

**MONTE CARLO FASHIONS LIMITED**

Regd. Office : B-XXIX-106, G.T. Road, Sherpur, Ludhiana - 141003 (Pb.) India.

Tel.: 91-161-5048610, 5048620, 5048630, 5048640 Fax : 91-161-5048650

December 17, 2019

<b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G-Block, Bandra-Kurla Complex, Badra (E), Mumbai- 400051	<b>BSE Limited</b> Phiroze Jeejeebhoy Tower, Dalat Street, Mumbai- 400001
<b>Symbol: MONTECARLO</b>	<b>Scrip Code: 538836</b>

**Sub: Investor Presentation**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the Presentation made at the Investor & Analysts Meet held in Mumbai on 16<sup>th</sup> December, 2019.

You are requested to take the same on record.

Thanking You,

**FOR MONTE CARLO FASHIONS LIMITED****ANKUR GAUBA****COMPANY SECRETARY & COMPLIANCE OFFICER**

Encl: As Above



**MONTE CARLO** 

It's the way you make me feel

**MONTE CARLO FASHIONS LIMITED**

Success is Tradition & Growth is Imperative

# Investor & Analyst Meet 2019

**16<sup>th</sup> December 2019**



## Poised to deliver strong Returns

### Strong Pedigree

*Leading Winter wear Brand, Recognised as "Superbrand" for woollen knitted apparel in each edition of Consumer Superbrands India*

### Wide Reach

*Presence across India through a judicious mix of EBOs, MBOs and Shop in shop, distributors and national chain stores*

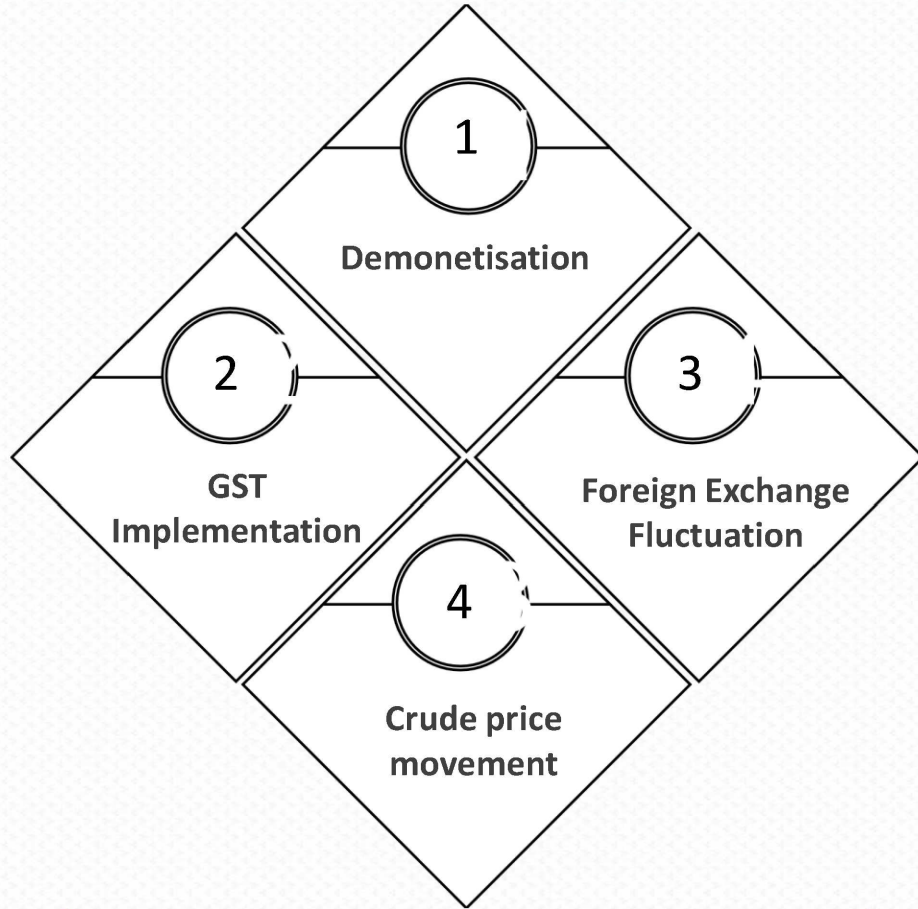
### In-House Designing Team

*Strong design team of over 30 professionals to remain updated with change in fashion and closely track the future scenario*

