

Nandani Creation Limited



SYMBOL: JAIPURKURT

ISIN: INE696V01013

To,
The Manager-Listing Department,
The National Stock Exchange of India Limited,
Exchange Plaza, NSE Building,
Bandra Kurla Complex, Bandra East,
Mumbai-400 051,
Fax: 022-26598237, 022-26598238

Dated: 01.06.2022

Reference No: Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.

Subject: Investor Presentation (FY 2022-Audited Standalone & Consolidated Financial Results)

Dear Sir,

Pursuant to the provisions of Regulation 30 of the Listing Regulations, we enclose herewith our presentation on the Audited Standalone and Consolidated Financial Results of the Company for the quarter and financial year ended March 31, 2022 which would be presented before the investors.

This is for your information and records.

Thanking You,

FOR NANDANI CREATION LIMITED



GUNJAN JAIN

COMPANY SECRETARY & COMPLIANCE OFFICER

M No.: A45068

CIN No.: L18101RJ2012PLC037976



G-13, AARNA-3, Kartarpura Industrial Area,
Bais Godown, Jaipur -302 006 Rajasthan INDIA



+91-141-4037596
+91-141-4029596



info@jaipurkurti.com
www.jaipurkurti.com

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL



Nandani
Creation Ltd

Jaipur Kurti[®]
Com



ONLINE FIRST BRAND
[Women Indian Wear]



Safe Harbour

This presentation has been prepared by Nandani Creation Limited (the “Company”) for general information purposes only, without regard to any specific objectives, suitability, financial situations and needs of any particular person and does not constitute any recommendation or form part of any offer or invitation, directly or indirectly, in any manner, or inducement to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of the Company, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment therefore. This presentation does not solicit any action based on the material contained herein. Nothing in this presentation is intended by the Company to be construed as legal, accounting or tax advice. This presentation has been prepared by the Company based upon information available in the public domain. This presentation has not been approved and will not or may not be reviewed or approved by any statutory or regulatory authority in India or by any Stock Exchange in India. This presentation may include statements which may constitute forward-looking statements. The actual results could differ materially from those projected in any such forward-looking statements because of various factors. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise. This presentation contains certain forward-looking statements relating to the business, financial performance, strategy and results of the Company and/ or the industry in which it operates. Forward-looking statements are statements concerning future circumstances and results, and any other statements that are not historical facts, sometimes identified by the words including, without limitation "believes", "expects", "predicts", "intends", "projects", "plans", "estimates", "aims", "foresees", "anticipates", "targets", and similar expressions. The forward-looking statements, including those cited from third party sources, contained in this presentation are based on numerous assumptions and are uncertain and subject to risks. A multitude of factors including, but not limited to, changes in demand, competition and technology, can cause actual events, performance or results to differ significantly from any anticipated development. Neither the Company nor its affiliates or advisors or representatives nor any of its or their parent or subsidiary undertakings or any such person's officers or employees guarantees that the assumptions underlying such forward-looking statements are free from errors nor does either accept any responsibility for the future accuracy of the forward-looking statements contained in this presentation or the actual occurrence of the forecasted developments. Forward-looking statements speak only as of the date of this presentation and are not guarantees of future performance. As a result, the Company expressly disclaims any obligation or undertaking to release any update or revisions to any forward-looking statements in this presentation as a result of any change in expectations or any change in events, conditions, assumptions or circumstances on which these forward looking statements are based. Given these uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The information contained in these materials has not been independently verified. None of the Company, its directors, promoters or affiliates, nor any of its or their respective employees, advisers or representatives or any other person accepts any responsibility or liability whatsoever, whether arising in tort, contract or otherwise, for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this presentation or its contents or otherwise in connection with this presentation, and makes no representation or warranty, express or implied, for the contents of this presentation including its accuracy, fairness, completeness or verification or for any other statement made or purported to be made by any of them, or on behalf of them, and nothing in this presentation or at this presentation shall be relied upon as a promise or representation in this respect, whether as to the past or the future. Past performance is not a guide for future performance. The information contained in this presentation is current, and if not stated otherwise, made as of the date of this presentation. The Company undertakes no obligation to update or revise any information in this presentation as a result of new information, future events or otherwise. Any person/ party intending to provide finance/ invest in the shares/ businesses of the Company shall do so after seeking their own professional advice and after carrying out their own due diligence procedure to ensure that they are making an informed decision. This presentation is strictly confidential and may not be copied or disseminated, in whole or in part, and in any manner or for any purpose. No person is authorized to give any information or to make any representation not contained in or inconsistent with this presentation and if given or made, such information or representation must not be relied upon as having been authorized by any person. Failure to comply with this restriction may constitute a violation of the applicable securities laws.

