



Global | Collaborative | Digital | Ethical

CONNECT

Edition. 1

Driving Growth, Building Success

July - September 2024

This quarterly newsletter is your go-to source for updates on our global initiatives, achievements, and commitment towards sustainability. Stay connected as we share insights, stories, and milestones achieved.

"As we embark on this exciting journey with our first quarterly newsletter, I am filled with a sense of pride and optimism. This newsletter marks the beginning of a new chapter in our commitment to transparency, collaboration, and shared success. We aim to keep you, our valued stakeholders, informed and engaged as we continue to grow and innovate. Together, we are building a brighter, more sustainable future, and I am excited about the milestones we will achieve in the months and years ahead."

"As we unveil our very first quarterly newsletter, I am reminded of the incredible progress we've made and the exciting path that lies ahead. This platform is not only a reflection of our achievements but also a promise of the innovation, agility, and resilience that defines our journey. We are committed to driving sustainable growth while fostering strong relationships with our stakeholders. I look forward to sharing our vision, goals, and successes with you as we continue to push boundaries and shape the future together."

I am thrilled to welcome you to our inaugural quarterly newsletter, a testament to our shared dedication and hard work. Twenty-five years and counting—our commitment to building strong partnerships has taught us an invaluable lesson—to communicate, to innovate and to evolve. This marks a new avenue for communication, where we will regularly connect with you, our stakeholders, to share key updates, strategic insights, and the impact we are making globally. The road ahead is full of opportunities, and I'm excited to walk it with you."

DR. DEEPAK KUMAR SETH

Chairman



PALLAK SETH

Executive Vice Chairman



SANJAY JAIN

Group CEO



LEADERSHIP SPEAKS

LET'S HEAR FROM OUR LEADER!

ANUJ BANAIK

Managing Director- Poeticgem Ltd.

How would you describe your professional journey till date?

My journey has been marked by passion, perseverance, and a commitment to excellence. Beginning with hands-on experience in my family's clothing business in India, I gained invaluable insights into the apparel industry. Moving to the UK in 1995 to join Poeticgem as General Manager was a pivotal step, where I worked with a small, dedicated team to transform the company into a leading design-driven apparel sourcing business. Over the years, my journey has been about building not just businesses but also meaningful relationships and a strong sense of purpose.

What has been the most rewarding aspect of your career so far?

The most rewarding aspect of my career has been the privilege of collaborating with exceptionally talented individuals who share a collective passion for innovation and excellence. Witnessing Poeticgem's transformation from a modest \$4-5M operation into a \$500+ million (GMV) business and a trusted name in the fashion supply chain with consistent performance, has been profoundly fulfilling. Equally valuable has been the personal growth I've experienced through learning from mentors, colleagues, and overcoming challenges along the way.

What is your leadership philosophy and how does it influence your work?

My leadership philosophy is built on humility, ethics, and the empowerment of teams. I believe in leading by example, fostering collaboration, and building trust through consistent transparency and inclusivity in decision-making. A memorable lesson from Dr. Deepak Kumar Seth, who I once saw carrying bags to customer meetings, taught me that no task is too small and the importance of humility and a strong work ethic. I am committed to empowering my teams by trusting their capabilities, encouraging their growth, and creating an environment where they can thrive, which shapes how I lead and engage with colleagues, customers, and partners.

How would you describe Poeticgem's culture and values, and how are these aligned with the values of PDS?

Poeticgem's culture is rooted in innovation, integrity, and a commitment to delivering "good fashion with passion." We empower our teams by giving them full autonomy, encouraging them to take ownership and run the business with an entrepreneurial mindset. This approach has allowed us to stay deeply connected with our customers, building trust by ensuring excellence at every stage, from design to delivery. Our values of ethics, empathy, and engagement closely align with PDS's emphasis on trust, transparency, collaboration, and excellence. Together, these shared values create a culture that prioritizes customer-centricity while driving meaningful impact across the industry.



LET'S HEAR FROM OUR LEADER!

What are the key three industry trends that you are most excited about?

Celebrity and Influencer-Led Businesses: The influence of celebrities and social media personalities, particularly on Gen Z and Millennials, is reshaping fashion. As we continue on this journey, it's exciting to explore how these partnerships can enhance brand storytelling and deepen consumer engagement.

Category Management by Suppliers: The trend of retailers empowering end-to-end solution providers like Poeticgem to manage entire categories, from design to delivery, is fueling our growth. By taking on greater responsibility for category management, we are strengthening our partnerships with retailers and driving more efficient, customer-focused solutions.

Pre-loved Clothing: The growing demand for pre-loved and second-hand fashion is revolutionizing the industry, driven by sustainability and the appeal of unique, affordable options. This trend represents a shift towards circular fashion, aligning with evolving consumer values.

Three distinct capabilities of Poeticgem that you would like to highlight?


- **Design-driven innovation:** Our ability to combine creativity with commercial viability has set us apart.
- **Agile and flexible sourcing:** Leveraging a robust network across geographies, we deliver speed and efficiency.
- **Customer-focused partnerships:** Building strong, enduring relationships with our partners has been key to our success.

How does Poeticgem's autonomy, combined with synergies with the PDS platform, drive the achievement of shared business objectives?

Poeticgem's autonomy allows us to remain agile and innovative, while being part of the PDS Group, provides us with significant advantages of strong banking partnerships, access to ESG initiatives, and future ready technology from PDS Ventures. These synergies empower us to offer industry-leading solutions to our customers while aligning with PDS's broader objectives. The discipline and responsibility that come with being part of a listed entity further enhance our trust and credibility, making Poeticgem reliable, forward-thinking partners in the eyes of our partner customers.



