



February 17, 2017.

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

***Sub: Summary of Press Conference held on 16<sup>th</sup> February, 2017.***

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. We are enclosing herewith summary of Press conference held on 16<sup>th</sup> February, 2017.

This is for your information and record.

Thanking You,

Yours faithfully,  
***For Lux Industries Limited***

*Smita Mishra*  
**Smita Mishra**  
**(Company Secretary & Compliance Officer)**  
**M.No:26489**

## **LUX INDUSTRIES LTD**



**SUMMARY OF PRESS CONFERENCE OF LUX INDUSTRIES LIMITED HELD ON  
16<sup>TH</sup> FEBRUARY, 2017.**

Press Conference was attended by Mr. Saket Todi – Vice President Marketing - Lux Industries Limited, Mr. Udit Todi – Vice President Marketing –Lux Industries Limited, and Mr. Ajay Patodia- CFO – Lux Industries Limited and by various media agencies like The Times of India, The Economic Times, The Telegraph, Mint, The Hindu Business Line and Press Trust of India. Company informed media about their plans to reposition itself as a youth – centric brand and brand will add more products and more manufacturing units to its present inventory. In conference they informed media about entering Lyra brand under (Ebell Fashions Private Limited) group company of Lux into new womenswear category (lingerie and lounge-wear) and also informed about the growth of Lyra brand and its future target. They also discussed about GenX brand under (J. M. Hosiery & Co Limited) group company of Lux. Apart from Lyra brand and GenX brand they also discussed about various sub brand of Lux and their share of contribution to turnover of Lux. On asking of media companies about merger of these groups, Mr. Udit Todi indicated they might think into the possibility of merging Ebell and J.M with its flagship Lux Industries Limited. Mr. Udit Todi also informed media that by 2020, the group has set a target of Rs. 2,000 crore turnover.



**LUX INDUSTRIES LTD**