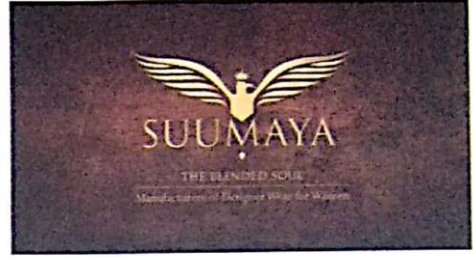


SUUMAYA LIFESTYLE LIMITED
(FORMERLY KNOW AS RICHWAY INTERANTIONAL TRADE LTD)
CIN: L70102MH2011PLC220879



November 03, 2020

To,
The Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra- Kurla Complex,
Bandra (E), Mumbai – 400 051

Symbol – **SUULD**

Sub: Intimation regarding Suumaya Lifestyle Limited Investor's Presentation - November 2020

Dear Sir,

With reference to above mentioned subject, please find attached **Suumaya Lifestyle Limited Investor's Presentation - November 2020.**

Requesting you to take on record.

Thanking you

For Suumaya Lifestyle Limited

SEJAL
PRAVIN
DOSHI

Digitally signed by
SEJAL PRAVIN DOSHI
Date: 2020.11.03
10:42:40 +05'30'

Sejal Pravinchandra Doshi

Director

DIN 08431221

**Regd. Office.: 5/F, D Wing,
Malad Industrial Estate,
Kanchpada, Ramchandra Lane Extension,
Malad (W),
Mumbai - 400 064 (India)**

**Factory: C7 - 138/139, Bhumi World,
Pimples Village, Mumbai-Nashik Highway,
Before Kalyan Bhiwandi Naka,
Opp. Tata Amantra, Pimpas,
Thane - 421302 (India)**

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www.suumayalifestyle.com**



Suumaya Lifestyle Limited

Diversified Textile Player

**Investor Presentation
November 2020**



Safe Harbor



This presentation has been prepared by Suumaya Lifestyle Limited ("SLL" or "the Company") based on information and data which the Company considers reliable. But the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the accuracy, completeness, fairness and reasonableness of the contents of this presentation. This presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability, in respect of the contents of, or any omission from this presentation is expressly excluded.

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Unless otherwise specified, all the figures given hereby are denominated in Indian Currency i.e. INR

1

*Company
Overview*

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*People behind
the Scenes*

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Portfolio*

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*Infrastructure &
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Footprint*

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*Industry
Dynamics*

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*Financial
Performance*

Suumaya: A Soul Well Fashioned

Delivering confident clothing to women since 2015.

One of the fastest innovating brand in women fashion.

Sourcing the finest quality of fabric at the most competitive price.

End-to-end experience in textile industry.

Our designs can simply be described in 3 words:

Creative | Innovative | Exquisite



Management



Ushik Gala, Chairman

- Commerce graduate and Chartered Accountant (CA)
- Half a decade of experience in textile industry
- Looks after finance, expansion and business development, marketing and brand building activities

Ishita Gala, Managing Director (MD)

- Commerce graduate and semi Actuary 2+ years of experience in textile industry Experienced in business management and employee engagement
- Responsible for management and administrative functions of the Company



Sumit Singh, Chief Executive Officer (CEO)

- Holds degree in Business Management and professional certifications i.e. HPMT, PMP, TATVA leadership training
- A professional with over 10 Years of experience in technical environments
- Have worked for renowned corporates like Power2sme Pvt Ltd, GE Money, Policy Bazaar & Reliance Capital

Karishma Kaku, Chief Financial Officer (CFO)

- Commerce graduate
- 3+ years of experience in accounts and Taxation
- Responsible for managing accounts and taxation compliance for the Company



Our Non-Executive Directors



Industry veterans with combined experience of more than 100 years!



Satish Khimawat
Non-executive Independent
Director

**Mentoring us
since March,
2017**

- 20+ years of experience in finance, capital markets and business Commerce Graduate



Sharad Jain
Non-executive Independent
Director

**Mentoring us
since January,
2019**

- Sr. Vice President at KAMCO Invest DIFC
- Managing close to USD 13 Bn of AUM
- 25+ years of experience in Private Equity, Portfolio Management and Equity Research
- Middlesex University, London | University of Mumbai



Ishtiaq Ali
Non-executive Independent
Director

**Mentoring us
since October,
2019**

- Founding Partner at Orbit Law Services
- 30+ years of experience as an in-house counsel at IFCI and in private practice
- Core team member to introducing and developing Sharia Compliant Transactions in India
- LL.M | LL.B | Bachelor of Science, Aligarh Muslim University



Sejal Doshi
Non-executive Director

**Mentoring us
since October,
2019**

- 20+ years of experience in equity markets, fundamental equity research and fund management
- Actively managed USD 100 Mn worth of equity corpus as a fund manager
- manage India Infoline | ICICI Securities | Angel Broking | Tower Capital
- Chartered Accountant | Commerce Graduate



Satpal Arora
Non-executive Independent
Director

**Mentoring us
since July, 2020**

- 40+ yrs of vast experience with various industries
- Extensive experience in Private Equity Funding, Insolvency Laws & Procedures, Disinvestment of Enterprises
- Working knowledge of various Economic Laws, Companies Act, Regulatory Provisions of Stock Exchanges & SEBI
- TFCI Limited | IFCI Limited | IFCI Venture Capital Funds Limited



Deepak Kanitlal Jain
Non-executive Director

**Mentoring us
since August,
2020**

- 8 years of experience in Telecom Sector
- 20 years of experience of Gold Manufacturing, Wholesaling & Retailing

Our Non-Executive Directors



Kshitish Shastri
Non-executive Director
Mentoring us
since August,
2020

- Post Graduation Diploma in Hotel Management & Marketing Management
- 27 years of Experience. 8 years as General Manager with Frontier Protective Wear Pvt Ltd

Product Portfolio



Kurtis



Our Kurtis are segmented into 3 categories viz. Contemporary Ethnic Wear (Ira), Premium Fusion Wear (Ekaa) and Premium Occasion Wear (Tag9)

Pret Wear



We make ready-to-wear designer dresses as a part of our season collection. Our in-house designing team launches Pret Wear collection every season

Western Wear



We also have in-house capabilities to manufacture western wear for women viz. Tops, Tunic, Bottoms, Yoga Pants, Leggings

COVID-19 essentials



We manufacture 3-ply masks on our fully automated imported machineries. Also, we make Personal Protective Equipment (PPE) Kits.

