

Project.

August 2025

# INVESTMENT THESIS

Presented By: Tanmay Monga (Jr. Analyst)



# PAGE INDUSTRIES LIMITED

Page Industries is a value driven, fully integrated manufacturing, marketing, distribution and retail company dedicated to building world class brands

Page Industries Limited located in Bangalore, India is the exclusive licensee of JOCKEY International Inc. (USA) for manufacture, distribution and marketing of the JOCKEY® brand in India, Sri Lanka, Bangladesh, Nepal, UAE, Oman and Qatar. Page Industries is also the exclusive licensee of Speedo International Ltd. for the manufacture, marketing and distribution of the Speedo brand in India.

# Company Background & Heritage

## Established Leadership

Founded in 1994, Page Industries has transformed from a modest textile venture into India's premier innerwear manufacturer. The company secured exclusive licensing rights for Jockey International across India, Sri Lanka, Bangladesh, Nepal, and the UAE.

Listed on BSE and NSE since 2007, the company has consistently delivered market-leading growth through strategic brand positioning and operational excellence.





# Product Portfolio & Market Segments

## Men's Innerwear

Premium briefs, vests, and thermals under the Jockey brand, capturing **18%** market share in organised retail.

- Classic and modern fits
- Premium cotton collections
- Thermal wear range

## Women's Lingerie

Comprehensive range including bras, panties, and shapewear, establishing strong foothold in the growing women's segment.

- Everyday comfort collections
- Sports and active wear
- Maternity range

## Athleisure & Swimwear

Speedo brand licensing for swimwear and expanding athleisure portfolio targeting health-conscious consumers.

- Performance swimwear
- Activewear collections
- Fitness accessories

# Award-Winning Excellence



# Strategic & Operational Highlights

01

## Retail Expansion

Aggressive expansion with **1,000+ exclusive brand outlets** across tier-1 and tier-2 cities, complemented by strong e-commerce presence.

02

## Manufacturing Excellence

State-of-the-art facilities in Bangalore with capacity for **120 million pieces annually**, ensuring quality consistency and cost efficiency.

03

## Digital Transformation

Integrated ERP systems and omnichannel retail strategy driving **25% online revenue growth** year-on-year.

04

## Sustainability Initiative

Commitment to sustainable practices with organic cotton sourcing and water conservation measures across manufacturing units.

# Key Insights from Latest AGM

## Leadership Commentary

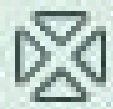
"Our focus remains on premiumisation and expanding our addressable market through innovative product launches and strategic retail partnerships."

## Key Announcements:

- ₹200 crore capex allocation for FY24
- New product categories launch
- Enhanced distribution network
- Dividend of ₹135 per share approved



# Future Growth Strategy



## Market Penetration

Targeting ₹5,000 crore revenue by FY26 through deeper market penetration in tier-2 and tier-3 cities with tailored product offerings.



## Product Innovation

Investment in R&D for technical fabrics and smart textiles, with focus on antimicrobial and moisture-wicking technologies.

