



BRAND  
CONCEPTS

**Q3 & 9MFY2023  
INVESTOR PRESENTATION**



*Refer to disclaimer at end*

# CORE TOPICS

## 1. Quarter Performance

- Key Performance Highlights
- Financial Summary
- Channel wise Contribution

## 2. Way Forward

- Tommy Hilfiger; Aeropostale
- Sugarush, The Vertical
- New International Brands
- Manufacturing
- Bagline; Baglineindia.com

## 3. About Us

- Company background
- Leadership team; Orgn structure
- Key categories
- Our approach; Design process
- Business Model
- Sales Channels;
- Bagline; Baglineindia.com

## 4. Our Brands

- Our Brands
- Tommy Hilfiger
- Sugarush
- The Vertical

## 5. Social Media

- Instagram
- Facebook
- Baglineindia.com

# Quarter Performance Highlights

# Q3FY23 PERFORMANCE HIGHLIGHTS



## Revenue

↑ 70%  
YoY

## EBITDA

↑ 72%  
YoY

## PBT

↑ 102%  
YoY

## Net Profit

↑ 98%  
YoY

## EBITDA(%)

↑ 14.2%  
+19.6 bps

## PAT(%)

↑ 6.4%  
+91.3 bps

**Commenting on the performance, Mr Abhinav Kumar, WTD & CEO said:**

“The performance for the first nine months of FY23 mirrors our efforts of the last several years whereby we have been working on strengthening our network, product offerings, improving working capital as well as focusing on sustainable profitable growth.

Our recent tie up with the “Authentic Brands Group” and on boarding of the Aeropostale brand in our portfolio showcases the brand equity we have created for Brand Concepts in our focus category. We are hopeful of signing a few more brands over the next 3 to 5 years to continue on our growth trajectory.

We continue to aim for +30% CAGR on all fronts over the next 3 to 5 years.

