MONTE CARLO

CST - 03412094494 Dt.26.08.2011
TIN - 03412094494 Dt.26.08.2011
PAN - AAFCM7888Q
TAN - JLDM04272C
CIN - L51494PB2008PLC032059

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

Manufacturers & Exporters of High Class Woollen Hosiery Knitwear, Textiles & Exclusive Fully Fashion Knitwears

November 14, 2016

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

SUB: PRESS RELEASE & INVESTOR PRESENTATION

Dear Sir / Madam,

Pursuant to Clause 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the Press Release and Investor Presentation for the quarter ended September 30, 2016.

You are requested to take the same on record and acknowledge the receipt.

Thanking You,

For MONTE CARLO FASHIONS LIMITED

MONTE CARLO FASHIONS LTD. LUDHIANA. B-XXIX-106, G.T. ROAD, SHERPUR

CO. SECRETARY & COMPLIANCE OFFICER

Encl. As Above

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Q2 FY17 INVESTOR PRESENTATION
NOVEMBER 2016

DISCUSSION SUMMARY

MONTE CARLO

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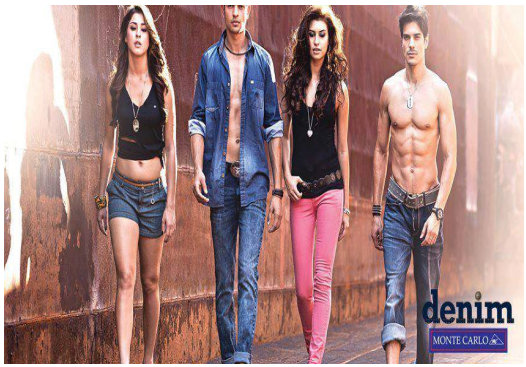
- Q2 FY17 RESULTS HIGHLIGHTS
- OPERATIONAL HIGHLIGHTS
- FINANCIALS
- COMPANY OVERVIEW – ABOUT US
- UNDERSTANDING OUR BUSINESS MODEL
- SUSTAINABLE COMPETITIVE ADVANTAGES
- FUTURE GROWTH STRATEGY
- ANNEXURE



Q2 FY17 – RESULTS HIGHLIGHTS

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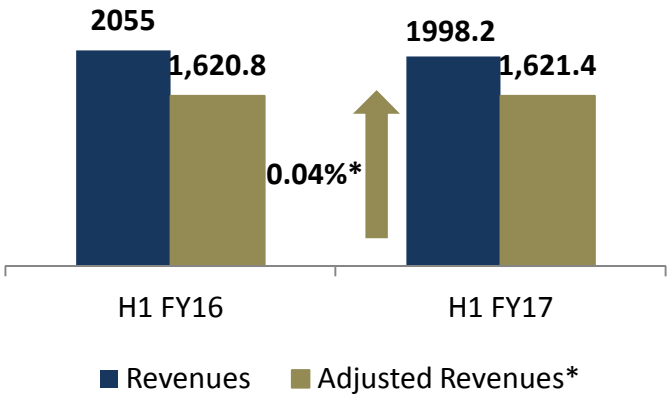
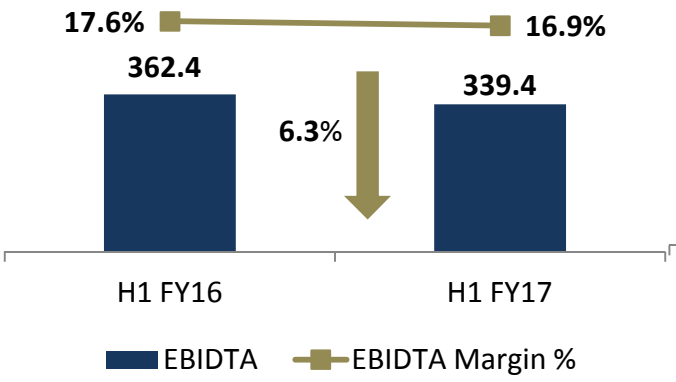
H1 FY17 YoY ANALYSIS

