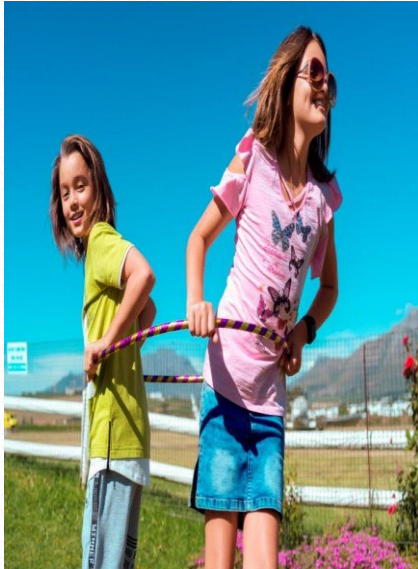


MONTE CARLO 
It's the way you make me feel



MONTE CARLO FASHIONS LIMITED
Q3 & 9M FY21 INVESTOR PRESENTATION



It's the way
you make me feel



DISCUSSION SUMMARY

#		Page No
01	Company Overview	03
02	Q3 & 9MFY21 Highlights	08
03	Monte Carlo Advantage	14
04	Annexure	24

01

COMPANY OVERVIEW



MONTE CARLO: INDIA'S FIRST ORGANISED LIFESTYLE APPAREL BRAND

STRONG PEDIGREE

- Leading Winter wear Brand, launched in 1984 and part of Oswal Woollen Mills Ltd
- Recognised as **“Superbrand”** for woollen knitted apparel in each edition of Consumer Superbrands India

WIDE REACH

- Presence across India through a judicious mix of EBOs, MBOs and Shop in shop ,distributors and national chain stores and online
- Located in 20 states & 3 union territory

IN HOUSE DESIGNING TEAM

- Strong design team of over 30 professionals closely tracking the trending global fashion

DIVERSIFIED PRODUCT PORTFOLIO

- Successfully diversified brand across segments like Woollen , Cotton, Kids & Home Furnishing



DIVERSIFIED PRODUCT PORTFOLIO

Range	Woollen	Cotton	Home Furnishing	Kids	Healthcare
Monte Carlo Mid Premium / Premium	Sweaters, Pullovers thermals, woollen accessories (caps, mufflers, shawls, stoles)	Shirts, trousers, t-shirts, track-suits and jackets	Mink blankets, bed sheets and quilts	-	-
Luxuria - Mid Premium / Premium	Cash wool sweaters , blazers ,coats	Cotton Shirts, trousers and t-shirts	-	-	-
Denim- Mid Premium / Premium	-	Denim Trouser (jeans) and Shirts	-	-	-
Alpha – Women wear	Sweaters , cardigans	Shirts, Tshirts, Trousers , jackets and sweat-shirts	-	Sweat Shirts	-
Tweens – Kids wear (7-13 years)	-	-	-	Sweaters, Cardigans, Shirt , T-Shirts and Bottoms	-
Cloak & Decker– Men's wear	Sweaters , cardigans	Cotton and cotton blended Tshirts	-	-	-
Rock It – Sports wear	-	Tank , Polo T-Shirt, Shorts, Track Pants	-	-	-



TRENDY AND PREMIUM QUALITY APPROACH TO CLOTHING

WHAT IS OUR BUSINESS MODEL



- January**
 - Product development & Sampling process
 - Design process is finalised
 - Sample sets sent to our commissioned agents (CA)
- Feb -March**
 - Commissioned agents display the samples to dealers and distributors
 - Company organizes fashion shows to showcase proposed products to the MBOs and EBOs
 - CAs procure orders from MBOs and act as an interface between the Company and MBOs
- April**
 - The dealers and distributors of the MBOs place orders with the CAs
 - Pre-booking of orders from MBOs and franchise EBOs
- May Till July**
 - Production of pre-ordered designs commences
- Aug Onwards**
 - Dispatching of winter wear products to EBOs and MBOs
 - Peak Inventory in September, at the beginning of the winter season



DESIGNING IS AN ONGOING PROCESS THROUGHOUT THE YEAR FOR BOTH COTTON AND WOOLLEN GARMENTS / PRODUCTION OF PLAIN AND BASIC DESIGNS CONTINUE THROUGHOUT THE YEAR FOR BOTH WOOLLEN AND COTTON GARMENTS