**The company is strongly positioned to keep delivering on growth.”**

T O M M Y  H I L F I G E R

AÉROPOSTALE

THE  VERTICAL

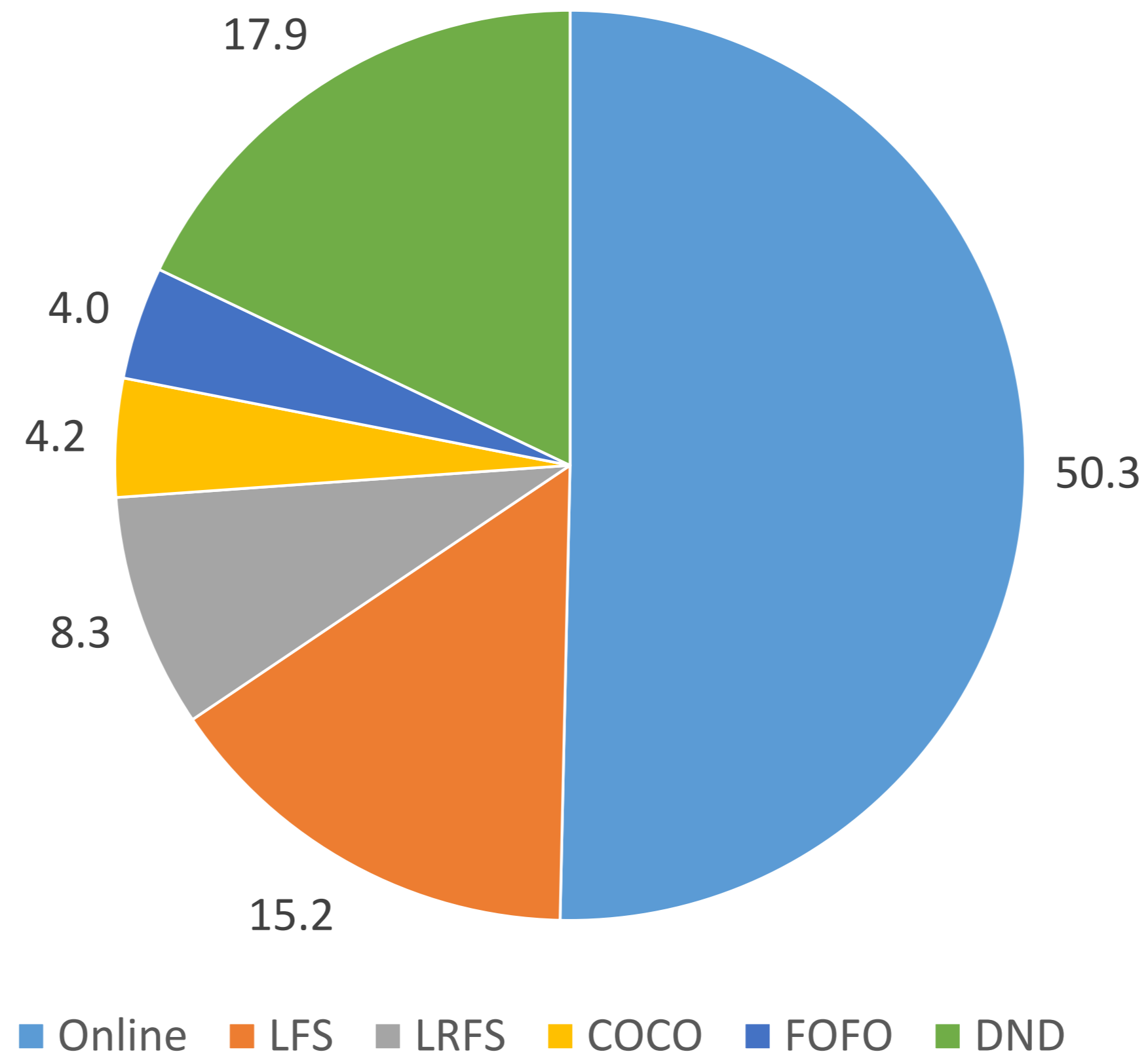
  
SUGARUSH

# QUARTER FINANCIAL SUMMARY

Particulars (Rs mn)	Q3FY23	Q2FY23	Q3FY22	YoY%	9MFY23	9MFY22	YoY%
<b>Net Sales</b>	<b>453.6</b>	<b>442.9</b>	<b>267.3</b>	<b>69.7</b>	<b>1215.5</b>	<b>596.3</b>	<b>103.8</b>
Material consumed	245.2	234.7	140.0	75.1	644.9	327.5	96.9
Employee Exp.	39.9	39.8	27.9	42.8	116.4	73.5	58.5
Other Exp.	104.3	112.0	62.0	68.2	294.1	150.4	95.6
Total Expenditure	<b>389.4</b>	<b>386.4</b>	<b>230.0</b>	<b>69.3</b>	<b>1055.4</b>	<b>551.3</b>	<b>91.4</b>
<b>EBITDA</b>	<b>64.2</b>	<b>56.4</b>	<b>37.3</b>	<b>72.1</b>	<b>160.1</b>	<b>45.0</b>	<b>255.6</b>
<b>EBITDA Margin (%)</b>	<b>14.1%</b>	<b>12.7%</b>	<b>13.9%</b>	19.6 bps	<b>13.2%</b>	<b>7.5%</b>	562 bps
Other Income	0.8	0.6	0.8	7.8	2.0	4.4	-54.8
Depreciation	10.3	7.9	5.8	77.1	24.8	17.4	42.2
<b>EBIT</b>	<b>54.7</b>	<b>49.1</b>	<b>32.3</b>	<b>69.6</b>	<b>137.3</b>	<b>32.0</b>	<b>328.9</b>
Finance cost	14.2	12.9	12.2	16.7	38.3	37.3	2.7
Exceptional item	-	-	-		1.8	-	
<b>Profit Before Tax</b>	<b>40.5</b>	<b>36.3</b>	<b>20.1</b>	<b>101.7</b>	<b>100.7</b>	<b>-5.3</b>	<b>1987.1</b>
Taxes	11.6	5.9	5.5	111.4	20.8	-3.9	636.4
<b>Net Profit</b>	<b>28.9</b>	<b>30.4</b>	<b>14.6</b>	<b>98.1</b>	<b>79.9</b>	<b>-1.5</b>	<b>5592.0</b>
<b>PAT Margin (%)</b>	<b>6.4%</b>	<b>6.8%</b>	<b>5.5%</b>	91.3 bps	<b>6.6%</b>	<b>-0.2%</b>	681.8 bps

# CHANNEL CONTRIBUTION

9M – FY2023



**LRFS:** Licensor Flagship Stores (Tommy Hilfiger Stores) || **LFS** : Large Format Stores || **COCO** : Company Owned Company Operated Outlets

**FOFO** : Franchisee Owned Franchisee Operated outlets || **DND** : Dealer and Distributor



Way Forward

# WAY FORWARD

## Tommy Hilfiger Aeropostale

Expand our presence in Tommy Hilfiger; Build up on new brand Aeropostale through existing network.