Introduction

Manufacturer and Retailer of Contemporary Indian Wear for women which includes kurtis, suit sets and other top wear, bottom wear (pants, plazzos, etc.), Fusion wear , Lounge wear, Plus size garments etc.

Sales under the Brand Name "JaipurKurti.com" & Amaiva

Online first Indian wear brand

- D2C model (90% sales)
- Complementing Exclusive Brand Outlet sales (10% sales)

Target market is females of age group 25-65 Years

Products are targeted for daily, casual, office and party wear

Website: <https://www.jaipurkurti.com/>

Sales Channel

3rd Party E-commerce market platform (Myntra, Flipkart, Amazon, Ajio ,Nykaa, Tata Cliq,& more), one of the few surviving online brands working harmoniously with multiple online platforms

Own website (<https://www.jaipurkurti.com>)

Operating 6 Exclusive Brand Outlet (4 in Jaipur,1 in Ganganagar and 1 in Jodhpur)

Supply Chain Operations:

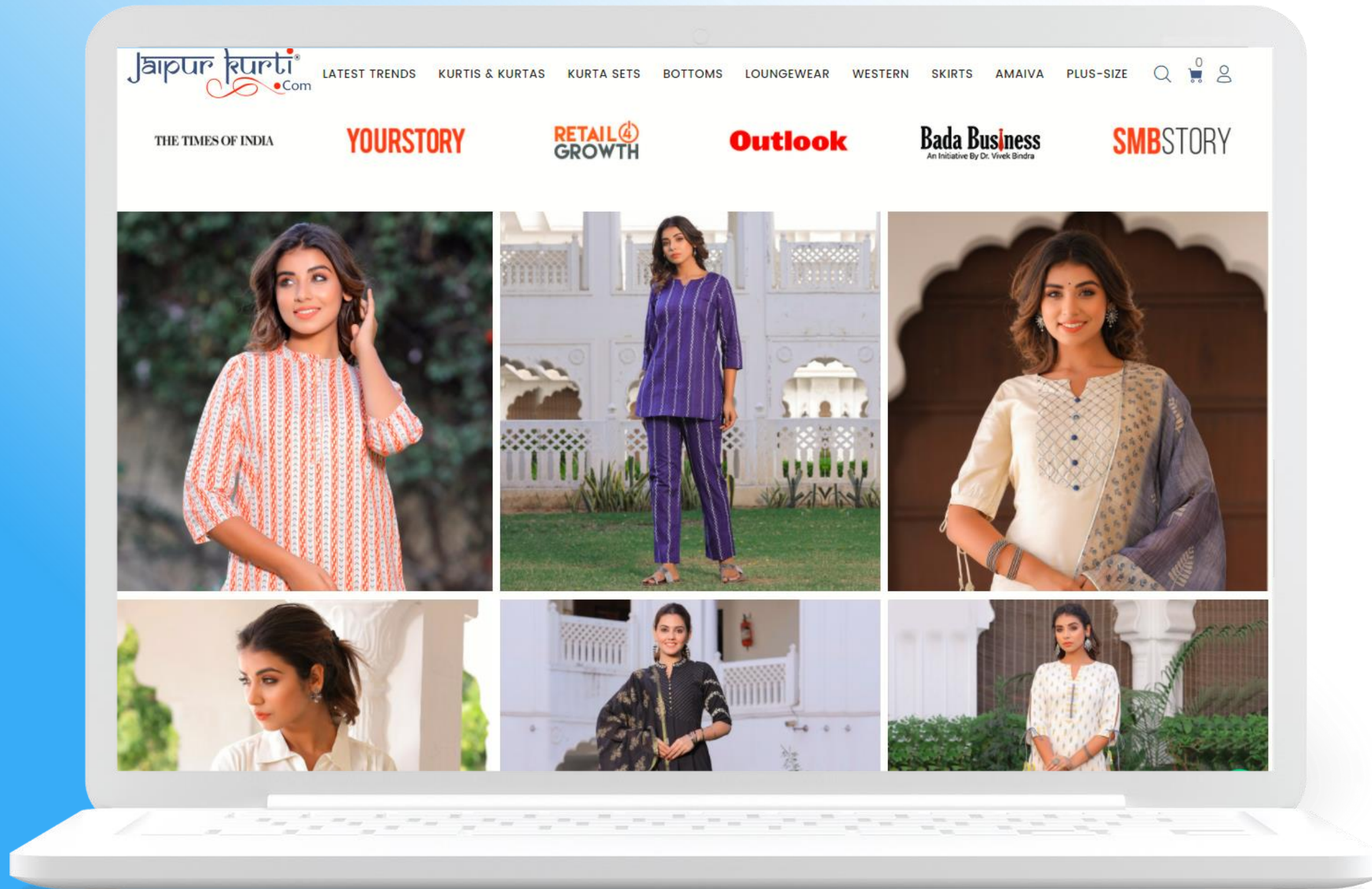
Right blend of in house and outsource manufacturing.