DISTRIBUTION MODEL


MINIMUM GOODS RETURNED


LOW CREDIT RISK


COMMANDS PRICING POWER


ORDER TO PRODUCE MODEL

	MBO and Distributors	NCS	Shop In Shop	EBO-COCO	EBO –FOFO
Distribution Sale Model	Pre-Booking of orders Outright Sales	SOR – Sale or Return / Outright Sales	Pre-Booking of orders Outright Sales	Inventory owned by Company	Pre-Booking of orders Outright sale
Goods Return Risk	No	Yes	No	N.A	Minimal 5% - 10 % of Products Return Allowed
Discount Sharing	No	Yes	Yes	Yes	Yes Range of 5% - 17.5%
Payment Collection Credit Risk	Exclusive commissioned agents are liable to pay	Reputed retail chains	Exclusive commissioned agents are liable to pay	-	Bank guarantee's and PDC taken from franchise



02

Q3 & 9M FY21 HIGHLIGHTS



In Rs Mn

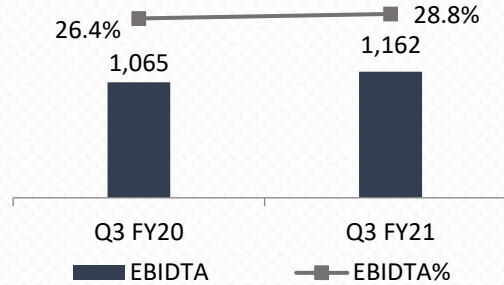
Q3 & 9M FY21: REVENUE DETAILS

Q3 FY21

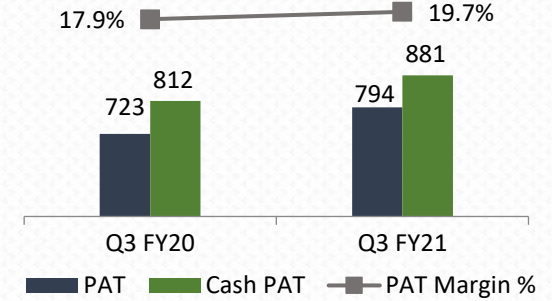
REVENUES



EBIDTA & EBIDTA MARGIN %



PAT, CASH PAT & PAT MARGIN %

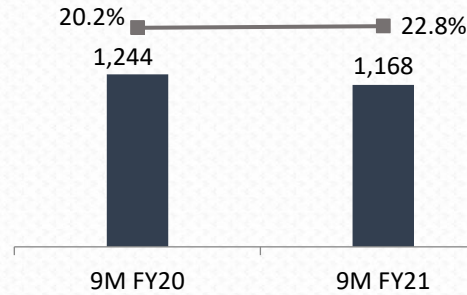


9M FY21

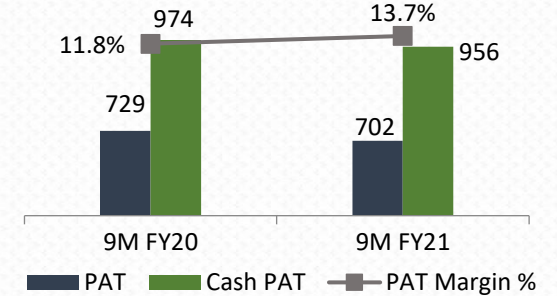
REVENUES



EBIDTA & EBIDTA MARGIN%



PAT, CASH PAT & PAT MARGIN %



Q3 FY21: REVENUE DETAILS

REVENUE BREAKUP- REGION WISE (Including Online Sales)

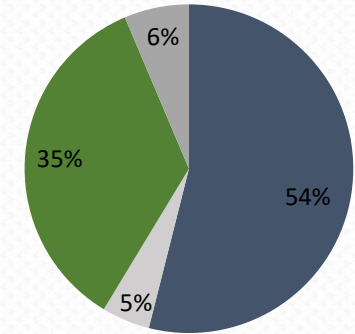
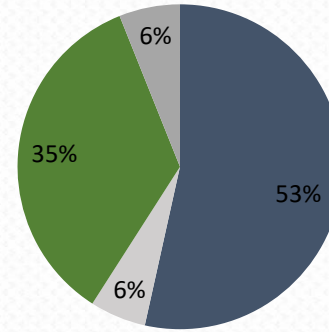
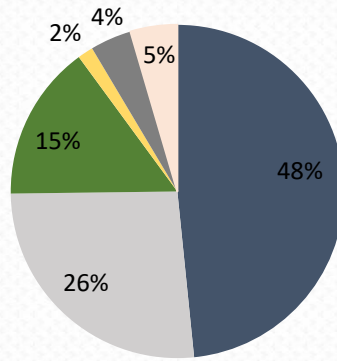
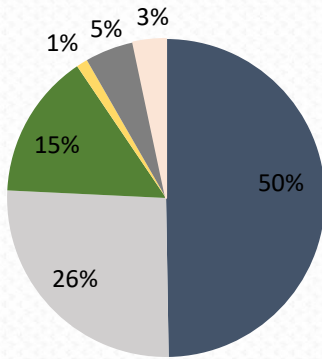
REVENUE BREAKUP – CHANNEL WISE

