MONTE CARLO

MONTE CARLO

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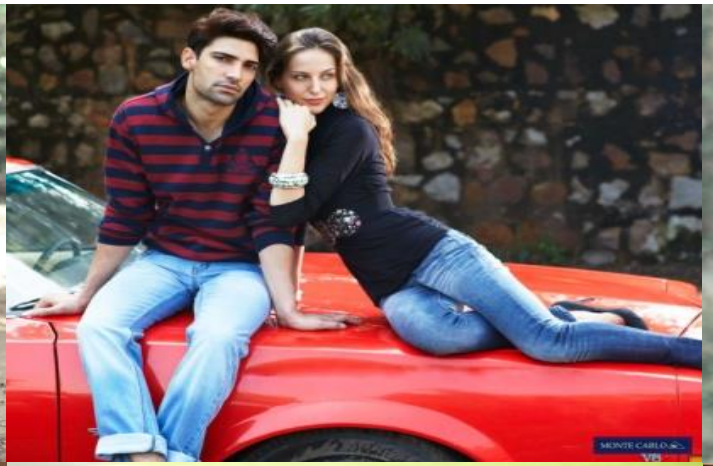
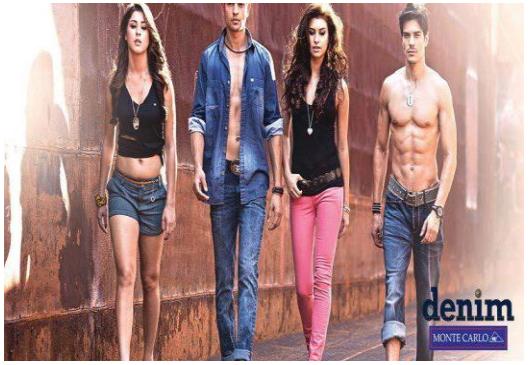


Q3 & 9M FY15 INVESTOR PRESENTATION

February 2015

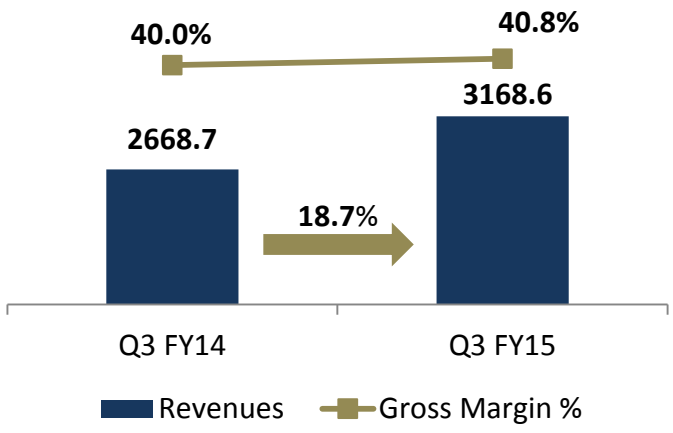
DISCUSSION SUMMARY

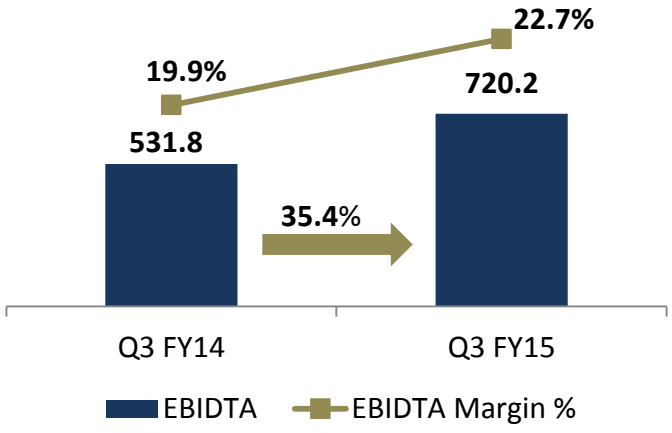
- Q3 & 9M FY15 RESULTS HIGHLIGHTS
- OPERATIONAL HIGHLLIGHTS
- FINANCIALS
- COMPANY OVERVIEW – ABOUT US
- UNDERSTANDING OUR BUSINESS MODEL
- SUSTAINABLE COMPETITIVE ADVANTAGES
- FUTURE GROWTH STRATEGY
- ANNEXURE

