#### Ref: MHL/Sec&Legal/2019/22

#### To,

Head, Listing Compliance Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Head, Listing Compliance Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1. G Block, Bandra -Kurla Complex, Bandra (East), Mumbai – 400051

Script Symbol: METROPOLIS

Dear Sir/Madam,

Scrip Code:542650

#### Sub: Revised Investor Presentation

#### Ref: Intimation dated July 18, 2019 vide letter MHL/Sec&Legal/2019/20

With reference to the earlier intimation dated July 18, 2019 vide letter MHL/Sec&Legal/2019/20, the revised Investor presentation is attached, due to changes in slide nos. 32, 33 and 34 of the presentation.

Requested to consider this presentation for Analyst/ Institutional Investor meetings scheduled to be held on July 19, 2019.

Kindly take the same on the records.

Yours faithfully

For Metropolis Healthcare Limited

avant Beakarh

METROP

The Pathology Specialist

Jayant Prakash Head Legal, Company Secretary & Compliance Officer Membership No.: F6742 Address: Metropolis Healthcare Limited, 250 D, Udyog Bhavan, Hind Cycle Lane, Worli, Mumbai - 400 030



### INNER HEALTH REVEALED

#### Metropolis Healthcare Limited

Registered Office: 250 D. Udyog Bhavan, Hind Cycle Marg, Worli, Mumbai - 400 03 CIN: U73100MH2000PLC192798. Tel: +91-22-3399 3939 / 6650 5555. Email: support@metropolisindia.com | Website: www.metropolisindia.com Central Laboratory: 4th Floor, Commercial Building-1A, Kohinoor Mall, Vidyavihar (W), Mumbal - 400 070.

Date: July 19, 2019

# METROP The Pathology Specialist

**Reaching Out RESPONSIBLY Investor Presentation - July 2019**  1111



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# **Overview**

# We are Metropolis: The Pathology Specialist







35+ Years of **Credible Operations** 

Leading Diagnostic player in India



Presence in 19 States & 210 Cities



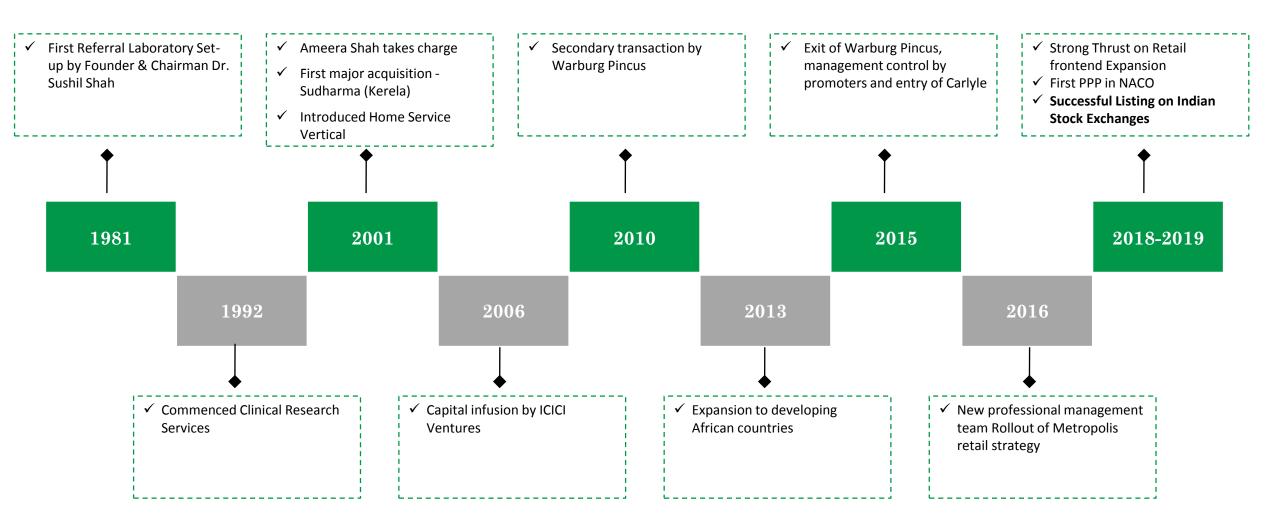
4000+ Tests & Profiles



17 Mn Tests & 8.9 Mn Patient Visit in FY19

# Journey to Leadership Position





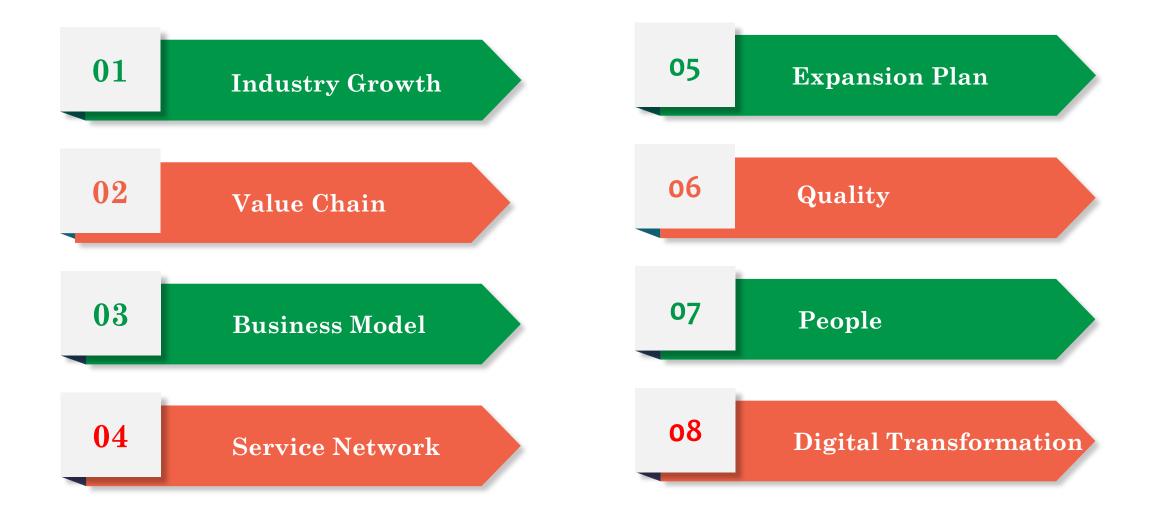
Foundation<br/>1981 to 2001Building Pillars of Business<br/>2001 to 2015Transformation and Expansion<br/>2015 Onwards