Infrastructure and Production Facilities



Our Exclusive Job Workers at various locations

03

at Jaipur



03

at Ahmedabad



06

at Surat



02

at Delhi



02

at Mumbai

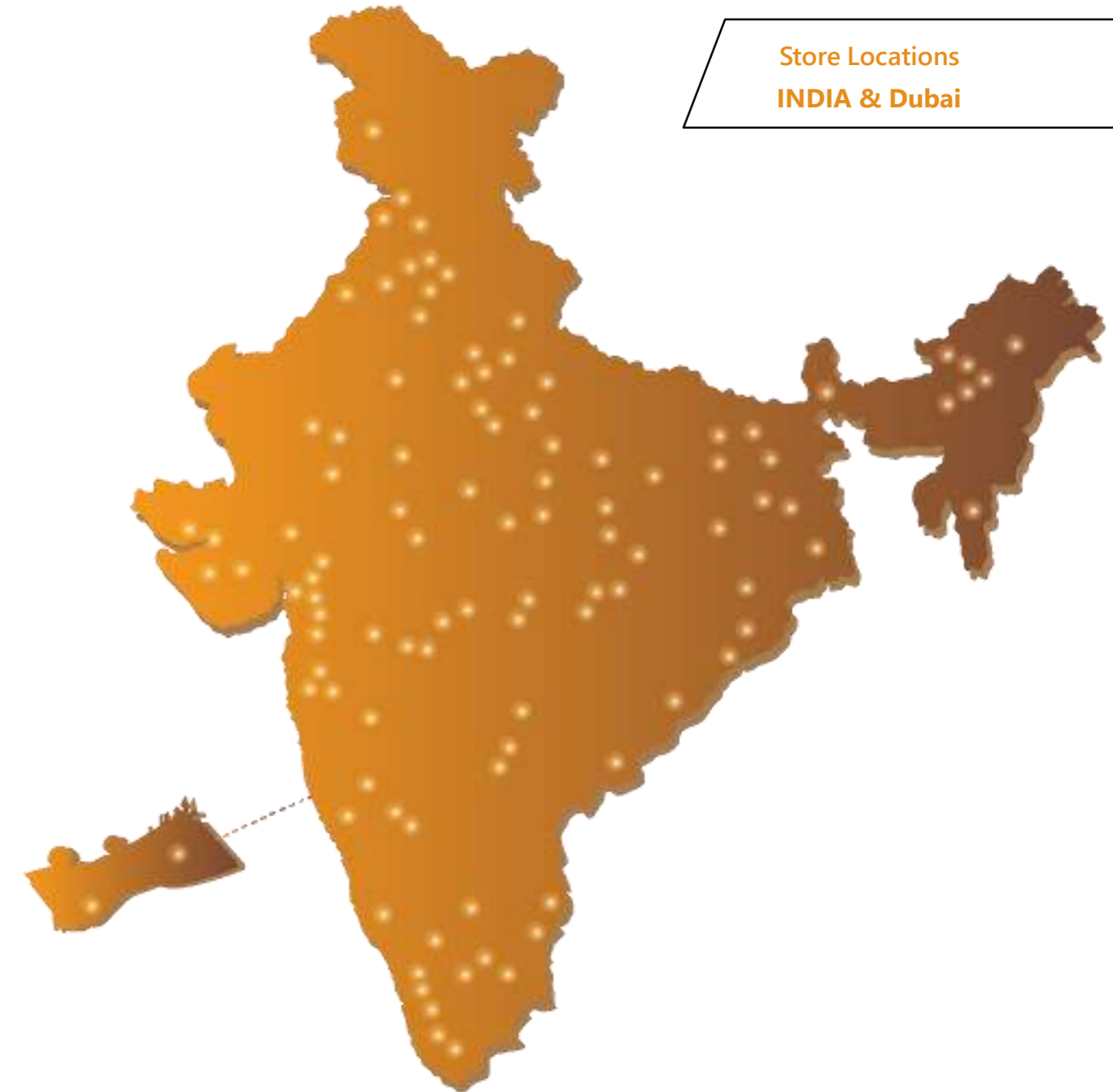
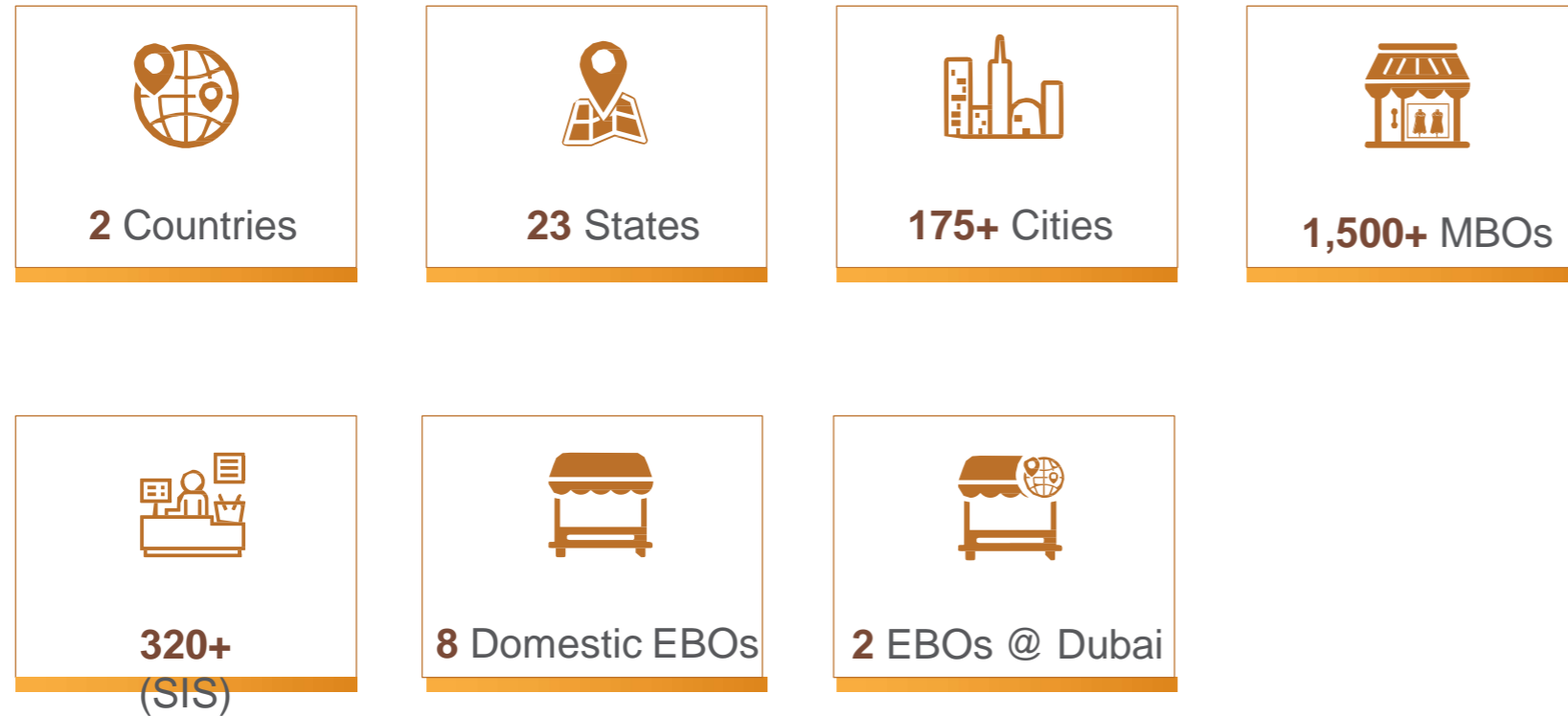