Designing | fabric selection | procurement | stitching | packing is done in house | dyeing | printing | embroidery is out sourced on job contract

Entire customer fulfillment is in-house, centralized at its works with no dependency on its online partners

Snapshot

Particulars	Details
Revenue (FY 22)	INR 62.7 Crore
PAT (FY 22)	INR 0.50 Crore
Incorporated	Feb , 2012
Share Issued	1,00,33,950
Share Holding	Promoter : 70.29% Public : 29.71%
Stock Codes	Yahoo Finance : JAIPURKURT.NS Bloomberg : NANDANI:IN NSE : JAIPURKURT
Manufacturing Units & Registered Office	G-13, AARNA-3, KARTARPURA INDUSTRIAL AREA, BAIS GODAM, JAIPUR, RAJASTHAN 302006 [R]
Listed On	National Stock Exchange

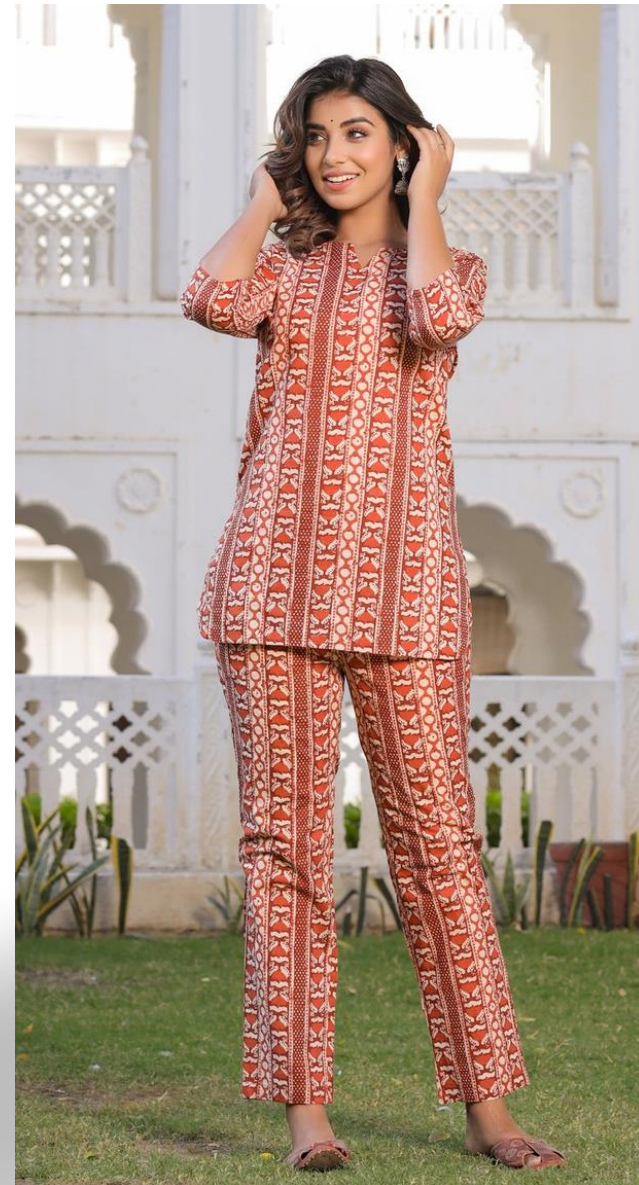


Products Portfolio

<https://www.jaipurkurti.com>



Sets (Composite Sets, Salwar Dupatta , Salwar Kurti and Dupatta , Lounge Wear Dresses)- 40% of sales