# Three decades of Delivering Value to Stakeholders



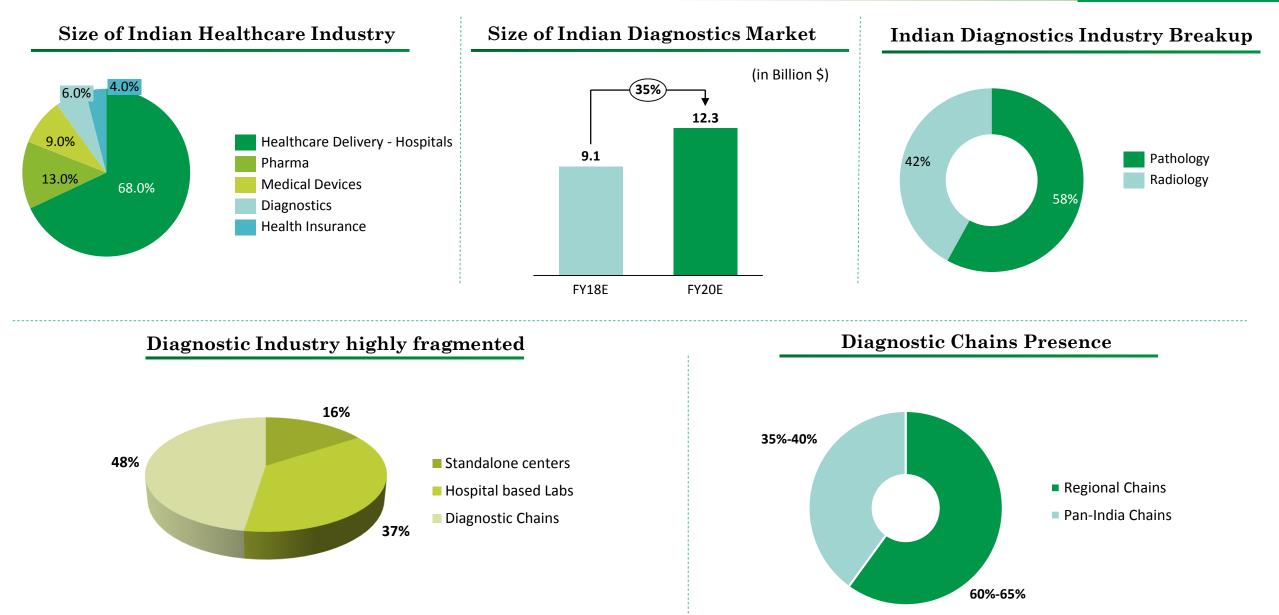






1a. Diagnostic Industry Poised to grow...





# 1b. Top players to continue to acquire market share of standalone centers



Brand Awareness

Increased brand awareness amongst patients and customers towards quality, reliability and test accuracy

Large Test menu

Large Test menu by organized diagnostics chains

Factors leading Consolidation

#### **Specialized offerings**

Increased awareness of specialized tests, bundled test profiles and wellness packages

Less than 20% of the Diagnostics Sector in India is organized with limited Pan India presence and focus on Quality Parameters in Testing



Service

+

Scale

Metropolis is amongst the Front runners for Consolidation

Established track record of successful acquisition and integration in India and overseas

