



BRAND
CONCEPTS

**Q3 FY2021-22
INVESTOR PRESENTATION**

Refer to disclaimer at end





CORE TOPICS

1. Quarter Performance

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- Financial Summary
- Channel wise Contribution

2. Way Forward

- Tommy Hilfiger
- Sugarush, The Vertical
- New International Brands
- Manufacturing
- Bagline

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- Bagline

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- The Vertical

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MESSAGE FROM THE CEO

“ WE ARE ON THE CUSP OF **SOMETHING BIG**,
 REPLICATING THE **SUCCESS** IN OUR
TOMMY HILFIGER BRAND FOR GROWTH ”

We don't just distribute products of our brand licensees. We are involved end to end from conceptualizing to designing to manufacturing to quality control to sales and distribution. We take full responsibility for our partner brands keeping in mind their reputation and our work ethics.

Abhinav Kumar

ABHINAV KUMAR

Q3 & 9M FY22 Performance Highlights

KEY PERFORMANCE HIGHLIGHTS

Highest ever Revenue, EBITDA, PAT for any quarter, growing at 55.9%, 202.4% and 14x respectively.

Best ever EBITDA Margin and PAT Margin for any quarter at 13.7% and 5.2% respectively.

Efficient Cash Flow management has led to improvement in working Capital during the quarter.

Inspite of Revenue Growth, Debt has reduced and overall finance cost has reduced nearly 13% QoQ.

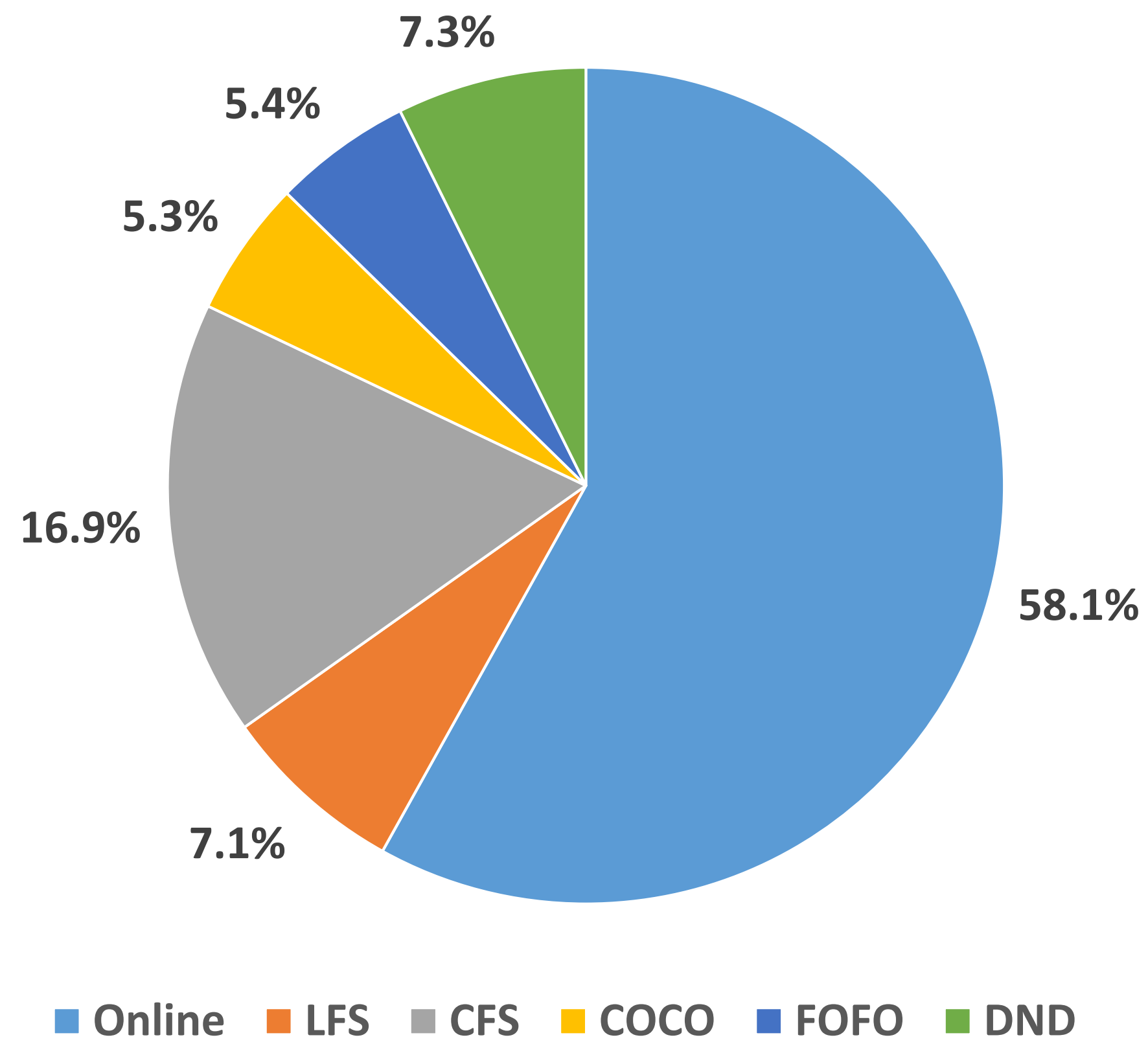
Company moved from the SME board to the Main Board of both NSE and BSE w.e.f. 11th Jan'22.