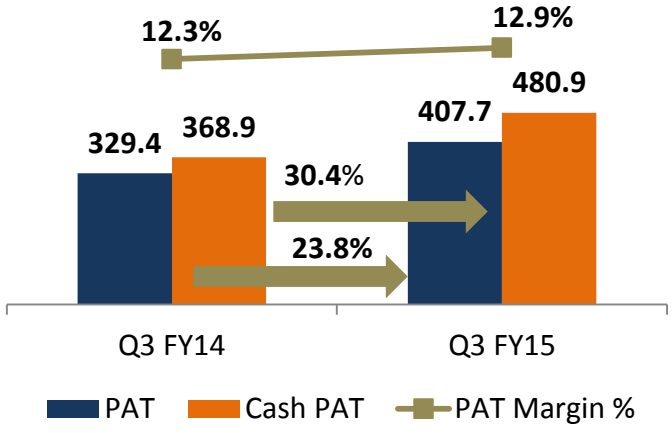


Q3 & 9M FY15 – RESULTS HIGHLIGHTS

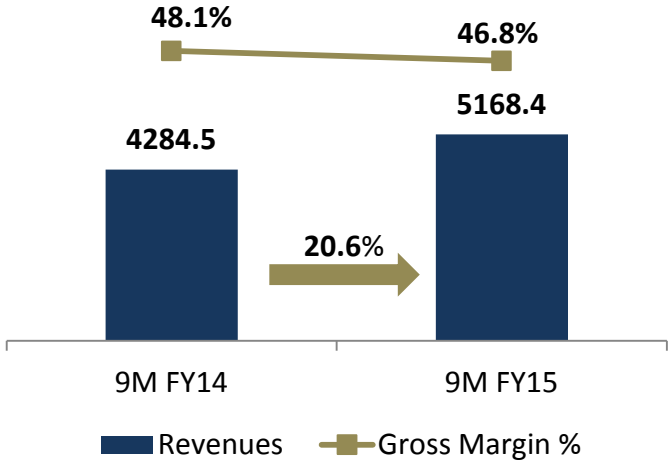
Q3 FY15 YoY ANALYSIS

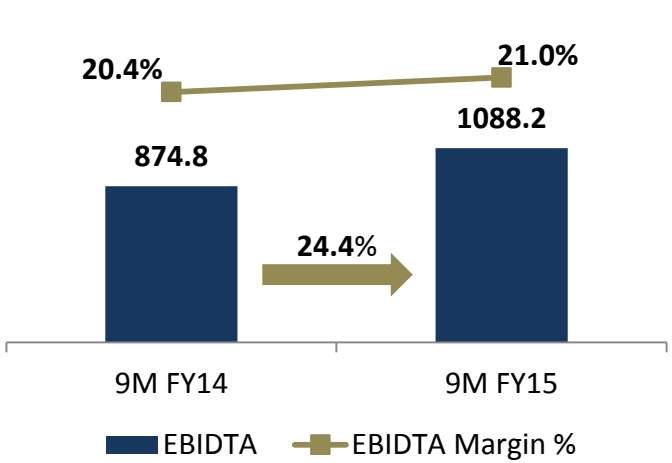


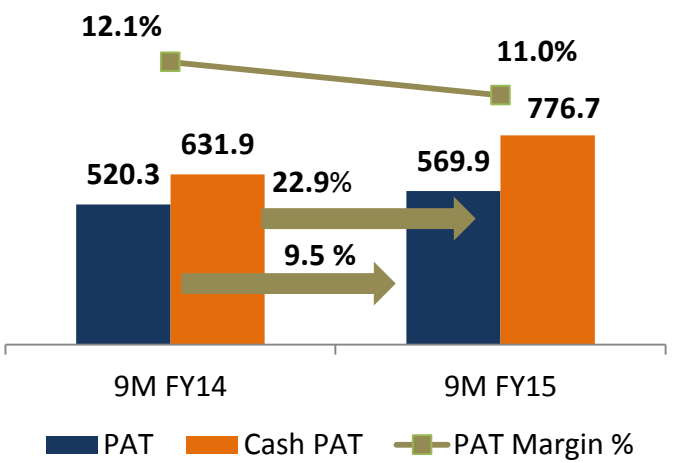




9M FY15 YoY ANALYSIS







Note – EBIDTA W/O Other Income Gross Profit -= Net Revenues - COGS

Q3 & 9M FY15 – FINANCIAL HIGHLIGHTS

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FINANCIAL UPDATE -

- Q3 FY15 Total Revenues from Operations increased by 18.7% YoY to Rs. 3168.6 mn from Rs. 2668.7 mn in Q3 FY14.
  - Despite delayed winter, due to strong brand positioning and robust distribution network the company has maintained a strong revenue growth during the quarter.
- Q3 FY15 EBIDTA w/o Other income increased by 35.4 % YoY to Rs. 720.2 mn from Rs. 531.8 mn in Q3 FY14. EBIDTA Margin increased by 280 bps YoY to 22.7% from 19.9% in Q3 FY14 primarily due –
  - Other expenses as a % decreased mainly due to Higher revenues during the quarter resulting into operating leverage as well as better operating efficiencies.
- Other income includes Interest /Income from funds currently invested in Fixed Deposits.
- Q3 FY15 PAT increased by 23.8 % YoY to Rs. 407.7 mn from Rs. 329.4 mn in Q3 FY14. Depreciation is higher due to change in Depreciation policy as per the New Companies Act 2013.
- **Q3 FY15 Cash Profit increased by 30.4 % to Rs. 480.9 mn YoY from Rs. 368.9 mn in Q3 FY14..**
- **Understanding Seasonality - Significant amount of revenue generated primarily during the third quarter of each fiscal year.** Winter clothing products are typically higher in value and accordingly generate higher revenue, in comparison with the non-winter products.

BUSINESS UPDATE