Poeticgem

Subsidiary of  PDS

QUARTERLY UPDATES

FIRST SUCCESSFUL FUND RAISE

Successfully raised INR 430 Crore (USD 51M) through our first Qualified Institutions Placement (QIP).



STRATEGIC PARTNERSHIP ON SUSTAINABILITY LINKED TRADE FINANCE FACILITY WITH EMIRATES NBD & HSBC



Dr. Deepak Kumar Seth, Chairman of PDS, joined Patricia Gomes, Head of Commercial Banking for HSBC and Mohamed Marzooqi, Chief Executive, HSBC UAE, at the signing ceremony in Dubai.



Our Chairman, Dr. Deepak Seth and Priyanthini McNair, CFA ACA at the signing ceremony in Dubai.

INTRODUCTION OF 3D TECHNOLOGY AT DESIGN ARC & SIMPLE APPROACH

The impact of 3D technology on apparel design and development extends beyond mere efficiency gains. Our verticals are known for their commitment to sustainable fashion has embraced 3D technology to transform its design and development processes



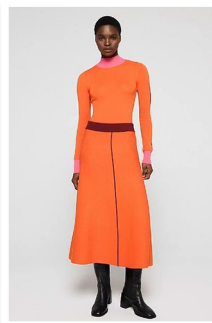
ROKSANDA COLLECTION

Poeticgem

THE BRAND GROUP

Poeticgem proudly presents an exclusive ROKSANDA collection in collaboration with George at Asda and The Brand Group!

Celebrating 40 years of London Fashion Week, this 30-piece capsule features Roksanda's iconic color-blocking and vibrant autumn tones. Designed for effortless style, these pieces bring bold elegance to everyday essentials.



PARTNERSHIP WITH BOOTS UK

Poeticgem

Boots

Introducing Maybe Baby, our bespoke new brand, lovingly created in partnership with Boots UK. With Boots trusted name and care, the ambassador Mollie King, and our commitment to design and quality, Maybe Baby offers a reliable range of adorable and dependable baby products for your little ones



M&S X KELLY HOPPEN



PDS RADIUS BRANDS

Delighted to share that PDS Radius Brands unveils a landmark collaboration between designer Kelly Hoppen CBE and M&S, hailed by CEO Stuart Machin as a game-changer for homeware. This milestone reflects 18 months of visionary work.



LEED CERTIFICATION

GoodEarth Apparels Limited has become the first garment factory in Bangladesh to receive the LEED Zero certification.



NET ZERO LANDFILLING CERTIFICATION

Norlanka Central Cutting Plant became the first Sri Lankan facility to achieve the Zero Waste to Landfill



AWARDS & RECOGNITION

PoeticGem is humbled to receive the “Home & Clothing Partnership Award” from Tesco



ESG PRACTICES

SUSTAINABILITY REPORT 2024

The PDS Group Sustainability Report 2024 demonstrates our commitment to turning sustainability goals into actionable outcomes.

Click here to view the report:
<https://bit.ly/4eIOvwO>



4 PILLARS OF SUSTAINABILITY

Sustainability is driven by four core pillars, Respect Water, Reduce Emissions, Think Circular, and Build Community which are guiding our efforts to create lasting value for our business, environment, and society.

RESPECT WATER

We are committed to responsible water management, striving to reduce consumption and safeguard water quality through efficient practices.

REDUCE EMISSIONS

Our focus on reducing greenhouse gas emissions is central to our goal of achieving Net Zero by 2050. By partnering with the Science Based Targets initiative (SBTi), we are implementing eco-friendly practices, shifting to renewable energy, and closely monitoring our carbon footprint to minimise environmental impact.

THINK CIRCULAR

We are integrating circular economy principles into our operations, promoting resource efficiency and waste reduction. By collaborating with stakeholders, we are building a sustainable value chain that prioritises longevity and minimal environmental impact.

BUILD COMMUNITY

Fostering inclusive growth and supporting local communities. We are investing in community development projects, encouraging positive social outcomes, and championing diversity and empowerment across our operations.

BUILDING COMMUNITY

Soham for All



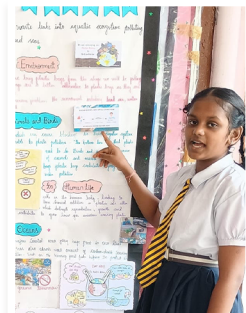
LITERACY DAY

At Soham, we commemorated the day with engaging activities such as skits, poster making, and essay writing, celebrating their own journey towards literacy.



INDEPENDENCE DAY

Soham School celebrated the 77th Independence Day with vibrant performances, including a patriotic skit, dance, and inspiring speeches, reflecting the spirit of unity and independence.



PLANET VS PLASTIC

SOHAM schools amplified the voices of the young minds through a poster-making competition on the theme 'Planet V/s Plastics'. We support their call to action by pledging to reduce the plastic footprint.

Faiza Seth, Founder and Director, Soham for kids recently visited SOHAM School, engaging with students and staff to support their educational development. The visit underscores our commitment to community empowerment and fostering opportunities for



On the 29th of August, the team at Simple Approach Ltd. had an incredible day at Manchester Mosslands, rolling up our sleeves for a community engagement session. Together, we tackled some scrub management work, helping to preserve and restore the beautiful moss land and fen areas.



STRATEGIC COLLABORATION

BHARAT TEX



Rahul Ahuja, Group CFO, PDS receiving a token of gratitude from Union Minister of Textiles Shri Giriraj Singh at the Bharat Tex 2025 curtain raiser event in New Delhi

AAFA



Participated in the American Apparel & Footwear Association (AAFA) Traceability Conference in Dearborn, as one of the key sponsors. The AAFA Traceability and Sustainability Conference was a great avenue to understand different brands' ESG goals.



For any query or feedback please write to
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