FINANCIAL SUMMARY

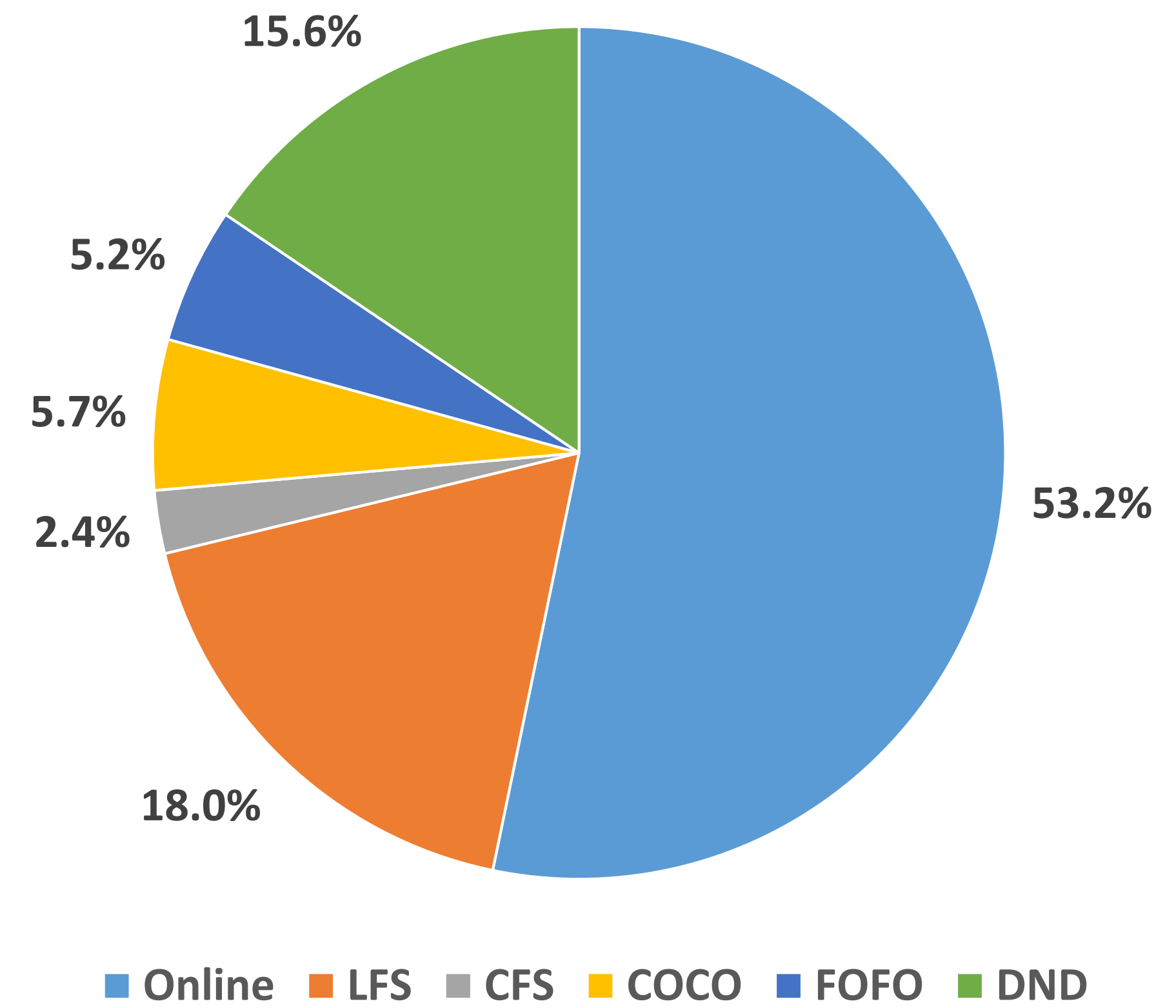
Particulars (Rs mn)	Q3FY22	Q2FY22	Q3FY21	YoY%	9MFY22	9MFY21	YoY%
Net Sales	267.2	258.0	171.4	55.9	596.2	236.5	152.2
Material consumed	139.9	145.3	91.6	52.8	327.4	143.0	128.9
Employee Exp.	28.4	26.1	20.2	40.8	74.2	52.6	40.9
Other Exp.	62.2	59.1	47.5	30.8	150.8	89.3	68.9
Total Expenditure	230.5	230.5	159.3	44.7	552.3	284.9	93.9
EBITDA	36.7	27.5	12.1	202.4	43.9	-48.4	-190.6
EBITDA Margin (%)	13.7%	10.7%	7.1%	+665 bps	7.4%	-20.5%	-
Other Income	0.8	1.5	0.2	259.0	4.4	0.7	558.5
Depreciation	5.8	5.7	1.7	240.4	17.4	8.5	105.6
EBIT	31.7	23.3	10.6	197.5	30.9	-56.3	-154.9
Finance cost	12.2	14.0	12.0	1.1	37.3	33.7	11.0
Profit Before Tax	19.5	9.3	-1.4	-1509.6	-6.5	-89.9	-92.8
Taxes	5.5	0.6	-2.3	-337.0	-3.9	-2.0	98.6
Net Profit	14.0	8.6	0.9	1403.0	-2.6	-88.0	-97.1
PAT Margin (%)	5.2%	3.4%	0.5%	+470 bps	-0.4%	-37.2%	-

CHANNEL CONTRIBUTION

FY21



as on Dec'21





Way Forward

WAY FORWARD

Tommy Hilfiger

Expand our presence in Tommy Hilfiger by scaling up existing MBOs and EBOs.

Sugarush, The Vertical

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

New International Brands

The company is eyeing 2-3 new international brands for exclusive licensing for India in their focus categories

Manufacturing

The company is evaluating setting up its own manufacturing of luggage category.

Bagline

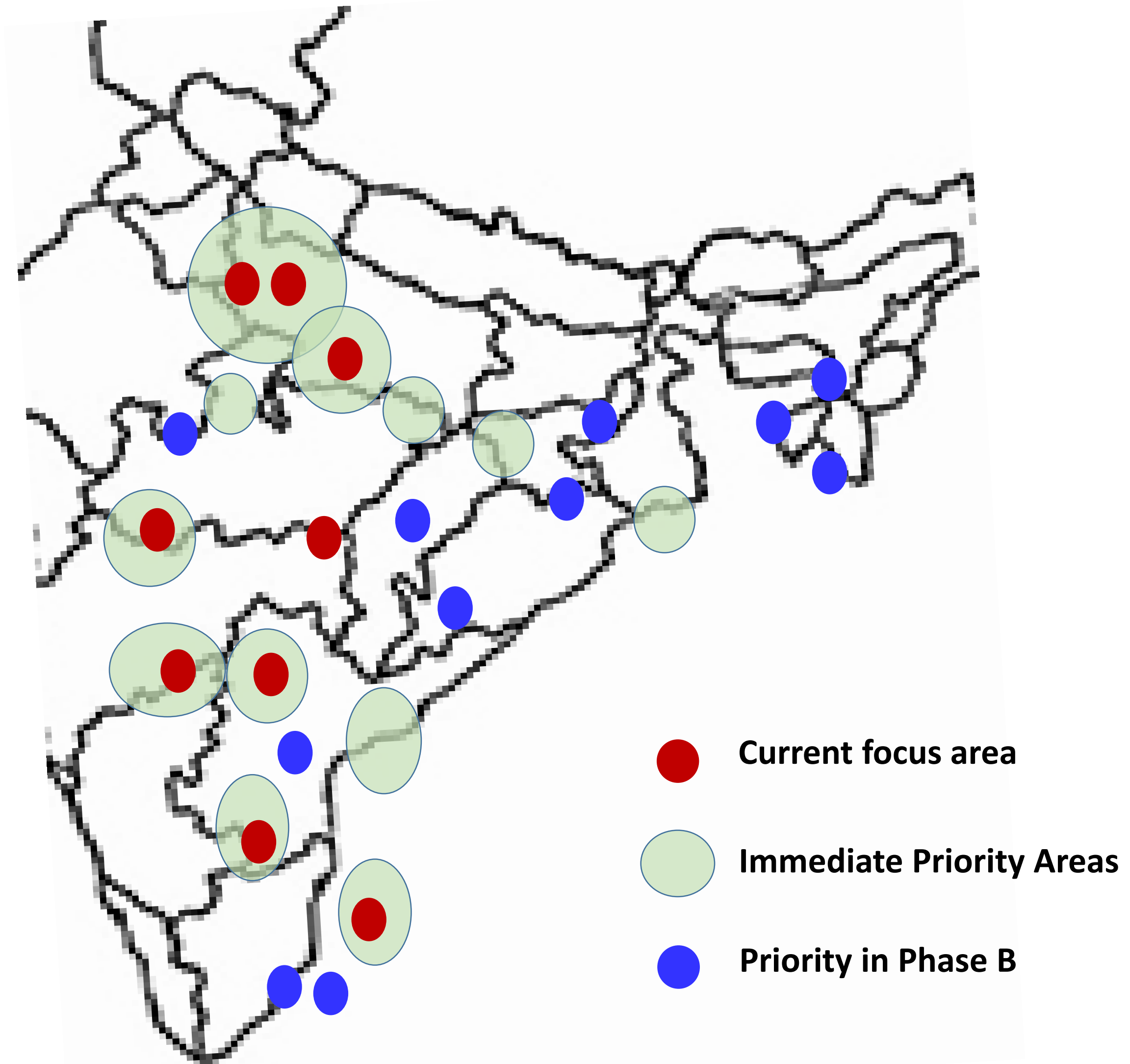
Build and grow own Bagline stores and online portal baglineindia.com for company online offerings.



