

## 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

MCFL/CS /2021-22

January 4, 2022

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

Sub: Quarterly Update- Q3 FY 2021-22

Sir / Madam,

Please find attached herewith the Quarterly Update for Q3 of FY 2021-22.

You are requested to take the same on record.

Thanking You,

Yours faithfully,

For MONTE CARLO FASHIONS LIMITED



ANKUR GAUBA

COMPANY SECRETARY & COMPLIANCE OFFICER

ICSI Membership No. FCS 10577



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### **BUSINESS UPDATE**

#### **Monte Carlo Fashions Registers its Highest ever YTD Sales**

**Mumbai, January 04, 2022** : Monte Carlo is a leading branded apparel company with a comprehensive range of woollens, cottons, cotton blended, knitted and woven apparels for Men, Women and Kids under the umbrella brand "Monte Carlo".

We are pleased to announce that the rising trend in sales that was quite visible since the Q2FY22 continues to gain further momentum in Q3FY22 as the company records the best ever year to date sales on the back of bone-chilling winters, revenge shopping and an encouraging festive & wedding season. This year due to climatic change the winters are very chilly specially in the northern part of India and due to revival of economy post second wave of COVID-19 people are stepping out of their houses and spending money on lifestyle products. Moreover, the festive and weddings season in India has been very encouraging this year on the back of massive vaccination drive.

We are happy to share that the company has surpassed its earlier guidance of 25% growth in sales. There is an increase in YTD sales by approx. 35% and 15% as compared to YTD Dec 20 (9M) and YTD Dec 19 (9M) respectively. The growth in sales is contributed by both volume growth and calibrated price increase. As you are aware that Q3 is the most critical quarter for the company due to its strong positioning in the winter wear segment, the strong performance of 3<sup>rd</sup> quarter will be the key contributor for the annual sales and profitability of the company.

The company has strategically enhanced its retail presence in India with the opening of 13 new EBO's during Q3FY22. With this the total no. of EBO's reach approx. 318 across 20 states and 4 union territories. Apart from this the company also has presence through MBO's, NCS and over all the major online platforms like Amazon, Flipkart, Myntra, Jabong and Kapsons. In line with the commitment towards its customers the company launched brand new collection across categories and worked extensively in giving the new look and feel to all its EBO's. The company continues to witness encouraging trends through its online channels as well.

The company has adopted itself to the new normal and as an organization we were better prepared owing to the learning's over the last year and are more agile to handle the challenges which may happen in future due to COVID 19. We are optimistic on delivering sustainable growth in the foreseeable future.



**MONTE CARLO** 

It's the way you make me feel

GSTN : 03AAFCM7888Q1ZK  
PAN - AAFCM7888Q  
TAN - JLDM04272C  
CIN - L51494PB2008PLC032059

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### **About Monte Carlo Fashions Limited:**

Monte Carlo Fashions Limited is a well-known brand having a basket of diversified product which includes Woollen, Knitted, Cotton, Cotton Blended, Kids and Home Furnishing product. Monte Carlo Fashions is recognized as "Superbrand" for woollen knitted apparel in each edition of Consumer Superbrands India. The Company has presence across India through a judicious mix of EBOs, MBOs and Shops in shop, distributors and national chain stores and online Located in 20 states & 4 union territories. It has a strong design team of over 30 professionals closely tracking the trending global fashion.

The diversification strategy in terms of product mix and geography helps in catering the apparels demands of various seasons across India. The main objective of the Company is to stand up to the buyers' expectations with consistent quality backed with R&D equipped with the latest technology.

For more Information, please visit <http://www.montecarlocorporate.com/>