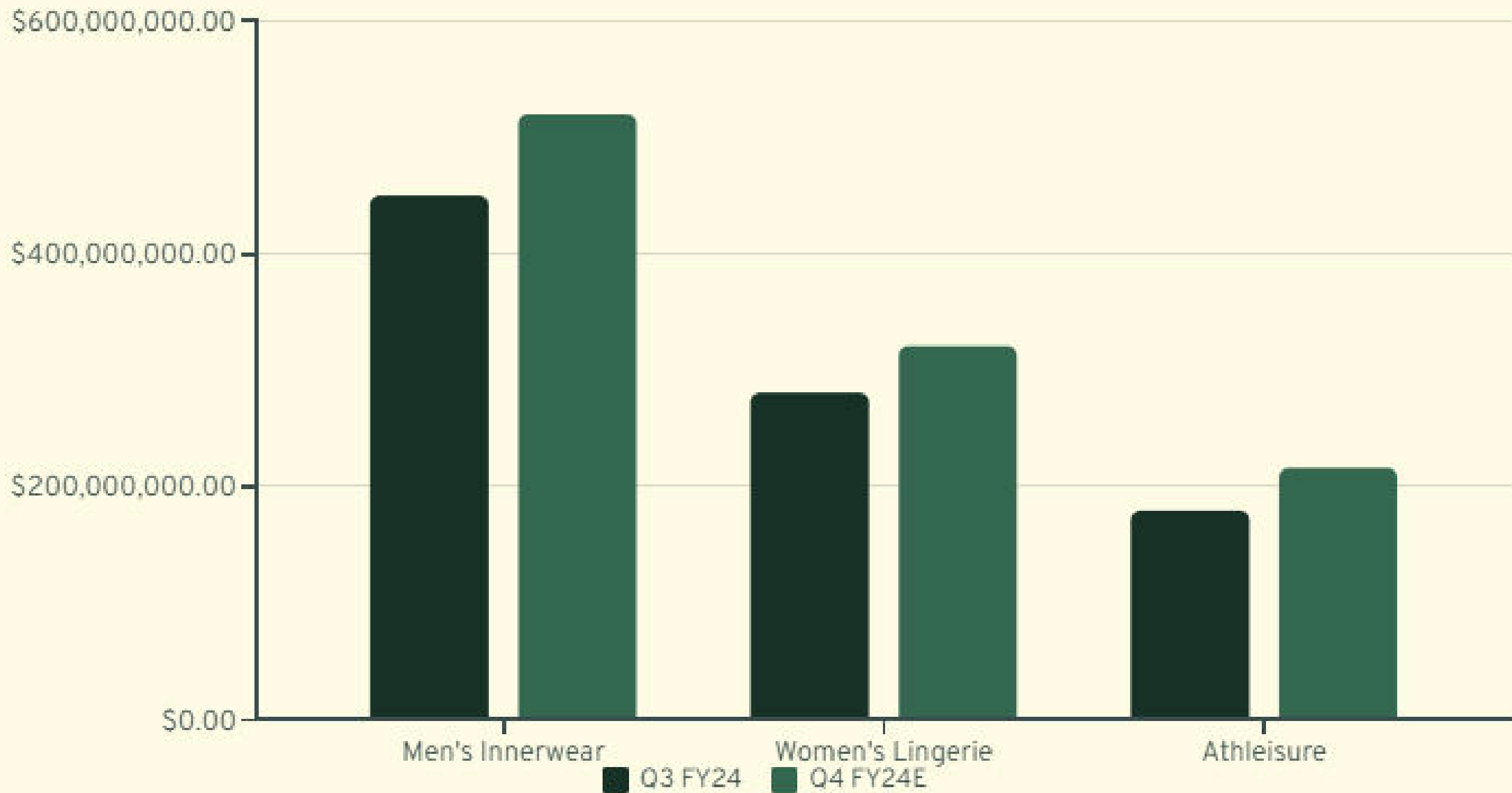


## Geographic Expansion

Strengthening presence in Bangladesh and exploring new licensing opportunities in Southeast Asian markets.



# Order Book & Demand Pipeline



Strong order visibility with **₹1,055 crore** projected quarterly revenue, driven by festive season demand and new product launches across all segments.

# SWOT Analysis

## Strengths

- Market-leading brand equity
- Exclusive licensing agreements
- Superior distribution network
- Consistent financial performance

## Weaknesses

- High dependency on single brand
- Premium pricing limiting mass market reach
- Limited international presence

## Opportunities

- Growing organised retail penetration
- Rising disposable income in tier-2 cities
- Expanding women's innerwear market
- E-commerce growth potential

## Threats

- Intensifying competition from local brands
- Raw material price volatility
- Economic slowdown impact on discretionary spending

# Financial Performance Metrics

₹3,621Cr

Revenue FY23

22% YoY growth

18.5%

EBITDA Margin

Best-in-class profitability

₹718Cr

Net Profit

25% annual growth

15.2X

ROE

Consistent returns

## Investment Recommendation

- BUY rating with target price of ₹42,000 representing 15% upside potential based on strong fundamentals and market positioning.



