

# PERFORMANCE HIGHLIGHTS

Q4FY24

WESTSIDE ZUDIO *utsa* SAMOH MISBU **STAR**  
A TATA and IESCO Enterprise

# DISCLAIMER

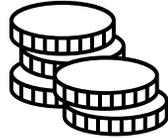


Statements in this Presentation describing the Company's performance may be "forward looking Statements" within the meaning of applicable securities laws and regulation. Actual results may differ materially from those directly or indirectly expressed, inferred or implied. Important factors that could make a difference to the Company's operations include, among others, economic conditions affecting demand / supply and price conditions in the domestic markets in which the Company operates, changes in or due to the environment, Government regulations, laws, statutes, judicial pronouncements and / or other incidental factors

# TRENT JOURNEY



# TRENT AT A GLANCE



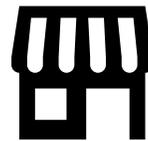
**₹11,927 Cr**  
FY24 Revenue



**10 Mn+**  
WestStyleClub Members



**10 Mn+**  
Retail Area (sq. ft.)



**875+**  
No. of Stores



**160+**  
City Presence

**Note:**

\* As of 31st March 2024

# Q4 FY24 HIGHLIGHTS

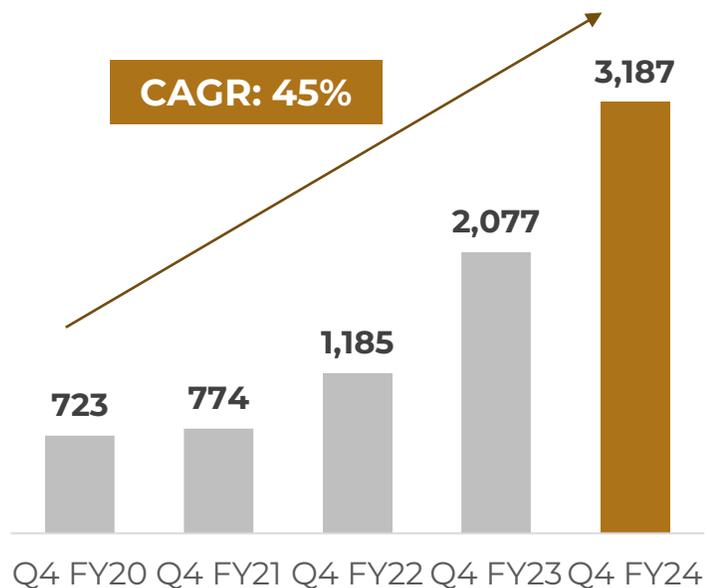


<b>Standalone</b>	₹ <b>3187</b> Cr Revenue ↑ 53%	₹ <b>258</b> Cr Op. EBIT* ↑ 353%	₹ <b>316</b> Cr PBT^ ↑ 153%
<b>Consolidated</b>	₹ <b>3298</b> Cr Revenue ↑ 51%	₹ <b>239</b> Cr Op. EBIT* (incl. share from JVs & Assoc.) ↑ 451%	₹ <b>296</b> Cr PBT^ ↑ 343%
<b>Store Count</b>	<b>811</b> Fashion Concepts#	<b>66</b> Food & Grocery	

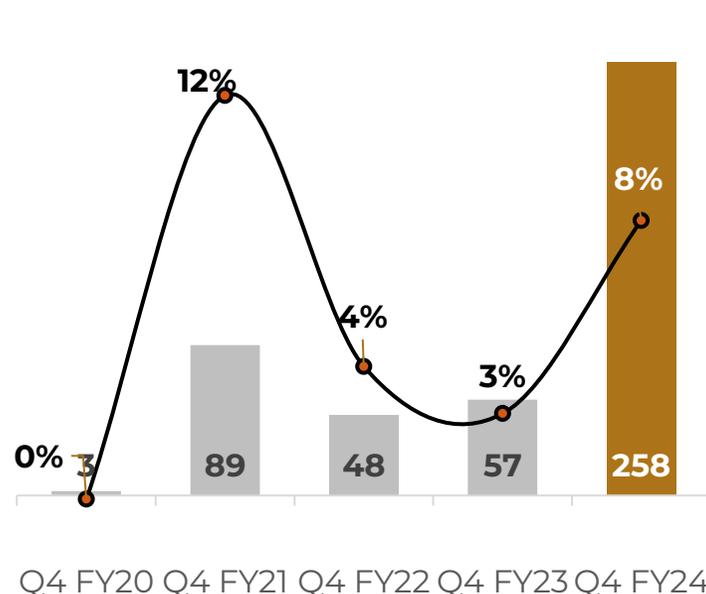
Exceptional gain for the quarter of Rs. 543 Cr [Rs. 576 Cr at consolidated level], tax impact thereon of Rs. 137 Cr :- Net of tax Rs. 407 Cr [Rs. 439 Cr at consolidated level] relates to reassessment of the estimates of measurement and recognition of the right to use assets (including related security deposits) and corresponding lease liabilities under IND AS 116