### Diversified Product Portfolio

*Successfully diversified brand across segments like Woollen, Cotton, Kids, Home Furnishing*

Smooth Growth Is Witnessed In Spite Of Lot Of Challenges In View Of Change In Policies Such As...



**Our Business model remained  
intact and Future growth consistent**





# Strong Brand Equity

**Being a Premier Brand**, Monte Carlo enjoys Pricing Power and Customer Loyalty

Regular Investment in **Brand Building & Marketing Initiatives**

Clothing partner for the Bollywood films **Saaho**, **Barfi**, **Mary Kom** and for Realty Shows like **Bigg Boss**, **Khatro Ke Khiladi**

**Other Strategic Tie-ups** with Airlines and Theatres

## Airline Tie-ups

**Air Asia** - Overhead Bins  
**Go Air** - Overhead Bins  
**Air India** - Seat Back Devices + Inflight Magazine  
**Vistara** - Inflight Magazine  
**Indigo** - Inflight Magazine

## Theatres

- PVR
- Cinapolis
- Inox
- Carnival
- SRS
- **800** + screens across India



Brand building to drive volume growth and premium pricing

# Well-Diversified Product Offerings

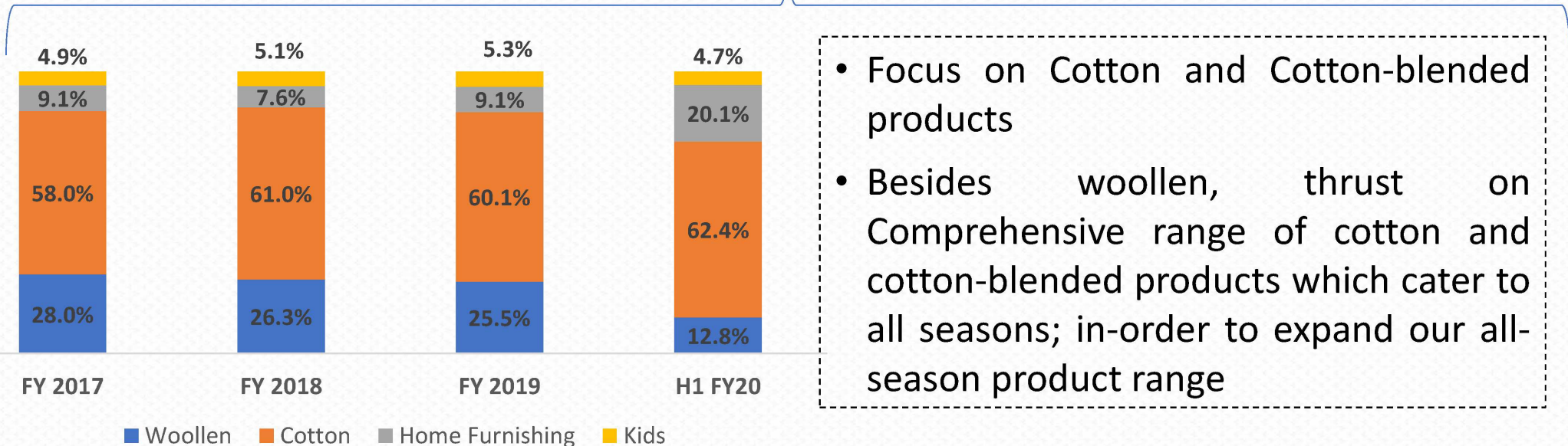
