

SUUMAYA LIFESTYLE LIMITED
(FORMERLY KNOWN AS RICHWAY INTERNATIONAL TRADE LTD)
CIN: L70102MH2011PLC220879



March 4, 2020

To,
The Manager,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra-Kurla Complex, Bandra (E),
Mumbai – 400051

Dear Sirs,

Re: Post Intimation of Analyst / institutional investors meeting under Reg 30(2) & (6) of Securities Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

With reference to above this is to inform that the Company attended One Connect Investors / Analysts Conference on March 3, 2020 at Mumbai, investor presentation attached herewith for reference. The event concluded at 05.30 p.m.

You are requested to kindly take the same on record and disseminate all those concerned.

Yours faithfully,
Suumaya Lifestyle Limited

ISHITA GALA
Managing Director
DIN: 07165038



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Malad Industrial Estate,
Kanchpada, Ramchandra Lane Extension,
Malad (W),
Mumbai - 400 064 (India)

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Pimples Village, Mumbai-Nashik Highway,
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Opp. Tata Amantra, Pimplas,
Thane - 421302 (India)

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SUUMAYA

INVESTOR PRESENTATION

FEB 2020

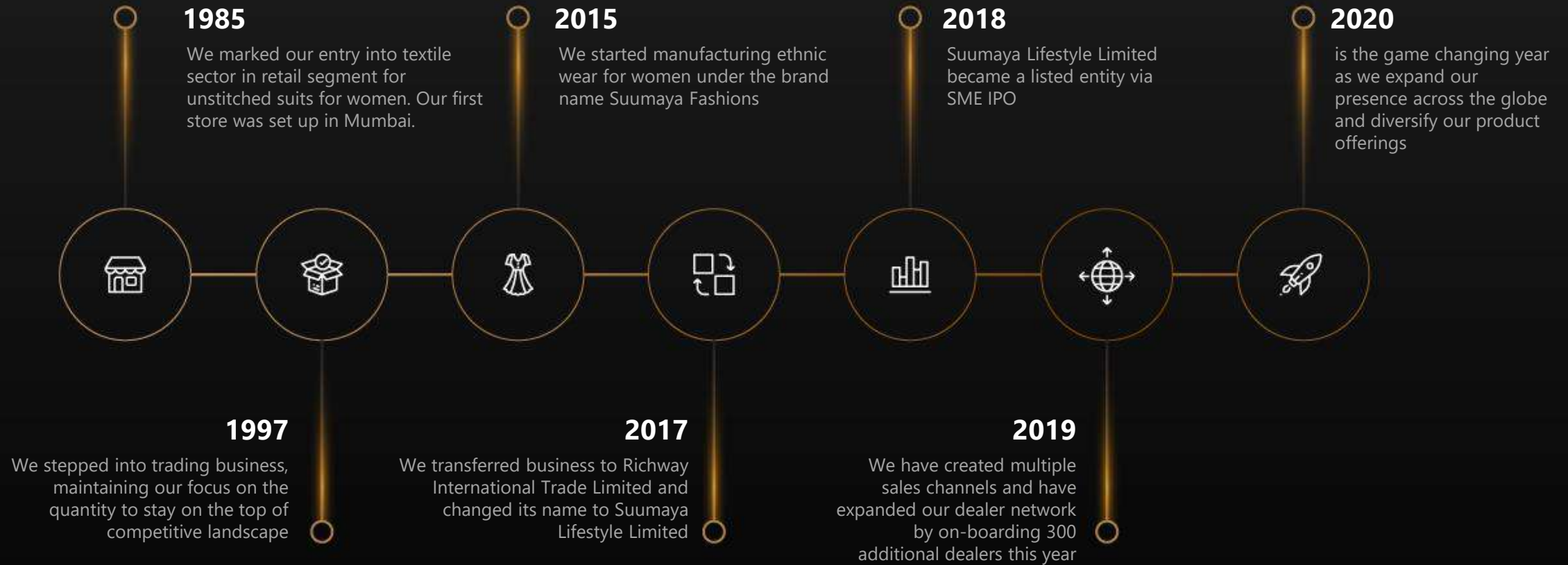


Safe Harbor



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- All the figures given hereby are denominated in Indian Currency i.e. INR

Our Legacy of Textile Business - A tale of more than 3 decades!