## Sugarush, The Vertical

Grow our offerings and presence through MBOs, EBOs and Bagline stores

## New International Brands

The company continues to eye international brands for exclusive licensing for India in their focus categories

## Manufacturing

The company is evaluating organic / inorganic options for stronger Supply Chain controls.

## Bagline

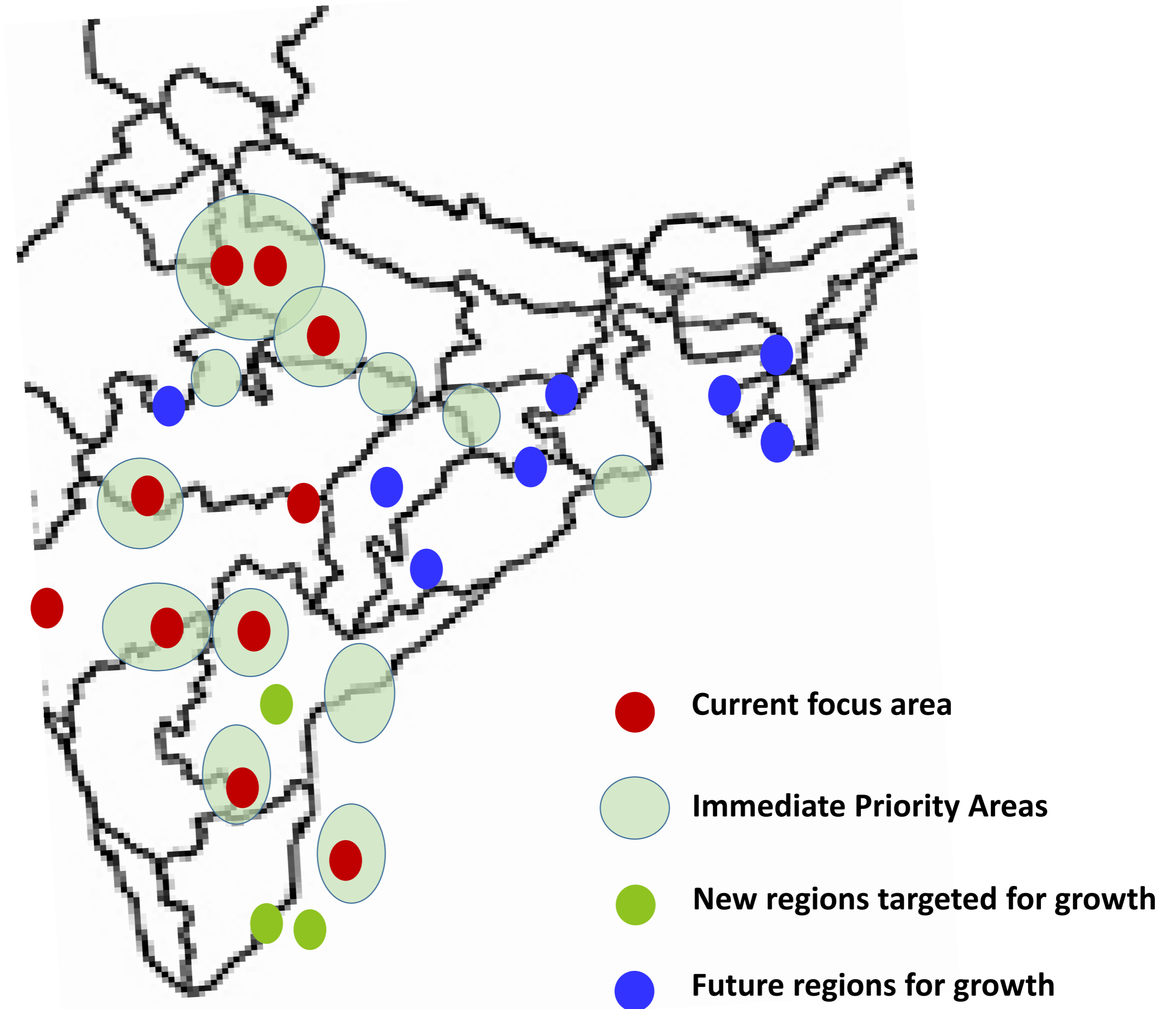
Build and grow own Bagline stores and online portal baglineindia.com for company online offerings.