01

at Vapi



Distribution Footprint



Our USPs



Our Zeal to become one of the most diversified producer of textile!

More than 30 yrs of experience in fabric business - gives its strengths on sourcing at competitive pricing, understanding the market trend and fashion

Widening the product basket and increasing the wallet share amongst women's spending within the targeted age groups

Robust Asset Light Model – built a robust network of exclusive job workers to release burden of capital investments in manufacturing units

Millennial minds at the helm of operations - Second Generation Management Team is evolving the brand positioning of the Company

Adaptability and Agility - Ability to adapt to changing times and agile infrastructure to manufacture varied range of products



Suumaya 2.0



Unleashing new frontiers for the Company – In Technical Textiles!

Converting Challenges into Opportunity Emerged as one of the Leading Player in the Medical Textiles segment within the country

Efficiently utilized idle garmenting facilities for manufacturing of Covid-19 essentials – PPE Kits & Masks

Built substantial order book from reputed clientele within short span the company has managed to secure requisite certifications and tied up exclusive facilities for supplies

Core Branded Apparel business focus on Inventory Management, Receivables and Brand Focus on Suumaya for the next upcycle

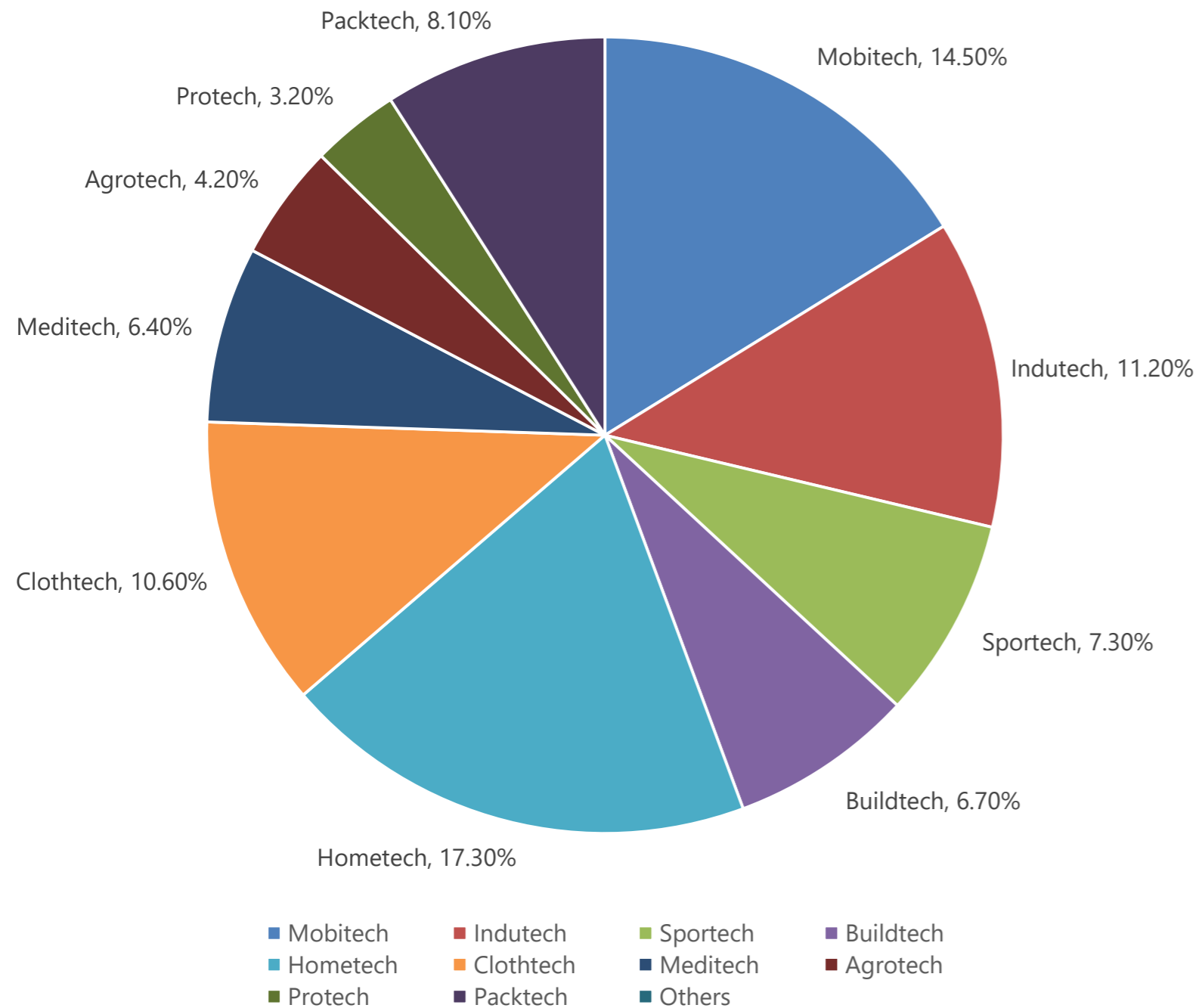
Unlocking measures by Government is likely to augur well for the core business as economic activity gradually get backs on track



