

Renaissance Global posts 129% revenue growth of D2C in Q2 FY22

Mumbai:

Renaissance Global Ltd, an integrated global jewellery company said its direct-to-consumer business (D2C) posted revenues of Rs 20.4 crore During Q2 FY22 as compared to Rs 8.9 crore in Q2 FY21, showing a growth of 129%, the company said in its filing to BSE, the leading stock exchange.

Renaissance Global has a strong presence in markets of North America, Europe & Asia focused on designing, manufacturing and distribution of licensed branded jewellery and plans to strengthen its direct-to-consumer business with the launch of websites for Disney Jewels in FY22, the company official said.

"We aim to create value by being an omni-channel player with a valuable bouquet of licensed and own brands," the company said.

"Under our Branded business umbrella, we hold exclusive licenses from cherished consumer brands like Disney and Hallmark", it

said.

The company has a growing portfolio of brands, which includes its partnership with Hallmark since 2015 and licensing arrangement with Disney since 2016. It also had a licensing agreement with Lucasfilm with the launch of the Star Wars collection in November 2020.

Renaissance Global has robust product development and innovative design capabilities with a design team of 150 plus across the UK, Hong Kong, Dubai and Mumbai. "We distribute our jewellery through a mix of Business-to-Business (B2B) and Direct-to-Consumer (D2C) channels. Our B2B division has been supplying jewellery to some of the largest global retailers for the past 20 years," it said.

The company's D2C business is currently run through six D2C websites selling licensed and own brands directly to the retail consumer.

The company informed

that its revenue during Q2 FY22 was lower than Q1 FY22 as Mother's Day Holiday fell during Q1 FY22 and there were no major sales opportunities in Q2 FY22.

Based on our estimates of a quarter's contribution to annual sales, our annual revenue run rate is at Rs 122.5 crore in H1 FY22 as against actual FY21 revenues of Rs 64.9 crore, it said.

The company's direct-to-consumer business is a high EBITDA margin business with margins in the range of 20-22%. With the growing share of our direct-to-consumer revenues to total revenues we believe our EBITDA margins will show an improving trend, the company said.

Commenting on the outlook, broking firm Sharekhan in its recent research report said, the global branded jewellery industry is expected to clock CAGR of 12% over CY2019-25 as compared to a 4% CAGR in the overall global jewellery sector.