WE ARE WORKING FROM **CONCEPTUALISING**  
TO **FINISHED PRODUCTS** AND BUILDING RECOGNITION AS A  
WELL KNOW **FASHION HOUSE** FOR TRAVEL & ACCESSORIES

# GEOGRAPHICAL FOOTPRINT

We are targeting licensing arrangements with other International Brands that could add to the catalogue over time in our core areas.





# About Us

## ABOUT US

**EXCLUSIVE brand licensee for Tommy Hilfiger and Aeropostale in India for our focus categories**

### MISSION

Become the largest Multi-Brand Retail company in our focus categories in India and pioneer innovative concepts in Retailing to benefit the end consumer.

### VISION

Become one of the world's most regarded Fashion & Lifestyle Accessories retail entity, by consistently adding more valuable brands to our portfolio.

- Incorporated in the year 2007, Brand Concepts is an Indore based company which specialises in the manufacturing of bags, backpacks & fashion accessories for the Indian & International markets.
- The Company had its IPO in January 2018 and listed on the SME exchange. The company moved to the main board on both BSE and NSE exchanges in January 2022.
- Brand Concepts is a premier resource for licensed fashion and lifestyle brands in category – Travel Gears, such as Luggage Trolleys, Backpacks, Small Leather Goods like Belts & Wallets, and Socks for both Men & Women, Women Handbags and Lifestyle accessories.
- The company works with valued brands like Tommy Hilfiger, and Aeropostale (recently signed up). They also sell their in-house brands Sugarush and The Vertical.
- The company has an omni channel presence operating through a mix of Company owned (COCO – 12) and Franchisee owned outlets (FOFO – 14). It works directly with Multi Brand Outlets (MBOs) and also sells online through Ecommerce platforms like Myntra and Amazon.
- Company works through its master distributors to service the distributor-retail channel.
- Our portfolio, with strategic product offering, makes us one of the preferred retailer across all formats. We continuously aspire to get more efficient and stronger with our technical expertise and increasing market share, transforming the latest trends into accessible fashion.

# LEADERSHIP TEAM



**PRATEEK MAHESHWARI**

**MANAGING DIRECTOR**

Aged 39, he has completed his MBA from S.P. Jain Institute, Mumbai. He possesses vast experience in the field of Brand Licensing and Fashion Gear manufacturing. He is new age marketer, spear heading the Brand Licensing Business to become the pioneers in the bags/ travel gear market in India. He is looking after policy matters, organisational development and overall administration of our Company.