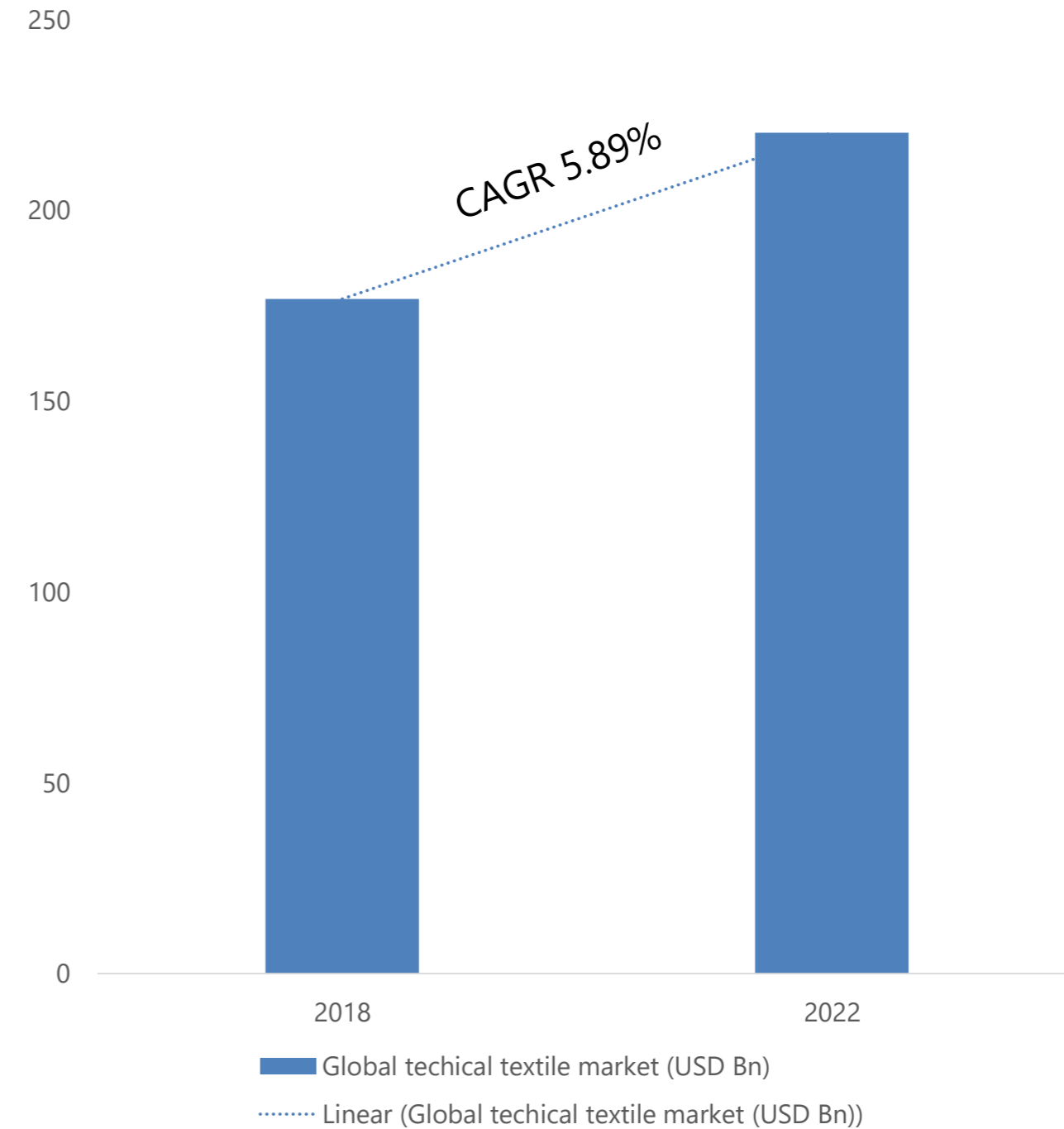
Global Technical Textiles - Industry Overview



Global technical textiles segmentation (2011)