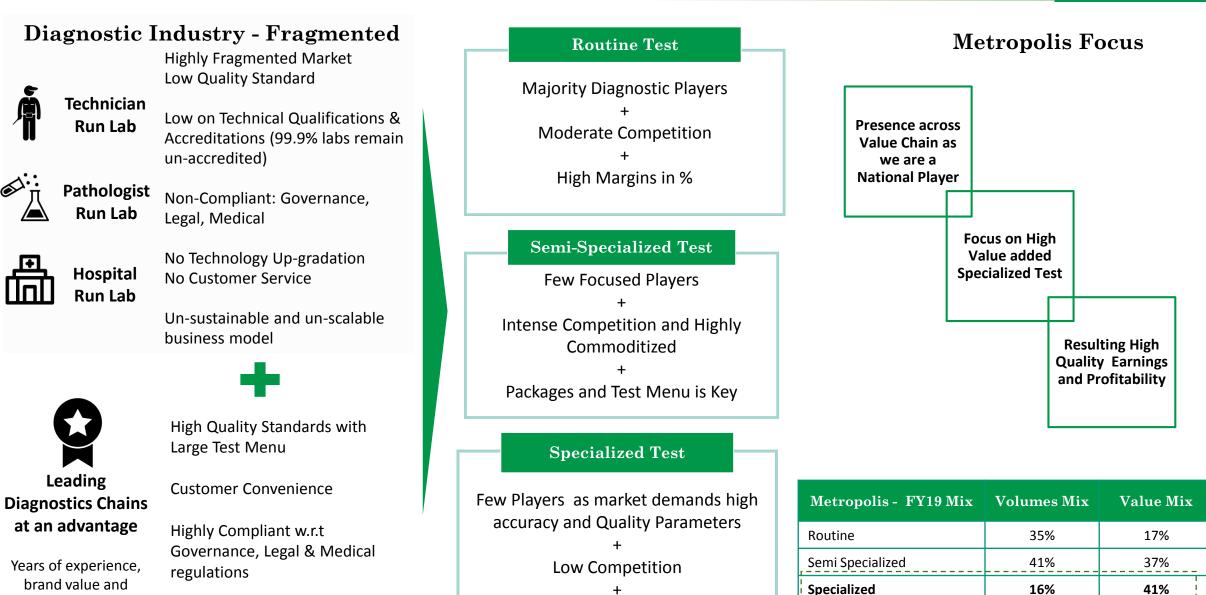
Sustainable and Scalable

**Business Model** 

delivering value to all

stakeholders





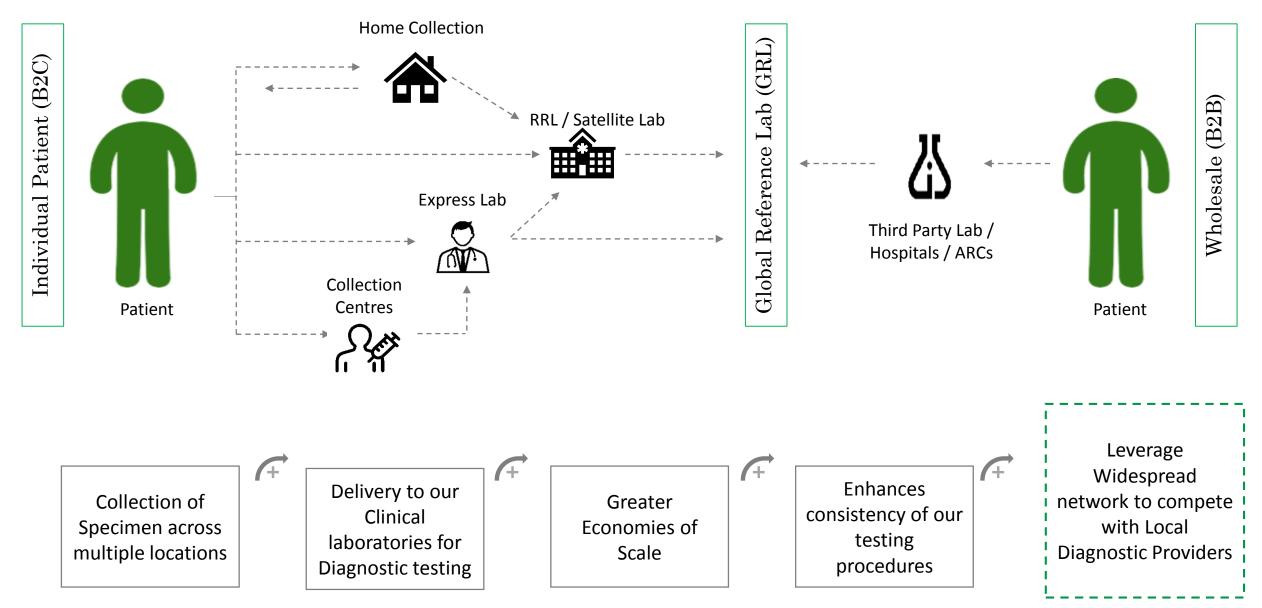
Wellness

High absolute margin but low volumes

5%

8%

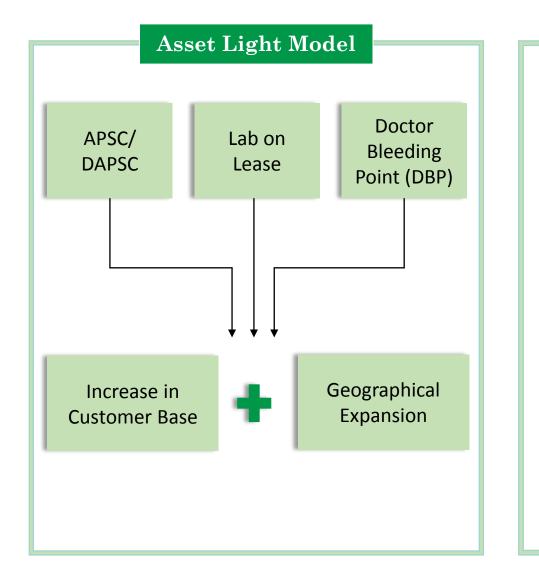








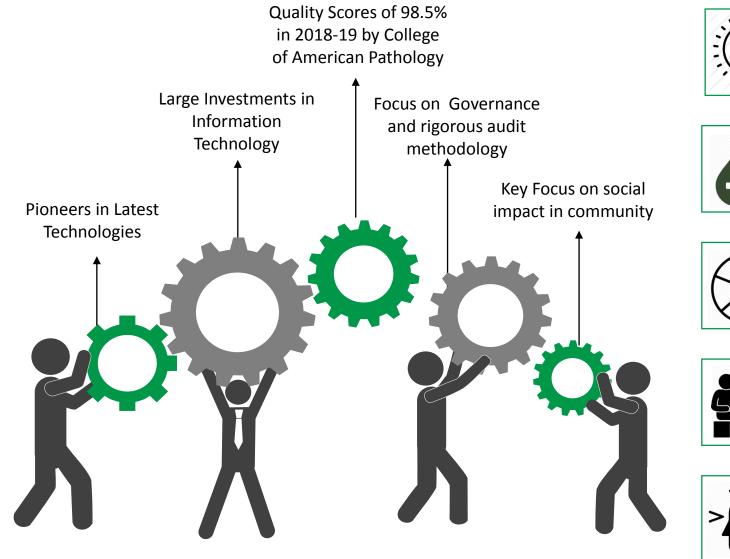




#### **Network Expansion Strategy**

- ✓ Focus on Asset Light Model to achieve Geographic Expansion with High Scalability
- ✓ The A-PSC and D-APSC Model allows us to grow our revenues by providing management and branding support while continuing to focus on increased penetration in our PSCs
- ✓ Better Leverage of our Existing Infrastructure by establishing a wider geographic reach which will enable customer base expansion and improvement in profitability matrix
- ✓ Establish strategic partnerships with **3rd Party Patient Service Centers** in India, Africa and Middle East to boost our Geographic reach









#### Quality of materials used are USFDA or CE marked

Best medical talent trained in the Metropolis way

Talent in the industry remains un-trained with no benchmarks of

Quality protocols following global standards

standards in the industry

minimum standards

99.9% of industry labs remain un-accredited with lack of minimum

Commonly used materials by industry labs are low quality

#### Patient experience score as per NPS is at 85% to 90%

Patient experience in industry labs is of poor infrastructure, lack of hygiene and safety and un-professional service

#### Ethical philosophy of putting patient first

Common practice in industry is to take shortcuts to enhance profit





### "Global Lab Accreditations"





- ✓ Mumbai Lab is CAP accredited since 2005 \*(College of American Pathologists, global gold standard in laboratory accreditations)
- $\checkmark$  NABL Accreditation follows ISO-15189 Standard and is recognized by ILAC & APLAC
- ✓ GRL and 11 RRLs have NABL accreditation.
- ✓ More than 75% reports are generated by accredited labs. Many of our doctor's are assessors, lead assessors for NABL.
- ✓ Some senior doctors are committee members of NABL, WHO, Government & NGO committees.

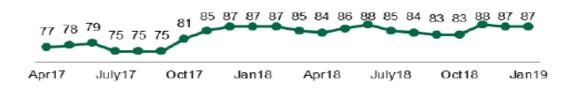


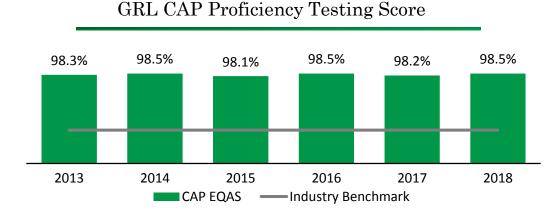
No. of Audits Conducted by PAC Team



- ✓ PAC Team: Special Pre Analytical Care Team constituted as part of the Quality Assurance Team
- ✓ This team conducts thorough internal audits as per NABL Checklist to ensure compliance for our collection centres and facilities

NPS Score – PSC & Home Service





# 7. People are our greatest asset





- New HR Management System for automated processes improving productivity and ensuring availability of employee data on demand
- ✓ System for nurturing second in line high performers
- ✓ Young, energetic and motivated team.
   Over 60% of workforce are millennial
- ✓ Hungry and experienced management team aligned to vision of the company

- ✓ Strong culture equal opportunity workplace
- ✓ Female : Male Ratio = 41:59
- ✓ 4,500 + Highly skilled and motivated Member base
- ✓ Full Fledged Learning Management System that is used for daily training across the Company.
- ✓ Strong scientific team led by expert MD Doctors and pathologists
- ✓ 201 Doctors
- ✓ 2,228 Scientific & Technical Team

# 8. Leveraging IT for Competitive Advantage









# Improving Business revenue generation capabilities

- ✓ IBM Watson Campaign Automation will help improve in additional leads and tracking
- ✓ Lead Management system will help improve lead conversion rate
- ✓ Data Analytics model on customer data will improve Cross-Sell and Upsell

#### **Cost Saving & Optimization**

- ✓ Launching a Pricing Engine for better Revenue Assurance
- ✓ Payment Platform improving controls in Cash Management Process
- ✓ Network Bandwidth Optimization (SD-WAN)