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

GEOGRAPHICAL FOOTPRINT

There are a lot of International Brands that could add to the catalogue over time





About Us

ABOUT US

EXCLUSIVE brand licensee for Tommy Hilfiger in luggage, backpacks, clutches, wallets and small leather goods

MISSION

Become the largest Multi-Brand Retail company 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 Jan 2018 and listed on the SME exchange.
- 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 for both Men & Women, Women Handbags and Lifestyle accessories.
- The company works with valued brands like Tommy Hilfiger, and HEAD. 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 – 8) and Franchisee owned outlets (FOFO – 22).
- It works directly with Multi Brand Outlets (MBOs) and also sells online through Ecommerce platforms like Myntra and Amazon.
- It also 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.

HISTORY & MILESTONES

2010

THE **NEW ERA** OF BRAND CONCEPTS

Year of inception

In the year 2007, Brand Concepts Pvt Ltd was incorporated by the the "Dhoot" family

2007

The initial brands

Started with rocky S, Spykar and school bags as a category with the Cartoon Network brand

2010



2009-2010



TOMMY HILFIGER

Acquired License of Tommy Hilfiger in Travel Gear Category -Opened First Tommy Hilfiger Travel Gear Store (Express Avenue Chennai)

BAGLINE STORE – 1st

Opened First Bagline Store in Ludhiana – Became Category Leaders in SLG Segment in Shoppers Stop & Lifestyle Stores

2012-2013



SUGARUSH & THE VERTICAL

Launched two Private Label Brands – Sugarush for Women's Handbag & The Vertical for Men's Backpack

2014-2015



NO1-FLIPKART; PE Infusion

No. 1 Backpack Brand in Flipkart's Big Billion event in Oct-15.
Rs 2 cr PE infusion @ Rs 50 cr enterprise valuation

2015-2016



2016-2017



AND & GD; PE Investment

Acquired License of And & GD in Woman Handbag Category
PE infusion of Rs 5 cr from an investor group at Rs 80 cr enterprise valuation

19 EBOs; Myntra Award

19 Exclusive Brand Outlets (EBO) across India, Received Award For Category best in Tommy Hilfiger Travel Gear in Myntra Tech Threads

2017-2018



IPO – Jan 2018; 25 outlets

The company listed on NSE in Jan 2018. It also reached a milestone of 25 outlets during this period

2018-2019



30 EBOs

Company reaches milestone of 30 EBOs with 8 COCO and 22 FOFO stores across India

2020-21



MANUFACTURING & WAREHOUSE





Our Business

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

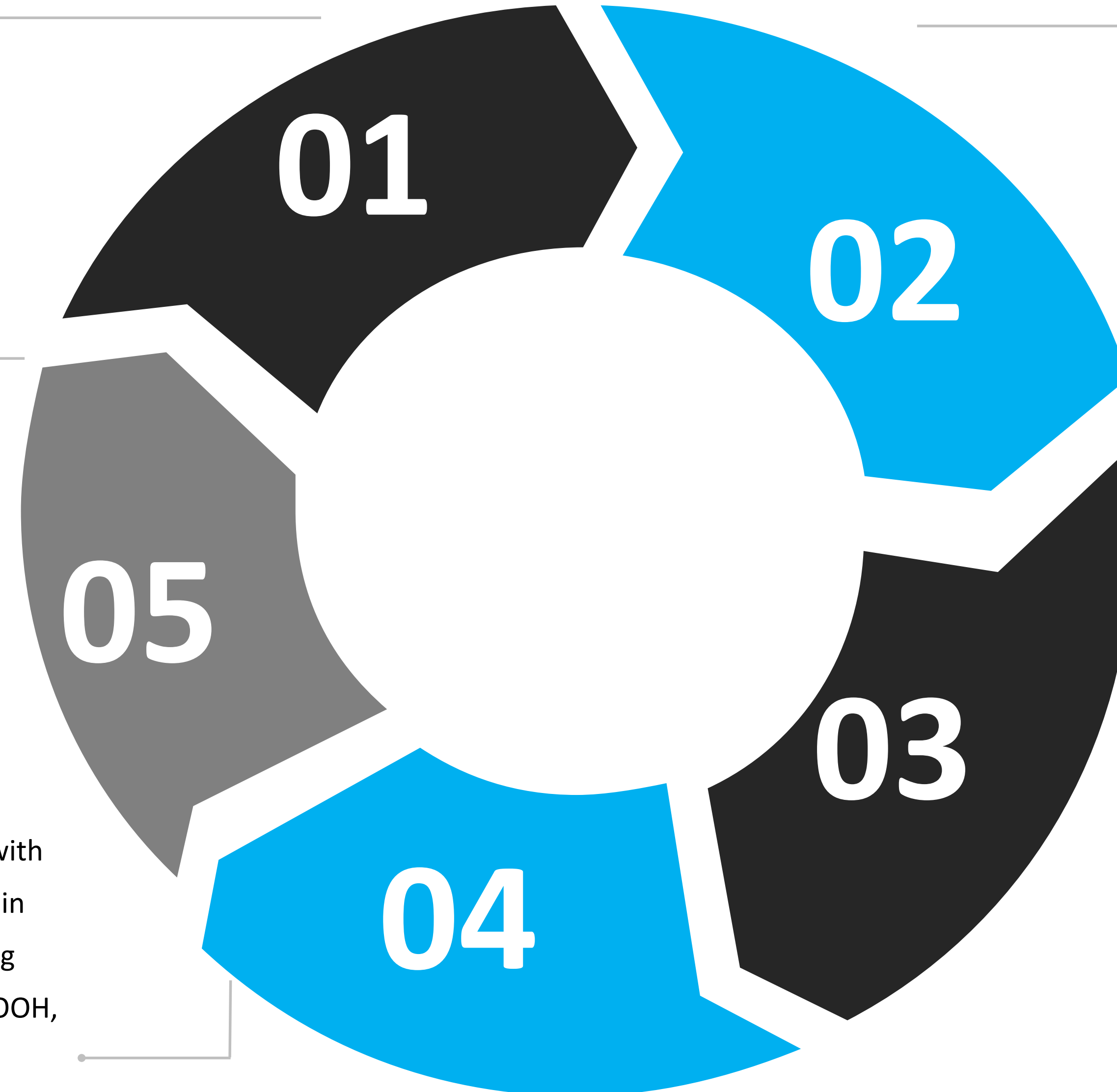
Partner with top international and domestic brands as an exclusive licensee in key product categories.

OMNI CHANNEL

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

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 (8) / franchisee exclusive brand outlets (22) (EBOs) and several large multi brand outlets (MBOs).

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

- 1 TOMMY HILFIGER
- 2 HEAD
- 3 SUGARUSH
- 4 THE VERTICAL

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, WALLET

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



SUGARUSH

TOMMY HILFIGER



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.

SALES CHANNELS

EBOs



Company owned outlets

Brand Concepts currently has 8 Company Operated Company Owned (COCO) outlets for our range of luggage, backpacks, handbags, clutches, wallets and small leather goods.



Franchisee

The company currently has 22 Franchisee Owned Company Operated (FOCO) stores which exclusively sell products manufactured and marketed by Brand Concepts.