- Added 11 exclusive retail outlets with space area of 10,895 sq. ft. Two of the stores with space area of 1300 sq. ft. are on COCO Basis and 9 stores with space area 9,585 sq. ft are on FOFO Basis.
- 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.
- On the Product side, the company has also commenced in-house production of socks, t-shirts and thermals.

OPERATIONAL HIGHLIGHTS

REVENUE ANALYSIS – SEGMENT WISE

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Segment wise Revenues – Product Category wise (In Rs mn)				
	Q3 FY15	Q3 FY14	% CHG	% of Total Revenues Q3 FY15
Woollen Segment	1347	1278	5.4%	44.1%
Cotton Segment	1303	1042	25.0%	42.7%
Kids	149	113	31.9%	4.9%
Economy	89	0	-	2.9%
Home Furnishings	163	144	43.0%	5.3%
Total Revenues	3052	2577	18.7%	100%

Segment wise Revenues – Channel wise (In Rs mn)				
	Q3 FY15	Q3 FY14	% CHG	% of Total Revenues Q3 FY15
MBO including NCS / Institutional	1781	1640	8.6%	58.4%
Retail Outlets - EBO – COCO	114	111	2.7%	3.7%
Retail Outlets - EBO - FOFO	1157	827	39.9%	37.9%
Total Revenues	3052	2577	18.7%	100%

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

OPERATIONAL HIGHLIGHTS
STORE NETWORK ANALYSIS

- Total Number of EBOs – 214, spread across Pan India. Major Presence in North, Central & East.
- Have strong Distribution presence across more than 1400 Multi-Brand Outlets pan India.
- Have presence in 89 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 Dec-14
No of Own EBO	20
No of Franchise EBO	194
No of MBO	1400+
No of NCS Presence	89
Institutional Buyers	60

Retail store - Exclusive Brand Outlets Network details (EBO)				
	Dec-14	Mar-14	Mar-13	Mar-12
Existing - No of Stores	193	166	152	144
New Opened	28	28	20	12
Closed	7	1	6	4
Total Number of Retail outlets	214	193	166	152