Topwear (Include Kurti , Kurta , Women's Top , Women Shirt)-40% of sales

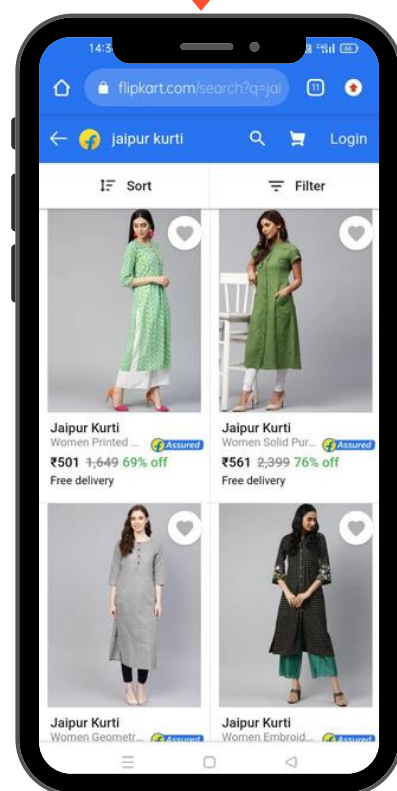




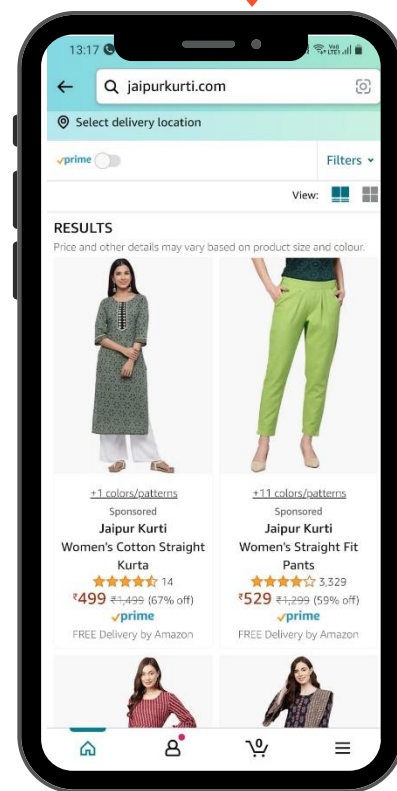
Bottom Wear (Include Pants, Plazzos, Skirts)-20% of sales