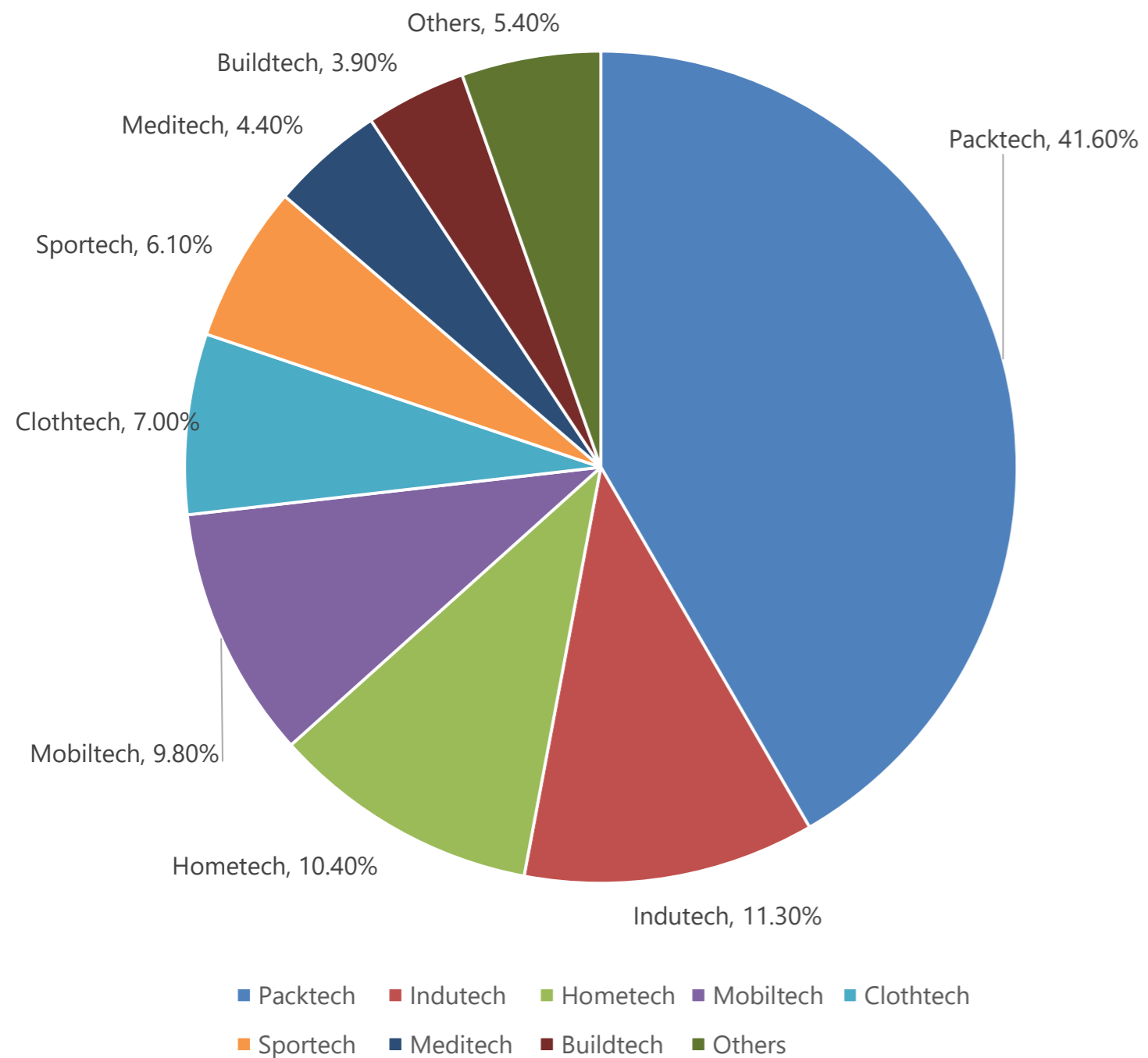
Global technical textile market (USD Bn)



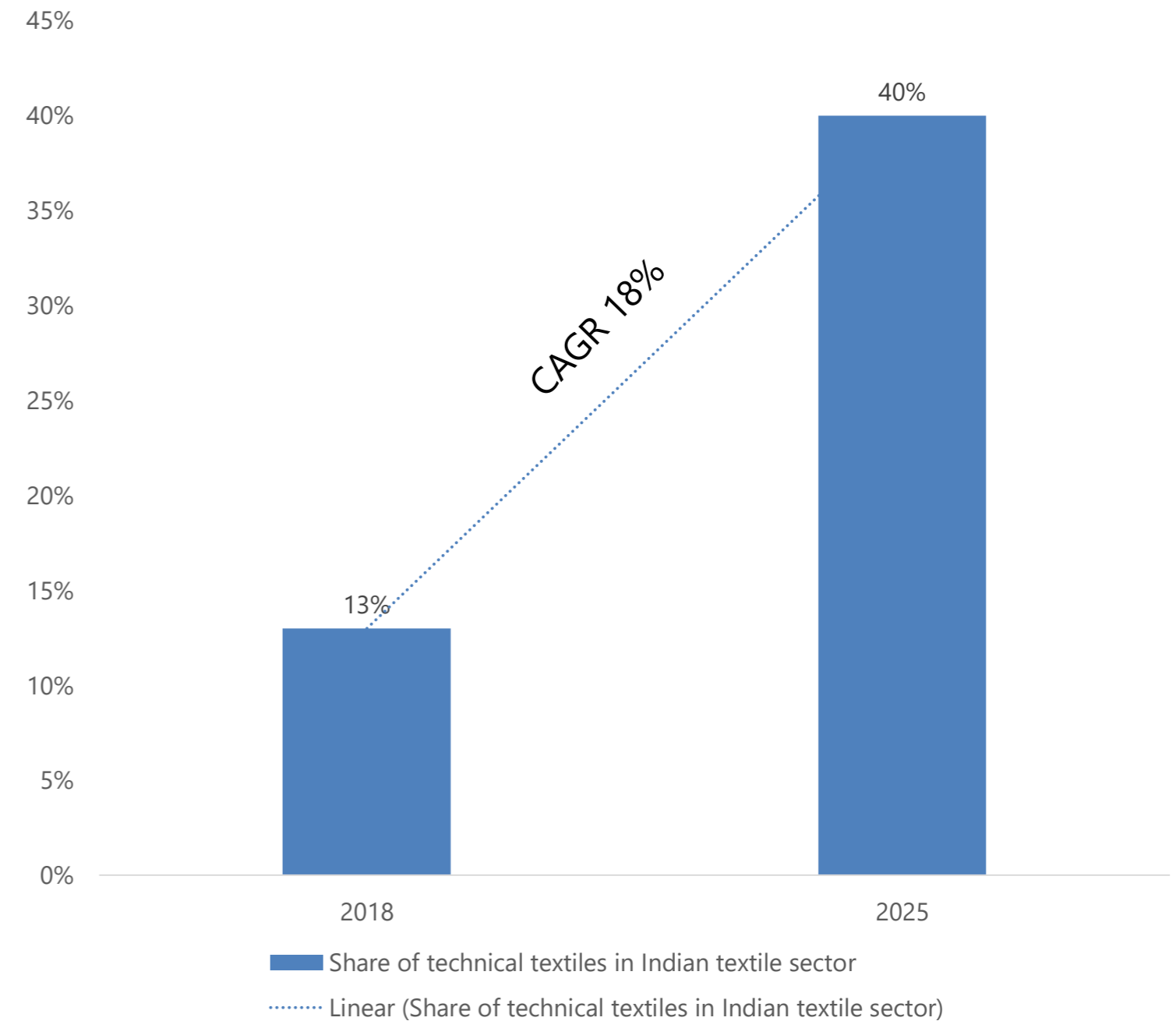
Indian Technical Textiles - Industry Overview