#### Improved Operational Efficiency

- ✓ Zero Data Loss; 100% data replication in remote location
- ✓ Implementation of Sample tracking process to Improve Visibility of Customers & Turn Around Time (TAT) of reports.
- ✓ Automating HR processes through HRMS for better tracking and possible productivity.
- ✓ Introduction of Learning Management System to training and development goals.
- ✓ Automated Quality System to track quality standards across the group



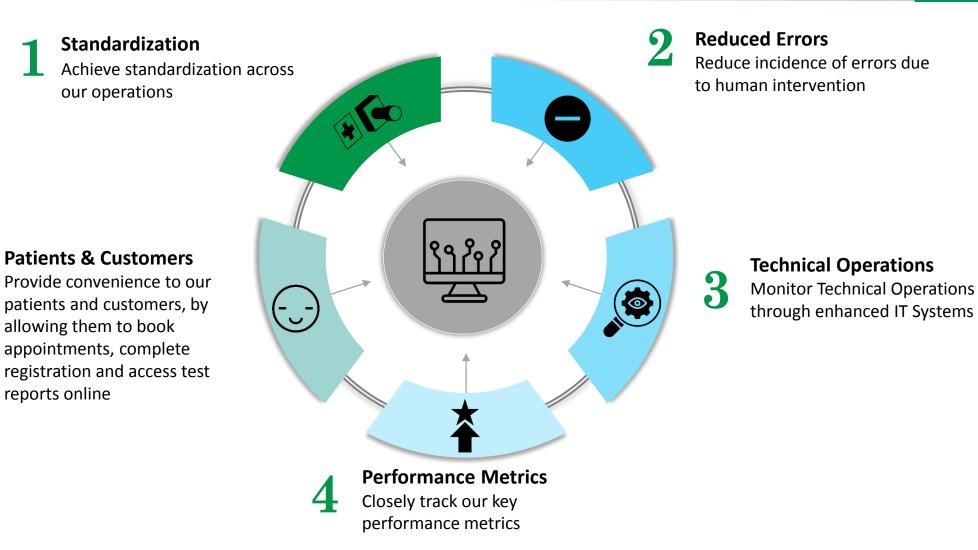
#### Improve Customer Experience

- ✓ Mobility Applications for consumer's ease of access
- ✓ Service CRM implementation will help improve NPS
- Feedback Management will increase percentage of patient providing instant feedback and rating

# 8a. Digital Transformation to improve efficiency

5

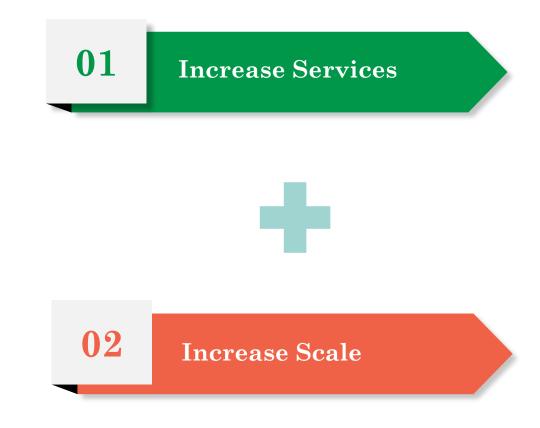




Our information technology system allows us to fully Integrate and Automate processes ranging from **Registration, Bar-Coding and Billing of specimens to Analysis and Reporting of Test Results** 







# Customer Centricity: In everything we do







#### Easy to Interpret Test Report

We offer our patients a Detailed Test Report which covers Result Trend Analysis and Patient Specific Interpretations and comments by our Doctors for certain tests and conditions



#### Sample Collection from Doorstep

We have increased scope of our Home Collection service to 197 cities in India



#### **Conclusive Diagnosis**

We also have a policy of ensuring Conclusive Diagnosis to our patients, even if it involves incurring additional costs for us, by way of Re-Checks and Reflex testing on alternate technology



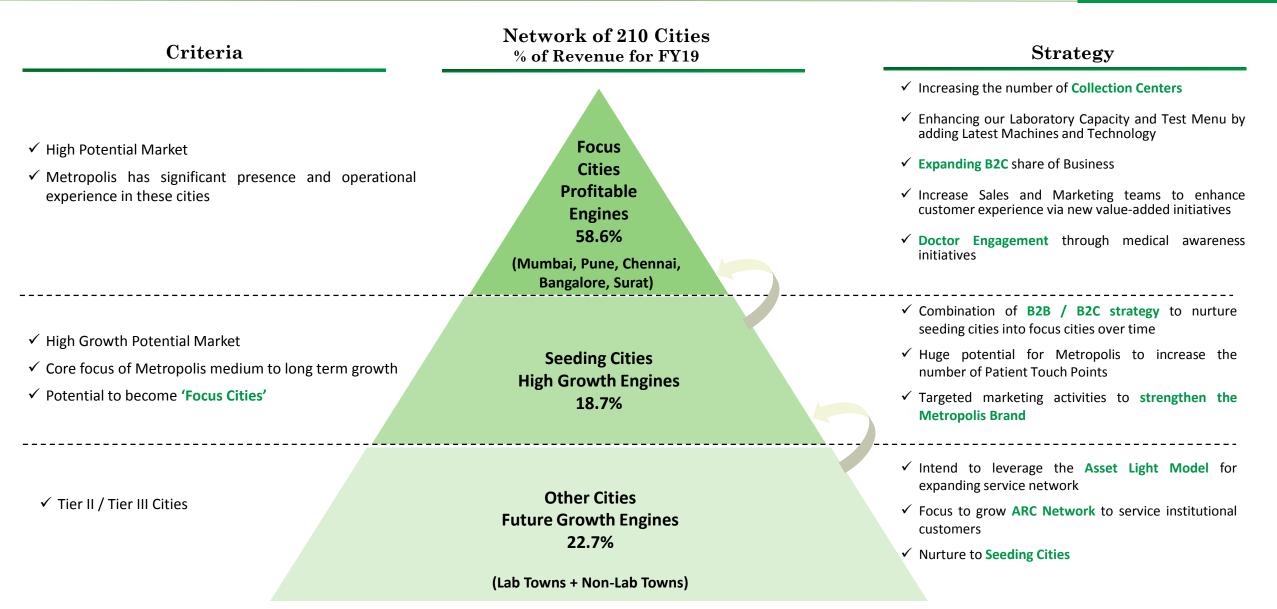
#### **Digital Access**

We have developed a Mobile Application

- ✓ For scheduling house calls
- ✓ Accessing Test reports
- ✓ Receiving Test Reminders
- ✓ Online requests for Billing Information