# TRENDS – LAST 5 YEARS

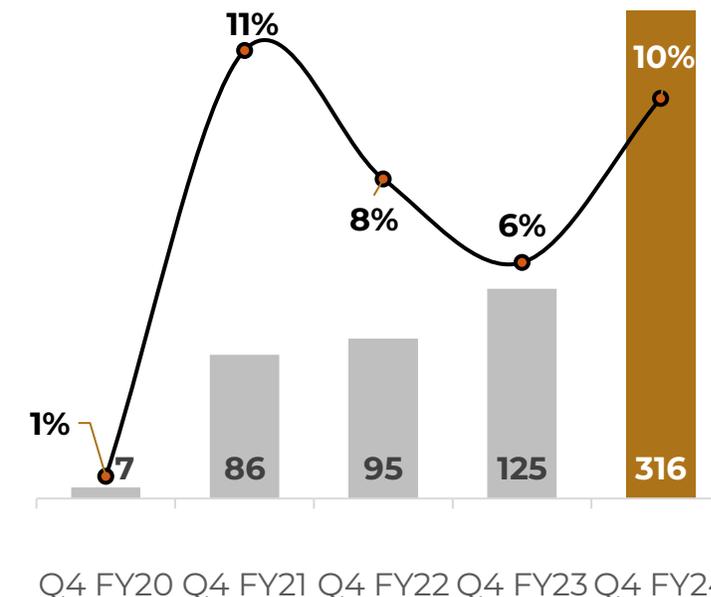
### Reported Revenue



### Op. EBIT\* & Margin %



### PBT# & Margin %



#Before Exceptional Item

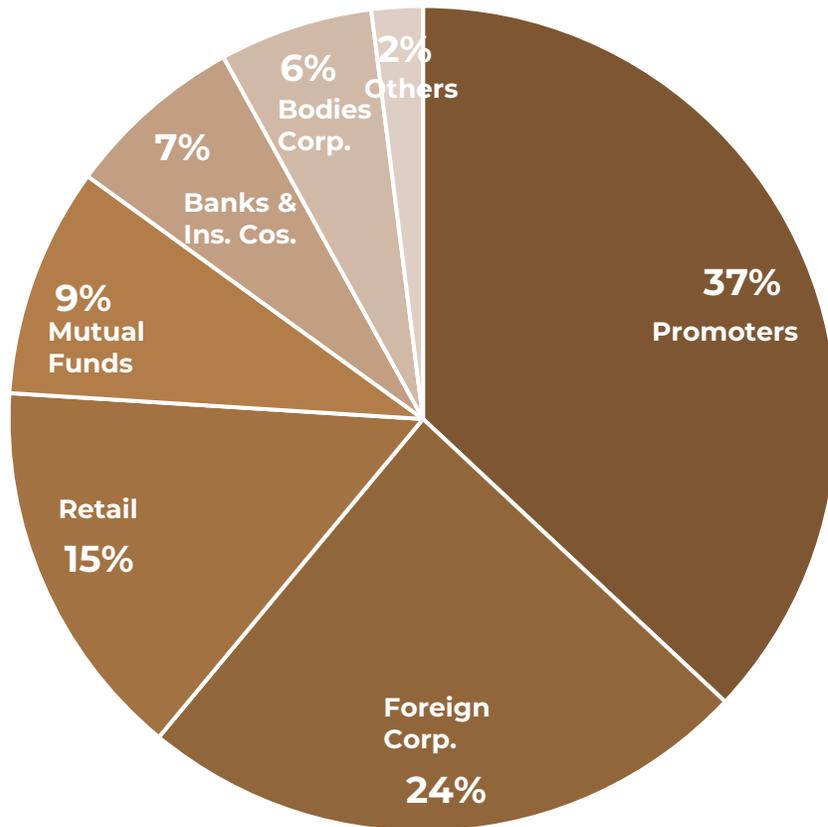
\*Operating EBIT % is on net revenue and is excluding non-operating items & IndAS 116 impact

