

Date: October 17, 2023

The Manager
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001

Scrip code: 543426

The Manager
Listing Department
National Stock Exchange of India
Limited,
“Exchange Plaza”, 5th Floor, Plot No.
C/1, G Block, Bandra – Kurla Complex,
Bandra, Mumbai-400051.
Symbol: METROBRAND

Dear Sir/Ma’am,

Subject: Press Release

Dear Sir/Madam,

Please find enclosed a Press Release titled as follows:

Metro Brands Ltd. opens its 800th store

The above is for your information and records and will also be available on the website of the Company at www.metrobrands.com

Yours faithfully,
For Metro Brands Limited,

Deepa Sood
(VP – Legal, Company Secretary & Compliance Officer)
Membership No: 16019

Encl: As above



PRESS RELEASE

Metro Brands Ltd. opens its 800th store

The grand opening of the FitFlop store in Hyderabad's Banjara Hills marks a triumphant moment, reinforcing the brand's dominance in the Indian footwear industry.

National, 17th October, 2023: Metro Brands Ltd., India's fastest-growing footwear retailer, today announced the opening of its 800th store in India, marking a milestone in its expansion journey. This achievement serves as a testament to the Company's steadfast commitment to excellence and growth.

Located in the vibrant city of Hyderabad, the latest addition to the Metro Brands portfolio is a FitFlop store, strategically positioned to cater to a discerning customer base. Over the decades, Metro Brands Ltd. has transformed from its humble beginnings in Colaba into an iconic brand that now boasts 800 stores across the nation.

With a total retail space of 716 square feet, the new FitFlop store in the Banjara Hills area promises an immersive shopping experience, showcasing FitFlop's seamless blend of style with science and technology. Metro Brands Ltd.'s expansion efforts continue with plans to launch 200 stores by FY 2025, demonstrating the Company's commitment to providing customers with a wide array of choices and access to world-class footwear, firmly establishing its position as a retail powerhouse in India.

Nissan Joseph, Chief Executive Officer of Metro Brands Ltd., shared his thoughts on this achievement, stating, "As we celebrate the grand inauguration of our 800th store in India, I want to thank the team for their continued dedication and hard work that enables us to meet the growth plans we have targeted. Our expansion is driven by a commitment to deliver excellence in every pair of shoes we offer for the diverse markets of India. We take pride in owning our customers' footwear wardrobe, offering a comprehensive product range that caters to all their footwear desires and needs. As we continue to expand our reach, we look forward to shaping the future of footwear retail in India, one resolute step at a time."

As part of its growth strategy, Metro Brands Ltd. has not only expanded its physical footprint but also embraced e-commerce to meet the evolving preferences of its customers. The Company's online presence has witnessed exponential growth, offering the convenience of shopping for footwear and accessories from the comfort of customers' homes.

Under the Metro Brands Ltd. umbrella, a diverse and robust portfolio of brands has thrived, from iconic Indian names like Metro Shoes to international sensations such as FitFlop, and Fila. The Company's growth, characterized by the fusion of Indian heritage and international flair, serves as evidence of its steadfast dedication to quality, innovation, and customer satisfaction.

About Metro Brands Limited (BSE: 543426; NSE: METROBRAND)

www.metrobrands.com



Metro Brands is one of the largest Indian footwear specialty retailers and is amongst the aspirational Indian brands in the footwear category. The Company opened its first store under the Metro brand in Mumbai in 1955 and have since evolved into a one-stop shop for all footwear needs, by retailing a wide range of branded products for the entire family including men, women, unisex and kids, and for every occasion including casual and formal events. In addition to men's, women's, and kid's footwear, it also has a wide range of handbags, belts, wallets, etc.

Metro Brands retail footwear under its own brands of Metro, Mochi, Walkway, Da Vinci and J. Fontini, as well as certain third-party brands such as Crocs, Fitflop, Fila, Skechers, Clarks, Puma and Adidas which complement its in-house brands. The Metro footwear range is specially curated based on the regional sensitivity to cater to the needs of different regions.

As of 30th June, 2023, the Company operated 766 Stores across 182 cities spread across 31 states and union territories in India.