## Monte Carlo Premium / Mid-Premium

☐ Woollen

☐ Cotton & Cotton Blended

☐ Home Furnishing

☐ Kids



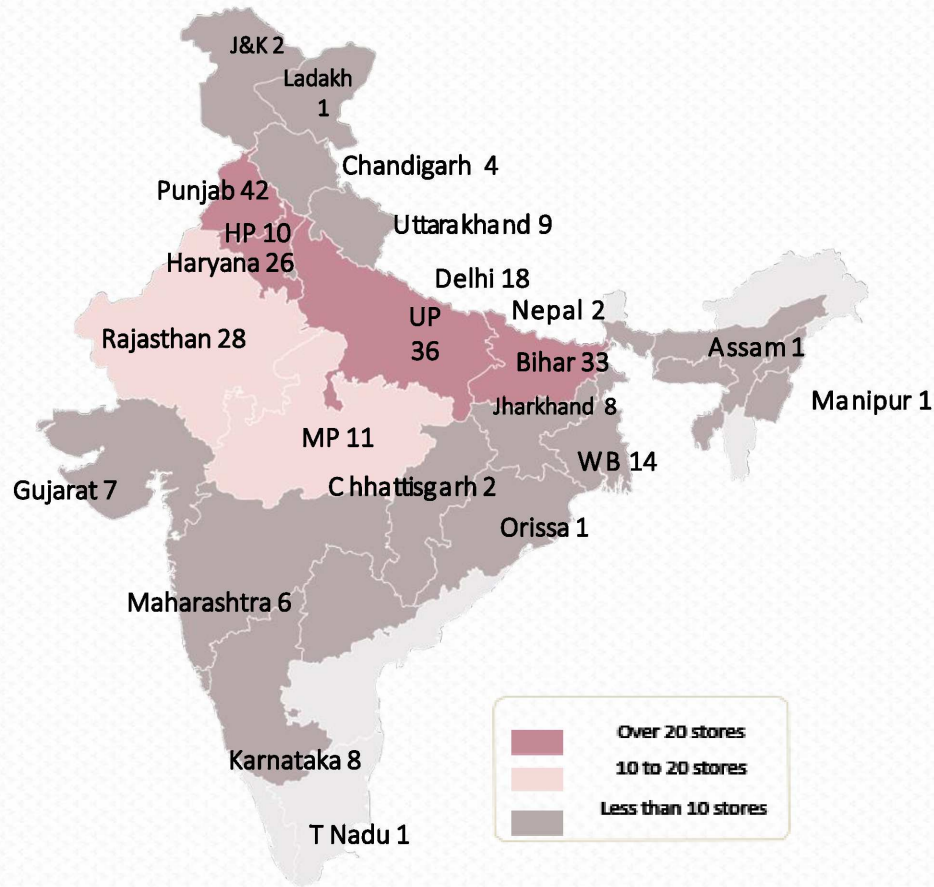
Endeavour to Service end-to-end Wardrobe requirements of Consumers



# Product Ranges

Range	Woollen	Cotton	Home Furnishing	Kids
<b>Monte Carlo -</b> Premium & Mid-Premium	Sweaters, Pullovers thermals, woollen accessories (caps, mufflers, shawls, stoles)	Shirts, Trousers, T-Shirts, track-suits and jackets	Mink blankets, bed sheets and quilts	-
<b>Luxuria -</b> Premium	Cash wool sweaters , blazers ,coats	Cotton Shirts, trousers and t-shirts	-	-
<b>Denim-</b> Mid Premium	-	Denim Trouser (jeans) and Shirts	-	-
<b>Alpha –</b> Women wear	Sweaters , cardigans	Shirts, Tshirts, Tops, Trousers , jackets and sweat-shirts	-	Sweat Shirts
<b>Tweens –</b> Kids (7-13 Years)	-	-	-	Sweaters, Cardigans, Shirts, T-Shirts,Bottoms
<b>Cloak &amp; Decker–</b> Eco. for Men's	-	Cotton and cotton blended T- Shirts	-	-
<b>Rock It –</b> Sports wear	-	Tank , Polo T-Shirt, Shorts, Track Pants	-	-