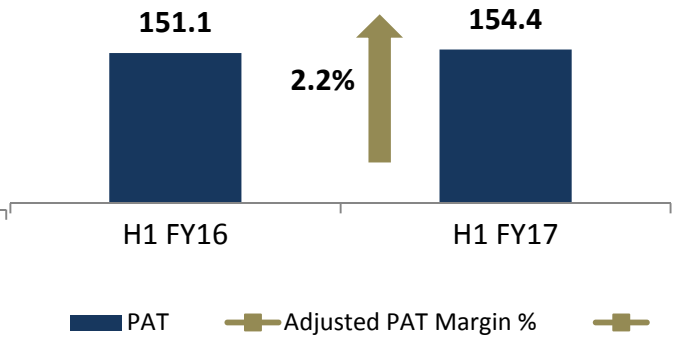
Adjusted Revenues*



OPERATING EBIDTA & EBIDTA %

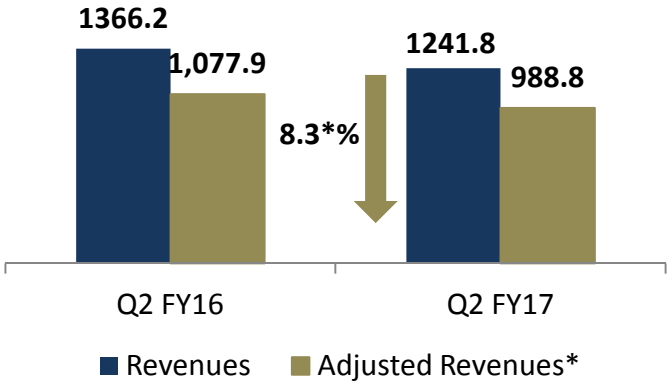


PAT & PAT Margin %

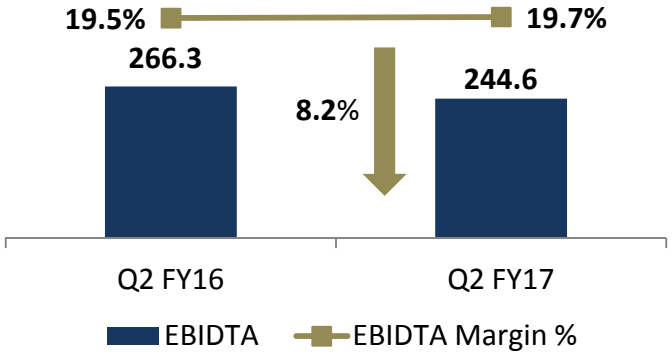


Q2 FY17 YoY ANALYSIS

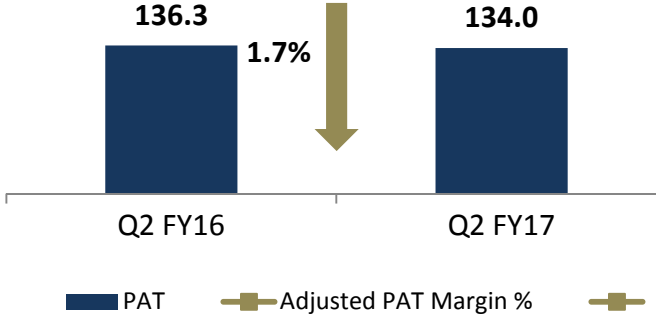
Adjusted Revenues*



OPERATING EBIDTA & EBIDTA %



PAT & PAT Margin %



Note – EBIDTA W/O Other Income Adjusted Revenues* - Revenues have been adjusted excluding the sale of raw material (Fabric & Yarn), Fabric & Yarn sales: Q2 FY16 – Rs. 288.3 mn, Q2 FY17 – Rs. 253.0 mn,

Q2 FY17 – FINANCIAL HIGHLIGHTS

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FINANCIAL UPDATE -

- Q2 FY17 Adjusted Revenues from Operations decreased by 8.3 % to Rs. 1241.8 mn. However for H1 FY17, .Adjusted Revenues from operations remained flat at Rs. 1621.4 mn. Gross margins increased by 228 bps to 54.89% for Q2 FY17.
- **Overall Growth Outlook is stable and positive due to good visibility on the Order book.**
- **Q2 FY17 EBIDTA w/o Other income is at at Rs. 244.6 mn. EBIDTA Margin improved by 20 bps to 19.7%.**
  - Advertisement and Marketing expenses increased to Rs. 42.2 mn as compared to Rs. 25.1 mn YoY.
  - The current strategy is to establish our Brand visibility on a Pan India basis along with increased focus on Southern & western India, therefore the increase in advertising and marketing expense should be seen as an investment which would lead to long term benefits of enhancing our Overall brand recall. However our endeavour is to restrict the advertisement expenses upto 5% of Total Revenues of the year.
  - No Major capex planned for next 2 years. Therefore, Positive Operating leverage expected as the production gains scale during the course of the year.
- **Q2 FY17 PAT remained Flat at Rs. 134.0 mn due to Lower depreciation and moderating Interest expenses.**
- **7 New EBO stores opened during the quarter with a focus on Western and central regions. Stores opened in Mumbai, Aurangabad, Hooghly, Khanna, Jamshedpur (2 Stores), Poanta Sahib.**
- **Update on Marketing & Branding -** Links for the new Summer Ad campaign launched during the quarter –
  - Monte Carlo - Summer Collection (Full version Ad) –You Tube Link
  - Monte Carlo – Alpha Summer Collection – You Tube Link
  - Monte Carlo - Tweens Collection (Kids Segment) – You Tube Link

OPERATIONAL HIGHLIGHTS

REVENUE ANALYSIS – SEGMENT WISE

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Segment wise Revenues – Product Category wise (In Rs mn)							
	Q2 FY17	Q2 FY16	FY16	FY15	FY14	FY13	FY12
Total Revenues **	988.8	1077.9	5,664.8	5,271.8	4,566.7	3,686.0	3,346.9
% Revenue Share – Segment wise							
Woollen Segment	29.0%	36.7%	34.2%	34.5%	36.5%	42.7%	41.6%
Cotton Segment	49.8%	48.2%	51.3%	52.6%	50.8%	47.5%	57.3%
Home Furnishings	17.5%	12.6%	9.7%	8.4%	8.0%	6.5%	0.1%
Kids	3.7%	2.5%	4.9%	4.6%	4.7%	3.3%	1.0%

Segment wise Revenues – Channel wise (In Rs mn)							
	Q2 FY17	Q2 FY16	FY16	FY15	FY14	FY13	FY12
Total Revenues**	988.8	1077.9	5,664.8	5,271.8	4,566.7	3,686.0	3,346.9
% Revenue Share –Channel wise							
MBO including NCS / Institutional	61.5%	65.3%	63.1%	63.5%	65.0%	59.6%	60.2%
Retail Outlets - EBO – COCO	4.2%	2.9%	5.0%	5.5%	5.0%	1.8%	7.7%
Retail Outlets - EBO - FOFO	34.3%	31.8%	31.9%	30.9%	30.0%	38.5%	32.1%

MBO – Multi Brand Outlet
EBO – Exclusive Brand Outlet
COCO – Company own Company operated
FOFO – Franchise own Franchise operated

Note ** - Revenues from Core products

OPERATIONAL HIGHLIGHTS

REVENUE ANALYSIS – REGION WISE

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Segment wise Revenues –Region wise						
	Q2 FY17	Q2 FY16	FY16	FY15	FY14	FY13
% Revenue Share – Region wise						
North	51.5%	48.2%	52.7%	51.3%	58.8%	57.1%
East	24.6%	29.1%	25.9%	27.1%	25.1%	22.0%
Central	9.2%	13.5%	13.1%	13.8%	9.0%	12.7%
South	5.4%	4.2%	3.6%	3.1%	2.7%	3.7%
West	8.5%	4.4%	4.4%	4.6%	4.3%	4.0%
Overseas	0.8%	0.5%	0.2%	0.1%	0.2%	0.5%

STRATEGIC FOCUS TO REDUCE DEPENDENCE ON NORTH REGION AND IMPROVE MARKET PRESENCE AND MARKET SHARE ACROSS PAN INDIA.