Indian technical textiles segmentation (2018)



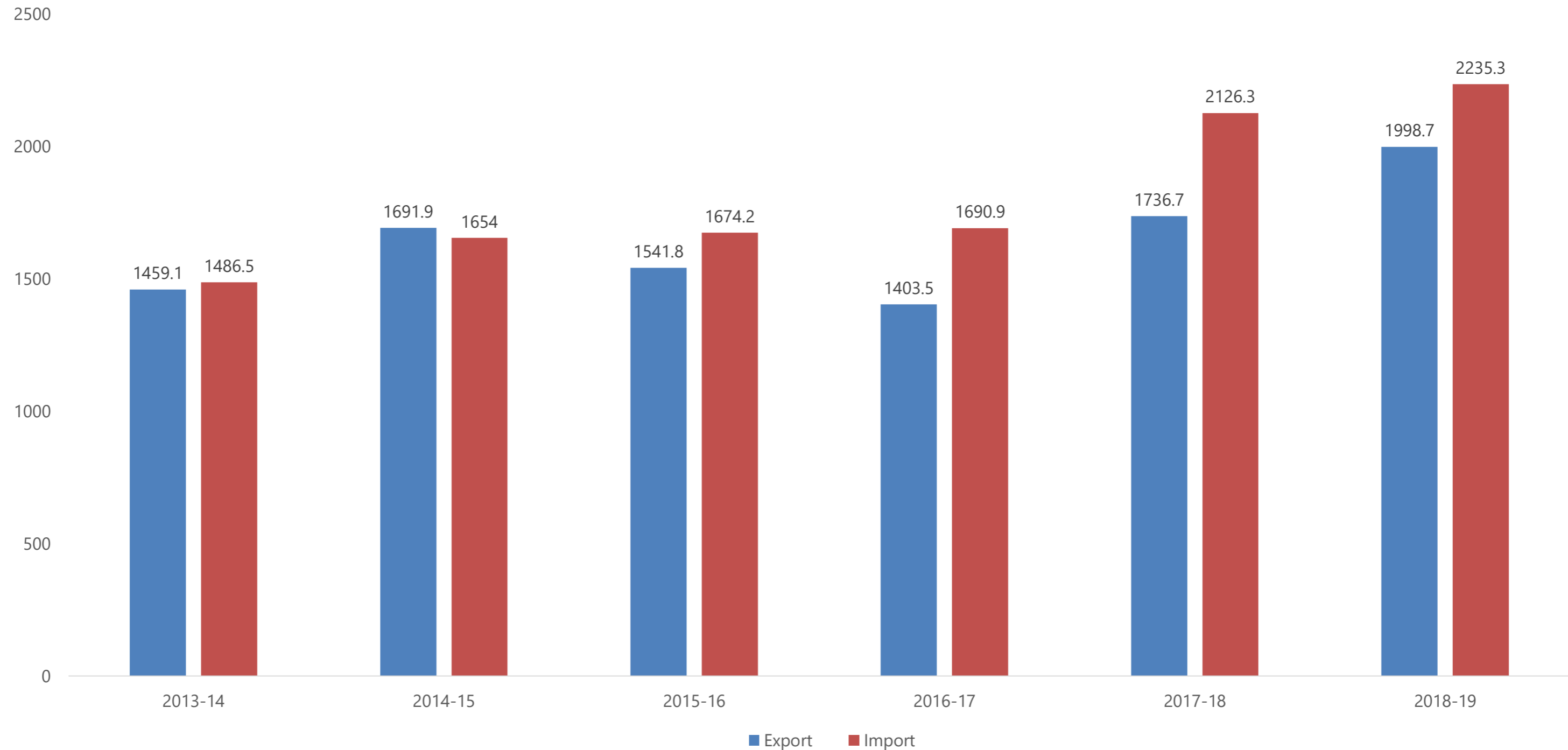
Share of technical textiles in Indian textile sector