FINANCIALS

P&L STATEMENT

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Particulars (in million)	Q3 FY 15	Q3 FY 14	% Change	9M FY 15	9M FY 14	% Change	FY 14
Net Sales	**3168.6**	**2668.7**	**18.73%**	**5168.4**	**4284.5**	**20.63%**	**5031**
Cost of Goods Sold	1875.3	1601.1	**17.13%**	2751.2	2222.4	**23.79%**	2603.8
Gross Profit	**1293.3**	**1067.6**	**21.14%**	**2417.2**	**2062.1**	**17.22%**	**2427.2**
Gross Margin	**40.82%**	**40.00%**	**2.03%**	**46.77%**	**48.13%**	**-2.83%**	**48.24%**
Personnel Expenses	109.6	55.1	**98.91%**	**319.6**	**183.4**	**74.26%**	**270.4**
Other Expenses	463.5	480.7	**-3.58%**	**1014.8**	**1003.9**	**1.09%**	**1229.7**
EBITDA	**720.2**	**531.8**	**35.43%**	**1082.8**	**874.8**	**23.78%**	**927.1**
EBITDA Margin	**22.73%**	**19.93%**	**14.06%**	**20.95%**	**20.42%**	**2.61%**	**18.43%**
Other Income	42.3	45.3	**-6.62%**	**129.9**	**109.7**	**18.41%**	**151.6**
EBITDA Margin (incl. Other Income)	**24.06%**	**21.62%**	**11.28%**	**23.46%**	**22.98%**	**2.11%**	**21.44%**
Depreciation	73.2	39.5	85.32%	206.8	111.6	85.30%	162.1
Interest Expense	64.1	33.7	90.21%	135.7	78.4	73.09%	93.2
PBT	**625.2**	**503.9**	24.07%	870.2	794.5	9.53%	823.4
Taxes	217.5	174.5	24.64%	300.3	274.3	9.48%	279.4
PAT	**407.7**	**329.4**	**23.77%**	**569.9**	**520.2**	**9.55%**	**544**
PAT Margin	**12.87%**	**12.34%**	**4.24%**	**11.03%**	**12.14%**	**-9.18%**	**10.81%**
EPS	**18.76**	**15.16**	**23.75%**	**26.23**	**23.94**	**9.57%**	**25.03**

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 cottonblended 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 1400+ MBOs on outright basis.
- **EBOs – COCO - 20** stores are leased, managed by company personnel. Inventory is owned by MCFL
- **EBOs – FOFO** – 194 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. 5,037 mn, Rs. 941 mn and Rs.544 mn in 2014
- Virtually debt-free balance sheet with Total Debt to Equity at 0.4 x as of Mar-14. Strong Cash Balance at Rs. 177.1 mn as on Mar-14.
- Healthy Return Ratios: 2014 ROCE of 20.3%, Cash Adjusted ROCE of 31.5% and ROE of 15.4%.
- Virtually the business model has no Inventory risk and credit risk, thus protected from normal hazards of Branded Apparel Business

COMPANY OVERVIEW – ABOUT US

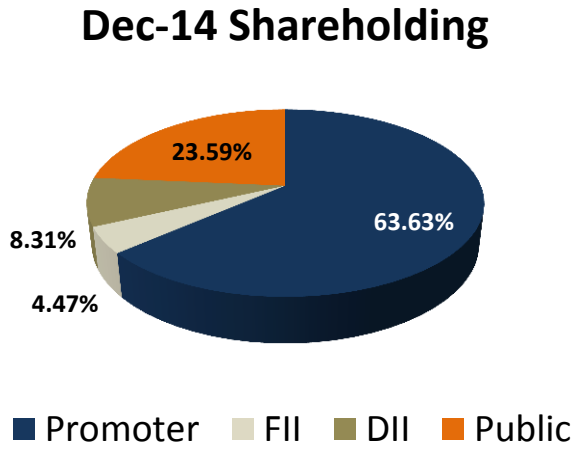
SHAREHOLDING STRUCTURE

Market Data	As on 04.02.2015 (BSE)
Market Capitalization (Rs Mn)	11,380
No. of shares outstanding (Mn)	21.73
Face Value (Rs.)	10.00
52 week High-Low (Rs.)	632.45-460.65

Source – BSE

Key Institutional Investors	% Holding
Kanchi Investments Ltd (Samara Capital) *	10.94
Birla Sun Life Trustee Co.	3.81
Aditya Birla Pvt Ltd	2.49
DB International (Asia) Ltd	1.65
ICICI Prudential Life Insurance	0.83
Tata Asset Management	0.55
Baroda Pioneer Mutual Fund	0.33

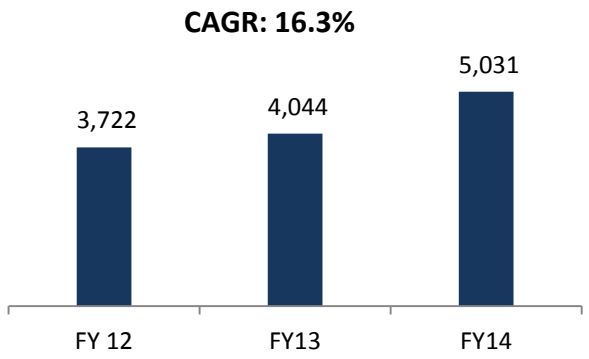
Source – Company / Bloomberg
Note - * - Lock in for 1 year along with Promoter Holding