Q3 FY20: Rs 4,046 Mn

Q3 FY21: Rs 3,997 Mn

Q3 FY20: Rs 4,046 Mn

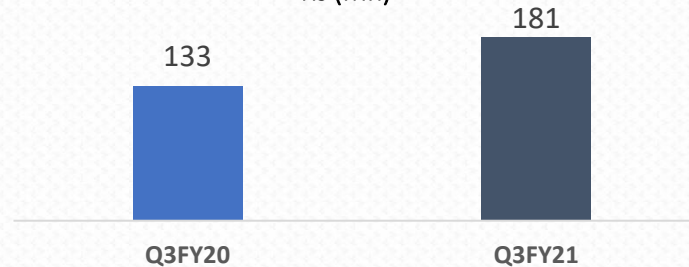
Q3 FY21: Rs 3,997 Mn



■ North ■ East ■ Central ■ South ■ West ■ Others Including Online

■ MBO+NCS ■ EBO-COCO ■ EBO-FOFO ■ Others including online

Online Sales
Rs (Mn)



9M FY21: REVENUE DETAILS

REVENUE BREAKUP- REGION WISE (Including Online Sales)

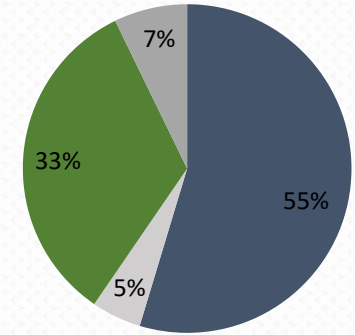
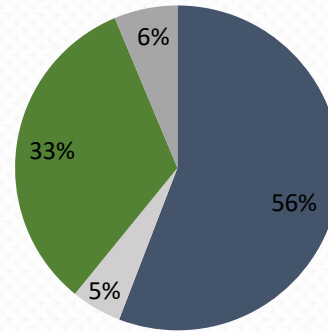
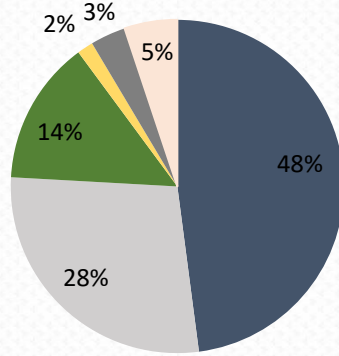
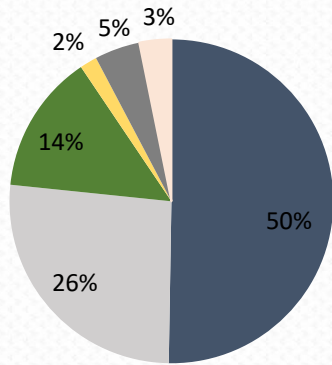
REVENUE BREAKUP - CHANNEL WISE

9M FY20: Rs 6,126 Mn

9M FY21: Rs 5,054 Mn

9M FY20: Rs 6,126 Mn

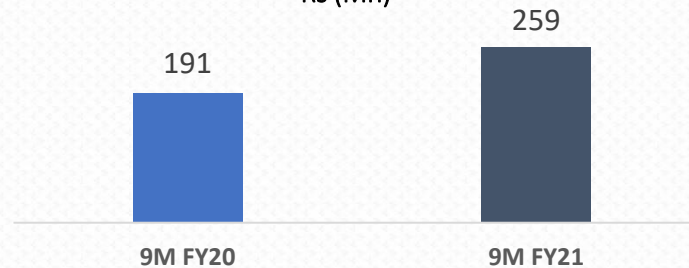
9M FY21: Rs 5,054 Mn



■ North ■ East ■ Central ■ South ■ West ■ Others Including Online

■ MBO+NCS ■ EBO-COCO ■ EBO-FOFO ■ Others including online

Online Sales
Rs (Mn)