# SHAREHOLDING & MARKET CAPITALIZATION

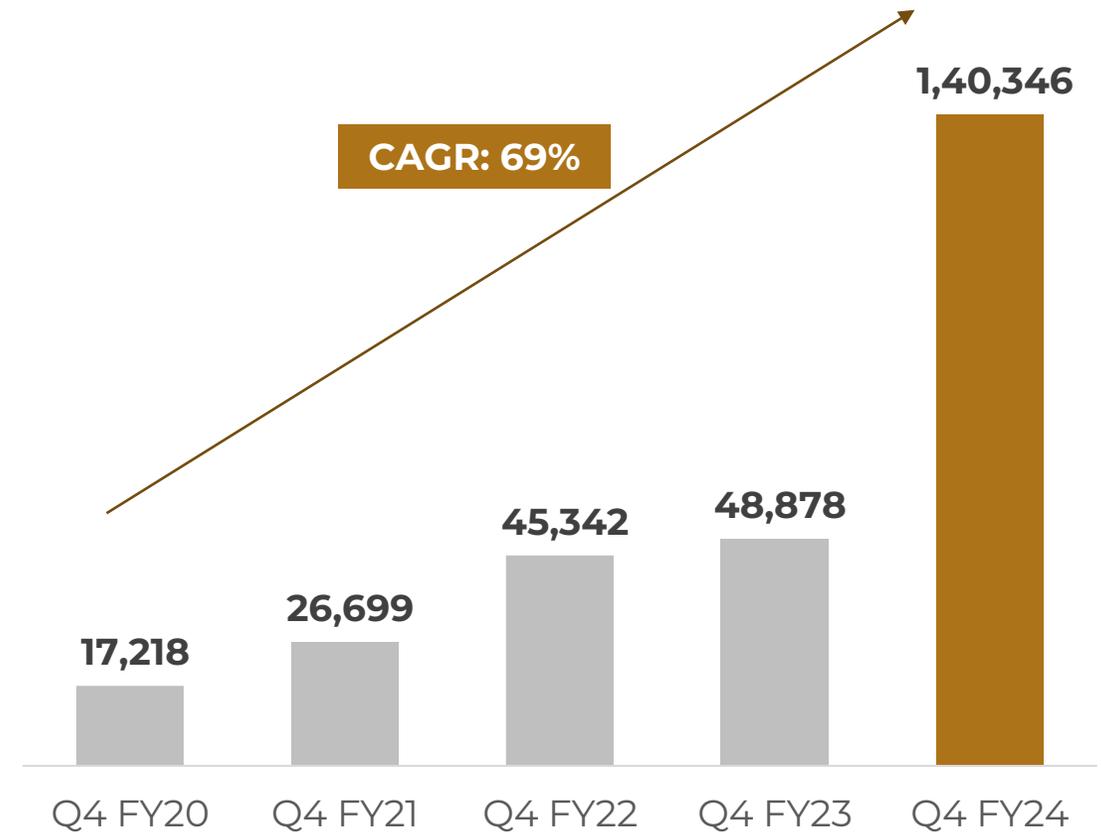


In Crs.

Shareholding Pattern as on 31<sup>st</sup> Mar'24



Market Capitalization (Rs. Cr)