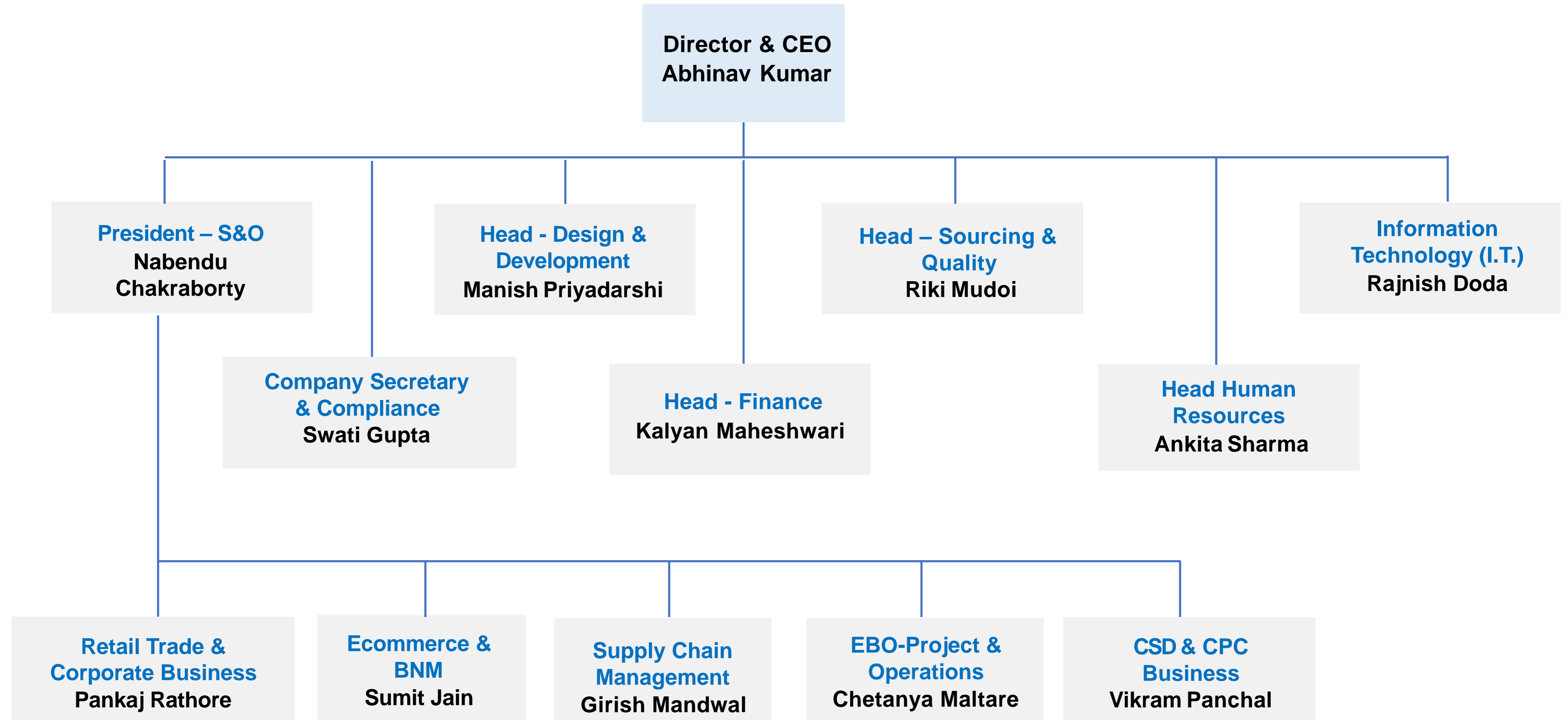


**ABHINAV KUMAR**

**WTD & CEO**

Aged 40 years, he is the Whole-time Director of the Company. Abhinav co-founded Brand Concepts. He is a post graduate from Symbiosis, Pune. He started his career with Advertising and later moved on to head the marketing activities of Tommy Hilfiger India during his tenure with the Murjani Group. He was not only instrumental in launching 10 different categories under Tommy Hilfiger brand, but was also a part of the core team which brought in other brands like Calvin Klien, FCUK, Jimmy Choo, Gucci, Bottega Venetta in India under the Murjani stable. He has been instrumental in bringing Tommy Hilfiger and the other brand licensees into Brand Concepts.

# ORGANISATION STRUCTURE



# KEY CATEGORIES

01

## BACKPACKS

We design and manufacture trendy and sturdy backpacks. We make laptop bags, duffle & gym bags, rucksacks and school backpacks.

02

## LUGGAGE

Based on individual taste and preference, we meticulously design our travel gear. We create luggage both hard & soft, that is loaded with fashion and has relevant functionality with a cool classic feel that is perfect for travel.

## HANDBAGS, CLUTCHES, WALLETS

We offer all kinds of bags such as cross-body, shoulder, totes, hobos, and traditional handbags in colors, styles and patterns that range from the classic to contemporary. From the sleek and sexy to the fun and whimsical bags.

03

THE  
VERTICAL



SUGARUSH

TOMMY  HILFIGER

AÉROPOSTALE

04

## SMALL LEATHER GOODS

Men's belts & wallets are products that vary from taste to taste and need to need. Trendy casual & formal range of belts and Slim, lightweight designs, such as bi-fold and tri-fold easily slip into a back pants pocket, shirt pocket, coat or briefcase. Durable leather for the classics & fabrics like nylon and canvas.

# OUR APPROACH

Brand Concepts is built on the thinking of our Founders. They believe that brand and lifestyle licensing is mutually beneficial to both the licensor and the licensee. While the brand owner/licensor benefits from generating a new revenue stream, increasing their brand awareness, and expanding into new product categories, geographies as well as retail channels; the licensee generates a new revenue stream at the same time as having an association with the brand name, and differentiating its offerings from competitors.