# Dual Brand Portfolio

## Speedo

- Swimwear & water sports
- 1,035+ retail locations
- 31 exclusive brand outlets
- Six years of growth

## JOCKEY®

- Innerwear market leader
- 15 manufacturing complexes
- 50+ years family partnership
- Revolutionary retail presence



# Ratios

|                  |              |                     |             |                  |                   |
|------------------|--------------|---------------------|-------------|------------------|-------------------|
| Market Cap       | ₹ 47,557 Cr. | Current Price       | ₹ 42,625    | High / Low       | ₹ 50,590 / 38,850 |
| Stock P/E        | 62.2         | Book Value          | ₹ 1,262     | Dividend Yield   | 2.11 %            |
| ROCE             | 59.4 %       | ROE                 | 48.5 %      | Face Value       | ₹ 10.0            |
| Sales            | ₹ 4,974 Cr.  | Sales Qtr           | ₹ 1,317 Cr. | Qtr Profit Var   | 21.5 %            |
| EPS              | ₹ 686        | Promoter holding    | 42.9 %      | Profit after tax | ₹ 765 Cr.         |
| PAT Qtr          | ₹ 201 Cr.    | Price to Earning    | 62.2        | Return on assets | 27.4 %            |
| Return on equity | 48.5 %       | Change in Prom Hold | 0.00 %      | Mar Cap          | ₹ 47,557 Cr.      |
| Qtr Sales Var    | 3.06 %       | Price to book value | 33.8        | Debt to equity   | 0.19              |
| Debt             | ₹ 262 Cr.    | Pledged percentage  | 0.00 %      | ROCE             | 59.4 %            |

# Profit & Loss Table

| Narration         | Mar-20    | Mar-21    | Mar-22    | Mar-23    | Mar-24    | Mar-25    |
|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Sales             | 2,945.54  | 2,832.96  | 3,886.46  | 4,714.19  | 4,569.23  | 4,934.91  |
| Expenses          | 2,412.43  | 2,305.25  | 3,099.33  | 3,851.45  | 3,709.41  | 3,872.36  |
| Operating Profit  | 533.11    | 527.71    | 787.13    | 862.74    | 859.82    | 1,062.55  |
| Other Income      | 24.64     | 18.95     | 20.72     | 14.73     | 32.40     | 61.64     |
| Depreciation      | 61.36     | 62.91     | 65.47     | 78.09     | 90.83     | 99.23     |
| Interest          | 34.39     | 30.33     | 33.60     | 41.28     | 44.89     | 46.38     |
| Profit before tax | 462.00    | 453.42    | 708.78    | 758.10    | 756.50    | 978.58    |
| Tax               | 118.79    | 112.84    | 172.24    | 186.85    | 187.31    | 249.44    |
| Net profit        | 343.22    | 340.58    | 536.53    | 571.25    | 569.19    | 729.14    |
| EPS               | 306.45    | 304.09    | 479.04    | 510.04    | 508.21    | 651.02    |
| Price to earning  | 55.36     | 99.70     | 90.16     | 74.31     | 67.79     | 65.58     |
| Price             | 16,963.50 | 30,317.45 | 43,189.35 | 37,903.30 | 34,450.95 | 42,693.75 |
| <b>RATIOS:</b>    |           |           |           |           |           |           |
| Dividend Payout   | 52.30%    | 81.85%    | 76.89%    | 48.80%    | 72.48%    | 137.63%   |
| OPM               | 18.10%    | 18.63%    | 20.25%    | 18.30%    | 18.82%    | 21.53%    |

# Quarters

| Narration         | Sep-23   | Dec-23   | Mar-24 | Jun-24   | Sep-24   | Dec-24   | Mar-25   |
|-------------------|----------|----------|--------|----------|----------|----------|----------|
| Sales             | 1,125.13 | 1,225.55 | 992.48 | 1,277.52 | 1,246.27 | 1,313.05 | 1,098.07 |
| Expenses          | 891.60   | 999.12   | 828.15 | 1,034.17 | 964.81   | 1,010.54 | 862.84   |
| Operating Profit  | 233.53   | 226.43   | 164.33 | 243.35   | 281.46   | 302.51   | 235.23   |
| Other Income      | 1.67     | 8.76     | 13.73  | 12.90    | 14.55    | 14.05    | 20.13    |
| Depreciation      | 24.65    | 22.61    | 22.57  | 22.10    | 22.62    | 29.66    | 24.86    |
| Interest          | 11.18    | 10.50    | 10.47  | 11.69    | 10.92    | 11.94    | 11.83    |
| Profit before tax | 199.37   | 202.08   | 145.02 | 222.46   | 262.47   | 274.96   | 218.67   |
| Tax               | 49.10    | 49.73    | 36.83  | 57.24    | 67.21    | 70.31    | 54.67    |
| Net profit        | 150.28   | 152.35   | 108.20 | 165.22   | 195.26   | 204.66   | 164.01   |
| OPM               | 21%      | 18%      | 17%    | 19%      | 23%      | 23%      | 21%      |