Vision

To be recognized as one of the **most dynamic** and **finest quality producers** of women wear **across the globe.**



Mission

Our mission is to **innovate** continually and deliver **confident clothing** to women across **all the age groups**



Value System

We believe in maintaining **transparency** with all our stakeholders. We firmly believe that it leads to creating **sustainable growth.**

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



Our spectrum of fashion



For your cocktail parties

Designed using imported fabrics and natural dyes that give a rich and elegant look which caters to all the fashion needs of Indian Women



Flaunt the desi in you

Intricately designed traditional Indian fabrics infused with contemporary styles

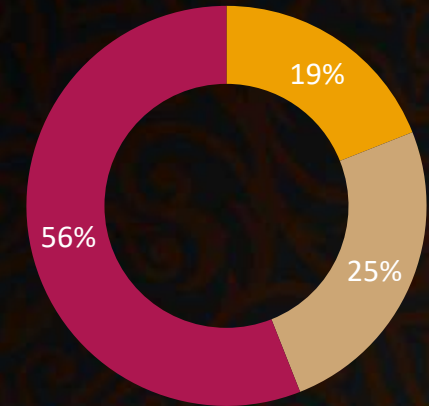


For the working women

Formal as well as casual wear designed to look exquisite while maintaining affordable prices

SHARE OF BRANDS (%)

■ Tag9 ■ Ekaa ■ Ira



Evolution of Suumaya Lifestyle Limited



THE BUSINESS EVOLUTION



Trading

Trading was the only and main business of Suumaya, focusing on the **quantity** to stay on top of the competitive landscape

From 2011-17



Manufacturing

Management sees tremendous future in the business as the fashion industry is turning towards the **quality** of product and that's where the company has hit the ball.

2017 onwards



Branding

Sourcing of our fabrics and its quality, which makes us have a stronger **brand positioning** in the competitive market.

2018 onwards

FY 19 *



175crs
Revenue

3.63crs
PAT

H1 FY20 (Apr19 – Sep19)



110crs
Revenue

4.98crs
PAT

FY 20 E



200crs
Revenue

9.45crs
PAT

**Numbers from pure manufacturing & branding business*

Management **background**



MAHESH GALA
FOUNDER

- The Soul in Suumaya's Blended Soul
- 32+ yrs of experience in textile industry
- Eye for detailing to pick and choose the finest fabric



ISHITA GALA
MD

- A semi-qualified actuary and a commerce graduate
- 2+ years of experience in textile industry
- Experienced in business management and employee engagement
- Responsible for the overall strategic initiatives for the Company



USHIK GALA
CEO

- Chartered Accountant and a commerce graduate
- 5+ years of experience in textile industry
- Looks after business development, marketing and brand building activities



KARISHMA KAKU
CFO

- A commerce graduate
- 3+ years of experience in finance and taxation
- Responsible for managing accounts and regulatory compliance for the Company

Our Independent Board of Directors



ARVIND SINHA

- 40+ yrs of global experience with various Industries
- Active involvement with World Bank and IMF for last 20+ yrs
- B.Tech from Bhiwani and MMS from Bombay University
- Creating USD 100 Bn textile trade opportunity



SHARAD JAIN

- 25+ yrs of experience in Private Equity, Portfolio Management and Equity Research
- Currently, Partners at Global Capital Management (Global Investment House, Kuwait)
- University Business School Middlesex London, University of Mumbai



ISHTIAQ ALI

- Founding Partner of Orbit Law Services
- 30+ yrs of experience as an in-house counsel at IFCI and in private practice
- Introduction and development of Sharia Compliant Transactions in India.
- LL.M, LL.B and Bachelor of Science from Aligarh Muslim University