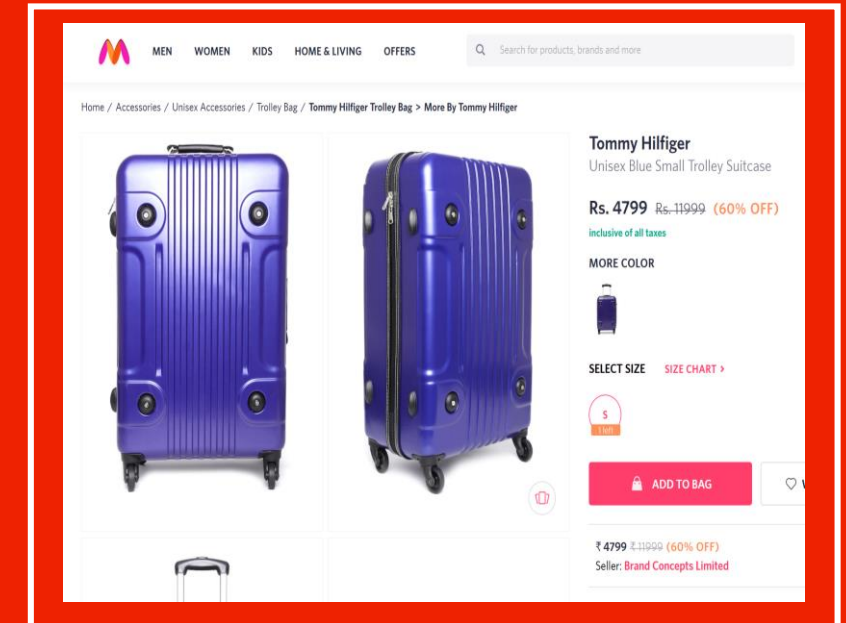
BAGLINE

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 working on starting 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.





Our Team

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.

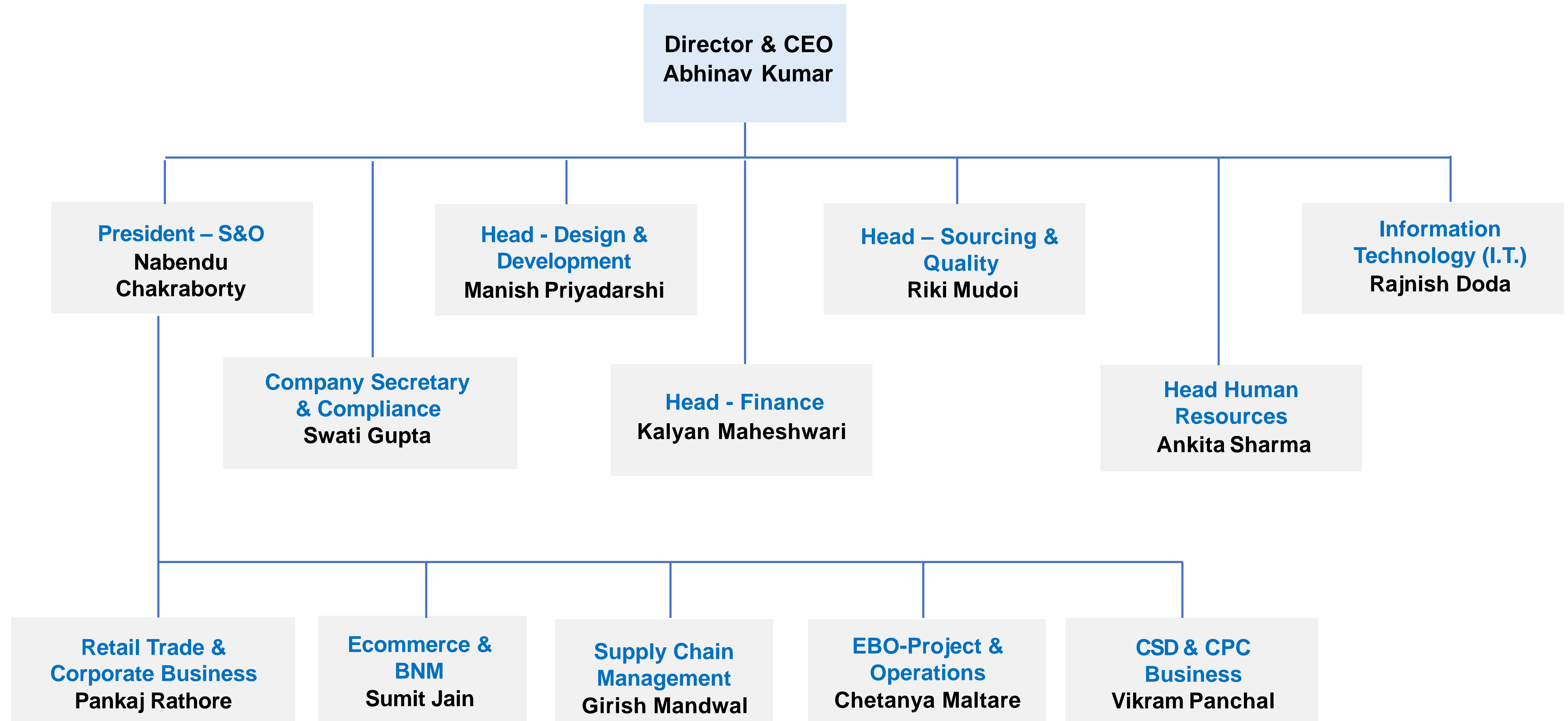


ABHINAV KUMAR

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



OUR TEAM (1/3)



**NABENDU
CHAKRABORTY**

President – Sales & Operations

More than 20 years experience in retail. Proven track record of establishing Non-Apparel business in Shoppers Stop, Landmark Group and Future Lifestyle. Established Private Label in SSL in Handbags, Footwear, SLG and travel Gear. Excellent knowledge in Product, MIS, BNM and Operations.



**SUMIT
JAIN**

Ecommerce & BNM

Articulate and sharp business acumen, adaptive and future ready. 10 Years of Experience in Retail. Fundamental of MIS and Planning along with allocation. Recently inducted into managing E-Comm business. Has very strong relationship attribute and business understanding. 360 understanding of Market place and Direct E-com management.



**PANKAJ
RATHORE**

Retail Trade & Corporate Business

A management professional with all round experience in Sale operation, business expansion and managing P&L with brands i.e. Ritu Kumar, Samsonite, Protinex & Farex, providing leadership in Business/Sales operations, P&L ownership, and operational excellence with focus on top-line & bottom-line performance managing revenue from EBO, MBO, distributor and dealers, key business channels.



**MANISH
PRIYADARSHI**

Design and Development

Keeps designs very close to his heart. Instrumental part of Titan watches design team before joining us. 15+ years of experience in design and development. Excellent team management and always on top of his work. Fierce and strong Brand aesthetics and Design individual.

OUR TEAM (2/3)



**VIKRAM
PANCHAL**

CSD & CPC Business

Excellent skills in Quality control and management. Always has a very detailed analysis of product Quality, checks and balances. With a strong sales background spearheading the entry into Armed Forces and Police Canteen.



**RIKI
MUDOI**

Sourcing & Quality

Very Hands on with all our suppliers, good negotiator on pricing and timelines. Excellent Co-ordination skills and follow-ups. Very good understanding of international sourcing & factories.



**CHETANYA
MALTARE**

EBO, Projects & Operations

Excellent in execution of new projects. Instrumental in BOQ's/ vendor negotiation and overall project timelines. Store Design, minimalistic and optimum space utilization champion.



**ANKITAA
SHARMA**

Human Resource

Rich experience of 12 years in HRD, she has been quite handy with laws and policies governing Human resource. Interactive and team sensitive HR approach. Keeps Employee and Employer aligned.

OUR TEAM (3/3)



SWATI GUPTA

Company Secretary &
Compliance

Manages Legal and Company Compliance issues pro-actively, Has been managing Agreements for Stores, Malls, LFS and DND very effectively.



KALYAN MAHESHWARI

Accounts & Finance

Having rich experience of 26 years with the big Corporates Organisations at Managerial Position in the field of Accounts & Finance. Extensive knowledge of various Laws , Auditing, Commercial and Banking & Forex activities. Excellent skills of problem solving , critical thinking , data analysis, prioritising and effective communication.



GIRISH MANDWAL

Supply Chain

Having extensive exposure of 15 years into developing appropriate supply chain strategy to maximize customer satisfaction at the lowest possible cost. Hand Holding in Analysing operational performance and resolving issues.