# Balance Sheet

| Narration                | Mar-19          | Mar-20          | Mar-21          | Mar-22          | Mar-23          | Mar-24          | Mar-25          |
|--------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Equity Share Capital     | 11.15           | 11.15           | 11.15           | 11.15           | 11.15           | 11.15           | 11.15           |
| Reserves                 | 763.84          | 808.73          | 873.73          | 1,077.47        | 1,359.89        | 1,585.77        | 1,396.04        |
| Borrowings               | 84.78           | 176.38          | 127.04          | 109.91          | 406.40          | 184.85          | 261.81          |
| Other Liabilities        | 490.82          | 516.68          | 687.95          | 908.41          | 915.37          | 900.81          | 974.01          |
| <b>Total</b>             | <b>1,350.59</b> | <b>1,512.94</b> | <b>1,699.87</b> | <b>2,106.94</b> | <b>2,692.81</b> | <b>2,682.58</b> | <b>2,643.01</b> |
| Net Block                | 300.63          | 405.53          | 386.29          | 402.41          | 485.17          | 487.80          | 757.55          |
| Capital Work in Progress | 7.23            | 28.73           | 27.85           | 65.26           | 150.45          | 238.68          | 72.24           |
| Investments              | -               | -               | -               | -               | -               | -               | -               |
| Other Assets             | 1,042.73        | 1,078.68        | 1,285.73        | 1,639.27        | 2,057.19        | 1,956.10        | 1,813.22        |
| <b>Total</b>             | <b>1,350.59</b> | <b>1,512.94</b> | <b>1,699.87</b> | <b>2,106.94</b> | <b>2,692.81</b> | <b>2,682.58</b> | <b>2,643.01</b> |
| Working Capital          | 551.91          | 562.00          | 597.78          | 730.86          | 1,141.82        | 1,055.29        | 839.21          |
| Debtors                  | 123.84          | 73.78           | 137.12          | 165.08          | 146.07          | 158.64          | 191.61          |
| Inventory                | 750.11          | 718.57          | 554.93          | 974.87          | 1,595.26        | 1,170.30        | 858.87          |
| Debtor Days              | 15.85           | 9.14            | 17.67           | 15.50           | 11.31           | 12.67           | 14.17           |
| Inventory Turnover       | 3.80            | 4.10            | 5.11            | 3.99            | 2.96            | 3.90            | 5.75            |

# Cash Flow

| Narration                    | Mar-19  | Mar-20  | Mar-21  | Mar-22  | Mar-23  | Mar-24   | Mar-25    |
|------------------------------|---------|---------|---------|---------|---------|----------|-----------|
| Cash from Operating Activity | 229.71  | 516.69  | 695.89  | 326.91  | -1.61   | 1,080.47 | 1,203.59  |
| Cash from Investing Activity | 191.96  | -26.60  | -401.05 | 118.85  | 35.78   | -369.92  | 11.66     |
| Cash from Financing Activity | -443.28 | -377.54 | -365.93 | -396.44 | -179.08 | -621.41  | -1,010.15 |
| Net Cash Flow                | -21.60  | 112.55  | -71.10  | 49.32   | -144.92 | 89.14    | 205.10    |

# **Investment Conclusion: Page Industries Limited**

## **Recommendation: HOLD**

Page Industries Limited, the exclusive licensee of Jockey and Speedo brands in India, demonstrates strong operational excellence with best-in-class profitability metrics. However, the stock currently trades at ₹41,040 (as of October 17, 2025), representing a P/E ratio of 62.2x, which is significantly expensive compared to industry peers averaging 28-35x P/E ratios. While the company's fundamentals remain robust, the stretched valuation leaves limited upside potential, warranting a HOLD decision rather than fresh accumulation.