OPERATIONAL HIGHLIGHTS
STORE NETWORK ANALYSIS

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- Total Number of EBOs – 233, spread across Pan India. Major Presence in North, Central & East.
- Increasing Footprint in South.
- Have strong Distribution presence across more than 2,200+ Multi-Brand Outlets pan India.
- Have presence in 169 National chain store Outlets
    - Presence through 6 National Retail chains such as – Reliance Retail, Shoppers stop, Pantaloons, Metro, Carrefour and Madura Outlets.

Total Network details	
	As on Mar-16
No of Own EBO	21
No of Franchise EBO	212
No of MBO	2,200+
No of NCS Presence	169

Retail store - Exclusive Brand Outlets Network details (EBO)										
	Sep-16	Jun-16	Mar-16	Dec-15	Sep-15	Jun-15	Mar-15	Mar-14	Mar-13	Mar-12
Existing - No of Stores	228	223	222	218	220	214	214	166	152	144
New Opened	7	7	3	11	4	6	6	28	20	12
Closed	2	2	2	7	6	0	6	1	6	4
Total Number of Retail outlets	233	228	223	222	218	220	214	193	166	152

FINANCIALS

P&L STATEMENT

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Particulars (in million)	Q2 FY 17	Q2 FY 16	H1 FY 17	H1 FY 16
Net Sales	**1239.4**	**1363.2**	**1993.4**	**2050.3**
Other Operating Income	2.4	3.0	4.8	4.8
Total Income from Operations	**1241.8**	**1366.2**	**1998.2**	**2055.0**
Cost of Goods Sold	560.2	647.5	778.1	836.5
Gross Profit	**681.6**	**718.7**	**1220.1**	**1218.5**
Personnel Expenses	126.4	118.5	247.7	236.0
Other Expenses	268.4	308.8	490.8	514.8
Advertisement Expenses	42.2	25.1	142.3	105.3
EBITDA	**244.6**	**266.3**	**339.4**	**362.4**
Other Income	55.3	55.3	84.7	92.8
Depreciation	61.1	72.4	120.5	142.6
Interest Expense	43.1	43.8	76.6	79.4
PBT	**195.6**	**205.5**	**226.9**	**233.2**
Taxes	61.6	69.2	72.4	82.1
PAT	**134.0**	**136.3**	**154.4**	**151.1**
EPS	**6.17**	**6.27**	**7.11**	**6.95**

Adjusted Revenues* - Revenues have been adjusted excluding the sale of raw material (Fabric & Yarn), Fabric & Yarn sales: Q2 FY16 – Rs. 288.3 mn, Q2 FY17 – Rs. 253.0 mn,

FINANCIALS

Balance Sheet

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Particulars (Rs Million)	Sep-16	FY16
Equities & Liabilities		
Shareholder's Funds		
Share Capital	217.3	217.3
Reserves & Surplus	4397.7	4243.3
Total Shareholder's Funds	**4615.0**	**4460.6**
Non-Current Liabilities		
Long-term Borrowings	139.2	292.9
Deferred Tax Liabilities (net)	0	0
Other Long-term Liabilities	145.1	127.8
Total of Non-current liabilities	**284.2**	**420.7**
Current Liabilities		
Short-term Borrowings	1256.6	297.5
Trade Payables	1213.4	1,064.00
Other Current Liabilities	685.4	578.1
Short-term Provisions	276.8	290.2
Total of Current liabilities	**3432.2**	**2229.8**
Total Equity & Liabilities	**8331.5**	**7111.0**

Particulars (Rs Million)	Sep-16	FY16
Assets		
Non-Current Assets		
Fixed Assets	1738.4	1,639.40
Non-Current Investments	105.0	200
Deferred Tax Assets (net)	36.3	32.2
Long-term Loans & Advances	110.1	52.7
Other non-current assets	165.1	250.1
Total non-current assets	**2155.0**	**2174.3**
Current Assets		
Current Investments	349.6	299.6
Inventories	3133.9	2,217.60
Trade Receivables	1577.6	1,517.20
Cash & Bank Balance	809.6	708.2
Short-term Loans & Advances	268.2	176
Other Current Assets	37.5	18.2
Total Current Assets	**6176.5**	**4936.7**
Total Assets	**8331.5**	**7111.0**

COMPANY OVERVIEW – ABOUT US

BRIEF OVERVIEW

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OUR PEDIGREE

- Launched in 1984 as an exclusive woollen brand by Oswal Woollen Mills Limited ("**OWML**"), "Monte Carlo" has emerged as one of the leading Indian apparel brands. Experienced management team led by Mr. Jawahar Lal Oswal who has over 50 years experience in the textile and woollen industry and with Mr. Sandeep Jain Executive Director .
- 'Monte Carlo' has been recognized as a 'Superbrand' for woollen knitted apparel in each edition of Consumer Superbrands India since its first edition in September 2004.
- Launched as an exclusive woollen brand, Company has successfully diversified with a comprehensive line of woollen, cotton & cotton blended, knitted and woven apparel and home furnishing under the 'Monte Carlo' brand

OUR BRAND & PRODUCT PORTFOLIO

- Branded apparel business was demerged into Monte Carlo Fashions Limited (MCFL) in 2011. Ownership of the brand 'Monte Carlo' is with the Company
- 'Monte Carlo' is the flagship brand with a portfolio of woollen apparel and cotton and cotton blended apparel
- Have Launched different ranges under the Umbrella Brand "Monte Carlo" - 'Platine' is our premium range for men, 'Denim' is our exclusive range for denim apparel, 'Alpha' is our exclusive range for women and 'Tweens' is our exclusive range for kids.