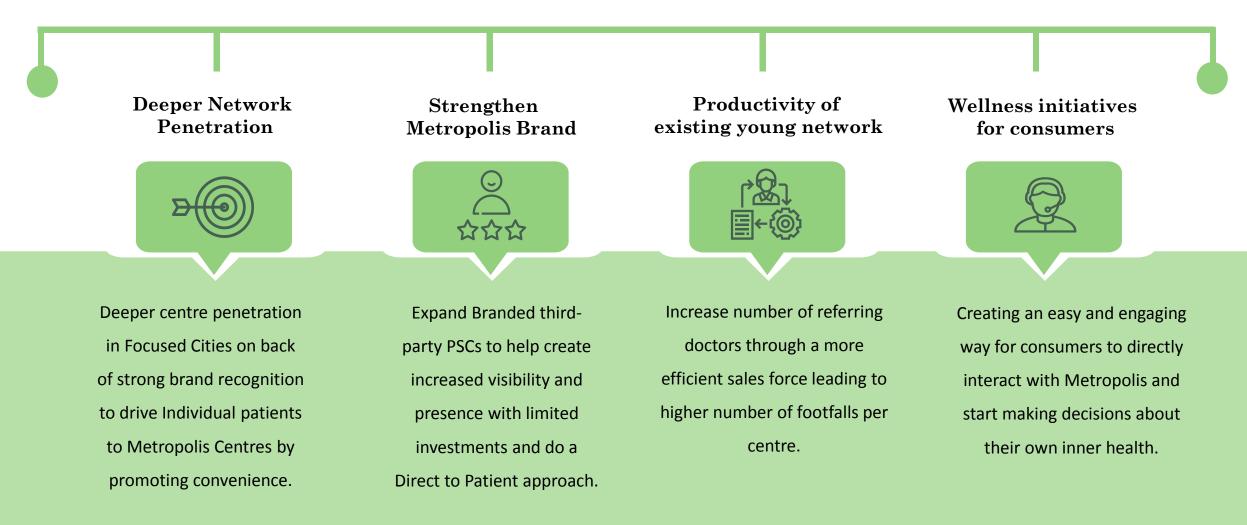
# Sustainable Growth across Network





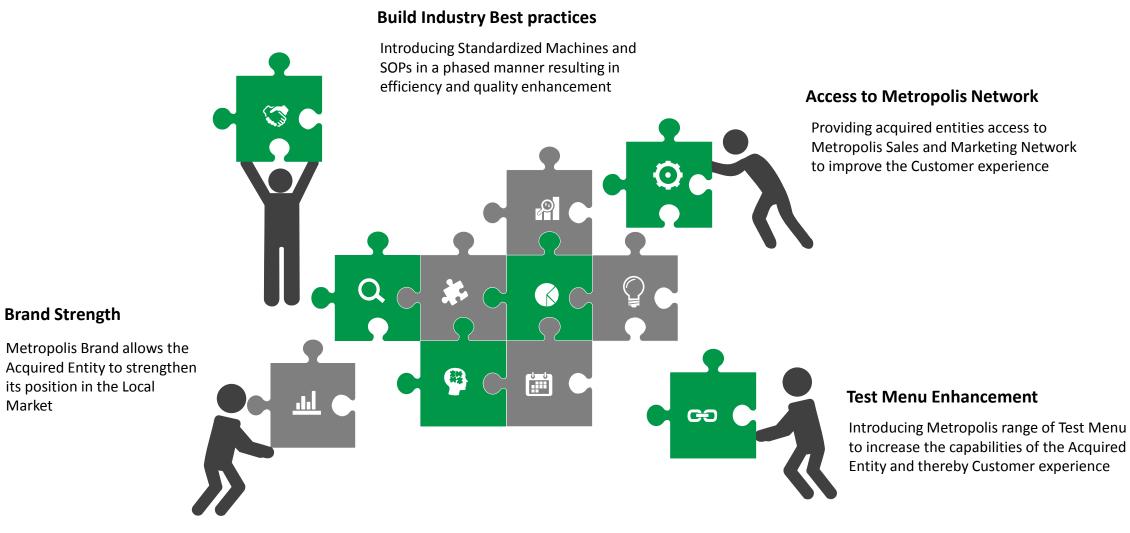


# **Increase B2C sales mix**



Market





### Established Track Record of Successful Acquisition and Integration

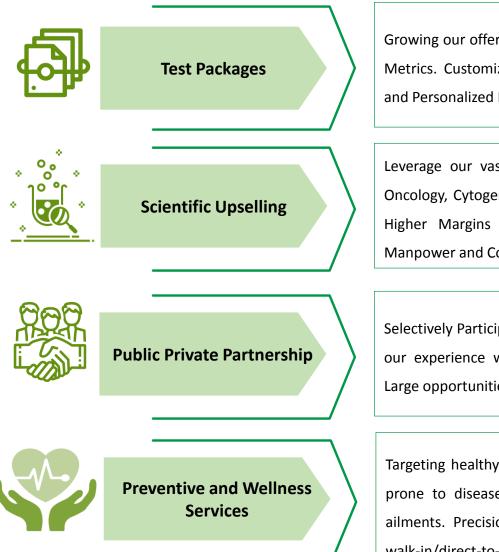
# Successful Track Record of Inorganic Strategy : 22 Acquisitions in 15 years



Few of the Acquired Companies	Year of Acquisition	Location	Revenue at the time of acquisition	Revenue for FY19
Sudharma Metropolis Health Services Private Limited	2003	Kerala	Rs. 1.8 Crores	Rs. 50.4 Crores
Golwilkar Metropolis Health Services (India) Private Limited	2006	Pune	Rs. 3.9 Crores	Rs. 38.6 Crores
Desai Metropolis Health Services Private Limited	2008	Surat	Rs. 3.4 Crores	Rs. 32.0 Crores
R.V. Metropolis Diagnostics & Healthcare Centre Private Limited	2008	Bangalore	Rs. 3.6 Crores	Rs. 37.7 Crores
Dr. Patel Metropolis Healthcare Private Limited	2012	Nasik	Rs. 1.8 Crores	Rs. 13.9 Crores
Sanjeevani Rajkot	2017	Rajkot	Rs. 12.0 Crores	Rs. 16.0 Crores

Metropolis has successfully improved the Performance of the Acquired Businesses as well as grow scale of operations, achieve economies of scale and increase operating efficiency thereby improving Market Position





Growing our offering of Test Packages to Increase Revenue Metrics. Customized packages to Institutional Customers and Personalized Packages to Individual Patients are key

Leverage our vast capabilities in Molecular Diagnostics, Oncology, Cytogenic where there is Less Competition and Higher Margins due to Advanced Technology, Skilled Manpower and Complex Processes Involved

Selectively Participate in PPP Tenders in India by leveraging our experience with the execution of the NACO Order. Large opportunities exist in African markets on PPP basis

Targeting healthy individuals with sedentary lifestyles are prone to diseases such as cardiovascular and diabetes ailments. Precision medicine, focus on preventive care, walk-in/direct-to-customer services to drive growth



Expansion

Aggressive Network Expansion to go closer to Patient + Seeding Cities emerging as New Focused Cities

79% of Existing Patient Touch Points added during FY17-19. Maturity of this Young Network will fuel growth

Inorganic Strategy of Expanding Metropolis Reach to more locations in existing cities of presence and new cities