# Robust Distribution Network



## DISTRIBUTION NETWORK

### STORE NETWORK

Type of Store	FY18	FY19	FY H1 20
<b>EBO – COCO</b>	21	27	34
<b>EBO – FOFO</b>	214	229	238
<b>MBO and Distributors &amp; SIS</b>	2,500+	2,500+	2500+
<b>NCS</b>	283	306	308
<b>E-Commerce</b>	Amazon, Flipkart, Myntra, Jabong and Kapsons		

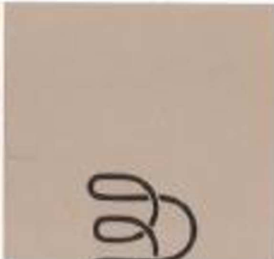
- Located in 20 states & 3 union territory
- Increasing focus in southern region though Distributor Model
- Expanding retail network by SIS model and focus on online sales through own portal

Robust distribution model assures minimal inventory and credit risk



# Regular Technology Upgradation

## Whole Garment Machine



3 D K N I T



## Cotton



## Woollen



- Strong design team of over 30 professionals to remain updated with change in fashion and closely track the future scenario
- Installed the Automatic Whole-Garment state-of-art manufacturing facility at our Ludhiana unit - this technology can knit one entire piece which provides a seam-free fit and comfort, unmatched by any other knitwear, reducing wastage and increasing the efficiency.
- Regular market surveys to understand consumer tastes and feedback

Focus on developing new products, improving existing ones



# Stable & Disciplined Performance

## HEALTHY RETURN RATIOS

- ❖ Ability to sustain Robust growth without any major capex; Return Ratios set to improve

## STABLE WORKING CAPITAL CYCLE

- ❖ Stable core working capital whilst achieving 14% growth in revenues for FY19

## STRONG BALANCE SHEET POSITION

- ❖ Cash balance of Rs 1,435 Mn as of September 2019 (includes cash and bank balance along with current and non-current investments)

## LOWER DEBT

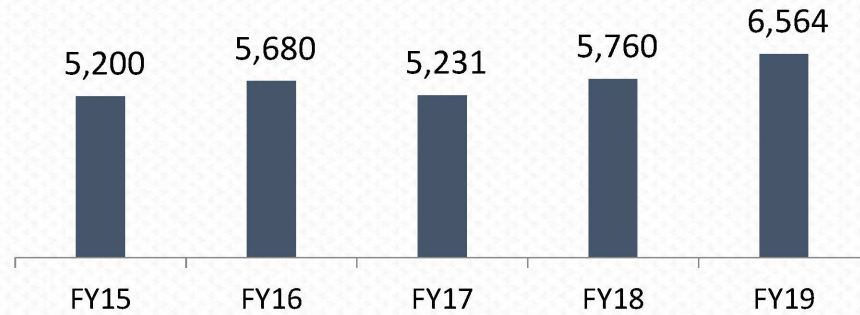
- ❖ Low overall debt; Long term borrowing at Rs 189 Mn as of September 2019