ANKIT GALA

- 8+ years of experience in Accountancy, Direct Taxation, Finance and Compliance
- Chartered Accountant and a Commerce Graduate
- Was Recruited under "CA Cadre Building Leadership Program", wherein Value Projects were undertaken for Reliance Industries Ltd



SEJAL DOSHI

- 20+ yrs of experience in Equity Markets, Fundamental Equity Research and Fund Management
- Active Fund Management experience managing around of \$100 mn worth of equity corpus
- India Infoline | Tower Capital | ICICI Securities | Angel Broking
- Chartered Accountant and a Commerce Graduate



SATISH KHIMAWAT

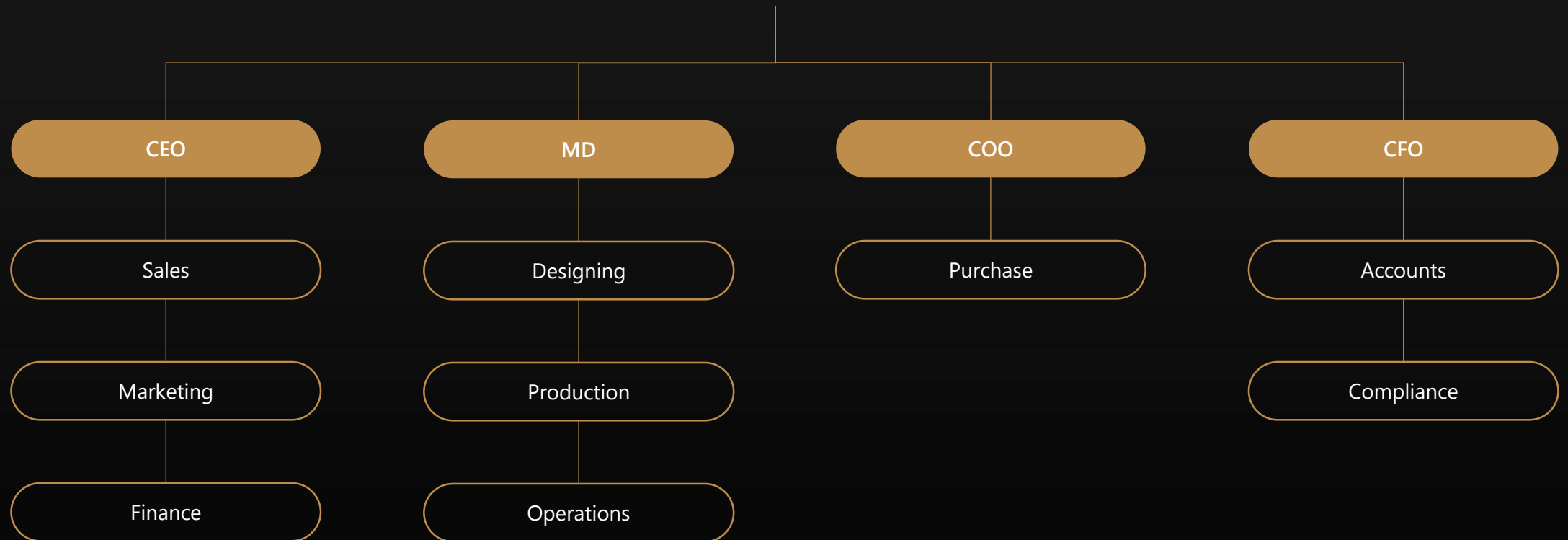
- Commerce graduate
- 20+ years of experience in business and finance