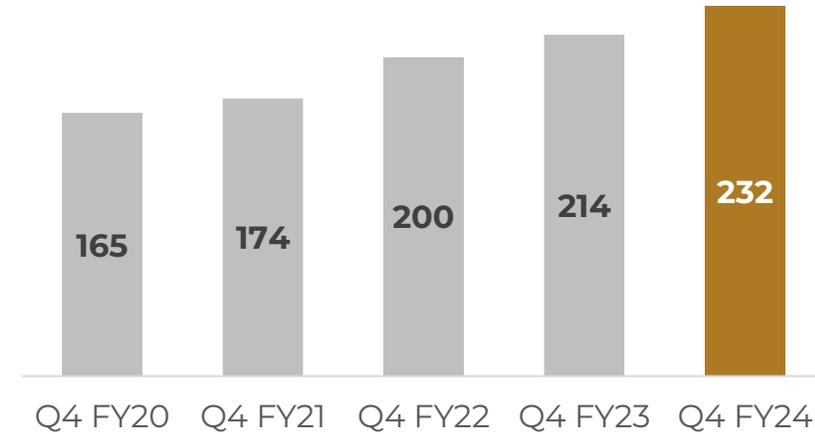
# FASHION CONCEPTS



# FASHION CONCEPTS

## WESTSIDE

Store Count



**4.5 Mn+**  
Retail Area (sq. ft.)



**232**  
No. of Stores



**91**  
City Presence

**Note:**

\* As of 31st March 2024

# WESTSIDE – BRAND PORTFOLIO

**TRENT**  
LIMITED

**NUON**

**E.T.A**

**WES**

**L.O.V.**

wardrobe

*utsa*

STUDIOWEST

*vark*

wunderLove

STUDIOFIT

**HOP**

**BOMBAY**  
PAISLEY

**SOLEPLAY**

WESTSIDE  
**HOME**

LUNA BLU

ASCOT

*Gia*  
CURVES

*Zuba*

# WESTSIDE CONNECT



## WESTSIDE X JUBLIEE GOLF TOURNAMENT (TATA STEEL)

The 46th Jubilee Golf tournament hosted by Tata Steel in Jamshedpur at Golmuri Club with 250+ Golfers participation. Attendance: 300+

## WESTSIDE X WALK A THON

India's First ever dedicated Ortho – Walk a thon in association with Moonot Healthcare foundation. An inspiration for people with Orthopedic issues

## WESTSIDE X KGAF 2024

Participated at Kalaghoda Fest, with a pop up that categorized StudioWest with main focus on Bloom Range. Makeovers at the stall and gamification via spin the wheel. Attendance: 3000+ walk in at Stall



# WESTSIDE CONNECT



## **WESTSIDE X TATA STEEL VINTAGE CAR & BIKE RALLY**

Jamshedpur's history and vibrant culture, showcased in lively event themed, 'Retro Rides and Modern Vibes', attracting enthusiasts and spectators alike.

Attendance: 1500+ Guests



## **WESTSIDE X BOMBAY GYMKHANA MARATHON 2024**

A marathon on their 150th anniversary celebrations. This run promises to showcase the spirit of athleticism that defines legacy.

Attendance: 1500+ Runners at Expo



## **WESTSIDE X MAKE-UP MASTERCLASS**

### **WITH MJ SHEKAR**

Showcase the beautiful range of products from StudioWest. Create experience and engage with audience.

Attendance: 150+ Audience at the pop up for the master class & 16 influencers + Mall Walkins – 39.6k

