



February 14, 2017.

To, The Secretary, BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542	To, The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 Symbol: LUXIND	To, The Secretary, The Calcutta Stock Exchange Limited, 7, Lyons Range, Kolkata- 700 001 Scrip Code: 022124
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Dear Sir,

Sub: Q3 Financial Year 2016-17 Press Release.

Enclosed please find the Press Release in relation to the Unaudited Financial Results of the Company for the quarter ended 31st December, 2016.

This is for your information and record.

Thanking You

Yours faithfully,
for LUX INDUSTRIES LIMITED

Smita Mishra

***Smita Mishra
(Company Secretary)
M.No.: A26489***

LUX INDUSTRIES LTD



Lux Industries reports a consolidated EBIDTA of Rs 82.26 crore up by 25.49% for 9 months

Kolkata, 13th February, 2017: Lux Industries Limited (LIL) (BSE: 539542 | NSE: LUXIND) today reported its financial performance for the quarter that ended 31st December, 2016. Highlights of the un-audited financial results as compared to the previous quarter and nine months ended 31st December 2015 are:

FINANCIAL PERFORMANCE

	Quarter Ended December 2016	Quarter Ended December 2015	Nine Months Ended December 2016	Nine Months Ended December 2015	Growth for Nine Months Ended
	Rs in Crores	Rs in Crores	Rs in Crores	Rs in Crores	
Turnover	233.54	248.90	687.11	667.38	2.96%
EBIDTA	28.30	25.91	82.26	65.55	25.49%
Profit Before Tax (PBT)	22.05	21.54	66.31	54.48	21.71%
PAT	14.34	14.23	43.26	35.90	20.50%
EPS (FV Rs 2/- per Equity Share)	5.68	5.64	17.13	14.22	20.46%

- **EBIDTA** margin up from 9.82% to 11.97% for Nine months ended.
- **Profit Before Tax** up from 8.16% to 9.65% for Nine months ended.
- **Cash Profit** at 71.33 Cr increased by 23.99% Year on Year basis.

Mr. Ashok Todi, Chairman, Lux Industries Ltd. Stated, "Our consistent quarterly improvement in profitability has been due to several reasons- reduced cost, increased production capacity owing to the installation of high technology driven Dankuni plant. Despite the slowdown due to sudden announcement of demonetisation, we have not seen major impact on our business. Since we are operating in this basic and essential product segment the impact has been minimal in terms of sales."

Further Mr Pradip Todi, Managing Director, Lux Industries Ltd. added "The focused movement towards premium category is a conscious step that we have taken to tap the brand conscious and quality-driven consumers. In a market which is comprised of 50% unorganised player the trend is slowly moving towards being organized. With the implementation of GST we see further growth of the organised sector with less price difference thus adding to the top line revenue of the organised players."



The company's aggregate manufacturing capacity has increased to **1.4 million** from **1.2 million pieces per day** across more than **11 manufacturing facilities** in India. Lux Industries Ltd. has more than doubled its revenue in the past 5 years and is constantly pushing its boundaries to increase its turnovers while maintaining its uncompromising stance on quality. Lux as a brand continues to strengthen its leadership in the innerwear category by unlocking comfort and style.

About LUX INDUSTRIES LTD.

Lux Industries Ltd. (BSE: 539542 | NSE: LUXIND) manufactures more than 100 products across 12 major brands comprising a complete range of innerwear for men, women, and children. Lux produces vests, T-shirts, briefs, boxers, spaghettis, thermals, panties, and leggings represented by some of the most prominent brands. These brands comprise category leaders such as LUX Cozi Innerwear, ONN Premium Wear, LUX Bigshot, GenX Style Inners, LUX Venus, LUX Cott'swool, LUX Inferno, LUX Classic, LUX Mozze and LUX Karishma. Lux is present in more than 45+ countries and has reiterated its leadership position in the domestic market with over 900 dealer and distributor network. The brands manufacturing capacities stands at 1.2 mn garments per day across 11 manufacturing facilities.

For further information please contact: Perfect Relations Pvt. Ltd.

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