Since Brand Concepts works with highly reputed global and domestic brands, it follows the highest standards of quality checks, inspite of outsourcing the manufacturing of its products.

With a dedicated team of in-house professionals that include merchandisers, account specialists and retail planners, Brand Concept services its key retail relationships with unmatched execution and program management

The team is backed by a strong sourcing network, in-house trend-spotting and design teams, coupled with robust logistics and warehousing network.

We sell our products through our owned (12) (COCO) / franchisee exclusive brand outlets (14) (EBOs / FOFO) and several large multi brand outlets (MBOs), Large Format Stores and Licensor Flagship Stores

We have also appointed master distributors (on cash and carry) to service our distributor and retail business in the MBO channel.

1 TOMMY HILFIGER

2 SUGARUSH

3 THE VERTICAL

4 AEROPOSTALE

# DESIGN PROCESS

## EMPATHISE

Conduct research to develop an understanding of our users requirements

## DEFINE

Combine all our research and observe where our user problems exist

## IDEATE

Brainstorm and generate a range of crazy and creative ideas

## PROTOTYPE

Build a real tactile representation for a range of our ideas

## TEST

Return to our users for feedback

## IMPLEMENT

Put the vision into effect



conceptual prototypes  
final products



# BUSINESS MODEL

## LICENSED BRANDS

Partner with top international and domestic brands as an exclusive licensee in key product categories.

## OMNI CHANNEL

Our products are sold Online as well as in stores through EBOs(COCO / FOFO / FOCO), MBOs, LFS, LRFS, Distributors & Retail.

## SALES, DISTRIBUTION & MARKETING

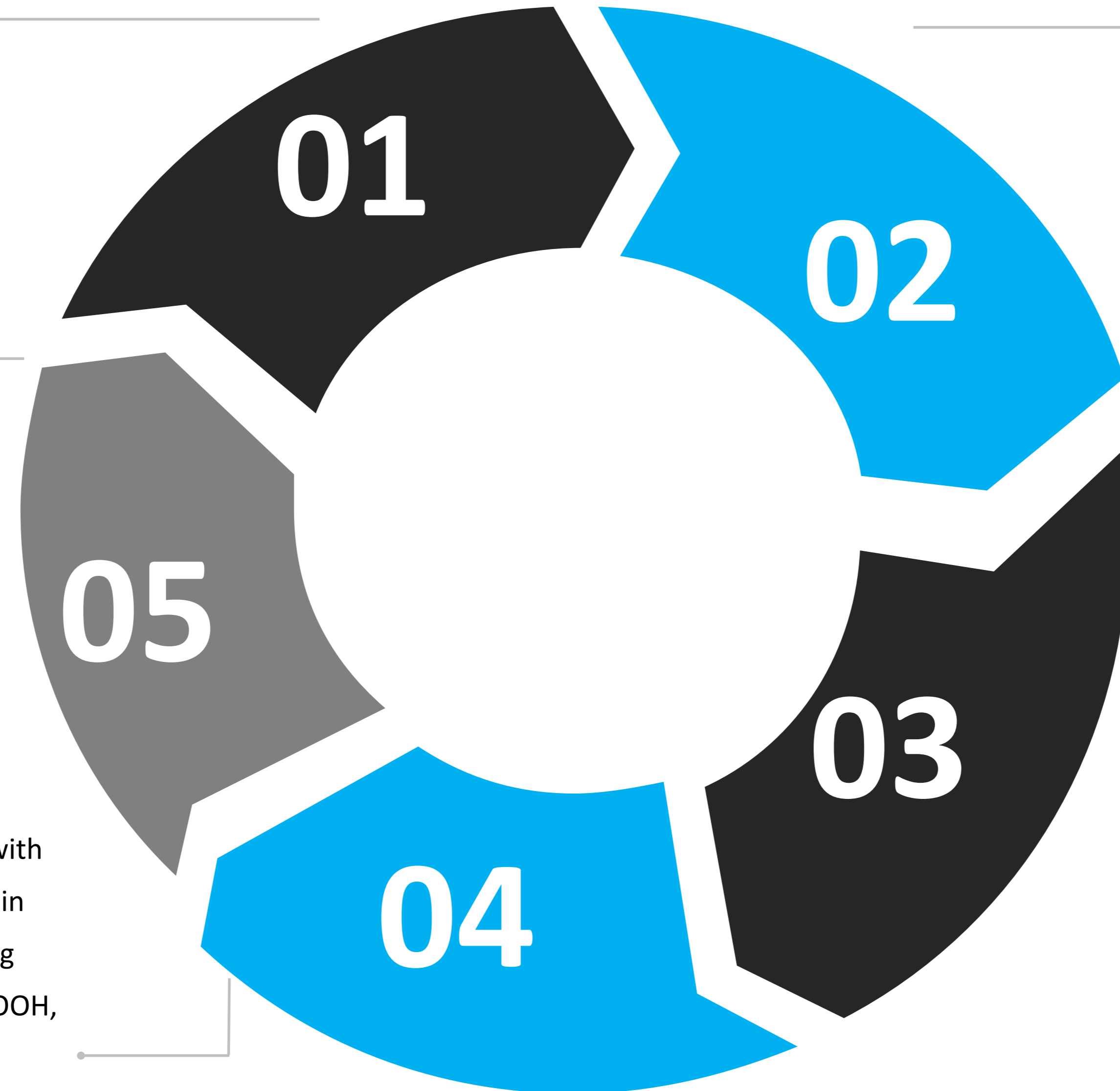
Merchandisers takes control and in coordination with the sales team starts planning product placement in the market. Sales team get in touch with marketing team for support. National-level advertising thru OOH, Print & other mediums