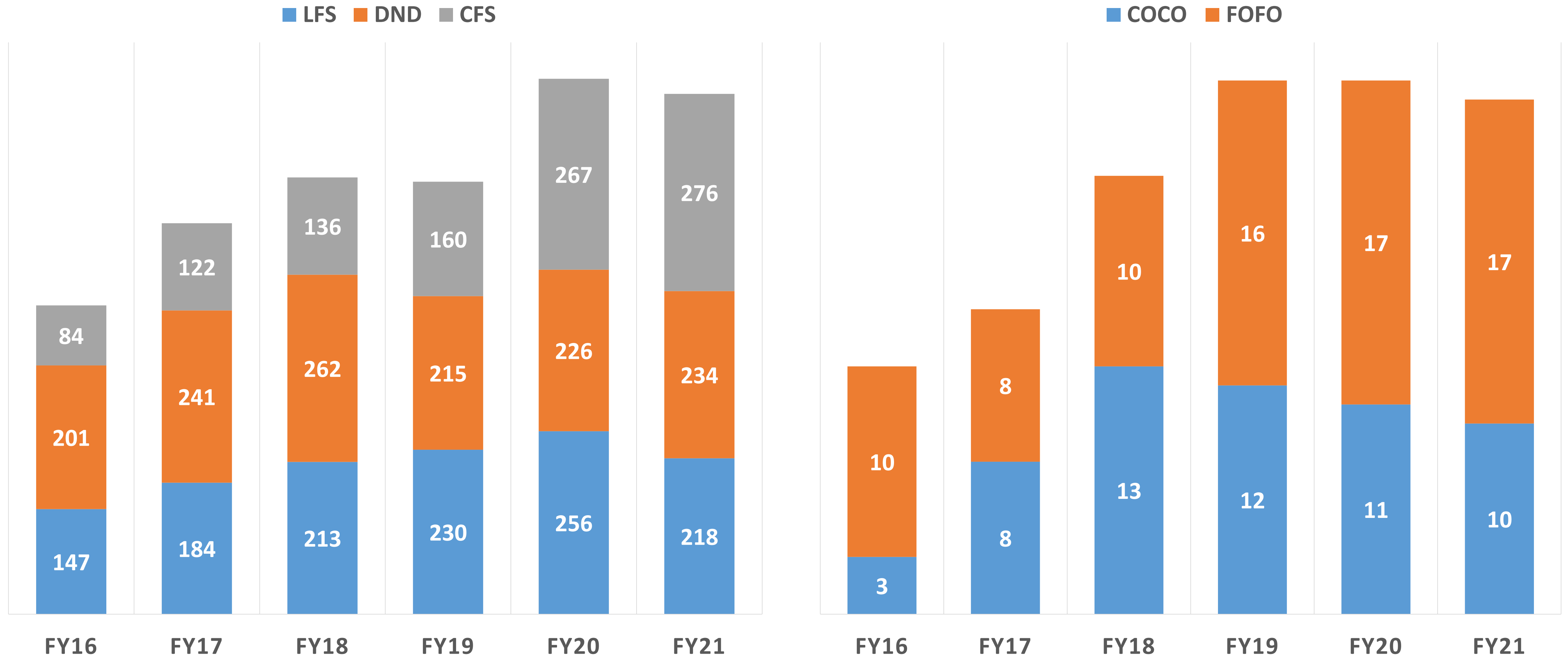
RAJNISH DODA

Sr. Manager – I.T.

Having experience of 11+ years into delivering large & complex ERP engagements through technology solutions.