Q3 & 9M FY21: REVENUE ANALYSIS

REVENUE BREAKUP - SEGMENT WISE

In Rs Mn	Q3 FY20	Q3 FY21	9M FY20	9M FY21
Total Revenues*	Rs. 4,046	Rs. 3,997	Rs. 6,126	Rs. 5,054
Woollen Segment	29.8%	35.3%	24.0%	30.4%
Cotton Segment	53.1%	46.2%	56.3%	46.5%
Home Textiles	8.8%	10.6%	12.6%	16.0%
Kids	8.3%	7.9%	7.1%	7.1%

• Revenue from core products (Excluding Yarn, Fabrics & Miscellaneous sales)

* Q3 FY20 Sales of scrap and accessories was Rs.18.23 Mn, Other Operating revenue was Rs.5.47Mn & INDAS adj. was Rs.-35.34 Mn

* Q3 FY21 Sales of scrap and accessories was Rs.6.34Mn, Other Operating revenue was Rs.4.45 Mn & INDAS adj. was Rs.30.5Mn

* 9M FY21 Sales of scrap and accessories was Rs.14.37Mn, Other Operating revenue was Rs.6.37Mn & INDAS adj. was Rs.58.01 Mn

* 9M FY20 Sales of scrap and accessories was Rs.61.91Mn , Other Operating revenue was Rs.9.67Mn & INDAS adj. was Rs.-35.99Mn

Q3 & 9M FY21: PROFIT AND LOSS STATEMENT

Particulars (In Rs Mn)	Q3 FY21	Q3 FY20	9M FY21	9M FY20	FY20
Revenue From Operations	4,038	4,034	5,132	6,161	7,256
Material Cost	2,349	2,326	2,745	3,240	3,832
Gross Margin	1,689	1,708	2,387	2,921	3,424
Gross Margin %	41.8%	42.3%	46.5%	47.4%	47.2%
Personnel Expenses	169	188	404	510	696
Advertisement Expenses	29	86	46	224	301
Other Expenses	312	354	752	928	1,167
CSR Expenses	17	15	17	15	16
Operating EBITDA	1,162	1,065	1,168	1,244	1,244
EBITDA Margin %	28.8%	26.4%	22.8%	20.2%	17.1%
Other Income	39	34	140	105	115
Depreciation	87	89	253	245	334
Finance cost	35	55	101	137	170
PBT	1,079	955	954	967	855
Tax Expense	285	232	252	238	228
PAT	794	723	702	729	627
PAT Margin %	19.7%	17.9%	13.7%	11.8%	8.6%
EPS (Rs.)	38	35	34	35	30

03

MONTE CARLO

ADVANTAGE



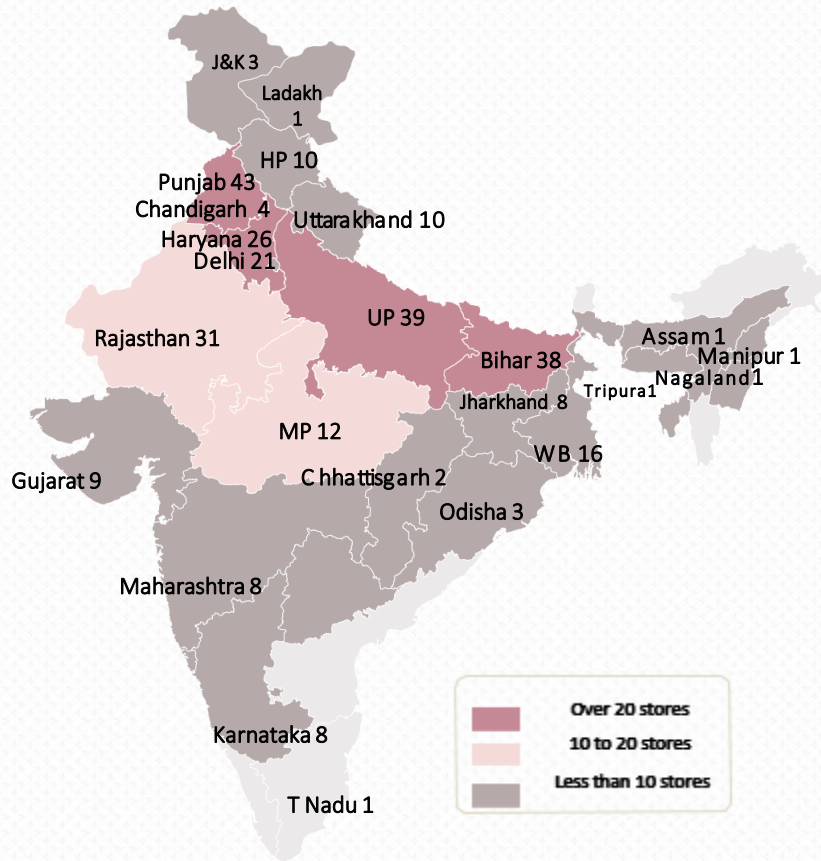
STRONG BRAND EQUITY ...