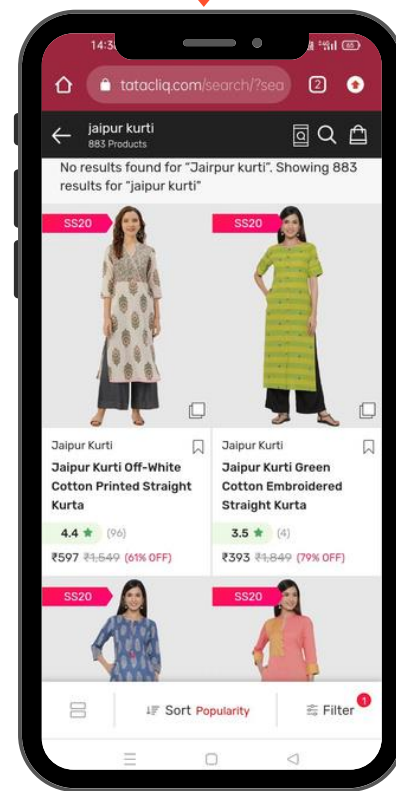
ONLINE PRESENCE OF JAIPURKURTI.COM



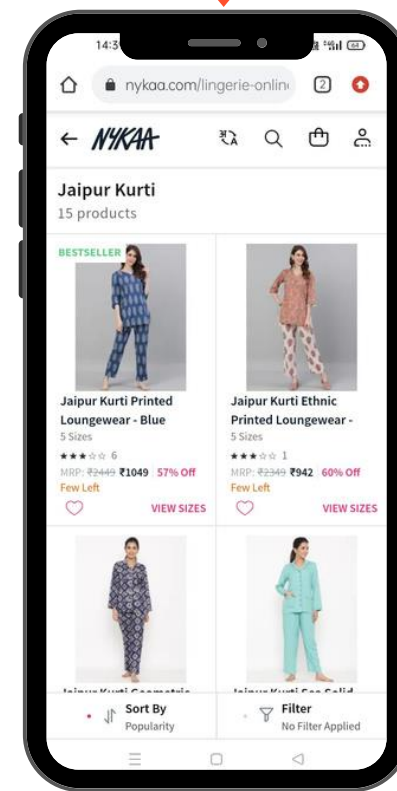
FLIPKART



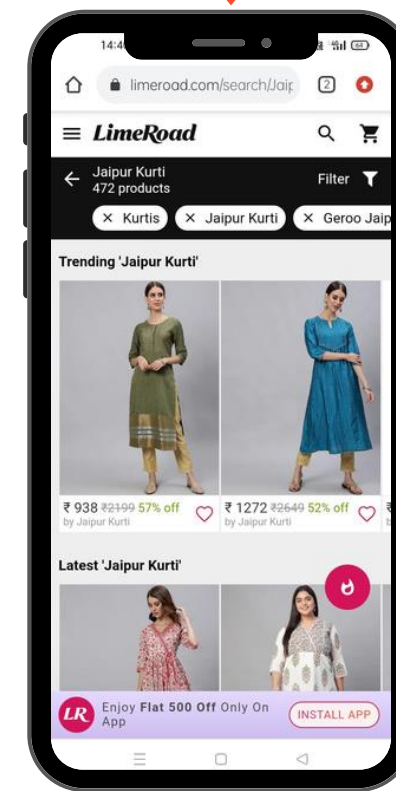
AMAZON



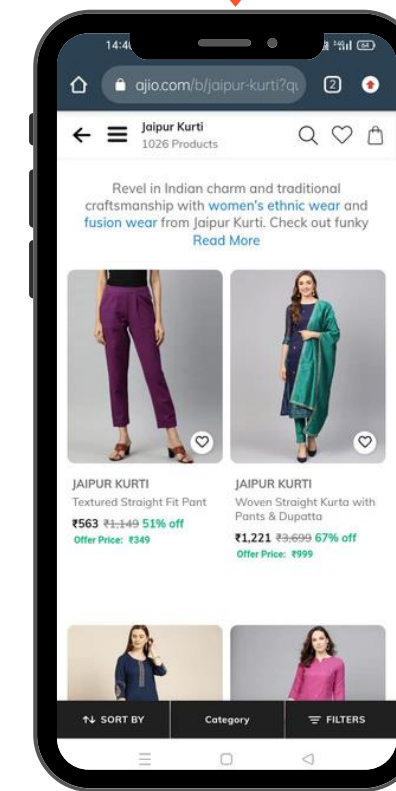
TATACLIQ



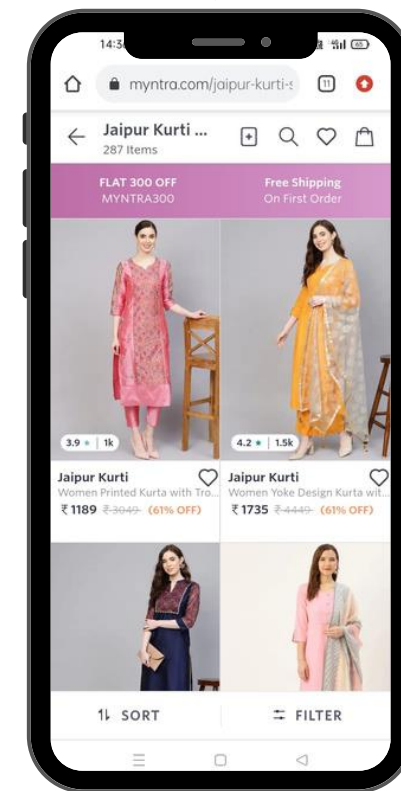
NYKAA



LIMEROAD



AJIO



MYNTRA

GLIMPSE OF RETAIL STORES



Focused growth of Own Sales Platform

Proprietary Sales Channel



Exclusive Brand Outlet (EBO) **Q4 - 10%**
FY22 - 6%
FY21 - 3%

- Doubled EBO count to 6 (4 in Jaipur , 1 in Sri Ganganagar & 1 in Jodhpur)
- Started generating ~ Rs 2 Lakh per day from retail stores
- High repeat customer rate

Proprietary Online Platform **Q4 - 5%**
FY22 - 2%
FY21 - 1.5%

- Online portal is doing near break-even, despite high initial marketing expenses
- Within 3 month of relaunch , started generating ~ Rs 1 Lakh per day



Historical Financials

Consolidated,(Rs. In Cr)

