline in the first week of April in Guwahati, Krishnanagar, and Morena (M.P). The company is eager to expand its reach and set-up 200 such stores substantially in the next two years in tier I, II, and III markets.



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Lux Cozi organized distributors' conferences

In a recent event, Lux recently conducted a series of distributors' conferences in Indore, Agra, Jaipur, Gujarat, Mumbai, and Pune.

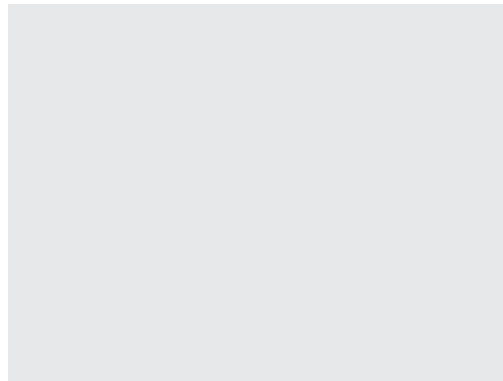
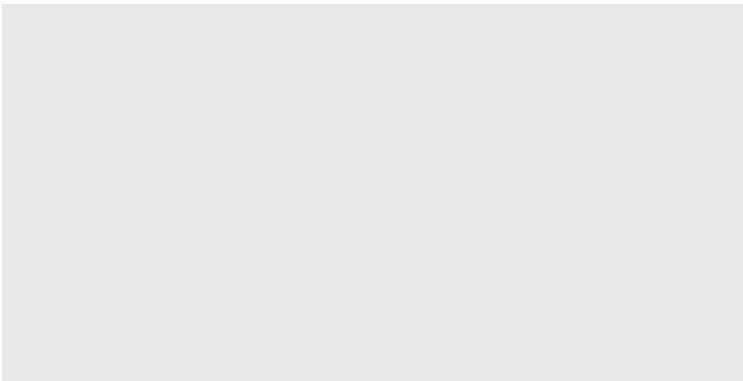
The first conference was held on 19 February in Mumbai and Pune with over 50 distributors who attended the conference. The conference was presided by our Chairman Mr Ashok Todi.

The second conference was held on 24 February in Agra and Gujarat. Both the conferences saw a gathering of over 50 distributors. While the Agra conference was headed by Managing Director Mr Pradeep Todi with distributors from Delhi and Western U.P, the Gujarat conference was attended by our Chairman Mr Ashok Todi.

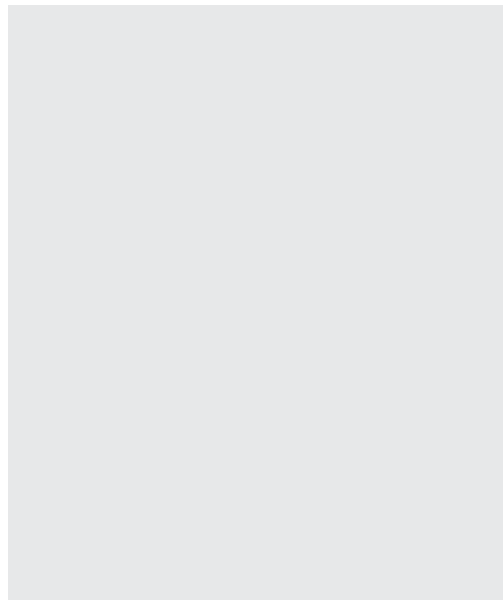
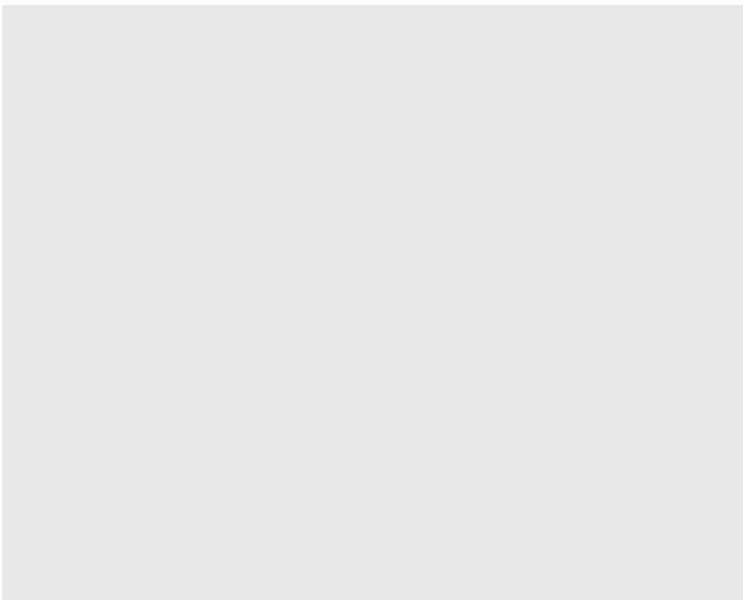
Following this was a conference organized in Jaipur. This conference was headed by our M.D. Mr Pradeep Todi, and attended by over 40 distributors from Rajasthan.

The final conference was organized in Indore on 26 February where a total of 110 distributors were present from M.P. and Chhattisgarh. The conference was attended by our Chairman Mr Ashok Kumar Todi.

Lyra holds its retailers' conference



Lyra, the complete women wear brand of Ebell Fashions recently organized a retailers' conference in Varanasi on 28 February. The conference was headed by President - Strategy, Mr Udit Todi to discuss the prospective blue-prints of the brand.



The conference highlighted all the product portfolios from Lyra along with introducing the segment's latest collections and launches. The event was a small meet and greet attended by 250 retailers.

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ONN collaborates with MTV Spitsvilla and Yuvin Esports

Recently, ONN, the men's premium wear brand from the house of Lux associated itself with two new exciting promotions and collaborations. The first collaboration is with our favourite MTV SpitsvillaX3 co-powered by Onn Premium Wear, which is telecasted every Saturday at 7 PM on MTV. Viewers will also get to catch the action on Voot Select 24 hours before TV.

The other is a very recent collaboration with Yuvin esports season 3, a one-of-its-kind international esports platform engaging participants on a global level. The game has an exciting prize pool grossing over Rs 4.5 lakhs to the winner.

Both the collaborations have brought in a satisfying level of prominence for ONN.

Lux conducts CSR activities

Amidst all the other activities and developments, Lux has always been keen on conducting its CSRs whole-heartedly. Lux has donated a judicious amount to Pushpawati Singhanian Hospital & Research Institute (PRSI), New Delhi. This hospital is engaged in rendering social service by providing treatment for various critical care disciplines.

Lux has also donated to animal welfare that includes consideration for all aspects of animal well-being, including proper housing, management, nutrition, disease prevention, and treatment.

Oct 2020 -March 2021

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JUMBLE UP WORDS

ESLKILD

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QUIZ TIME

- ❓ Which international organisation has released the report titled 'COVID-19 and Tourism'?
- ❓ When is the 'International Literacy Day' celebrated across the world?
- ❓ Which Indian state is set to launch 'Roko -Toko' campaign for urging people to wear masks?
- ❓ World Health Organization (WHO) has declared which region as free of Polio disease?
- ❓ Which is the most downloaded Covid-19 contact tracing application in the world, as on date?

PUZZLE WORD

Find 3 Brand's Name

I	N	T	R	O							
	E	A	M	S	T	R	O				
	S	A			O	X	Y	L			
R	N	F	E	I	O	N					
L	A	V	E	N	D	E	R				
	V	I	T	E	C	A	T				
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Admired Brand