Organization Structure



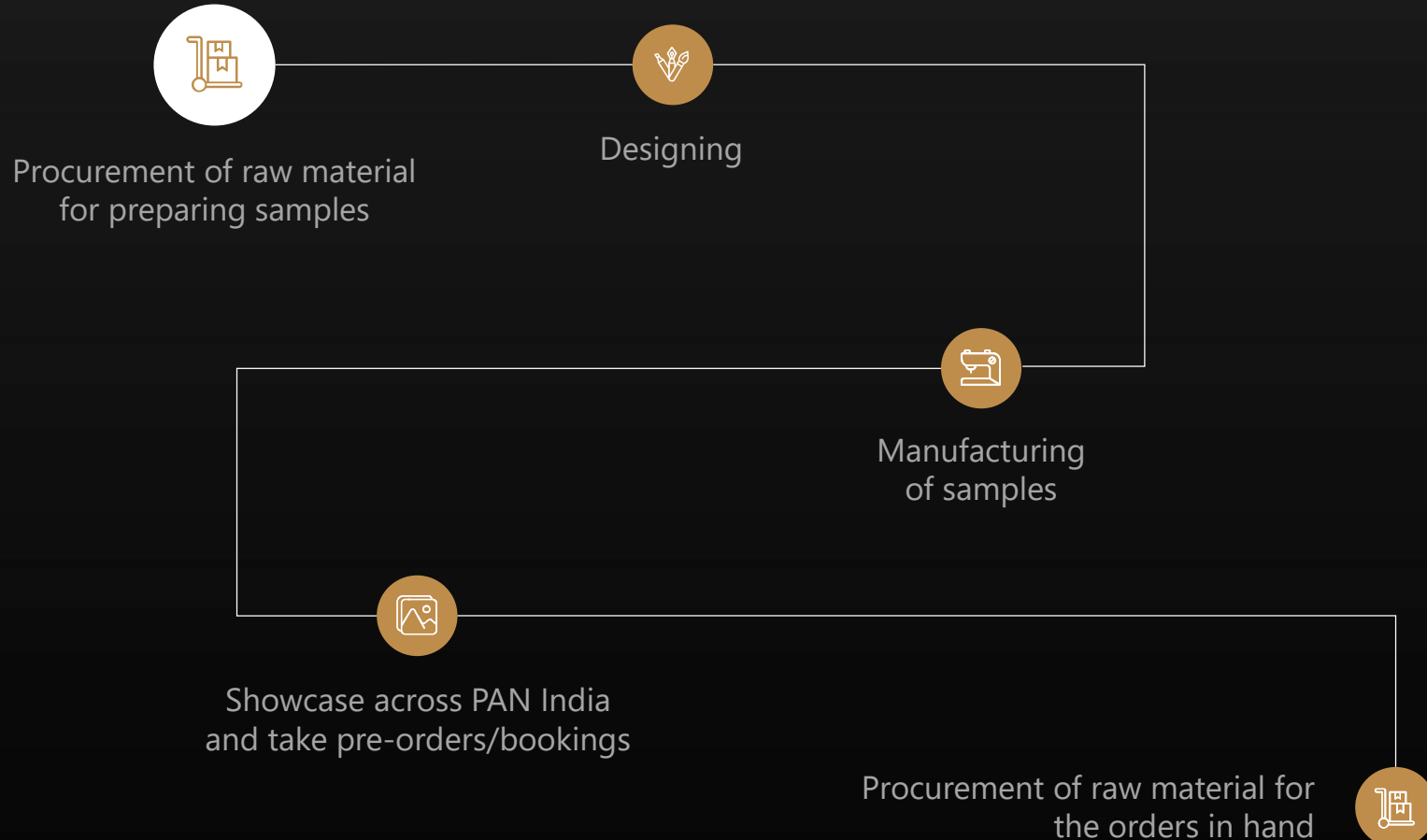
SUUMAYA LIFESTYLE LIMITED

BOARD OF DIRECTORS



Business Process

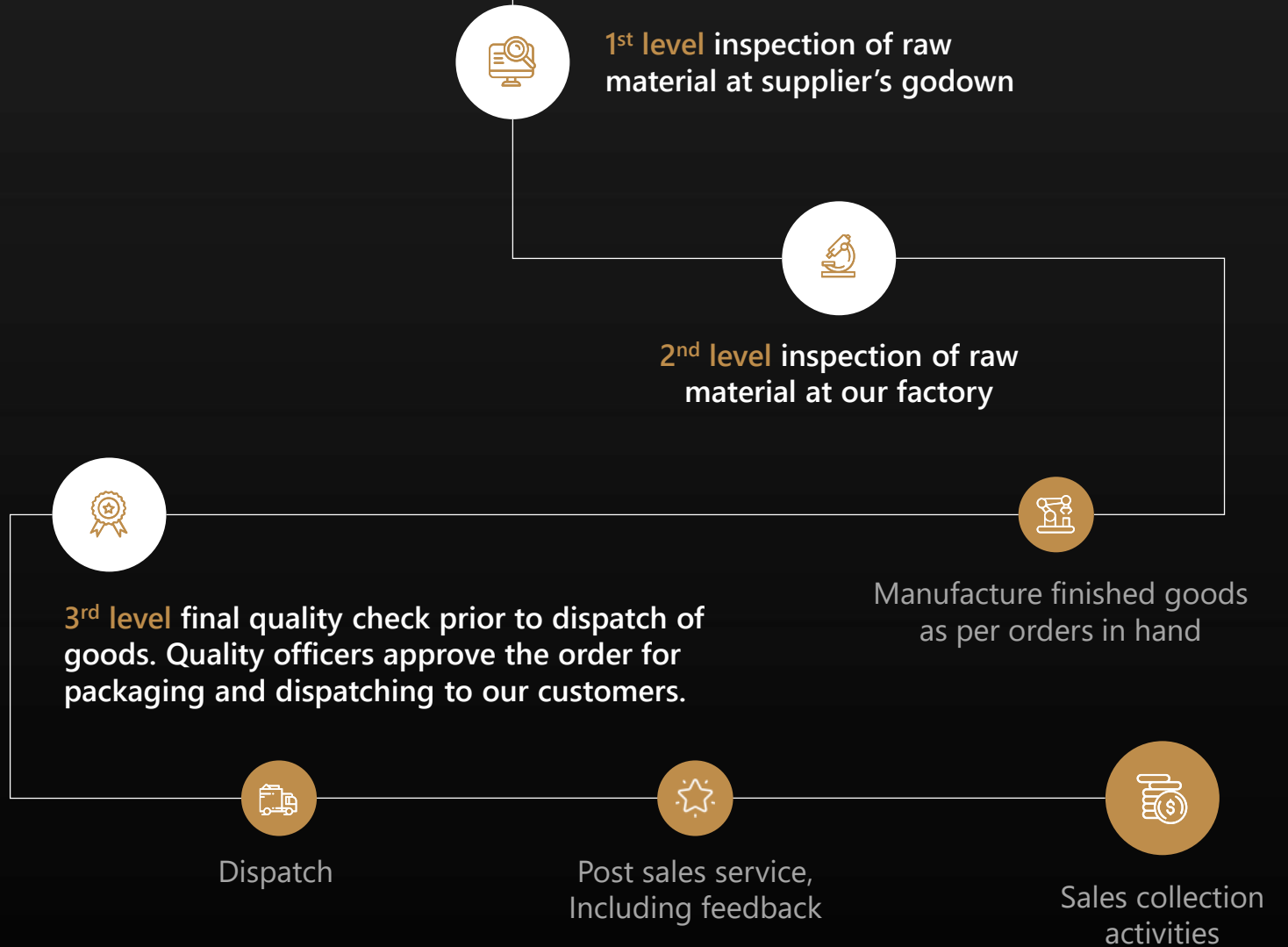
From Designing to Manufacturing





Business Process

From Post Manufacturing to Selling



Our Presence

23
States

175+
Cities

1,450+
MBOs

320+
SIS

ONLINE PRESENCE

amazon

AJIO

Rajwadi
SINCE 1979

vanitykart

We have marked our presence in **Dubai region** through our first overseas outlet this year.

Adding one more store by **Mar'20 end**.