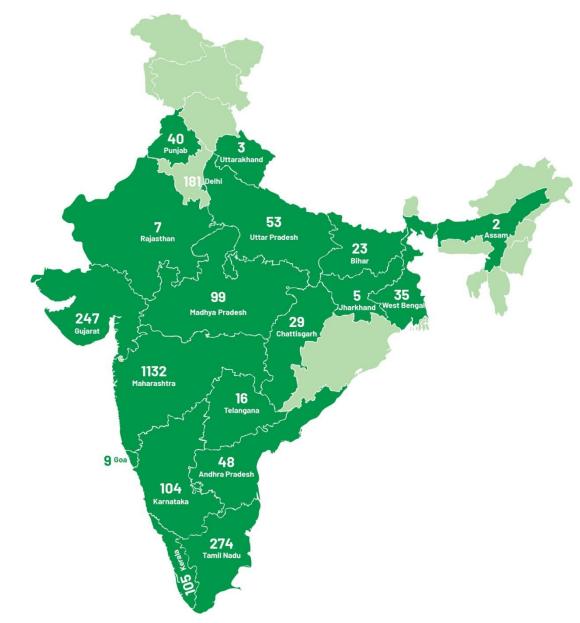
### STRENGTHEN METROPOLIS BRAND TO 'BE THE ONLY CHOICE OF PATIENTS'



# Financial & Operational Performance

# Pan India Presence...





#### **Metropolis Service Network**

Metropolis Service Network	FY18	FY19
Laboratories	106	119
Owned PSC's	251	255
Third Party PSC's	879	1506
ARC's	520	575
Total	1756	2455

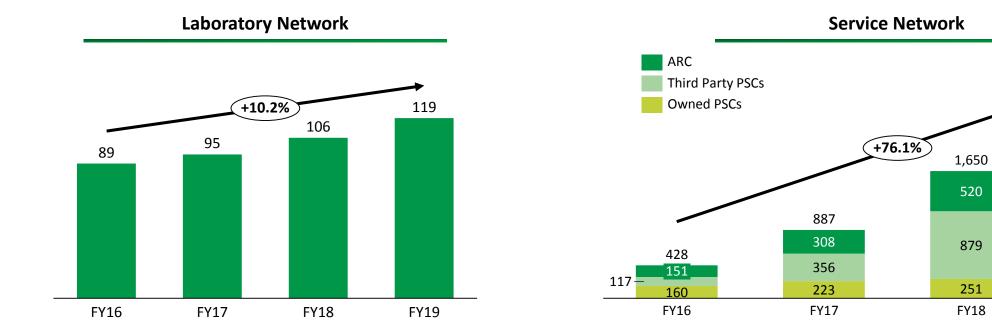
2,336

575

1,506

255

FY19



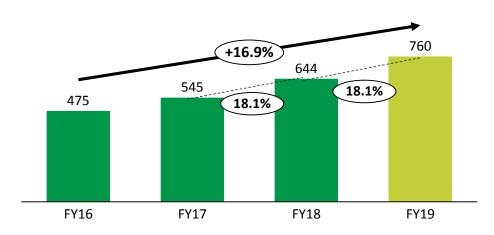
#### **Network Strategy Highlights**

#### Young Individuals Patients Network **Asset Light Network Fast Pace of Execution** 79% of the existing Individual patients touch points $\checkmark$ 85% of the centre network is asset light 5.5x patients network growth during FY2016-19 $\checkmark$ $\checkmark$ added during FY2017-19 $\checkmark$ 10 of 13 labs added in FY19 via lab on lease model ✓ 1,938 patients touch points added during FY2016-The average retail centre matures in five years. As $\checkmark$ which is asset light with no capital requirement 18 the network matures, it is expected to contribute to short and mid term future growth

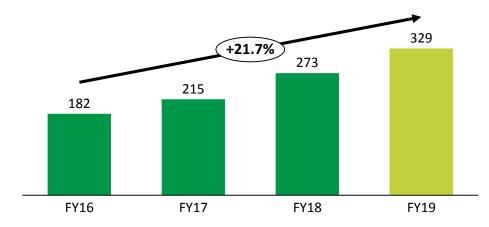
#### On Consolidated Basis



Revenue (In Rs. Crs.)



Revenue growth for B2C (In Rs. Crs.)



#### **Bolstering Growth in Wellness Segment**



Metropolis Wellness revenue contribution for Metropolis is 5.5% which grew at 27% in FY19



This market is expected to grow at a CAGR of 20% over next 3 financial years (Frost & Sullivan)



Customers today are serious about wellness and choose to undergo preventive screening to safeguard their health and diagnose conditions before they turn in to complications

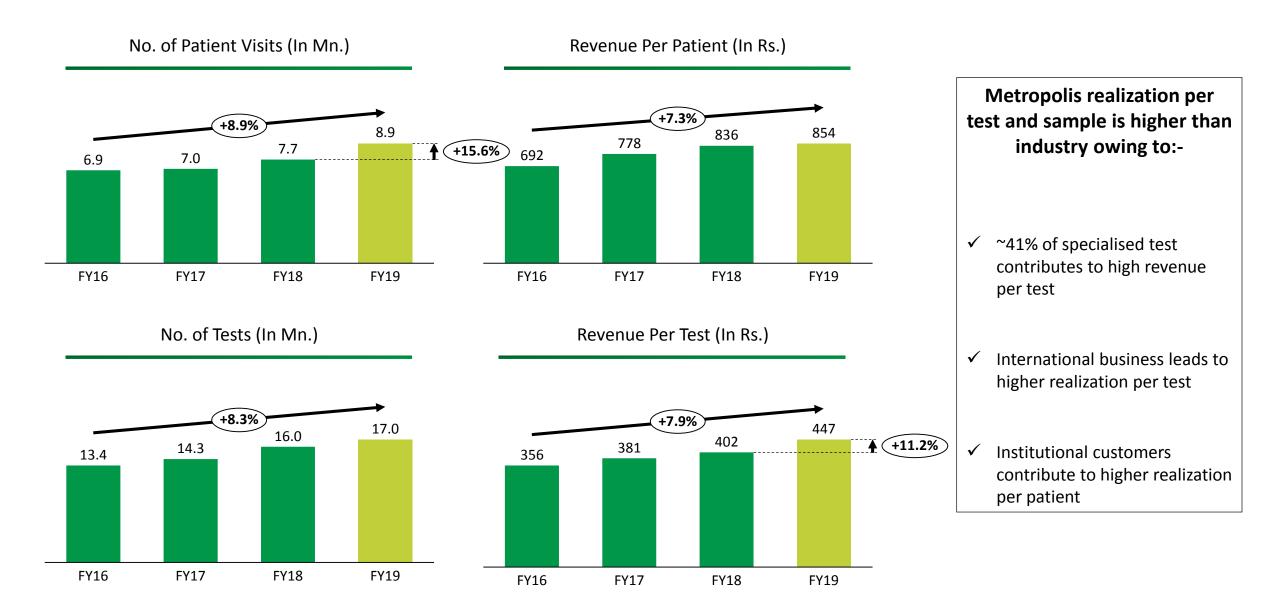


This segment is termed as wellness as opposed to the illness wherein the patient has to undergo tests when they are prescribed tests during sickness