OUR REACH & PRESENCE

- Brands distributed through a network of Monte Carlo EBOs and MBOs including national chain store. Strong distribution network and wide presence across the country. In south & west the company has adopted distribution system through distributors.
- **MBOs** - Products are supplied through 21 exclusive commission agents to over 2,200+ MBOs on outright basis.
- **EBOs – COCO - 21** stores are leased, managed by company personnel. Inventory is owned by MCFL
- **EBOs – FOFO** – 212 EBOs are on Franchise basis. Products are supplied on Pre-order Outright basis.
- Also supplying through National Chain Stores for 6 Retail chains. E-commerce presence through own portal montecarlo.in and tie-ups with Digital platforms such as Flipkart, Snapdeal etc

OUR FINANCIALS

- Consolidated Revenues, EBITDA and PAT were Rs. 6,215.3 mn, Rs. 1,233.2 mn and Rs.589.4 mn in 2016
- Virtually debt-free balance sheet with Total Debt to Equity at 0.2 x as of Mar-16. Strong Cash Balance at Rs. 1,007.8 mn as on Mar-16. (Excluding Non Current investments of Rs. 450.1 mn)
- Healthy Return Ratios: 2016 ROCE of 17.3%, Cash Adjusted ROCE of 22.2% and ROE of 13.7%.
- Virtually the business model has no Inventory risk and credit risk, thus protected from normal hazards of Branded Apparel Business

COMPANY OVERVIEW – ABOUT US

SHAREHOLDING STRUCTURE

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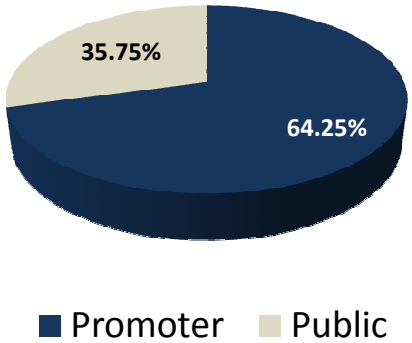
Market Data	As on 11.11.2016 (BSE)
Market Capitalization (Rs Mn)	9,932.0
No. of shares outstanding (Mn)	21.73
Face Value (Rs.)	10.00
52 week High-Low (Rs.)	572.8-337.0

Source – BSE

Key Institutional Investors	% Holding
Kanchi Investments Ltd (Samara Capital)	10.94
Goldman Sachs India	3.64
ICICI Prudential Life Insurance	1.89
Aditya Birla Pvt Eqity Trust	1.57
Birla Sun Life Trustee Co.	1.34

Source – Company / BSE

Sep-16 Shareholding



COMPANY OVERVIEW – ABOUT US

FINANCIAL HIGHLIGHTS

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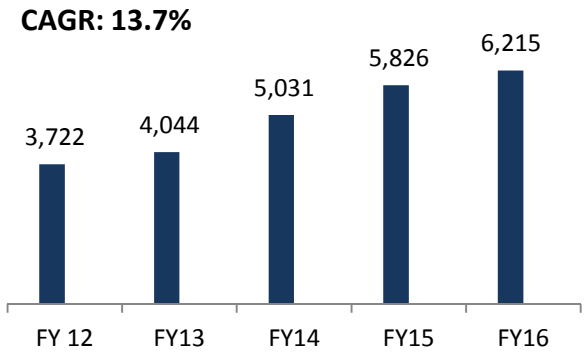
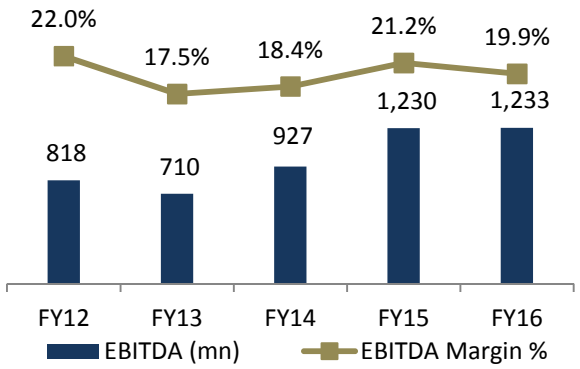
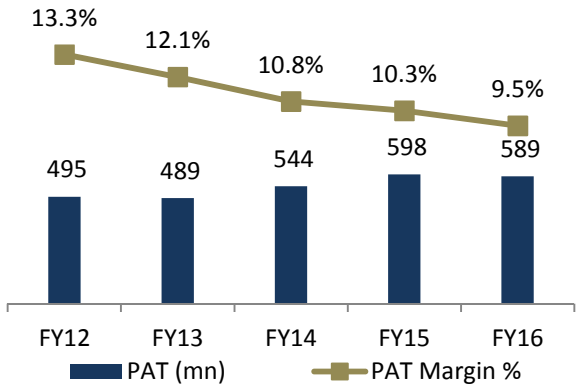
REVENUES