Our Growth Story



	Sep-16	Sep-17	Sep-18	Sep-19
 MBOs	300	665 +365	876 +211	1,450 +574
 Domestic EBOs	-	-	7 +7	7
 Overseas EBOs	-	-	-	1 +1
 LFR Stores	-	-	-	-
 SIS	-	-	138	320 +182

Our Expansion Plan



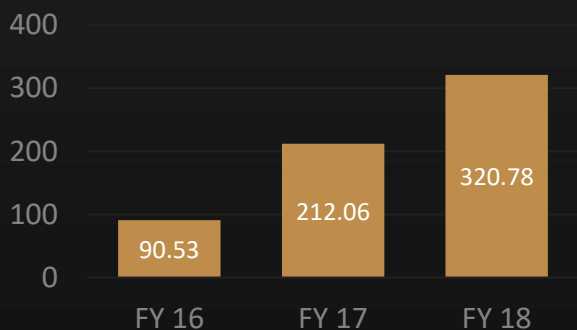
	FY 20	FY 21	FY 22	FY 23
 MBOs	1,500	1,650 +150	1,850 +200	2,000 +150
 Domestic EBOs	7	31 +24	31	31
 Overseas EBOs	2 +1	9 +7	9	9
 LFR Stores	0	200 +200	220 +20	250 +30
 SIS	320	384 +64	460 +76	552 +92



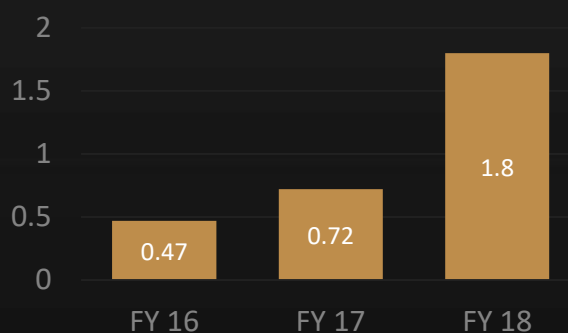
Financial Highlights

Trading Business

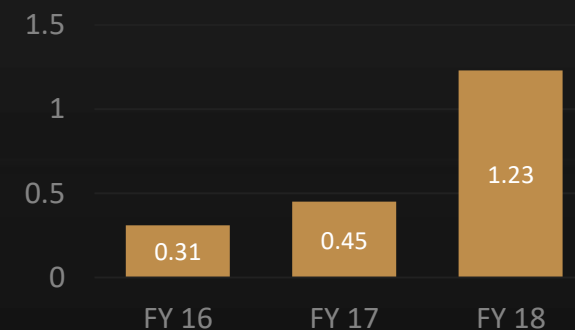
REVENUE (INR CRS)



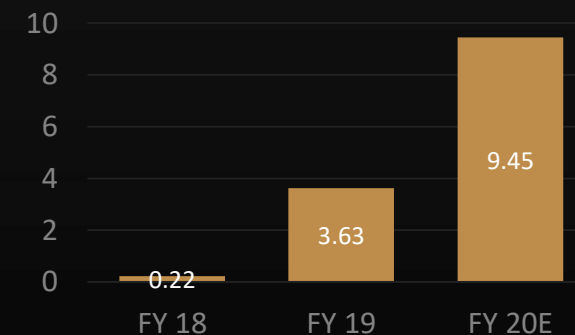
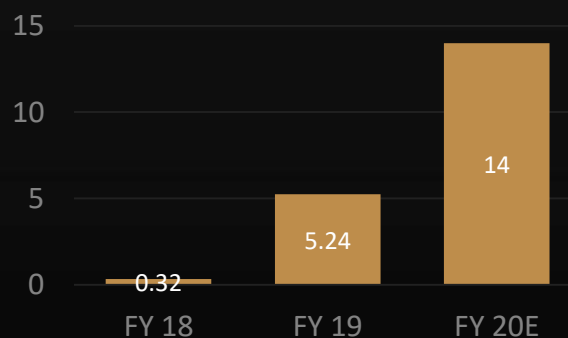
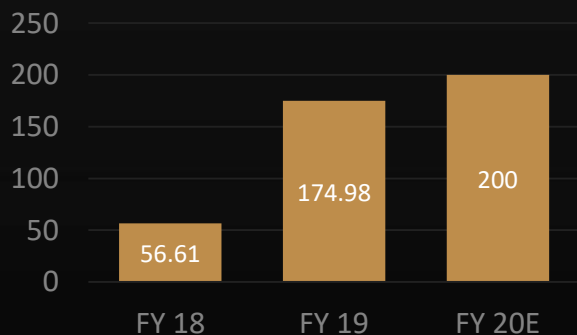
EBITDA (INR CRS)