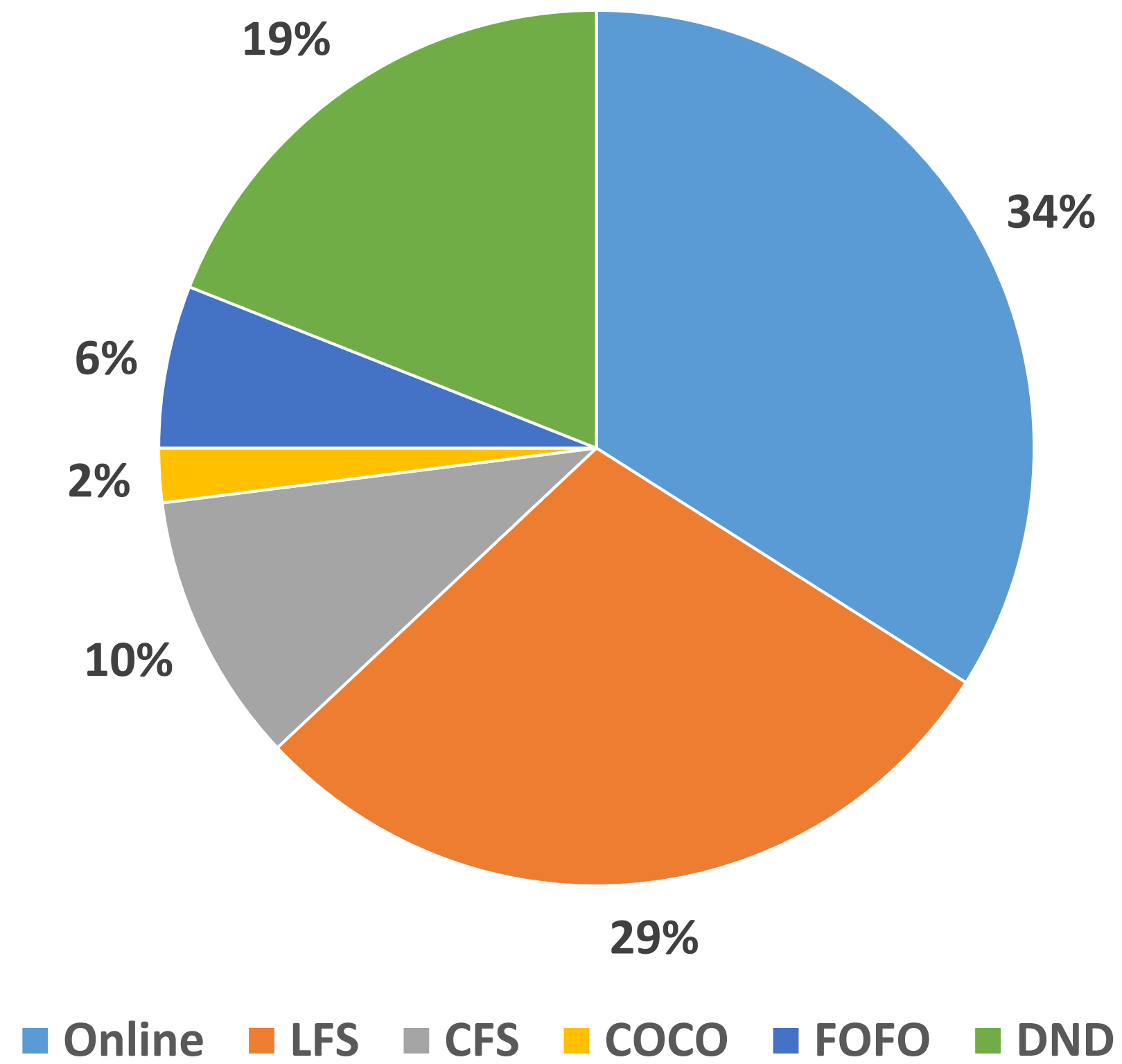
Annual Performance Highlights

POINT OF SALES GROWTH

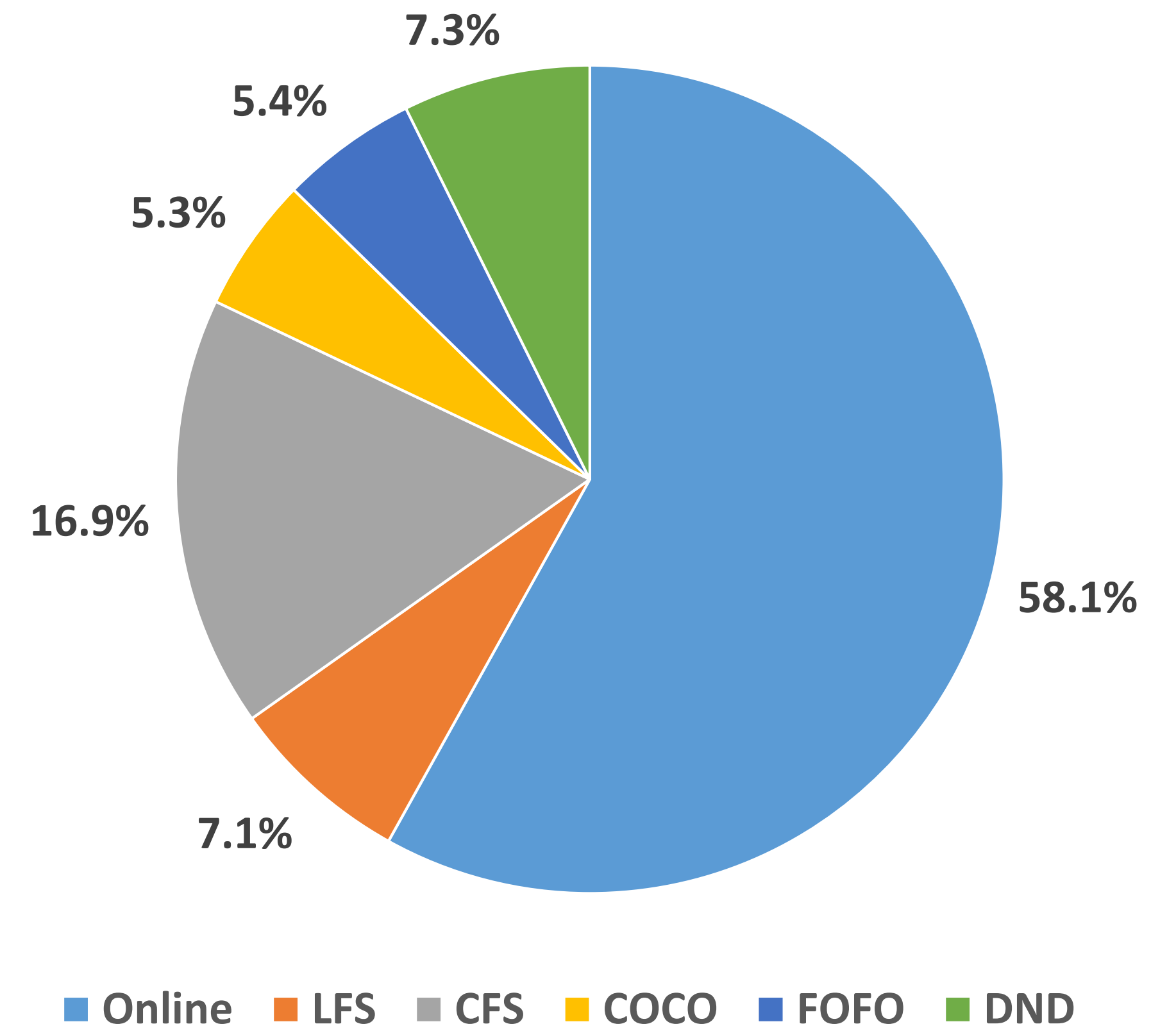


CHANNEL CONTRIBUTION

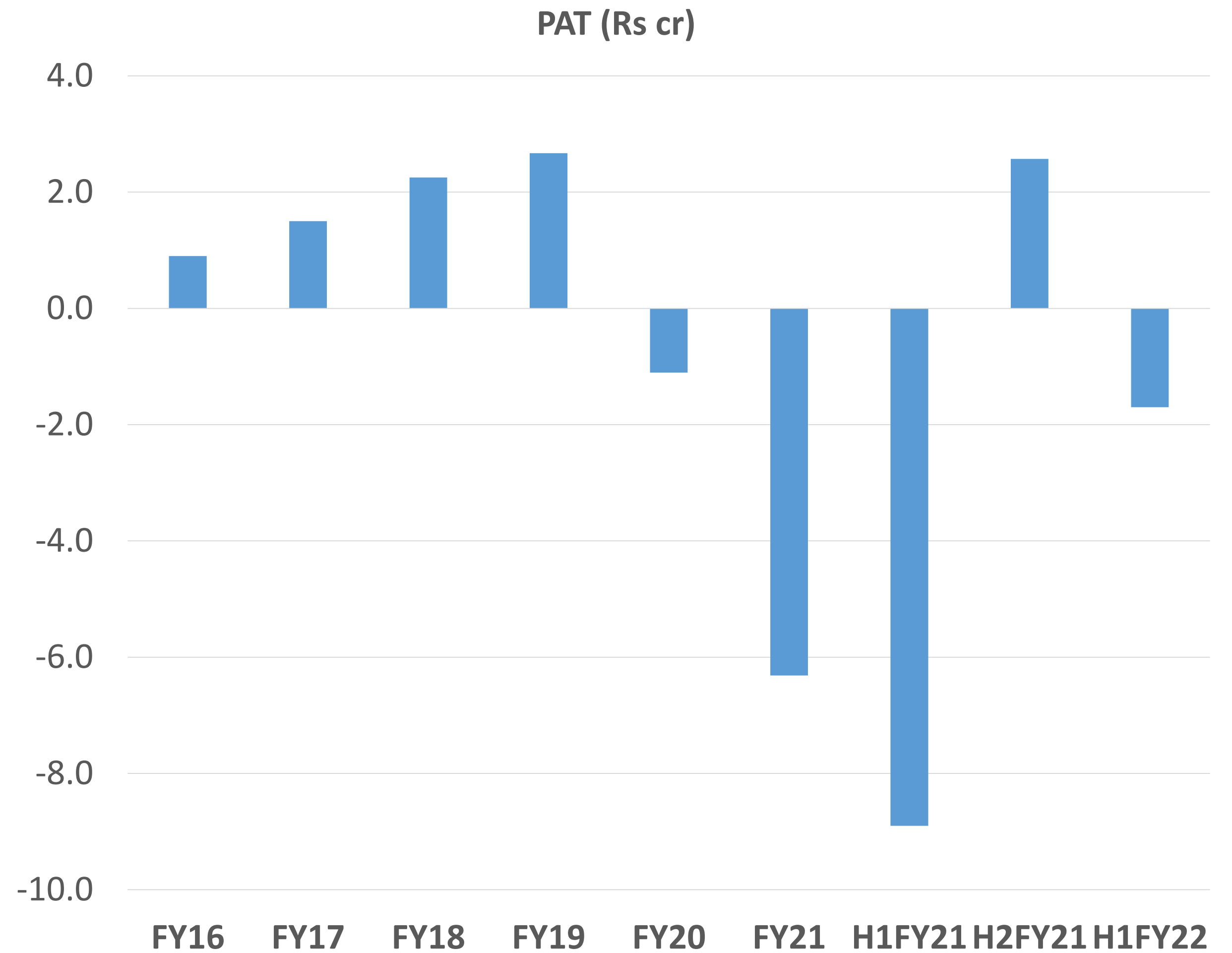
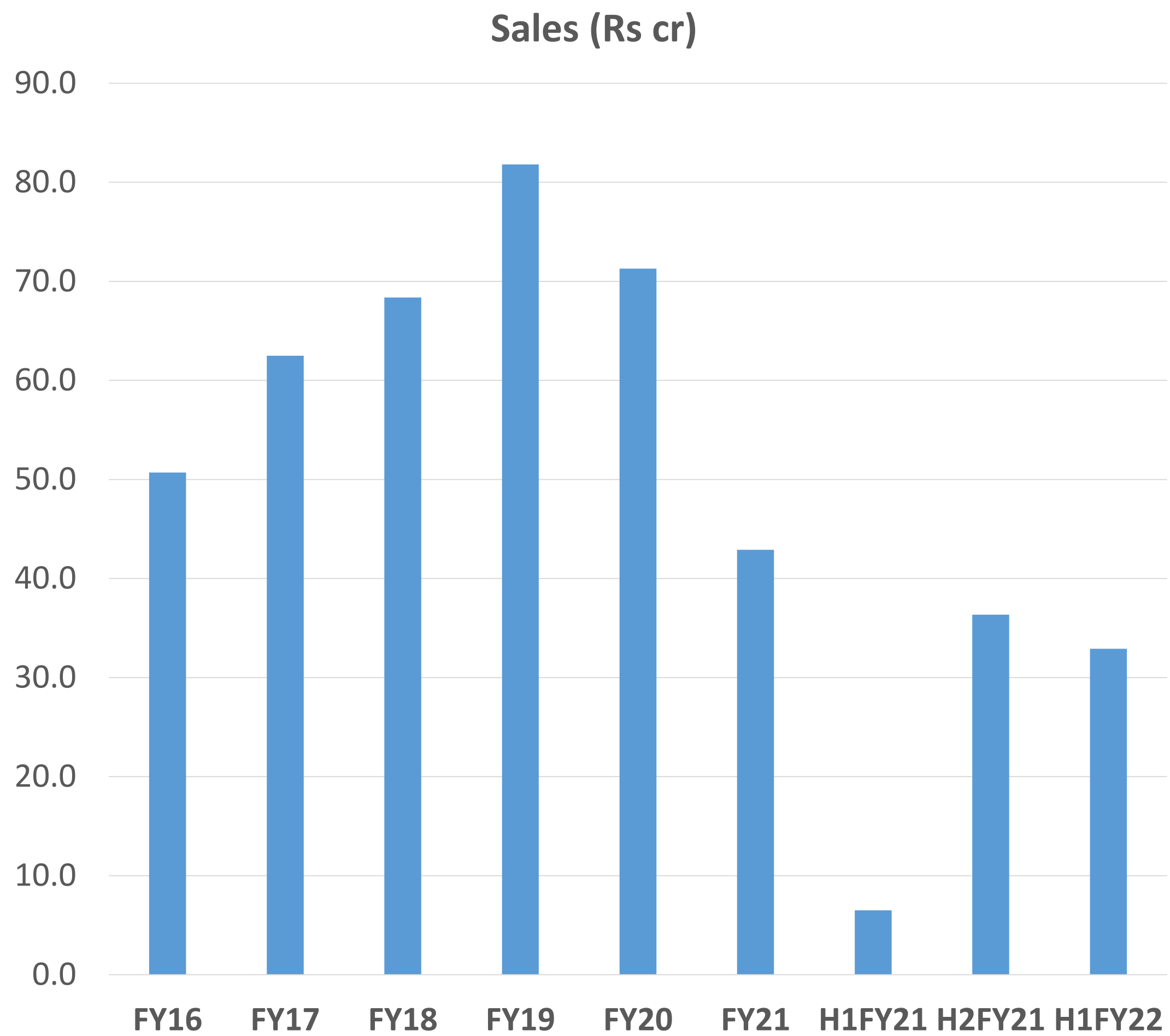
FY18