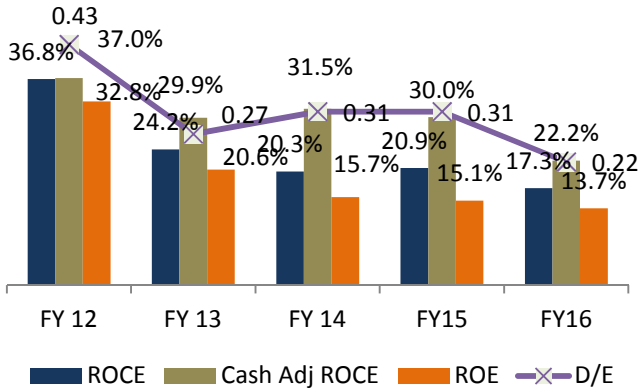
EBITDA & EBITDA Margin



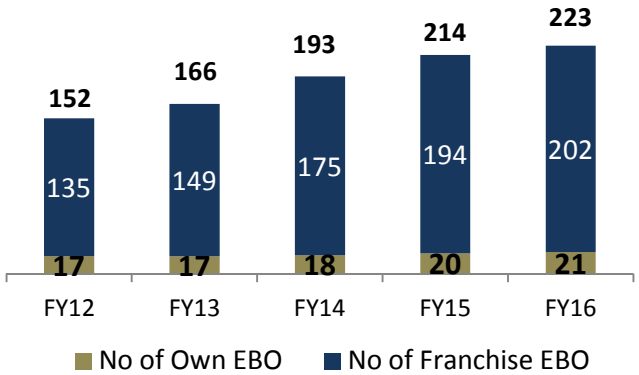
PAT & PAT Margin



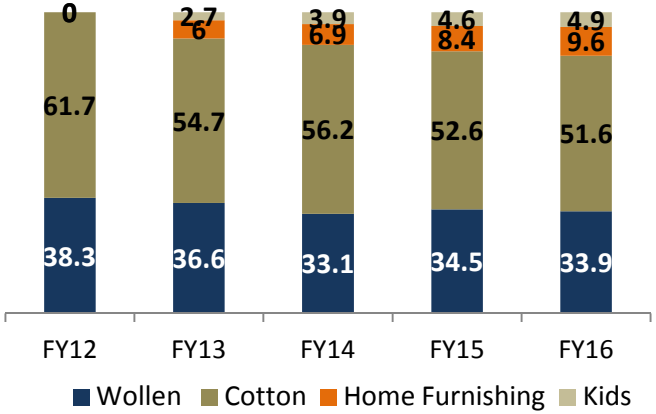
LEVERAGE & RETURN RATIOS



EBO – STORE GROWTH



REVENUE – SEGMENT WISE %



Source - RGP

Note – ROE: PAT/Avg. Equity, ROCE: EBIT/Avg. Capital Employed [(Capital Employed = Equity + Total Debt), (Cash Adj. Capital Employed = Equity + Total Debt – C&CE)]

COMPANY OVERVIEW – ABOUT US

OUR PRODUCT PORTFOLIO

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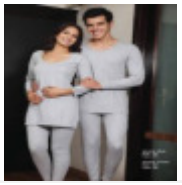
Woollens	Sweaters Jackets, Shawls	
Cottons	T-shirt, Shirts, Trousers	
Kids	Sweaters Jackets, T-shirt, Sweat Shirts	
Economy range	T-Shirts, Sweatshirts, Thermal-wear	
Home Furnishing Range	Mink Blankets, Bed Sheets, Quilts	

COMPANY OVERVIEW – ABOUT US

OUR RETAIL PRESENCE & RETAIL NETWORK

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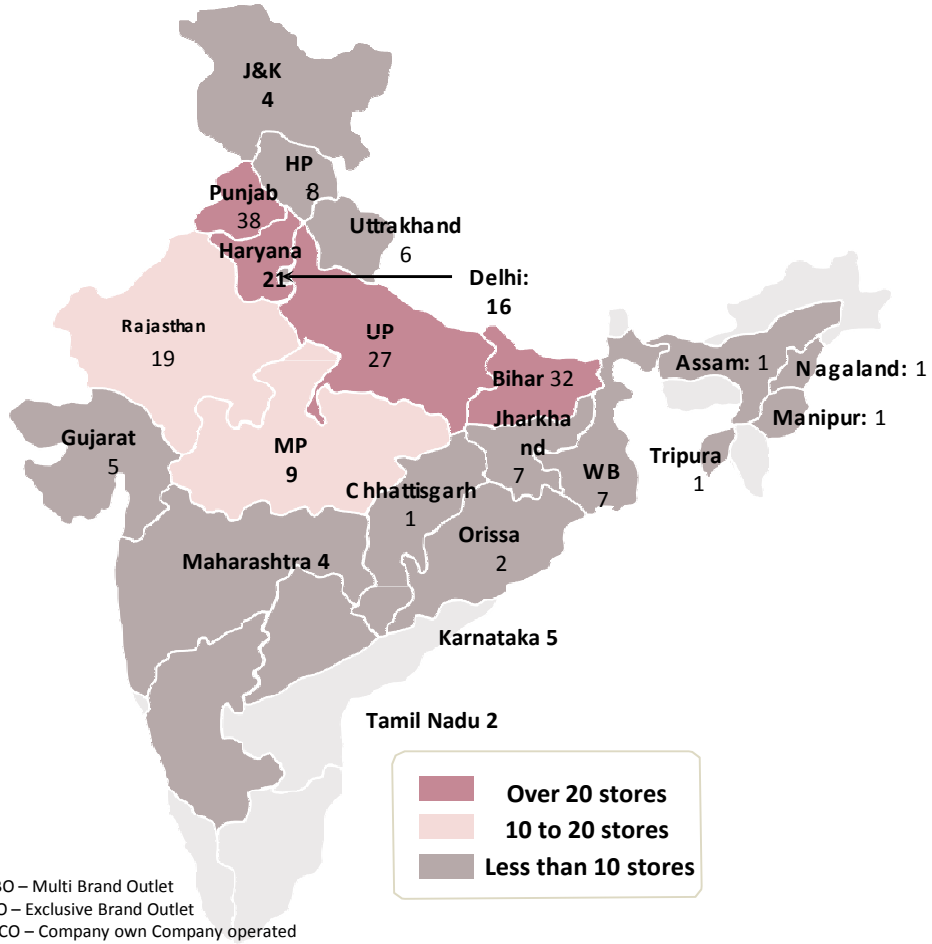
Monte Carlo exclusive brand outlets (EBO)# -Total 233 EBOs with presence across India. Mainly into North, East & Central



MBO – Multi Brand Outlet
EBO – Exclusive Brand Outlet
COCO – Company own Company operated
FOFO – Franchise own Franchise operated