# WESTSIDE – RECENT STORES

**TRENT**  
LIMITED



Mehsana, Gujrat



Velachery, Chennai

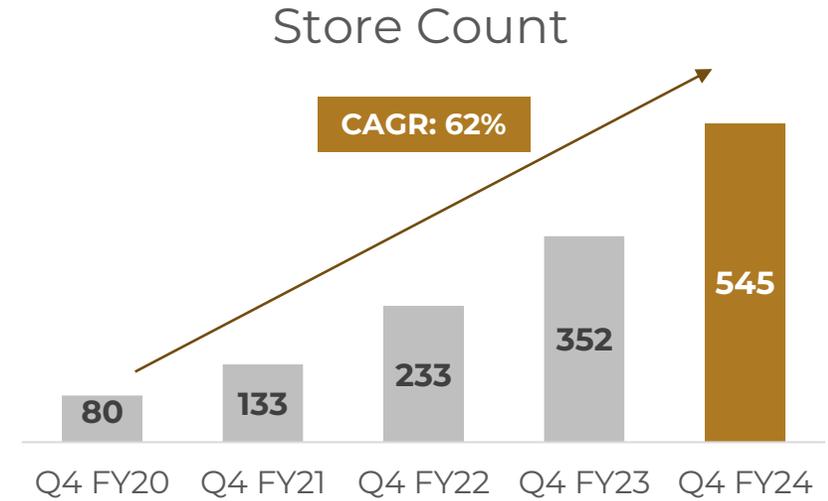


Hesaraghatta Road, Bangalore



Waghodia, Vadodara

# zudio



**5 Mn+**  
Retail Area (sq. ft.)

**545**  
No. of Stores<sup>#</sup>

**163**  
City Presence

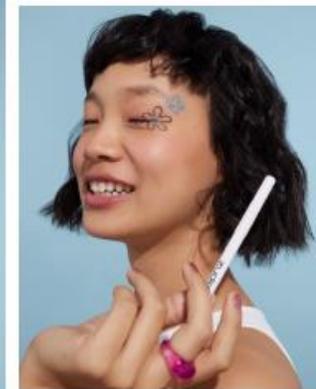
# ZUDIO CAMPAIGNS



**TOTAL FOLLOWERS GAINED 8.2K**

**ACCOUNTS REACH 450K**

**CONTEST INTERACTION 45K**



# ZUDIO CAMPAIGNS

**TRENT**  
LIMITED

**SPRING IS IN**  
8824 COLLECTION

Bright is in  
Bloom is in  
Breeze is in  
What's in?

**TOTAL FOLLOWERS GAINED 12K**  
**ACCOUNTS REACH 528K**

# ZUDIO CAMPAIGNS



TOTAL FOLLOWERS GAINED	7K
ACCOUNTS REACH	377K



# ZUDIO – RECENT STORES

**TRENT**  
LIMITED



# SAMOH - MUMBAI

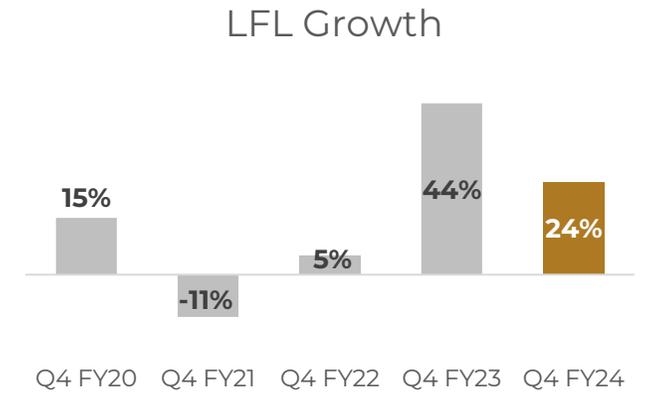
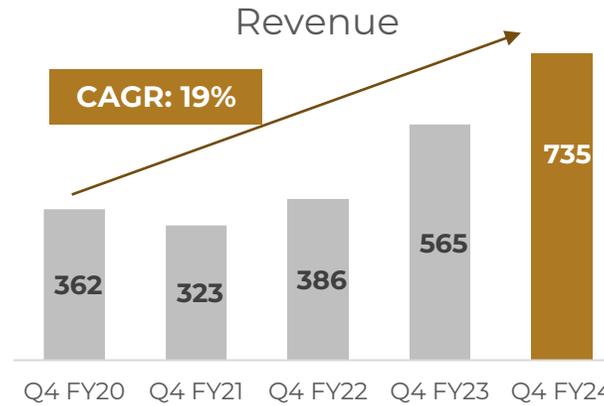




# FOOD & GROCERY

A row of promotional stands for Tata products. From left to right: a yellow stand for 'FABSTA SWAAD JO MANN LALCHAAYE', a blue stand for 'Kliia ADVANCED HOME CLEANING SOLUTIONS', a blue stand for 'Skye 100% PURE COCONUT OIL', and an orange stand for 'Star Quik SHOP ONLINE'. Each stand features product images and promotional text. The stands are placed in a wide aisle of a grocery store, with other aisles and shelves visible in the background.

# FOOD & GROCERY



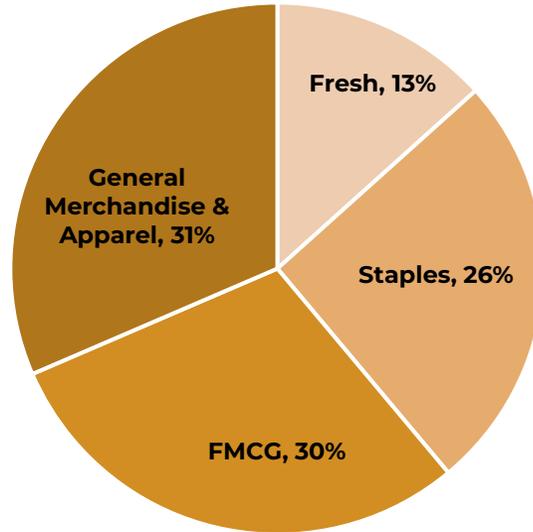
**1 Mn+**  
Retail Area (sq. ft.)