FY21

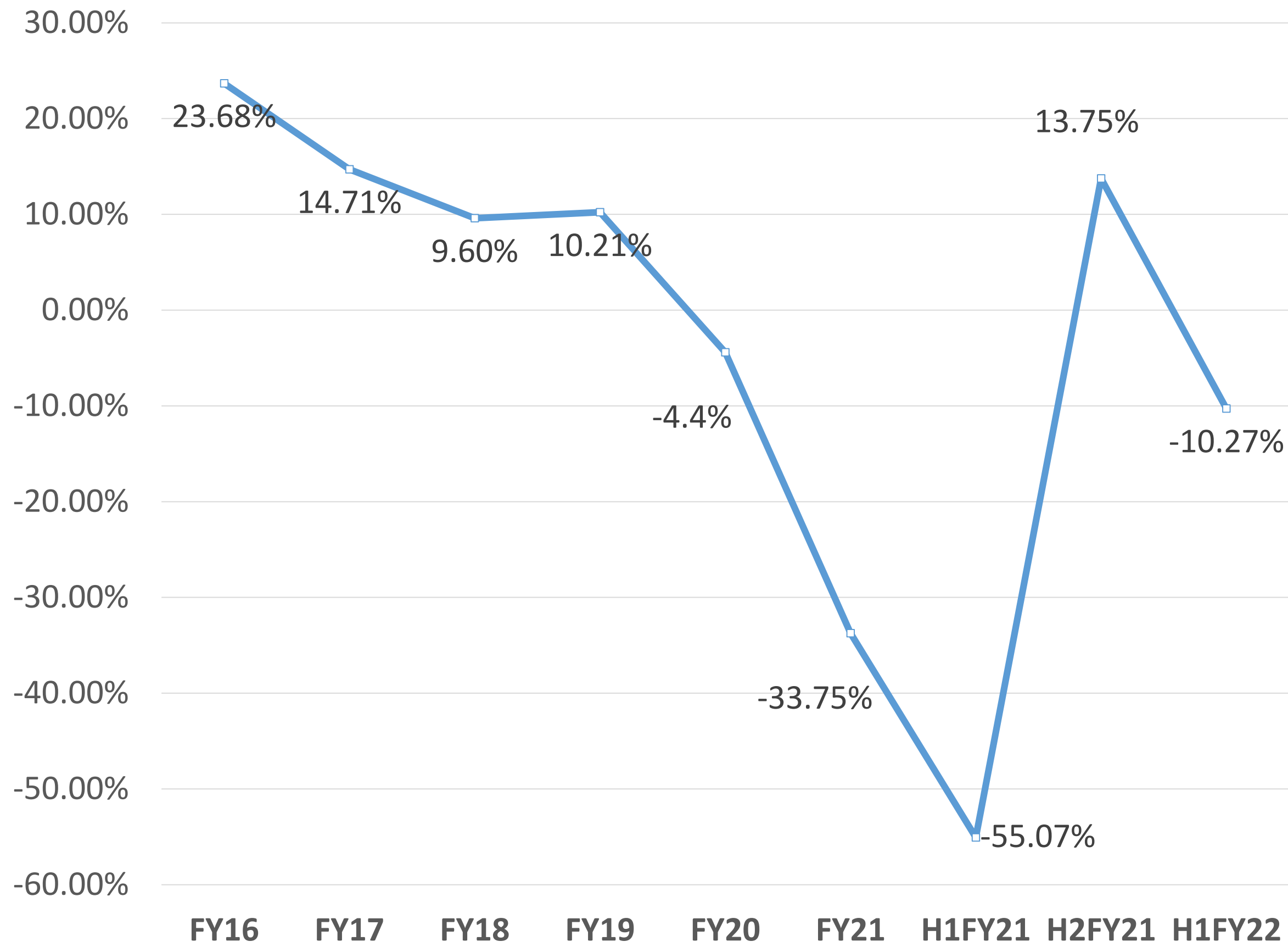


FINANCIAL SNAPSHOT (1/2)