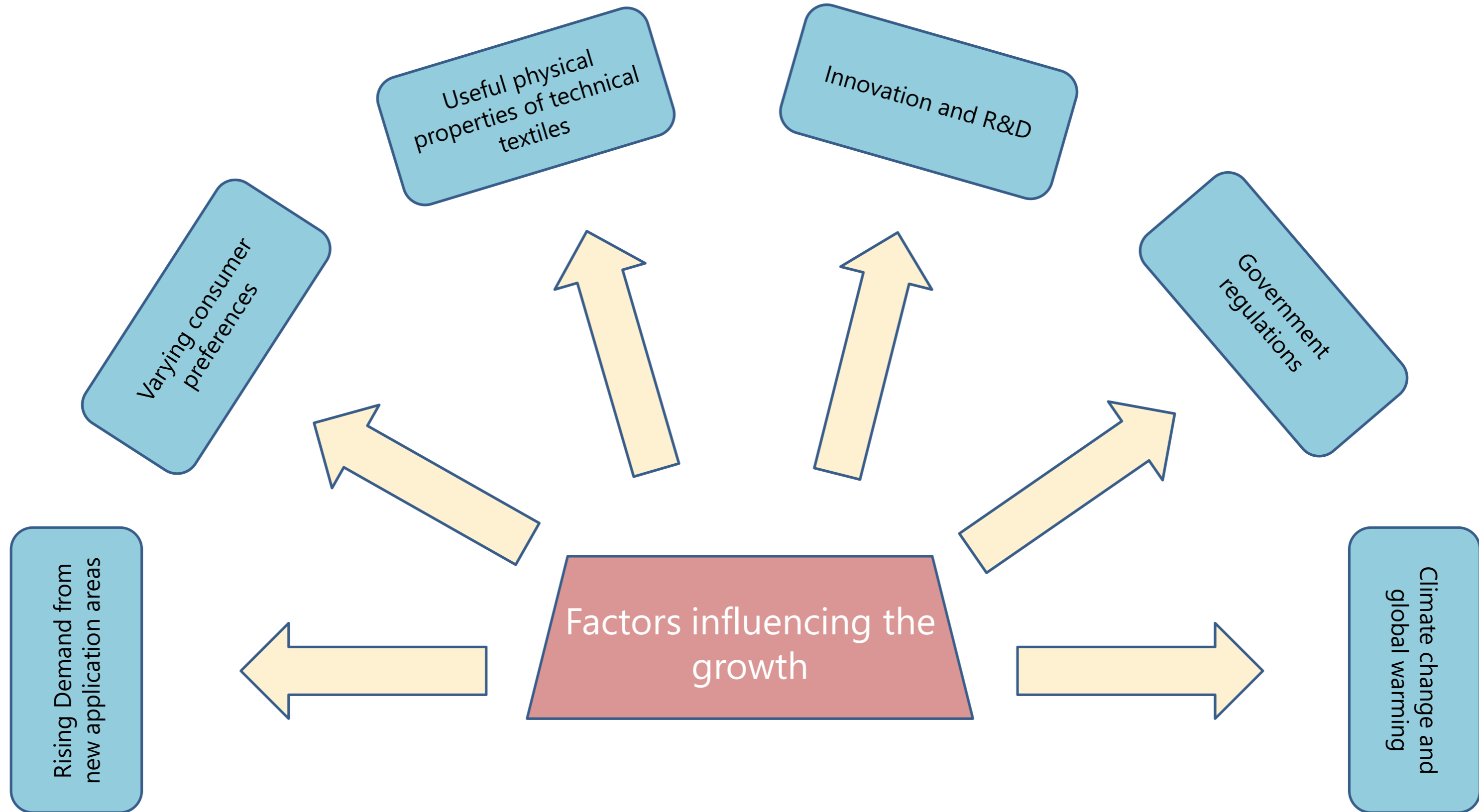
Indian Technical Textiles - Industry Overview



Indian technical textile trade in USD Mn.



Technical Textiles - Growth Drivers



Key Growth Drivers



Growth factors driving consumption of technical textiles:

Increasing disposable income with young Indian population:

India's Gross National Disposable Income (GNDI) has grown 11.2 per cent during 2017-18 and is expected to grow at a higher pace due to improving economic scenario and younger population willing to adapt to high-tech products with higher spending capacity.

Growing awareness about the benefits of technical textile products:

Owing to globalization and social media, Indian consumers are increasingly evaluating products providing higher functionality as compared to the conventional options

Functionality improving the product experience:

With functionality at the core, technical textiles products are improving the end product experience, thus driving consumers to adapt to new technical textile products with better quality and product lifecycle.

Hygiene/sanitation benefits of the technical textiles products:

With the availability of affordable products with better safety and hygiene benefits, Indian consumers have embraced technical textiles products and demanding new and innovative products.

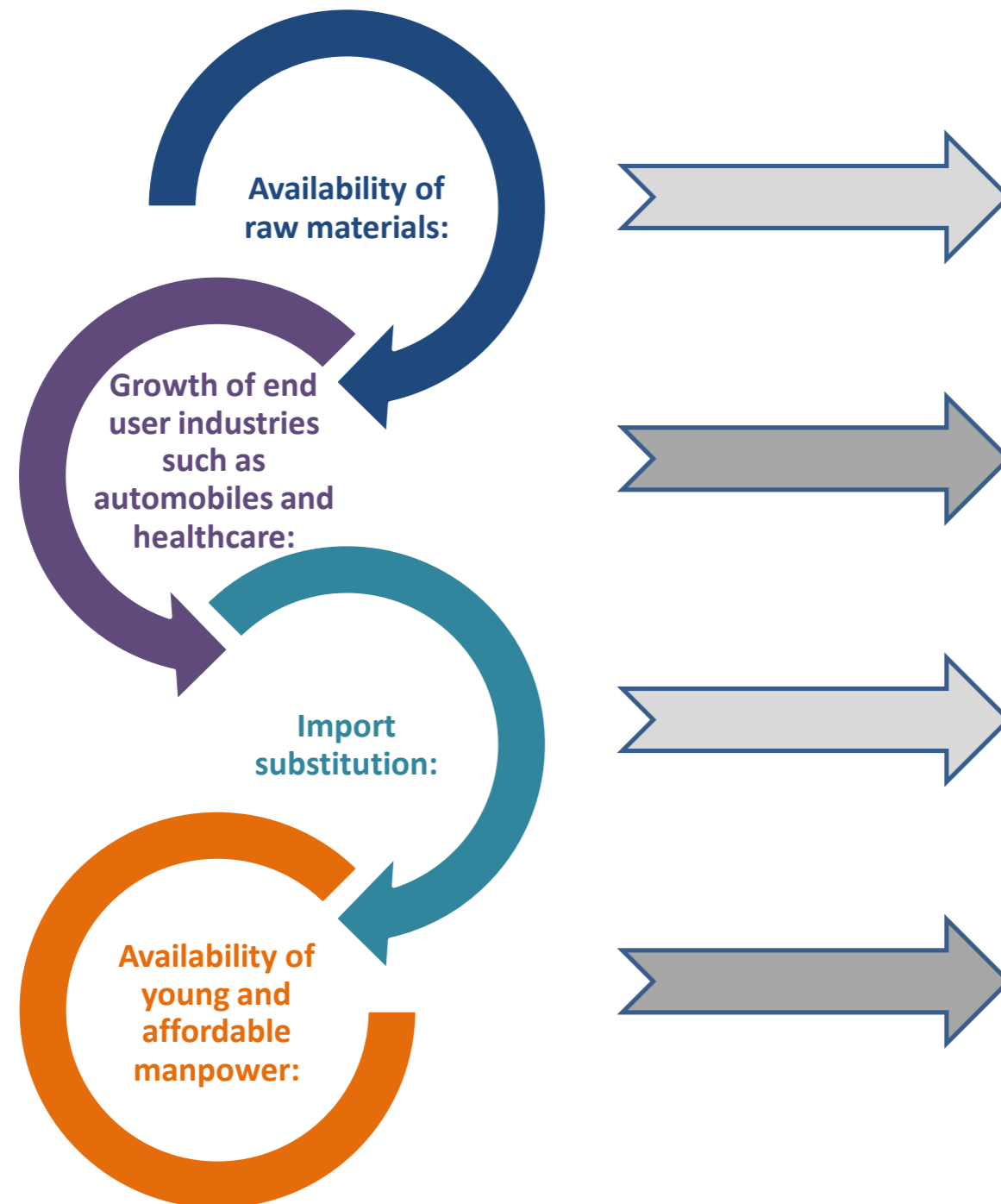
Changing regulations:

Government is consistently working towards making use of certain technical textile products mandatory for certain specific applications/industries. These regulations would drive consumption of technical textile products.