Particulars	FY18	FY19	FY20	FY21	FY22
Net Sales	33.3	37.4	46.9	47.8	62.7
Operating EBITDA	2.4	3.2	3.2	4.6	2.9
EBITDA margin	7.1%	8.4%	6.8%	9.7%	4.7%
Interest	0.7	1.2	1.6	1.8	1.6
Depreciation	0.3	0.5	0.4	1.1	1.3
PBT	1.3	1.5	1.3	2.3	0.7
Tax	0.4	0.5	0.4	0.6	0.2
PAT	0.9	1.1	0.9	1.7	0.6
Gross Debt	5.5	7.7	7.5	7.1	13.3

Comments:

- Healthy revenue growth driven by 36% volume growth in retail sales
- Contraction of margin was mainly due to : Sharp increase in raw material prices , which will be gradually pass on to the customer , spends on marketing and promotion of newly launched e commerce website , owing to prolonged winters , autumn collection was sold on steep discounts

Our Founder



Anuj Mundhra (Age 40 years)

Founder/Promoter and Chairman cum Managing Director

- He is hands on first generation Entrepreneur
- Started from a humble background , have no other business interest other than Nandani Creation
- Having an experience of more than 19 years in the textile Industry
- Plays a pivotal role in formulation and implementation of business strategy for growth & expansion of business
- Has been the front face of the company for dealing with suppliers , vendors , customers for JaipurKurti

Key Managerial Persons

Vandana Mundhra

Promoter and Whole Time Director

She has a experience of 15 plus years in the textile industry . She plays crucial role in designing and developing the products

Dwarka Das Mundhra

Chief Financial Officer

He has been associated with our company since incorporation and responsible for accounting, finance and taxation of the company

Gunjan Jain

Company Secretary & Compliance Officer

She is Company Secretary by qualification and looks after the legal and compliance department of the company

Nandani's Favorable Positioning

Offline players:

- No legacy burden of offline sales channels (distribution network or own stores)
- Expertise in efficiently managing all operational activities in online business like logistic, inventory, fulfilling and returns
- Attractive price point familiarity of dynamic pricing practice
- Resilient business model having showcased growth even in the pandemic times when all the offline players were struggling

Online Players:

- Complete operational integration
- Relationship with multiple channel partners with the right mix thereby avoiding any partner dependency
- Recognized as one of the oldest surviving online brand in the industry
- Repeat customers and ability to attract organic traffic
- High conversion ratio

Growth Drivers:

**Business
Strategy
Aligned with
Growth Drivers**

Favorable
demographics of
Indian population

Migration from offline to
online market place

Increasing population
of working women

Shift from Unbranded
(unorganized) to
Branded (organized)
segment

Increase in per
capita income

Business Strategy

Developing & strengthening all available online sales channels in the market

Increasing share in fast growing 3rd party online sales channel

Focus on growing its own D2C channel under its flagship website domain “JaipurKurti.com” Key reasons for investing in proprietary sales platform:

- To catch the long term trend of D2C business model in the most efficient way
- Create customer ownership
- Create cross sell opportunities
- Reduce 3rd party dependence risk
- This business model is the most effective way to leverage company’s existing strengths of managing online business logistics, online customer engagement and executing online sales & branding strategies

Increase offline stores to compliment online presence as a complimentary sales channel to its core online business. Plan to grow more number of stores from 6 in next 2 years.

Increasing consumer engagement through social media marketing and omnichannel sales

Value Drivers

Pure play on structural online fashion retail opportunity. Online fashion retail is a fast-growing opportunity with humungous market opportunity with the available tailwinds. Given the pandemic effect, offline to online migration has been fast tracked.

Asset light and operationally light model providing huge scalability opportunity and wide consumer reach

Long surviving brand awareness enables favorable consumer orientation

Positioning in the given consumer segment (Female aged 25-65 years) aligns opportunities in other related product categories like kids' fashion, male fashion, female western fashion wear, female fashion accessories, etc.

Focused management team lead by aspirational, young & energetic promoter

Balanced capital structure with reasonable leverage

Nandani
Creation Ltd

Jaipur Kurti[®]
Com



+ SHOP NOW

THANK YOU!

Nandani Creation Limited

nandanicreation.com

Jaipurkurti.com

info@jaipurkurti.com

0141-4037596

**G-13, KARTARPURA INDUSTRIAL AREA, NEAR
22 GODAM, JAIPUR-302006, RAJASTHAN**