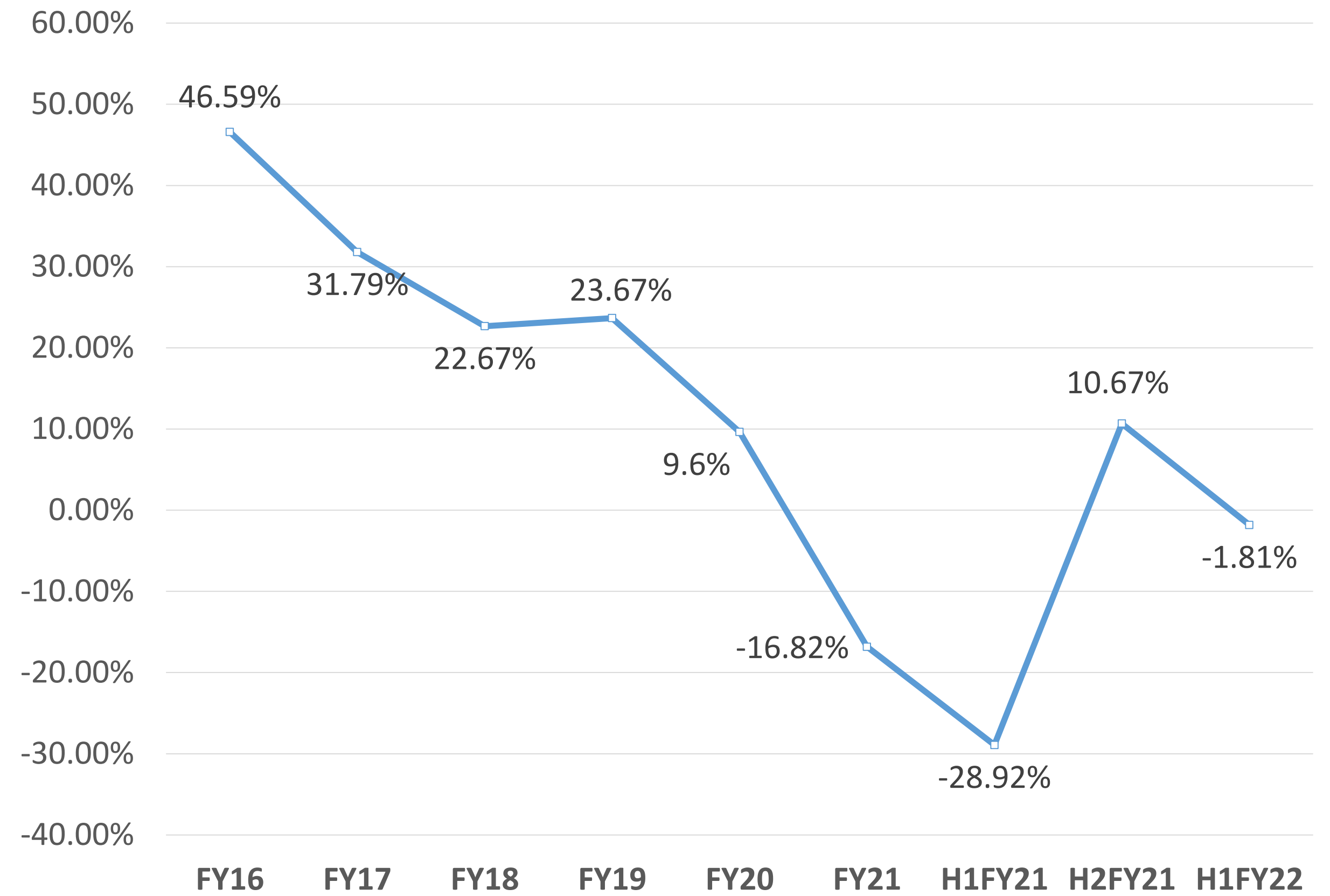


FINANCIAL SNAPSHOT (2/2)

RONW (%)



ROCE (%)



KEY FINANCIALS (1/2)

Particulars	FY16	FY17	FY18	FY19	FY20	FY21
Sales	50.7	62.5	68.4	81.8	71.3	42.9
Expenditure:-						
Operating Exp.	29.0	32.2	32.0	39.6	32.4	23.9
Employee Exp.	5.7	8.0	9.8	12.5	14.1	7.5
Other Exp.	11.1	15.8	18.9	21.4	20.4	14.4
Total Exenditure	45.8	56.0	60.7	73.5	66.8	45.9
EBIDTA	4.9	6.5	7.7	8.3	4.4	(3.0)
Depreciation	0.8	1.0	1.3	1.2	1.5	1.1
EBIT	4.1	5.5	6.4	7.2	3.0	(4.1)
Finance cost	2.7	3.2	3.3	3.4	4.4	4.6
EBT	1.4	2.3	3.0	3.8	(1.4)	(8.7)
Taxes	0.5	0.8	0.8	1.1	(0.3)	(2.4)
PAT	0.9	1.5	2.3	2.7	(1.1)	(6.3)

KEY FINANCIALS (1/2)

BALANCE SHEET69.2	FY16	FY17	FY18	FY19	FY20	FY21
Equity Share Capital	7.0	7.0	10.6	10.6	10.6	10.6
Preference Share Capital	2.0	7.0	0.0	0.0	0.0	0.0
Share Capital	9.0	14.0	10.6	10.6	10.6	10.6
Reserve & Surplus	(5.2)	(3.8)	12.9	15.6	14.4	8.1
Shareholder's Fund	3.8	10.2	23.5	26.1	25.0	18.7
Long Term Loan	5.0	7.1	4.7	4.1	5.9	5.6
Other Long Term Liabilites	0.4	0.3	0.3	0.8	1.3	2.4
Short Term Loan	7.7	10.5	15.1	16.7	16.1	20.8
Trade Payables	10.4	12.5	14.5	22.0	27.7	18.5
Other Current Liabilities	3.2	6.0	6.9	8.9	7.0	5.0
Source of Fund	30.5	46.6	64.9	78.7	83.0	71.0
Fixed Assets	2.6	4.1	4.0	4.5	4.0	2.9
Long Term Loans & Advances	0.6	0.7	1.0	1.2	1.4	1.4
Deffered Tax Assets	1.9	1.2	0.7	1.0	1.3	3.7
Inventories	8.9	17.7	16.4	20.0	26.4	21.8
Debtors	15.2	21.3	37.7	46.1	41.8	34.3
Other Current Assets	1.3	1.6	5.2	5.8	8.2	6.8
Application of Funds	30.5	46.6	64.9	78.7	83.0	71.0

KEY RATIOS

Ratio Analysis	FY16	FY17	FY18	FY19	FY20	FY21
EBIDTA Margin	9.66%	10.40%	11.22%	10.18%	6.23%	-6.91%
EBIT Margin	8.09%	8.80%	9.33%	8.74%	4.18%	-9.54%
EBT Margin	2.76%	3.68%	4.44%	4.62%	-1.95%	-20.28%
PAT Margin	1.78%	2.40%	3.30%	3.26%	-1.55%	-14.72%
ROCE	46.6%	31.8%	22.7%	23.7%	9.6%	-16.8%
RONW	23.7%	14.7%	9.6%	10.2%	-4.4%	-33.7%
Long Term Debt / Equity	1.32	0.70	0.20	0.16	0.23	0.30

BAGLINE ON SOCIAL MEDIA



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



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



www.baglineindia.com



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Thank You

FOR FURTHER INFORMATION PLEASE CONTACT

Brand Concepts Ltd
Abhinav Kumar
Whole Time Director
cfo@brandconcepts.in
www.brandconcepts.in

KAPTIFY®
KAPTIFY Consulting
Investor Relations Strategy & Consulting
Tel: +91-845 288 6099
contact@kaptify.in
www.kaptify.in