Key Growth Drivers



Growth factors driving manufacturing of technical textiles:



India's textile value chain economy has abundant availability of raw materials such as natural fibers, synthetic fibers, chemicals for processing, etc.

The growth of various end-use sectors in the Indian market has resulted in higher demand for technical textile products.

Gradually import-dependent technical textile products viable in terms of volume and scale have been replaced with indigenous production, resulting in economic development and value retention within the economy.

India has huge working age population, resulting in easy availability of affordable and skilled manpower. This has led to major technical textile multi-nationals setting up their manufacturing base in India.

Financial Performance



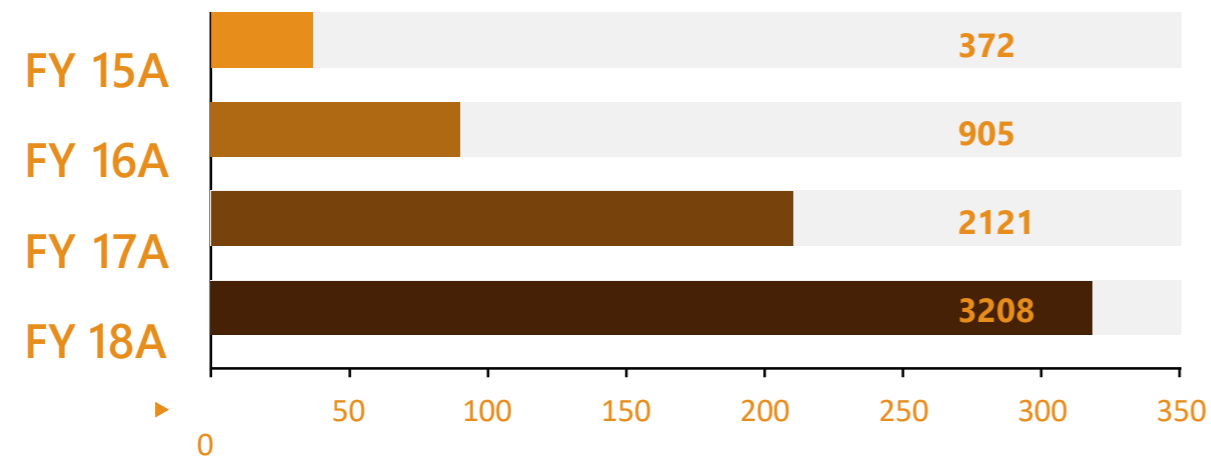
Standalone (Rs Million)	Q2FY2021	Q2FY2020	% yoy	H1FY2021	H1FY2020	% yoy	FY2020
Total Revenue	2,278	747	205.1	3,345	1,102	203.6	2,107
Raw Material Cost	1,756	690	154.7	2,854	993	187.3	1,938
Employee Cost	2	8	- 76.3	3	8	- 56.4	17
Other Expenses	103	19	458.9	106	30	252.7	40
EBIDTA	417	31	1,243.9	382	71	439.0	113
EBIDTA Margins (%)	18.3	4.2		11.4	6.4		5.3
Depreciation & Amortization	1	1	-	2	1	114.3	2
Finance Cost	9	1	625.0	10	2	512.5	2
Profit Before Tax	407	29	1,299.3	370	69	440.6	109
Tax	109	8	1,263.8	109	19	486.6	27
Profit After Tax	298	21	1,312.8	261	50	423.4	82
PAT Margin (%)	13.1	2.8		7.8	4.5		3.9
Diluted EPS (Rs)	12.4	0.9		10.9	1.0		3.4

Medical Textiles has driven the stellar performance of the company amidst the tough economic environment

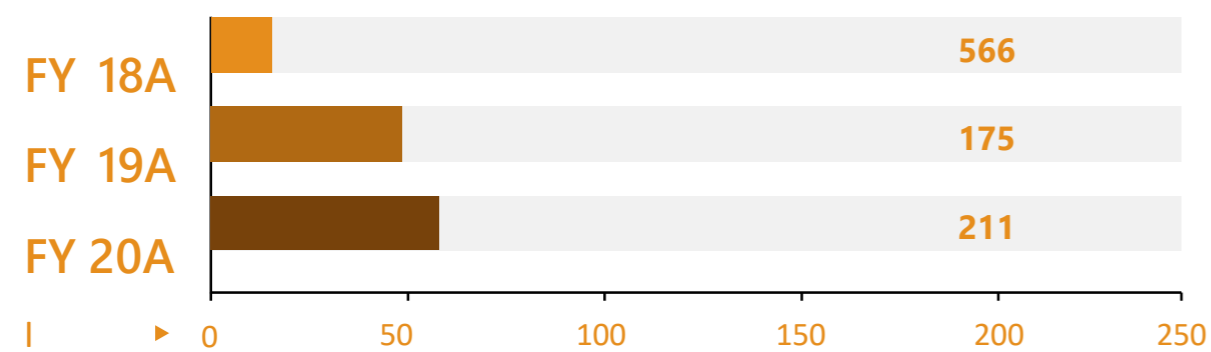
Revenue Highlights



Revenue from Trading Business



Revenue from Branding Business



A – Audited (INR Mn)



Thank You



5/f, D Wing, Malad Industrial Estate
Near Silver Oaks Hotel, Kanchpada, Malad West,
Mumbai, Maharashtra 400064



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