- **Brands distributed through a network of Monte Carlo EBOs and MBOs including national chain stores**
- **MBOs** - Products were supplied by 21 exclusive commission agents to 2,200+ MBOs on outright basis
- **EBOs – Company-Owned-Company-Operated**
  - With a focus to develop brand equity by opening stores at High streets at Premium Retail Locations and showcasing an extensive range of products.
  - 20 stores are leased and managed by company personnel. Inventory is owned by MCFL
- **EBOs – Franchisee-Owned-Franchisee-Operated**
  - Fit-outs layout and fixtures defined by MCFL. But franchisees lease premises for stores and bear staff and operational costs
  - With no major capex from the company side, the format is highly scalable
- **NCS** – Products are also supplied to 169 National chain stores (NCS) on Consignment / Outright basis. Supply to 5 Retail chains such as Reliance retail, Shopper stop, Madura, Pantaloons, Metro.
- Entered into distribution agreements with online sales through digital commerce platforms

COMPANY OVERVIEW – ABOUT US

OUR RETAIL PRESENCE THROUGH E-COMMERCE

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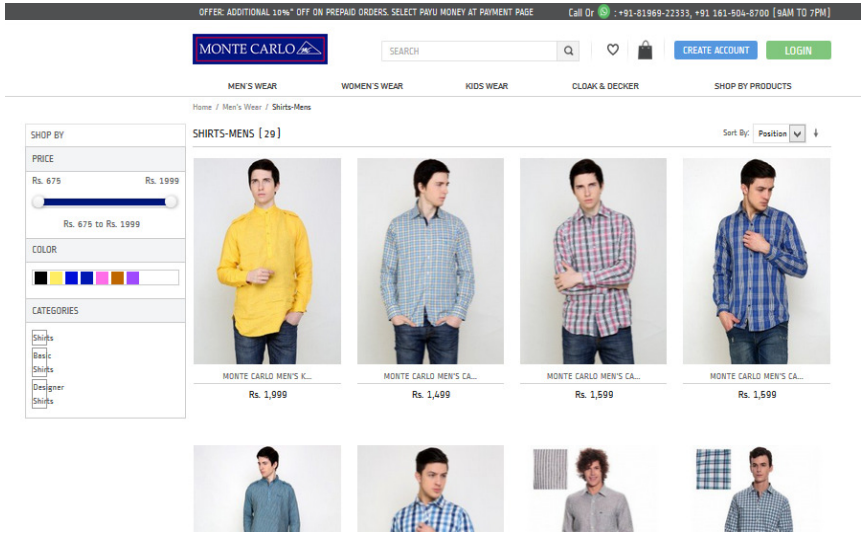
RETAIL PRESENCE THROUGH E-COMMERCE -

- Recently started online e-commerce sale through our own portal www.montecarlo.in as well as tie-ups with several online portals. The e-Retail portal and online business completely belongs to the company.
- Have Entered into distribution agreements with some of the leading Indian digital commerce platforms for sale of our products online.

OWN PORTAL – WWW.MONTECARLO.IN



TIE-UPS WITH ONLINE PLATFORMS

flipkart.com The Online Megastore

snapdeal.com

JABONG.COM

yebhi.com

indiatimes Shopping

COMPANY OVERVIEW – ABOUT US

IN-HOUSE DESIGN & PRODUCTION CAPABILITIES

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IN-HOUSE DESIGN & PRODUCT DEVELOPMENT

- In-House dedicated design team of over 30 professionals which travels and follows the emerging global fashion trends for creation of the designs for our new collections.
- Focus on developing new products, improving existing ones and forecasting fashion trends.
- In addition, our Exclusive Commissioned Agents have direct access to the dealers, distributors and retailers in India and they conduct regular market surveys to understand consumer demand and feedback.

MANUFACTURING CAPABILITIES –

- Three manufacturing facilities in Ludhiana, Punjab :-
    - One for woollen apparel products
    - Two for cotton apparel products.
    - The manufacturing facilities include facilities for product development, a design studio and sampling infrastructure.
- Almost all woollen knitted products are manufactured in-house. Recently also commenced in-house manufacturing of some of our cotton t-shirts and thermals in April 2014.
- For the remaining cotton and cotton-blended products, we follow an asset-light model by outsourcing the production to a network of job work entities with which we enjoy a long-term relationship.

COMPANY OVERVIEW

UNDERSTANDING OUR BUSINESS MODEL

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DESIGN & PRODUCT DEVELOPMENT

COMPLETELY IN-HOUSE

DESIGN TEAM & DESIGN STUDIO

PRODUCT DEVELOPMENT

SAMPLING INFRASTRUCTURE

- **In-House 30 Member dedicated design team -** Develop new products, improve existing ones and forecast fashion trends.
- **Commissioned agents have direct access** to the dealers, distributors and retailers in India and they conduct regular market surveys to understand consumer demand and feedback

RAW MATERIAL PROCUREMENT

COMPLETELY OUTSOURCED

LEVERAGING THE NAHAR ECO-SYSTEM –

- **OWML -** The Company is one of the biggest producers of worsted Woollen yarns in the country.
- OWML yarn products have been exhibited as the best products by the International Wool Secretariat (IWS)
- **Ensures Access to high quality raw material**
- % of Raw material procured from OWML – 50.3 %
- % of Raw material procured from NSML – 18.1 %

INDEPENDENT AUDITOR CONSULTANT FOR RELATED PARTY TRANSACTIONS

- **TRANSFER PRICING MONITORING - GRANT THORNTAN**
- The transfer pricing and related party transactions are being monitored by Grant Thortan in addition to the statutory audit

APPAREL PRODUCTION

IN-HOUSE + OUTSOURCED

THREE MANUFACTURING FACILITIES IN PUNJAB –

- One for woollen apparel products & two for cotton apparel products
- 595 knitting machines in our woollen manufacturing facility.
- Almost all our woollen knitted products are manufactured in-house
- Also recently commenced in-house manufacturing of some of cotton t-shirts and thermals in April 2014.

ASSET LIGHT OUTSOURCING MODEL -

- For the remaining cotton and cotton-blended products, we follow an asset-light model
- Outsourcing the production to a network of job work entities with which we enjoy a long-term relationship.