## PRODUCT DESIGN

The product team analyses the brand, competitive landscape & prepares a product brief for the design team  
The design team prepares the design which is send for sampling

## SUPPLIER COORDINATION

Buying team coordinates to get the samples, inspects them & place order  
Once the products are ready with suppliers , buying team gets it to the warehouse



# SALES CHANNELS

## EBOs



Company owned outlets

Brand Concepts currently has **12 Company Operated Company Owned (COCO)** outlets for our range of luggage, backpacks, handbags, clutches, wallets and small leather goods.



Franchisee

The company currently has **14 Franchisee Owned Company Operated (FOCO)** stores which exclusively sell products manufactured and marketed by Brand Concepts.



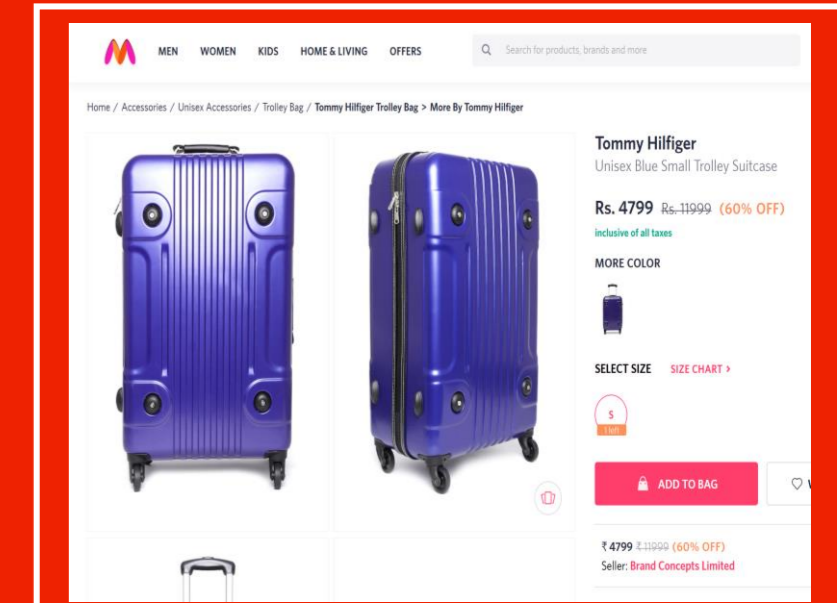
BAGLINE

**www.baglineindia.com is the E-Commerce venture** of BCL, which is a fashion accessory retail company. The **physical stores of BCL also go by the name of "BAGLINE"**. All BCL brands would be listed directly with all the bagline stores integrated.



MBOs / Retail

The company sells its products to several **MBOs/Retail** and is systematically moving to a **master distributor model** across all zones / cities to reduce working capital in the business.



Online

The company sells through several **Ecommerce platforms such as Myntra and Amazon** and is currently building up on its own online selling platform as well under the name of baglineindia.com.