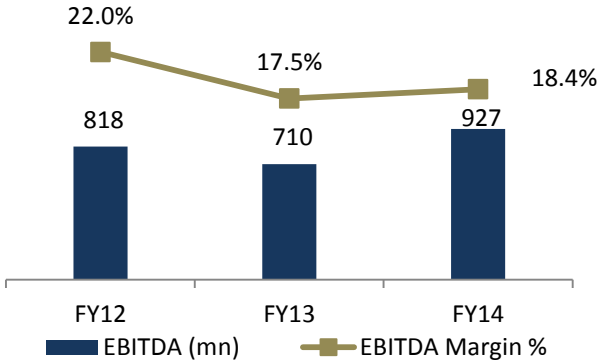
COMPANY OVERVIEW – ABOUT US

FINANCIAL HIGHLIGHTS

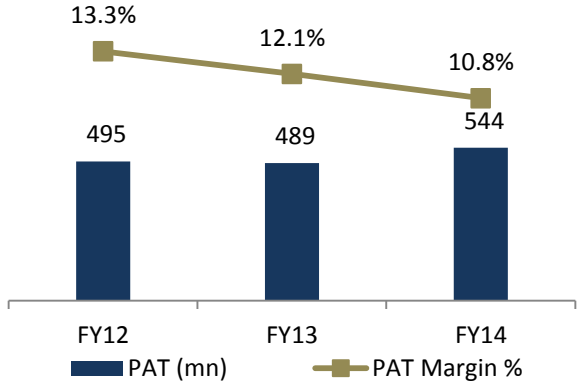
REVENUES



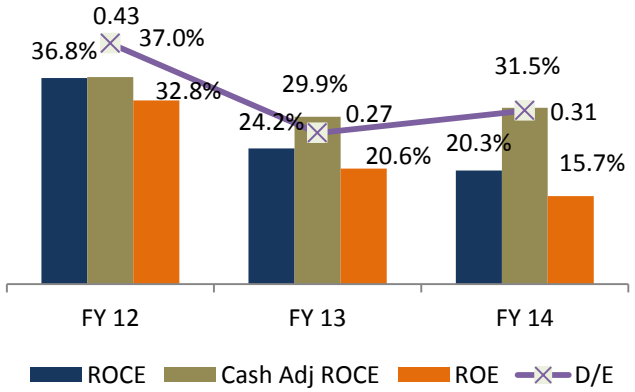
EBITDA & EBITDA Margin



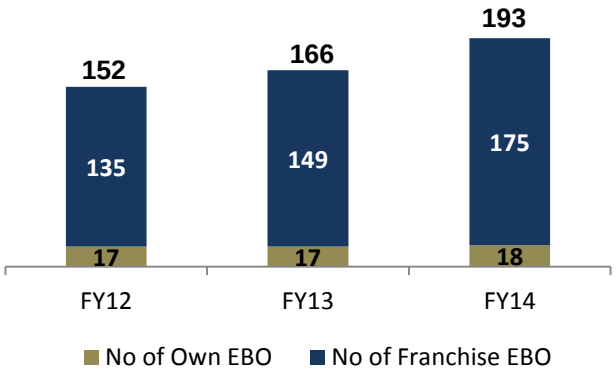
PAT & PAT Margin



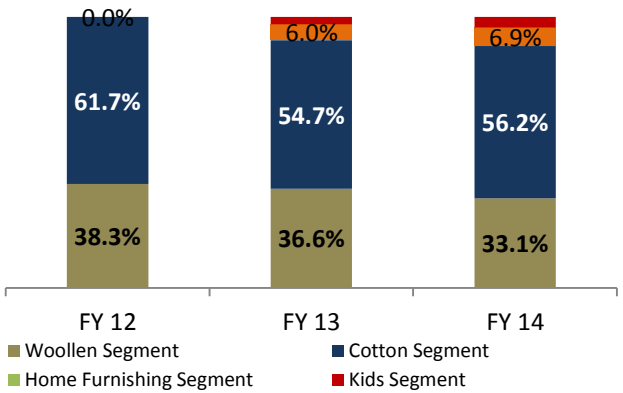
LEVERAGE & RETURN RATIOS



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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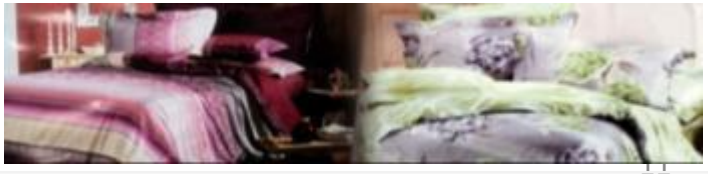
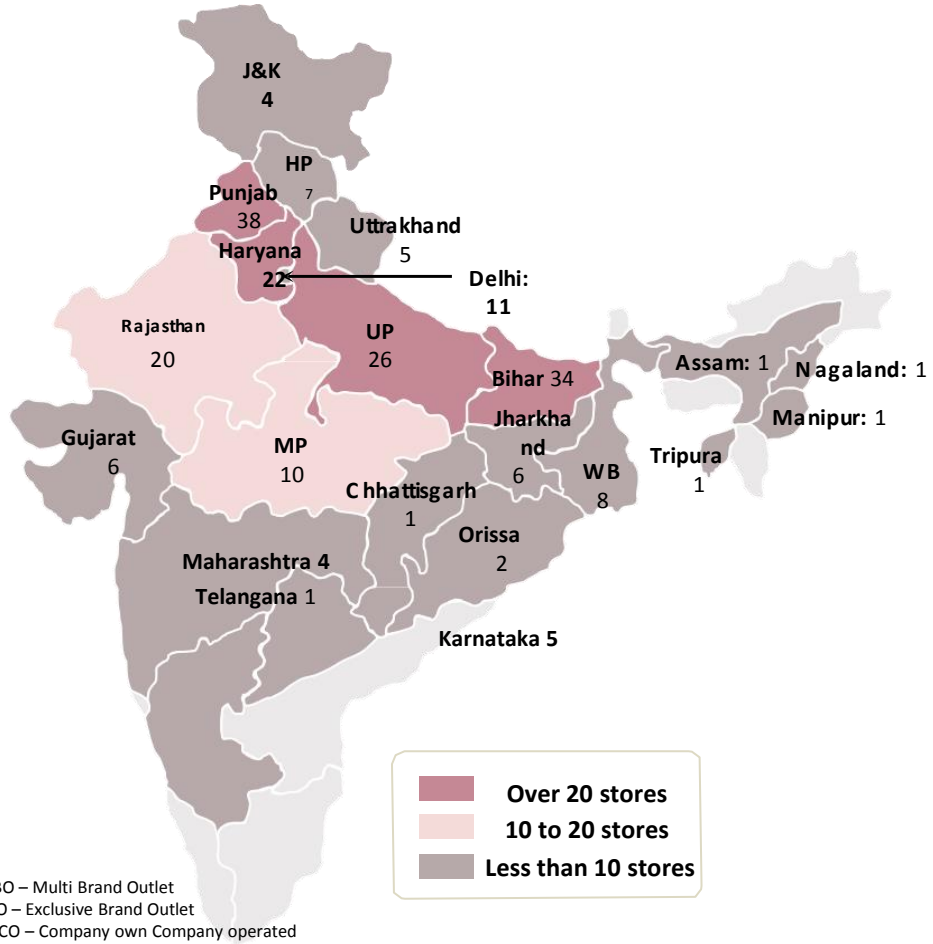
Woollens	MONTE CARLO	Sweaters Jackets, Shawls	
Cottons	MONTE CARLO AlPha denim	T-shirt, Shirts, Trousers	
Kids	TWEENS MONTE CARLO	Sweaters Jackets, T-shirt, Sweat Shirts	
Economy range	C&D CLOAK & DECKER REJUVENATE YOUR STYLE STATEMENT	T-Shirts, Sweatshirts, Thermal-wear	
Home Furnishing Range	MONTE CARLO	Mink Blankets, Bed Sheets, Quilts	

COMPANY OVERVIEW – ABOUT US

OUR RETAIL PRESENCE & RETAIL NETWORK

Monte Carlo exclusive brand outlets (EBO)# -Total 214 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 over 1,400 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 89 National chain stores (NCS) on Consignment / Outright basis. Supply to 6 Retail chains such as Reliance retail, Shopper stop, Madura, Pantaloons, Metro & Carrefour.
- Entered into distribution agreements with online sales through digital commerce platforms