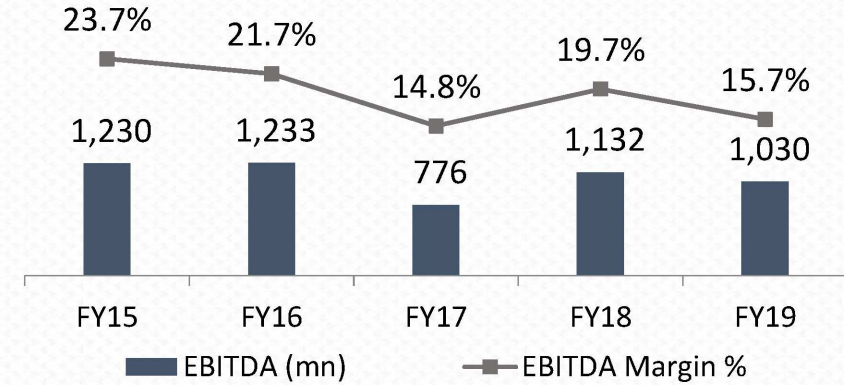


# Operating Performance

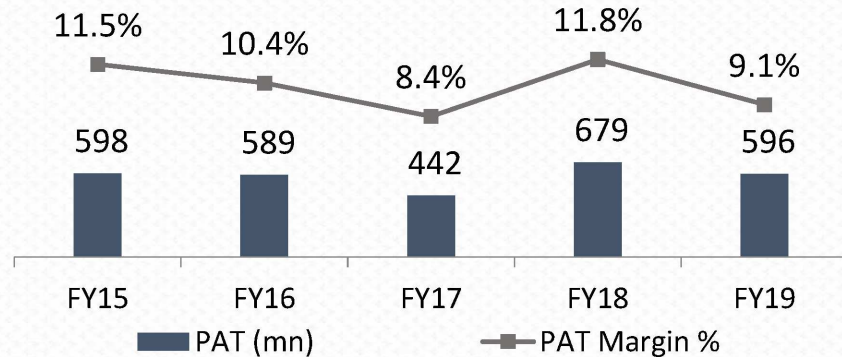
## CONSISTENT REVENUES



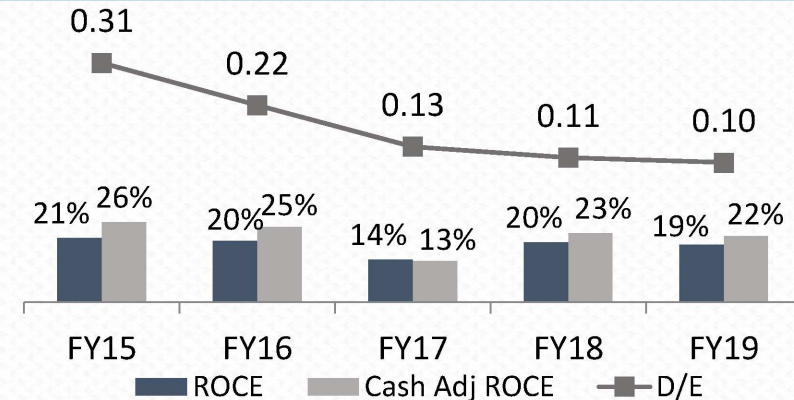
## EBITDA & EBITDA MARGIN



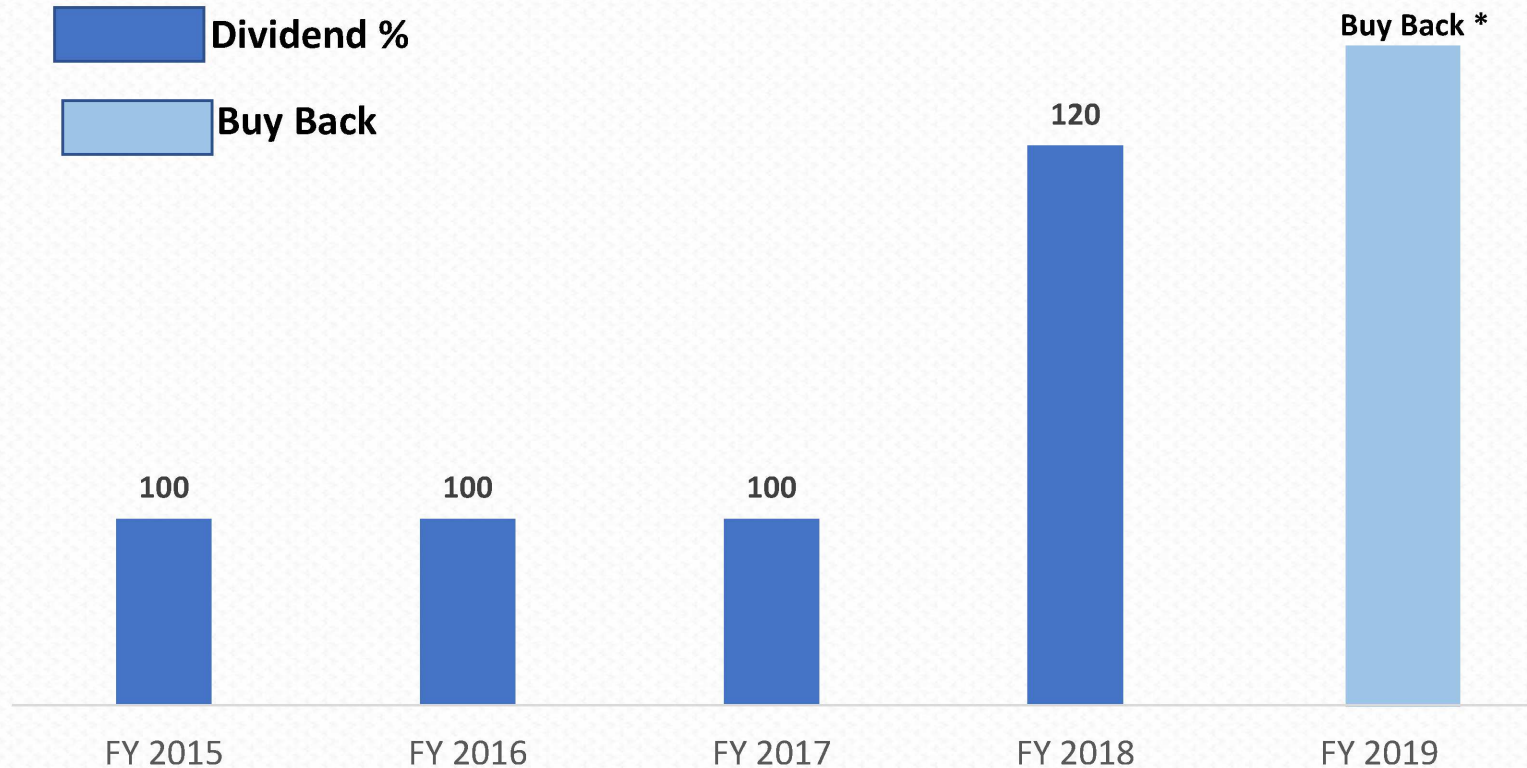
## PAT & PAT MARGIN



## LEVERAGE & RETURN RATIOS



# Consistent Reward to shareholders



- Company has consistently paid dividend to shareholders.
- \* Company has also done buyback of Rs 550 Mn in (18-19) to reward shareholders. Promoters have not participated in the buy back.



# Corporate Social Responsibility



WE BELIEVE IN “FULFILLING ASPIRATIONS AND TRANSFORMING LIVES “

## Education



The organization has worked towards the betterment of various schools & institution at Dhandari Kalan Government Primary school , Govt School (Magra Lulu), Brailee Bhawan Ludhiana by providing them operational & Financial support

## Environment



Oswal Foundation renovated fountain chowk in Ludhiana also planted numerous trees to promote greenery and to enhance the flora and fauna

## Sports



Contributed in this field by organizing on open women Taekwood Championship at LETC, Katani Kalan, Ludhiana

## Health



In this sector Oswal Foundation has done its bit by organizing eye camp & by providing medical support to those in need ,through various means

# Future Strategy

---

## FOCUS ON RETAIL NETWORK EXPANSION

- Started sales through SIS Model
- Focus on Online Sales through own portal

## FOCUS ON RETURN RATIOS

- Capex for FY20 would be Rs200-250mn; to be majorly utilised for de-bottlenecking and modernization of existing facilities. Capex spend for FY21 expected to be ~Rs100-150mn
- Ability to sustain Robust growth without any major capex; Return Ratios set to improve





# THANK YOU

## Disclaimer:

*This presentation and the following discussion may contain “forward looking statements” by Monte Carlo Fashions Ltd (“MCFL” or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of MCFL about the business, industry and markets in which MCFL operates.*

*These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond MCFL’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of MCFL..*

*In particular, such statements should not be regarded as a projection of future performance of MCFL. It should be noted that the actual performance or achievements of MCFL may vary significantly from such statements.*