# BAGLINE & Baglineindia.com

SPECIALTY STORES ARE THE LATEST IN-THING IN E-COMMERCE. WHILE THE EARLIER WEBSITES FOLLOWED THE 'ALL-THINGS-UNDER-ONE-ROOF' STRATEGY

## Background

- www.baglineindia.com is the E-Commerce venture of Brand Concepts Ltd.(BCL), which is a fashion accessory retail company. The physical stores of BCL also go by the name of "BAGLINE". All BCL brands would be listed directly with all the bagline stores integrated.

## Categories

- 3 categories of products :
- Travel Gear
- Small Leather Goods
- Women Handbags & Accessories

## USP

- Product Selection : Brand Ideology - would be premium to bridge to luxury (Tommy Hilfiger, Calvin Klein, Victorinox, Delsey, Samsonite etc.
- Website Experience: • Fashion • Ease of selection • A+ Cataloging with video content • Ancillary services: Ask me services, Video tutorials for travel packing, travel tips, effective management for travelling etc.
- Omni-Channel : Order online & get delivery from store next door & vice-versa.

## Other drivers

- Gifting - Shop online, and the nearest store will keep your gift packed & ready. You could either pick it up on the way or we will deliver it to your house.
- Service - Door to door service available in all the major cities.
- Loyalty/Referral Program - We will not only give you credits for your own purchase, but you get rewarded even when your friends & family shop with us.
- B2B Portal - For all your corporate consumptions, you could directly come on our website & purchase getting the GST benefit. Of course for big bulk inquiry, we would be happy to assign a dedicated product manager to solve your query.





# Our Brands

TOMMY HILFIGER IS ONE OF THE MOST SUCCESSFUL FASHION BRANDS IN THE WORLD

Background

- With presence in over **90 countries** | One of the **most popular foreign brands** in India. One of the earliest international lifestyle brands to enter India in 2003 through Murjani Group.

Licensed Products

- A range of Small Leather Goods (SLG) that includes belts and wallets for men.

Positioning

- Trendy, aspirational and legacy brand in the monotonous premium travel gear segment
- A good value proposition as products are priced at 10-25% discount to Samsonite despite carrying a more exclusive brand perception.

Retail Network

- Widespread presence through **525 POS (185 TG & 340 SLG )** this includes retail chains like Shoppers Stop & Lifestyle.

License Agreement

- **Exclusive** License agreement till **2023**, subject to renewal, to design, manufacture, market & retail the product categories of **Travel Gear and SLG**.

Other TH Categories in India

- Primary category is apparel, owned by 50:50 JV between TH and Arvind Mills.
- Other licenses include: Watches – Titan; Eye ware – Sterling Metaplast; Undergarments – Arvind Brands Ltd.





# SUGARUSH

TREND MAKER, EXPERIMENTAL, QUIRKY, SUGARUSH BELIEVES IN BREAKING THE CONVENTIONAL PARAMETERS OF FASHION & GIVING SOMETHING NEW & FRESH, THAT WILL HELP ONE SET APART

## Background

- In-house brand of BCL started in 2014

## Products

- Women handbags.
- Small Non Leather Goods that includes belts and wallets for women.

## Positioning

- Targeting consumers in the lower price range which are socially active with limited spending capacity.





“THE VERTICAL” IS THE BRAND FOR COMRADES WHO ARE ON A QUEST FOR AN ADVENTURE AND LOVE OF OUTDOOR LIVING.

## Background

- In-house brand of BCL started in 2014 with Sugarush to cater to outdoor bag pack segment.
- Co-launched recently in partnership with **Roadies**.

## Products

- Belts & Wallets (Rs.700- 1400), Bag packs (Rs.1000- 3000) , Rucksacks (Rs.3000 - Rs.6000)
- Gym bags, Rucksacks, Small Leather Goods (SLG) that includes belts and wallets for men

## Positioning

- A good value proposition for those who believe in outdoor as a lifestyle & hunting for fashionable, trendy & affordable carrying gear
- Targeting the lower price segment by offering superior quality as of mid range segment brands

## Retail network

- Currently present across BCL stores & various online channels.



# MANUFACTURING & WAREHOUSE



# BAGLINE ON SOCIAL MEDIA



<https://www.instagram.com/baglineindia/>



<https://www.facebook.com/baglineindia>



[www.baglineindia.com](http://www.baglineindia.com)



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# Thank You

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