**66**  
No. of Stores

**10**  
City Presence

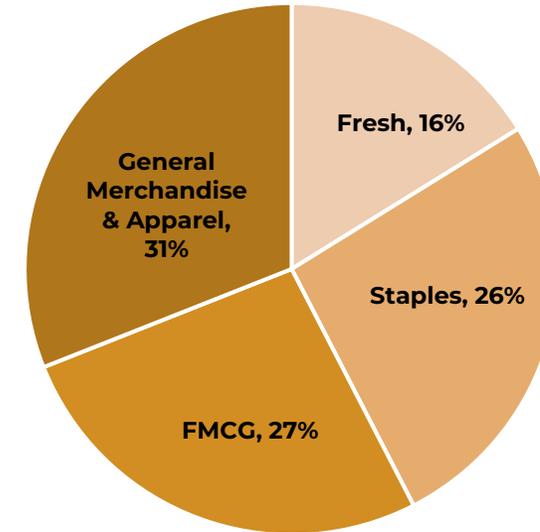
# STAR PRODUCT CATEGORY SPLIT

Q4 FY23



**% Own Brand Share: 60%**

Q4 FY24



**% Own Brand Share: 69%**

## Our Own Brands



# STAR OWN BRANDS - SMARTLE



**SMARTLE Share in General Merchandise: 73%**

# STAR CAMPAIGNS



## Jan (Republic Day) - Leaflets & WhatsApp

**24-28 JAN BHAARI SAVINGS REPUBLIC DAY SALE**

**BUY 1 GET 1 FREE**

**BUY 2 GET 1 FREE**

**Monthly Essentials**

**Wholesale Prices at STAR**

**Fresh Fruits & Vegetables**

**Meats & Fish**

**SMARTLE A TATA Product**

Mar Digital campaigns (Holi & Ramzan theme) - 19.34 Mn impressions, CTR 0.5%

**BUY 1 GET 1 FREE**

**Biscuits Select Range**

**BUY 1 GET 1 FREE**

**Beverages Select Range**

**Emperor Dates Iranian Muzafati 400g**

MRP: ₹200  
Save: ₹61  
**STAR PRICE ₹139**

**Fabsta Vermicelli Plain 350g (A TATA Product)**

MRP: ₹45  
Save: ₹23  
**STAR PRICE ₹22**

# STAR QUIK CAMPAIGNS

23<sup>rd</sup>-28<sup>th</sup> JAN  
**REPUBLIC DAY SALE**  
A promise of Big Savings  
**UPTO 50% OFF**  
6kg SUPER SAVER  
Surf excel MATIC  
Colgate  
SHOP NOW & #BachateRaho

Holi ke rang,  
Savings ke sang  
**Holi SPECIAL** UPTO 50% OFF  
15<sup>th</sup>-25<sup>th</sup> March  
STAR COW GHEE  
HOLI  
SHOP NOW & #BachateRaho  
Everyday Sabse Sasta

12:59 StarQuik  
LAST 3 DAYS  
**MEGA MONTHLY SALE** UPTO 50% OFF  
Bhavna, we are waiting for you to Save again!  
It's the Last 3 Days of the Mega Monthly Sale on StarQuik - A TATA Enterprise App.  
<https://starquik.onelink.me/f6D7/vwmi3fxt>  
Enjoy Blockbuster Grocery Savings with Upto 50% OFF on the entire range & #BachateRaho on your Bill!  
Hurry & Shop Now before sale ends.  
Message

**₹99 OFF**  
ON EVERY ORDER  
Apply Code: **SAVE99**  
\*On shopping for Fruits, Vegetables, Non-Veg and Home & Kitchen products by Smartle worth ₹750  
SHOP NOW & #BachateRaho

Digital Promotion for all key festivals

Sankranti & Pongal Special  
UPTO 50% OFF  
SHOP NOW

From the Heart to your Cart  
Valentine's Special  
8<sup>th</sup> - 14<sup>th</sup> February  
UPTO 50% OFF  
SHOP NOW