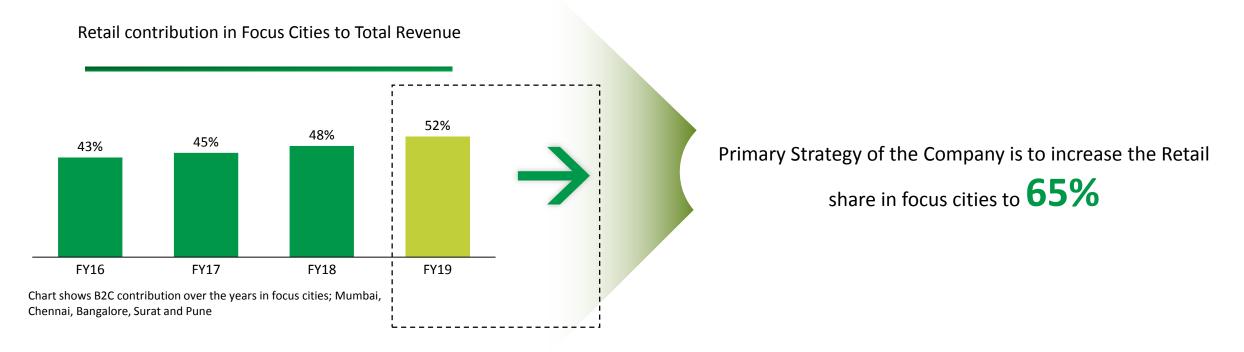
Wellness & Preventive Diagnostics market is 7% to 9% in FY2018 (Frost & Sullivan)





# Well growing B2C Mix





#### B2C contribution in the last few years has seen an upward trend owing to:-

- ✓ Aggressive network expansion to go closer to the patient
- ✓ Integrated Brand building campaigns to establish Metropolis as a trusted brand in the mind of consumer and the doctor
- ✓ Building awareness amongst doctors for quality and service differentiators of Metropolis vs the unorganized sector
- ✓ Obsessively monitoring customer experience and generating an NPS (\*Net Promoters Score) of 85 across the group

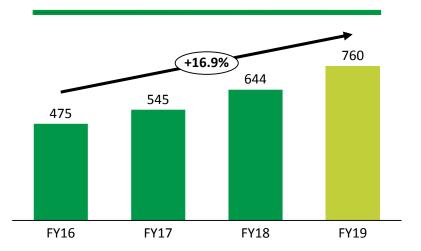
On Consolidated Basis

\*Net Promoter Score is a management tool that is used to gauge the loyalty of a firm's customer relationships

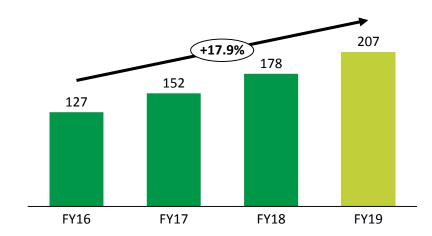
# Financial Highlights



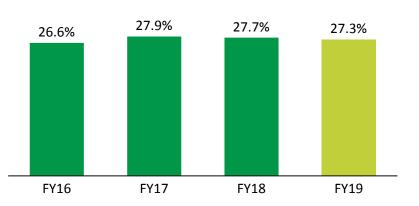
Revenue (In Rs. Crs.)



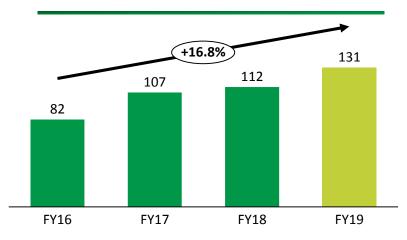
EBITDA (In Rs. Crs.) before CSR and one time share based and other expenses



EBITDA% before CSR and one time share based and other expenses



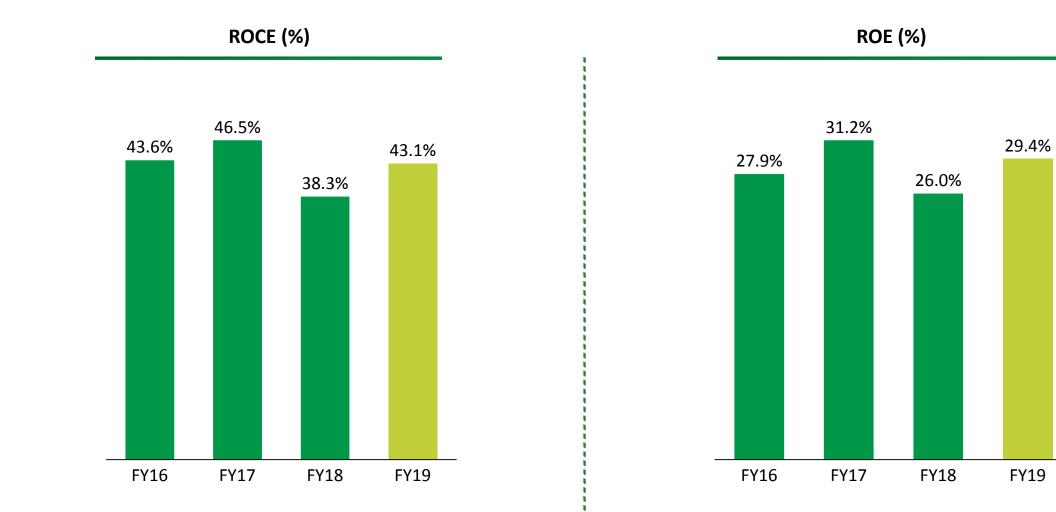
PAT (In Rs. Crs.) before CSR and one time share based and other expenses



On Consolidated Basis

# Financial Highlights





FY19

# Profit & Loss Statement



Profit & Loss (Rs. Crs.)	FY19	FY18	FY17	FY16
Revenue from Operations	760.1	643.6	544.7	475.5
Cost of Material Consumed	173.5	145.9	135.1	124.6
Laboratory testing charges	5.6	5.7	2.5	3.1
Total Raw Material	179.1	151.6	137.6	127.7
Gross Profit	581.0	492.0	407.1	347.8
Gross Profit (%)	76.4%	76.4%	74.7%	73.1%
Employee Expenses	172.7	145.8	127.7	108.2
Other Expenses	201.0	168.1	127.5	113.1
EBITDA before CSR and one-time share based and other expenses	207.4	178.2	151.9	126.5
EBITDA (%)	27.3%	27.7%	27.9%	26.6%
CSR	0.8	0.8	-	-
Provision for IL&FS Investment	1.4	-	-	-
One-time share based and other payments	5.9	4.8	(2.7)	(3.3)
EBIDTA	199.3	172.6	154.6	129.8
EBIDTA (%)	26.2%	26.8%	28.4%	27.3%
Other Income	9.3	11.3	22.9	15.2
Depreciation	20.1	19.2	17.2	16.6
EBIT	188.4	164.7	160.25	128.41
EBIT (%)	24.8%	25.6%	28.9%	26.3%
Finance Cost	0.5	1.2	0.4	0.8
Share of Profit/Loss from JV	(1.4)	0.0	2.7	3.3
Profit Before Tax	186.5	163.5	159.9	127.5
Profit Before Tax (%)	24.5%	24.9%	29.4%	26.8%
Тах	62.9	51.8	52.7	45.6
Profit After Tax	123.6	111.7	107.3	82.0
Profit After Tax (%)	16.3%	17.1%	19.7%	17.2%
CSR	0.8	0.8	-	-
One-time Share based and other expenses	3.6	0.0	-	-
Provision for IL&FS Investment	1.4	-	-	-
Share of Loss for equity accounted investees (net of tax)	1.4	-	-	-
PAT before CSR, one-time share based and other expenses	130.8	112.4	107.3	82.0
PAT before CSR, one-time share based and other expenses %	17.2%	17.5%	19.7%	17.2%