BRANDING & DISTRIBUTION

BRAND MANAGEMENT – COMPLETLY IN-HOUSE

- **Ownership of the 'Monte Carlo' brand is with the Company.** '*Monte Carlo*' is the flagship brand of our Company which is a market leader.
- '*Monte Carlo*' is the umbrella brand under which the company has successfully diversified with different ranges such as Platine, Alpha, Tweens and Cloak & Decker.
- Control over Brand Positioning, Brand Communication strategy and Distribution channel strategy.

DISTRIBUTION - EBO + MBO + NCS + E-COMMERCE

- Brands distributed through a network of Monte Carlo EBOs and MBOs including national chain stores

Distribution Model	No of Outlets
MBO	2,200+
EBO – COCO	21
EBO - FOFO	212
NCS	169

OWML – Oswal Woollen Mills Ltd
NSML – Nahar spinning Mills Ltd
IWS - (an international body for regulating the spinning and hosiery industry

COMPANY OVERVIEW

UNDERSTANDING OUR BUSINESS MODEL

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UNDERSTANDING WINTER SEASON SEGMENT

JANUARY

- Product Development & Sampling Process
- **Design process is finalised. Sample sets sent to our Commissioned Agents. (CA)**

FEBRUARY - MARCH

- Commissioned Agents take these sample sets to various cities for display and invite the dealers and distributors
- Company Organizes fashion shows to showcase proposed products to the MBOs.
- **CA procure orders from the MBOs and act as an interface between us and the MBOs. These CA are Exclusive to the Company.**

APRIL

- The dealers and distributors of the MBOs place orders for our products with the CA
- **Pre Booking of Orders from MBOs and Franchise EBOs**

MAY TILL JULY

- Production for these specific designs for which orders are placed, commences from the month of May.

AUGUST ONWARDS

- Start dispatching our winter wear products to the '*Monte Carlo Exclusive Brand Outlets*' and MBOs from August onwards.
- **Peak Inventory in September**,

UNDERSTANDING SUMMER SEASON SEGMENT

AUGUST

- **Separate Dedicated Design team for non-winter products**
- **Design process is finalised. Sample sets sent to our Commissioned Agents. (CA)**

SEPTEMBER- OCTOBER

- Commissioned Agents take these sample sets to various cities for display and invite the dealers and distributors
- Company Organizes fashion shows to showcase proposed products to the MBOs.
- **CA procure orders from the MBOs and act as an interface between us and the MBOs. These CA are Exclusive to the Company.**

OCTOBER

- The dealers and distributors of the MBOs place orders for our products with the CA
- **Pre Booking of Orders from MBOs and Franchise EBOs**

NOVEMBER TILL JANUARY

- Production for these specific designs for which orders are placed, commences from the month of November.

FEBRUARY ONWARDS

- Start dispatching our non-winter wear products to the '*Monte Carlo Exclusive Brand Outlets*' and MBOs from August onwards.

Designing is an ongoing process throughout the year for both cotton and woollen garments.
Production of plain and basic designs continue through out the year for both Woollen and cotton segments

COMPANY OVERVIEW
UNDERSTANDING SEASONALITY

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	Total Revenues (Rs. Mn)	% of Revenues in Third Quarter
FY 2012	**3,722**	**53.6 %**
FY 2013	**4,044**	**59.9 %**
FY 2014	**5,037**	**53.4 %**
FY 2015	**5,826**	**54.4%**
FY 2016	**6,215**	**55.3%**

	Avg. Ticket price (Rs.)
Winter wear - Sweater, Jackets & Cardigans	~2000
Shirts	~1000
Denim	~900
Trouser	~900
T-shirt	~600

Winter clothing usually comprises of high-ticket products, with approximately 4 months of winter revenues comparable to 8 months of summer business

- Significant amount of revenue generated primarily during the third quarter of each fiscal year.
- The seasonality is primarily because the sales of our winter products which includes sweaters, jackets, cardigans and sale of certain cotton and cotton-blended products such as cotton jackets, suits, sweat shirts, full sleeve t-shirts and shirts in the winter mainly occurs between October and January.
- Winter products are typically higher in value in terms of production cost as well as sales revenue, and accordingly generate higher revenue, in comparison with the non-winter products.

SUSTAINABLE COMPETITIVE ADVANTAGE

STRONG BRAND & BRAND RECALL

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- The strength of our brand 'MONTE CARLO' has significantly contributed to the success of our business.
- **The Ownership of the 'Monte Carlo' brand as well as all the sub-brand ranges are the registered trademarks and belong to the Company.**
- Monte Carlo enjoys significant premium and brand recall on a pan-India basis
- **Leading Indian Apparel brand by revenue** – as per Technopak report 2014
- As per the Technopak Report, 2014, we are the leading woollen knitted apparel brand in India in the premium and mid-premium segment.
- **In 2014, Monte Carlo was honoured as one of ASIA'S BEST MARKETING BRANDS by World Consulting & Research Corporation (WCRC)**
- **MONTE CARLO' has been recognized as a 'Superbrand' for woollen hosiery garments since September 2004 by International Society for Superbrands.**
- Introduced successfully a number of ranges under the umbrella brand and seek to build its brand-equity based on new products
- **Showcases our ability to anticipate, identify and respond to changing fashion trends in a timely manner.**
- Scale of our business provides us the ability to increasingly focus on branding and promotion to further increase our visibility and market share across India

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MONTE CARLO

RANGES LAUNCHED UNDER THE BRAND – "MONTE CARLO"