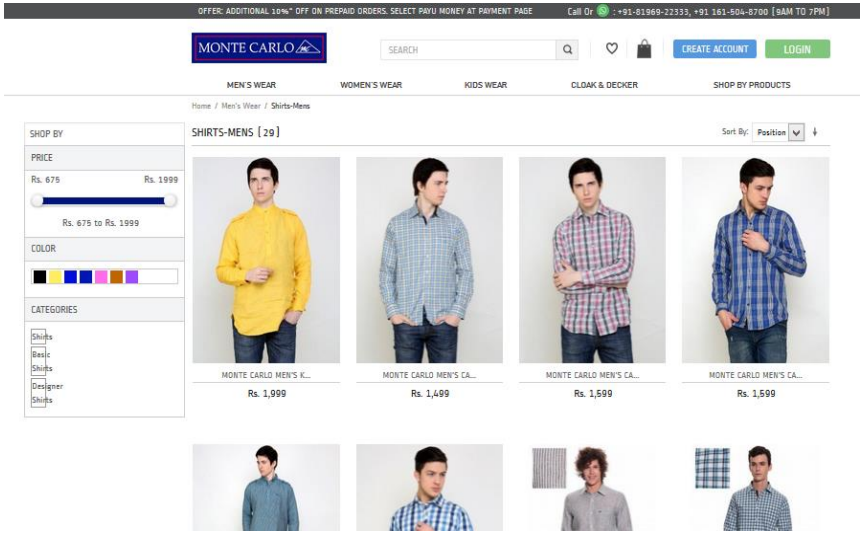
COMPANY OVERVIEW – ABOUT US

OUR RETAIL PRESENCE THROUGH E-COMMERCE

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 Thorntan 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	1400+
EBO – COCO	20
EBO - FOFO	194
NCS	89

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

UNDERSTANDING WOOLLEN 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 COTTON 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

	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 %**

	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

- 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 honored 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

MONTE CARLO

Its the way you make me feel

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

- 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 contribute 33 % of revenues in FY14.**
- 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	9M FY15	FY14	FY13	FY12
Total Revenues (Rs. Mn)	**5156.2**	**5017.2**	**4013.2**	**3743.0**
% Revenues - Woollen Segment	**34.3%**	**33.1%**	**36.6%**	**38.3%**
% Revenues - Cotton Segment	**53.4%**	**56.2%**	**54.7%**	**61.7%**
% Revenues – Home Furnishing Segment	**8.3%**	**6.9%**	**6.0%**	**0.0%**
% Revenues - Kids Segment	**4.0%**	**3.9%**	**2.7%**	**0.0%**

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

MONTE CARLO
Its the way you make me feel

	MBO	NCS	EBO-COCO	EBO –FOFO
Total Number of Outlets	1400+	89	20	194
% of Revenue Contribution – FY14	58.3 % (NCS Contribute less than 10%)		31.3 %	
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

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	• Target to open 275 EBOs by the end of Financial Year 2016-17 mainly through the franchise route. • 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.

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.

THANK YOU

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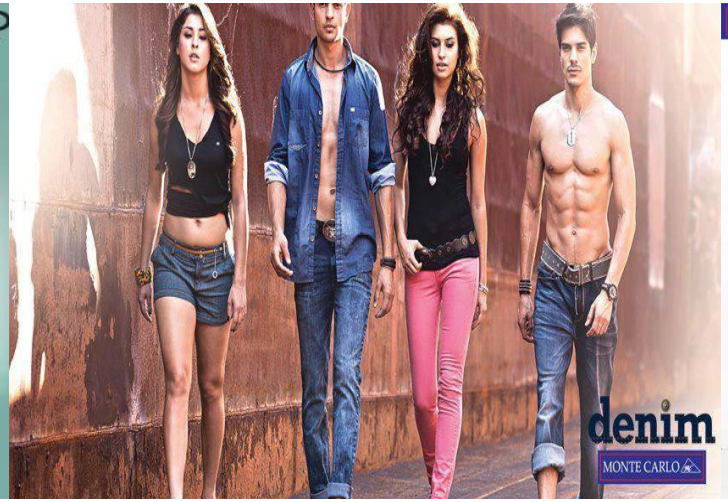
MONTE CARLO FASHIONS
STORE IMAGES

MONTE CARLO FASHIONS
OUR CAMPAIGNS & COLLECTIONS

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