Daawat-e-Iftar  
Ramzan Special  
UPTO 50% OFF  
SHOP NOW



# SUSTAINABILITY



**Trent Inspires  
Trent Cares**

# SUSTAINABILITY STRATEGY



## Trent Vision & Mission

Touch lives across choice markets with a portfolio of fashion & lifestyle brands that are fresh, responsible and bring joy to all

## Sustainability Strategy: Identification and Management of Material ESG issues

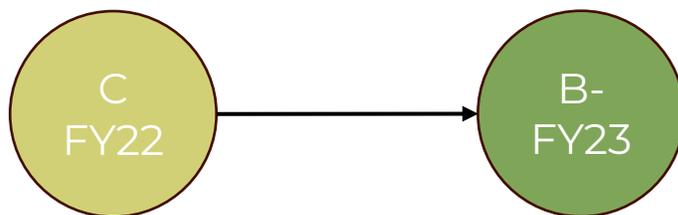


## Enablers for implementing the Strategy

- Policy & Governance
- Organization wide ESG KPIs and Goals embedded in KRAs
- Sustainability Culture Building - Sensitization, Training, Communication & Reporting

## ROOTED IN VALUES:

Integrity | Pioneering | Unity | Responsibility | Excellence



Trent has marked a progress and scored **"B-" in the CDP (Carbon Disclosure Program) - Climate Change 2023 evaluation.**

From: Awareness of impacts on, and of, Climate Issues  
To: Taking Coordinated action on Climate Issues

## Three Pillars

- Resource Efficient:** Energy conservation, renewable sources of energy, packaging, effective waste management, and waste reduction practices
- Responsible by Design:** Selection of materials, development of suppliers, design of supply chain networks and processes
- People Conscious:** Prioritizing the well-being and growth of our own employees and communities

# MILESTONES



## Resource Efficient

### Energy Efficiency Improvements

Trent is in the process of implementing Internet Of Things (IoT) with smart energy solutions as well as energy efficient hardware such as high-lumen lighting and inverter ACs. We have already installed IoT at **112 stores**.

We have **solar rooftops** at Distributions Centers that provide **40% of the electricity** demand

### Waste Reduction and Recycling

Trent has reduced consumption of carton boxes by using **plastic tote boxes**. Before elimination of the carton boxes, **200 stores** were recycling the boxes to create new boxes.



## Responsible by Design

### Compliant Vendor Base

Trent has adopted SMETA 4 pillar audit process that assesses **Labour, Health & Safety, Environment, Business Ethics** practices at finished product vendor factory. **100% of finished product vendors** undergo the audit process.

### Responsible Raw Material

As part of our commitment towards product responsibility, Trent is a member of Better Cotton Initiative (BCI). We have used **253 tons of cotton in our products** with traceability credits from the BCI supply chain. We are also working with LivaEco and Organic Cotton to source responsible fibers with authenticity certificates.



## People Conscious

### Employee Wellbeing

Trent focuses on employee wellbeing, as part of the process **14,962 employees** received health and safety training in FY 2023-24

### Training & Development

**90% of Trent employees** responded that Trent is a great place to work under GPW® EES survey. **13607** Man-hours of training on skills and development of employees across employee tiers.

# CSR INITIATIVES



## Promoting Employability

- Partnering with Salaam Bombay Foundation to provide Vocational Skill Development and Financial Literacy to underprivileged adolescents.
- 380+ underprivileged (Girls: 77%, Boys: 23%) across 13 schools studying in Class 9 are part of the programme in Mumbai and Pune
- Trent supports the 'Nanhi Kali' project in Mumbai government schools in partnership with K.C. Mahindra Education Trust.
- This important initiative aims to enhance the academic performance and learning outcomes of 300 female students in government schools from standard 8 to 10 in Mumbai, Maharashtra.

## Promoting Water Harvesting

- Storage & capacity enhancement, repair and renovation of existing water harvesting structures
- 7600 families in 20 villages of Gujarat benefited and are prepared for the monsoon to harvest water

## Promoting Education

- To ensure the enrollment of underprivileged students across India in premier Indian and International universities, Trent has partnered with Tata Trusts' The Karta Initiative to support 25 underprivileged students

## Promoting Women Entrepreneurship

- Trent's collaboration with Kaarigar Clinic is making a significant impact to enhance livelihoods and boost income prospects of marginalized women.
- Over the course of three years, the aim is to empower 1125 women artisans from Kutch, Gujarat to become entrepreneurs.



**Thank You**