AlPha

denim

C&D

CLOAK & DECKER

REJUVENATE YOUR STYLE STATEMENT

TWEENS MONTE CARLO

SUSTAINABLE COMPETITIVE ADVANTAGE

WELL DIVERSIFIED PRODUCT MIX

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- Launched as an exclusive woollen brand , the Company now offers a comprehensive line of woollen, cotton & cotton blended, knitted and woven apparel and home furnishing under the 'Monte Carlo' brand.
- **The woollen and woollen blended product category contributed 34 % of revenues in FY16.**
- Over last 3 years , New ranges have been successfully launched under the Umbrella Brand – "Monte Carlo" :
  - An exclusive women's wear range 'Alpha'
  - Kids wear range 'Tweens' - for age group 7-13'
  - Premium men's range of woollen sweaters under 'Platine' and
  - Economy range for men under 'Cloak and Decker'
- Also Introduced its range of home furnishing products like mink blankets, quilts and sheets

Segment wise Revenues	FY16	FY15	FY14	FY13	FY12
Total Revenues (Rs. Mn)	**5,664.8**	**5,271.8**	**4,566.7**	**3,686.0**	**3,346.9**
% Revenues - Woollen Segment	**34.2%**	**34.5%**	**36.5%**	**42.7%**	**41.6%**
% Revenues - Cotton Segment	**51.3%**	**52.6%**	**50.8%**	**47.5%**	**57.3%**
% Revenues – Home Furnishing Segment	**9.7%**	**8.4%**	**8.0%**	**6.5%**	**0.1%**
% Revenues - Kids Segment	**4.9%**	**4.6%**	**4.7%**	**3.3%**	**1.0%**

Range, positioning and products offered

Range	Woollens & Woollen-blended	Cottons & Cotton-blended	Home Furnishing	Kids
Monte Carlo - Premium and mid-premium segments for men	Sweaters, jackets, thermals, woollen accessories (caps, mufflers, Shawls, stoles)	Shirts, trousers, t-shirts, track-suits	Mink blankets, bed sheets and quilts	
Platine - Premium range for Men	Cashmere and cash-wool sweaters, blazers, coats	Cotton shirts, trousers and t-shirts		
Denim - mid-premium Range		Denim trousers (jeans) and shirts		
Alpha - Exclusive range for Women	Sweaters, cardigans	Shirts, t-shirts, tops and trousers		
Tweens - Exclusive Kids wear Collection				Sweaters, Cardigans, Shirts, t-shirts and Bottoms
Cloak & Decker - Economy range for men		Cotton and cotton-blended t-shirts		

SUSTAINABLE COMPETITIVE ADVANTAGE

ROBUST DISTRIBUTION MODEL

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	MBO	NCS	EBO-COCO	EBO –FOFO
Total Number of Outlets	2,000+	164	21	202
% of Revenue Contribution – FY16	63.1% (NCS Contribute less than 10%)		36.9%	
Distribution Sale Model	Pre-Booking of Orders Outright Sale	SOR – Sale or Return / Outright Sale	Inventory owned by MCFL	Pre-Booking of Orders Outright sale
Inventory Risk	No	Yes	Yes	Minimal – 5-15 % of Products Return Allowed
Discount Sharing	No	No	Yes	Yes, Range from 5% to 17.5%
Payment Collection – Credit Risk	Exclusive Commission Agents are Liable to pay	Reputed Retail Chains	-	Bank Guarantee's and PDC taken from Franchise

ROBUST DISTRIBUTION MODEL ASSURES MINIMAL INVENTORY RISK AND CREDIT RISK.

TILL DATE, THERE HAS BEEN NO BAD DEBTS OR RECEIVABLES WRITE OFF FOR THE COMPANY

MBO – Multi Brand Outlet EBO – Exclusive Brand Outlet NCS – National Chain Stores
COCO – Company Own Company Operated FOFO – Franchise Own Franchise Operated

FUTURE GROWTH STRATEGY

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FOCUS ON BRAND & PRODUCT PORTFOLIO EXPANSION

- Focus on branding and promotion to further increase our visibility and market share across India
- Focus on a comprehensive range of cotton and cotton-blended products which cater to all seasons in-order to expand our all-season product range and strengthen our pan-India operations.

FOCUS ON RETAIL NETWORK EXPANSION

- Plan to diversify our pan-India presence by penetrating into the southern and western regions of India.
- Focus on Online sales through own portal as well as Tie-ups with e-commerce portals such as Flipkart, Jabong, Snapdeal and India Shopping.

FOCUS ON RETURN RATIOS EXPANSION

- No major capex requirement for over next 2 years. Have already built the Manufacturing building facility, need to install additional machinery to expand production facility.
- Ability to sustain Robust growth for next 2-3 years without any major capex. Therefore Return ratios set to improve.

DISCLAIMER

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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.

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THANK YOU

Mr. Dinesh Gogna
Director
Email : gogna@owmnahar.com

Mandar Kapse / Nilesh Dalvi
Dickenson Seagull IR
Contact No : +91 98675 5004
Email : mandar.kapse@dickensonir.com

MONTE CARLO FASHIONS
STORE IMAGES

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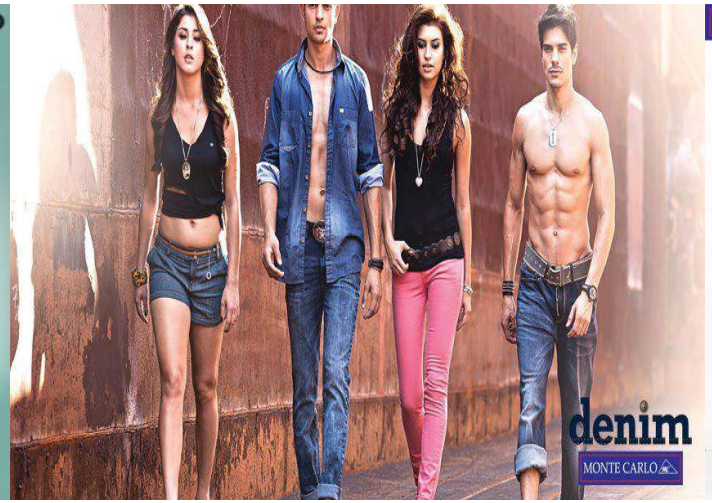
MONTE CARLO FASHIONS
OUR CAMPAIGNS & COLLECTIONS

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