On Consolidated Basis

## Balance Sheet



Assets (Rs. Crs.)	Mar-19	Mar-18	Mar-17	Mar-16
Non-current assets	248.2	230.1	230.1	170.6
Property, Plant and Equipment	116.7	112.3	105.2	105.6
Capital Work In-Progress	0.0	0.0	1.0	0.6
Goodwill	78.6	78.4	82.5	0.0 35.1
Other intangible assets	78.0 17.6	78.4 16.8	82.5 14.7	1.0
Intangible assets under development	5.8	0.0	0.0	0.0
Equity accounted investees	0.6	0.0	6.0	0.0 5.4
Financial Assets	0.0	0.0	0.0	5.4
(i) Investments	1.8	1.8	1.8	1.8
	1.0 4.2	1.8 3.3	1.0 3.7	1.8 8.3
(ii)Loans (iii) Other Financial Assets	4.2	3.3 8.3	2.2	8.3 0.0
	3.7	o.s 5.3	2.2 3.4	0.0 5.2
Deferred Tax Assets (Net) Other non-current assets	5.7 1.6	2.0	5.4 8.6	5.2 5.8
		-		
Non-current tax assets (net)	7.4	1.9	1.0	1.8
Current assets	304.7	300.4	285.1	225.3
Inventories	26.1	21.2	14.1	15.6
Financial Assets				
(i) Investments	31.0	100.4	134.1	94.2
(ii) Trade receivables	136.8	100.7	80.3	70.2
(iii) Cash and cash equivalents	51.4	43.5	25.5	26.8
(iv) Bank balances other than (iii)	28.9	16.7	15.0	6.8
(v) Loans	15.1	10.8	9.6	7.3
(vi) Other Financial Assets	8.4	1.4	0.5	0.5
Current tax assets (net)			0.1	0.3
Other Current Assets	7.0	5.7	5.9	3.6
TOTAL - ASSETS	552.9	530.5	515.2	395.9

Equity & Liabilities (Rs. Crs.)	Mar-19	Mar-18	Mar-17	Mar-16
Equity	419.9	429.1	344.1	293.9
Equity Share capital	10.0	9.5	9.5	9.5
Other equity	408.5	405.2	313.6	269.2
Non Controlling Interest	1.4	14.4	21.0	15.2
LIABILITIES				
Non-current liabilities	8.2	10.5	19.3	11.1
Financial Liabilities				
(i) Borrowings	0.0	0.2	0.4	0.5
(ii)Other Non-Current Liabilities	2.1	2.4	8.7	0.3
Provisions	3.2	3.5	3.2	2.4
Deferred tax liabilities (Net)	2.9	4.4	7.0	7.9
Current liabilities	124.8	90.9	151.8	90.9
Financial Liabilities				
(i) Borrowings	17.6	0.4	0.4	0.4
(ii) Trade Payables	42.9	35.4	35.9	32.8
(iii) Other Current Financial Liabilities	41.9	34.8	88.3	22.9
Other Current Liabilities	8.0	7.8	14.1	21.1
Provisions	5.0	4.4	3.7	3.7
Current tax liabilities (Net)	9.4	8.1	9.4	10.0
TOTAL - EQUITY AND LIABILITIES	552.9	530.5	515.2	395.9



# Board of Directors and Management Team

## **Board of Directors**





**Dr. Sushil Kanubhai Shah** Chairman & Executive Director

Holds a bachelor's degree in Medicine and Surgery and a degree of Doctor of Medicine in Pathology and Bacteriology from University of Bombay. More than 3 decades of experience in Pathology business



Ameera Sushil Shah Managing Director

Holds a bachelor's degree in Business Administration from the University of Texas and also completed Owner-President Management Programme from Harvard Business School. More than 2 decades of experience in Pathology business



Mihir Jagdish Doshi Non-Executive Director

Holds a bachelor's degree in Science from New York University and is also a member of the New York State Society of Certified Public Accountants and the American Institute of Certified Public Accountants.



Sanjay Bhatnagar Independent Director

Holds a master's degree in Engineering from Stanford University and also master's degree in business administration from Harvard University



Vivek Gambhir Independent Director

Holds a bachelor's degree in Science & Arts from Lafayette College, Pennsylvania and a master's degree in Business Administration from Harvard University



Milind Shripad Sarwate Independent Director

Holds a bachelor's degree in Commerce from University of Bombay and is an associate of the ICAI, ICSI & ICWA





#### Vijender Singh Chief Executive Officer

Holds a bachelor's degree in Science from Kurukshetra University and completed an Executive Education Programme from the Indian School of Business, Hyderabad. More than 30 years of experience in business operations & Business Development



Dr. Nilesh Shah President and Chief of Science & Innovation

Holds a master's degree in Engineering from University of Mumbai and a Diploma in Medical Laboratory Technology from K.J Somaiya College of Science. More than 30 years of experience in science & innovation



Tushar Karnik Chief Financial Officer

Holds a bachelor's degree in Commerce from the University of Mumbai and also an associate member of the ICAI. More than 25 years of experience in Finance



Jayant Prakash Head Legal, C.S. and Compliance Officer

Holds a bachelor's degree in Law from the University of Delhi, Master's degree in Business Administration from ICFAI University and fellow member of ICSI. More than 14 years of experience in legal, secretarial and compliance, and investment banking functions



Ameera Sushil Shah Managing Director



2010	"Diagnostic Services Company of the Year" by Frost & Sullivan	
2012	"Outstanding Quality Diagnostic Services" by HIV Congress 2012	
2014	"Most Promising Brand" by the World Consulting and Research Corporation	$ \mathbf{ abla}$
	"Quality Brand" by Quality Brands India	
2015	"Best Diagnostic Company of the Year" at the National Awards for Excellence in Healthcare	
	"Diagnostic Services Company of the Year" by the VCCircle Network	
	"Excellence in Productive Employment Creation" by Business Today	$\frown$
2018	"Best in Health and Fitness" in the Digital Campaign Awards by LH Insights	– X
	"Excellence in Customer Service & Delivery" by Biotrains	
	"Service Excellence (Diagnostic Centre)" by FICCI at the Healthcare Excellence Awards	
	"Iconic Pathology Lab Award" by Mid Day Health & Wellness Awards	



#### For further information, please contact:

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