PAT (INR CRS)



Branding



FY 18 marked the end of our presence into trading business.

We are now **into pure-play branding** of apparels under our own brand names - **Tag9 | Ekaa | Ira**

Fund Raising Plan

- In order to scale up the operations and achieve exponential growth, we would be raising funds by way of **preferential allotment** of equity shares and against issuance of **non-convertible debentures**.
- The plan is a stepping stone towards achieving our vision of becoming a **global brand** for women wear.
- It will further strengthen our brand positioning in the **premium ethnic wear** segment.

FUND RAISING PLAN

BY FY23E

INR 8_{crs}

Allotment of equity shares
Issue Price - **20 per share***

INR 12_{crs}

Issue of NCD
ROI - **12% p.a.** payable quarterly

INR 500 _{of revenue crs+}

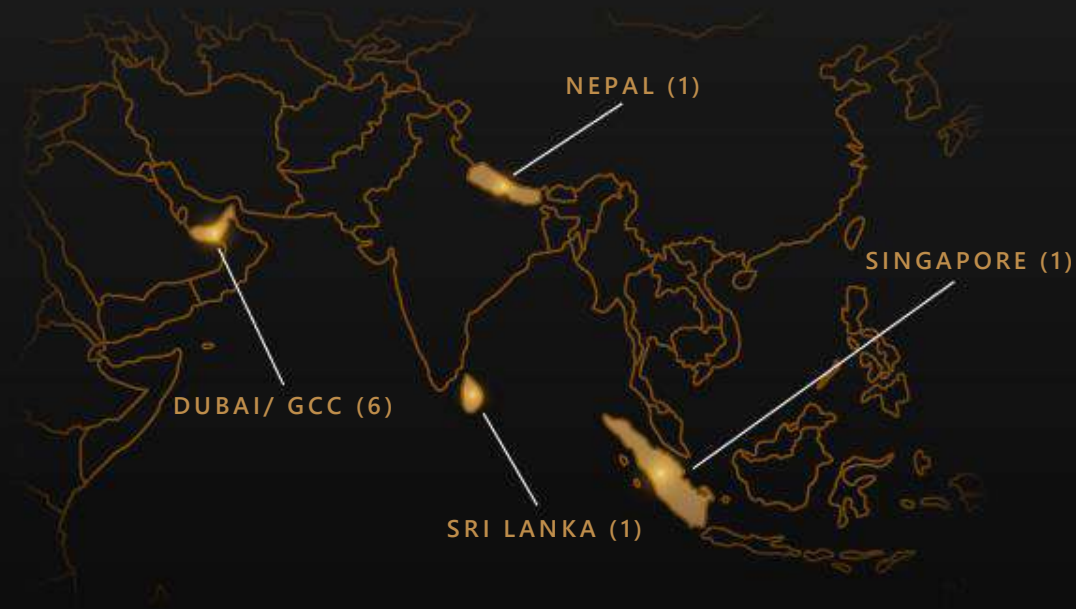
2,500 _{distribution outlets}
+

1,00,000 _{coverage across the globe}
sq. ft. +

**Subject to regulatory approvals*

Deployment of Funds

Opening Up Overseas EBOs



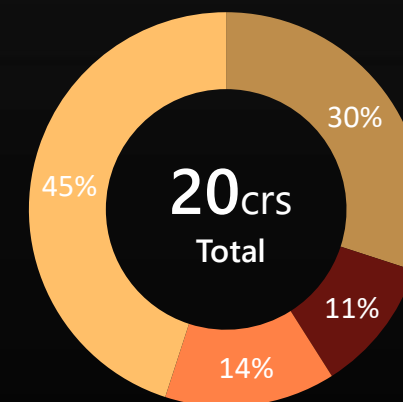
- Over the next few years we would have set our feet globally through our exclusive business outlets
- A significant portion of the funds raised would go in maintaining inventory at overseas EBOs and LFRs
- We would also deploy part of the money towards carrying out marketing and branding activities for the Company

Large Format Stores

globus	SHOPPERS STOP	CENTRAL BRAND NEW	lifestyle
40	60	80	20

Deployment of Funds (%)

- Stock - LFRs
- Stock - Overseas Expansion
- Marketing
- Working Capital



Investment Highlights



Vast experience in fabric business - gives its strengths on sourcing at **competitive pricing**, understanding the market trend, fashion



Second Generation Management team - **evolving the Brand**
Positioning of the Company



Transforming from Traditional Business of General Trade through MBOs to **Modern Trade** of EBOs, LFRs, Online, Digital



Expanding beyond Indian Boundaries - a step towards fulfilling our Vision!



Widening the Product basket and increasing the wallet share amongst Women's spending within target age group



Inorganic Strategy - pursuing on effective **evaluation**



As the company increases the scale and establishes it's brand, **margin expansion** will follow and in turn profitability in line with peers

FINANCIAL STATEMENTS



Financial Statements (FY 16 – FY 19)



Statement of Profit & Loss

Particulars – INR crs	FY 16	FY 17	FY 18	FY 19
Revenue from Operations	90.53	212.06	377.40	174.98
Other income	-	-	0.03	0.02
Total Income	90.53	212.06	377.43	175
Expenses				
Purchases	83.15	-	-	-
Cost of materials consumed	-	-	55.14	176.64
Purchases of stock-in-trade	6.64	209.14	312.46	-
Changes in inventories	-	1.92	(0.88)	(10.12)
Finance cost	-	-	-	-
Depreciation	0.01	0.01	0.02	0.1
Employee cost	0.05	0.04	0.78	1.28
Other expense	0.22	0.23	7.81	2.01
Total expense	90.08	211.35	375.32	169.92
PBT	0.45	0.71	2.11	5.08
Tax expense				
Current tax	0.14	0.22	0.65	1.40
Earlier year	-	0.05	-	-
Deferred tax	0.00	0.00	-	0.04
Total tax expense	0.14	0.27	0.65	1.44
PAT	0.31	0.45	1.45	3.63

Balance Sheet

Particulars – INR crs	FY 16	FY 17	FY 18	FY 19
Equity & Liabilities				
Shareholder's funds				
Share Capital	22.12	22.12	22.12	24.01
Reserves & Surplus	0.80	1.25	2.58	6.56
	22.92	23.37	24.70	30.57
Non-current Liabilities				
Long term borrowings	-	-	1.03	11.77
Deferred tax liability	0.00	0.00	0.03	0.07
	0.00	0.00	1.06	11.84
Current Liabilities				
Trade payables	-	9.36	24.99	30.46
Other current liabilities	3.63	0.05	0.25	0.24
Short term provision	0.24	0.41	0.75	1.41
	3.88	9.82	26.00	32.11
Total	26.80	33.18	51.76	74.53
Assets				
Non-current assets				
Tangible assets	0.02	0.01	0.93	1.67
Intangible assets	0.00	-	0.15	0.15
Preliminary expenditure	0.01	-	-	-
	0.02	0.01	1.08	1.82
Current assets				
Inventories	6.08	4.16	5.04	15.17
Trade receivables	15.58	23.13	27.46	48.16
Loans & advances	5.01	0.04	0.60	2.88
Cash & cash equivalents	0.10	0.19	3.31	5.44
Other current assets	-	5.65	14.27	1.06
	26.78	33.17	50.67	72.71
Total	26.80	33.18	51.76	74.53

Thank You



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