- ❖ “Monte Carlo”, has Strong Brand Equity
- ❖ Being a Premium Brand, Monte Carlo enjoys Pricing Power & Customer Loyalty
- ❖ Regular Investment in Brand Building & Marketing Initiatives



ASPIRE TO SERVICE END TO END WARDROBE REQUIREMENTS OF INDIAN CONSUMERS BY FURTHER INTRODUCING EXCITING RANGE OF NEW PRODUCTS

... HAVING PAN INDIA PRESENCE ...



DISTRIBUTION NETWORK

STORE NETWORK			
Type of Store	FY19	FY20	9M FY21
EBO – COCO	27	37	42
EBO – FOFO	229	241	255
MBO and Distributors	2500+	2500+	1572*
NCS	306	566	622
SIS	85	126	162*
E-Commerce	Amazon, Flipkart, Myntra, Jabong and Kapsons		

* MBO, SIS & Distributors count have been taken on the basis of Primary billing done during the period.

EBO – NET ADDITIONS			
	FY19	FY20	9M FY21
Existing	235	256	278
New Opened	27	31	24
Closed	6	9	5
Total EBOs	256	278	297

NEW STORE LAUNCHES

FOFO: CENTRAL (7) NORTH (7) WEST (2) EAST(3)

COCO: NORTH(3) EAST(2)

... & REGULAR TECHNOLOGY UPGRADATION

Whole Garment Machine



3D KNIT

FASHION
ORIENTED



Cotton

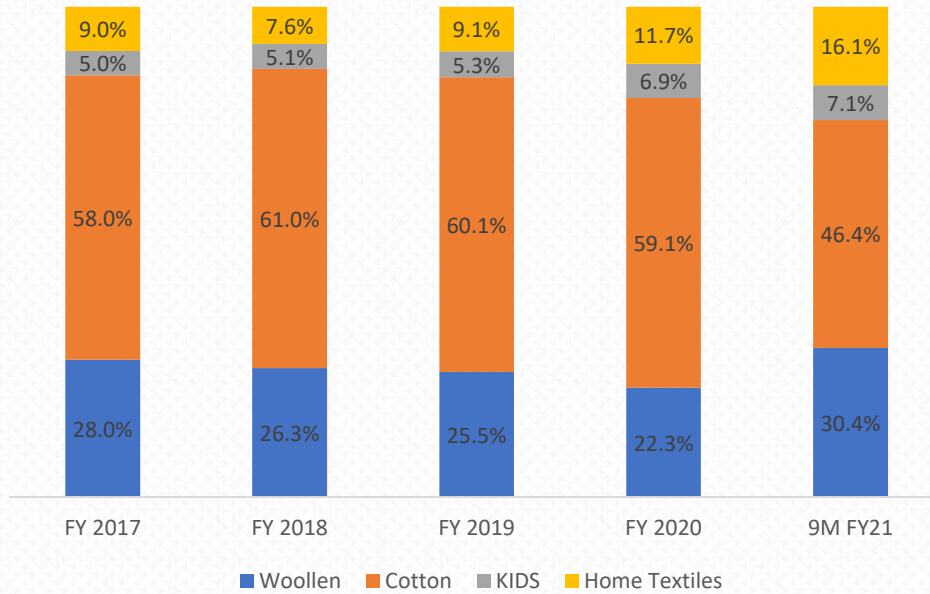


Woollen

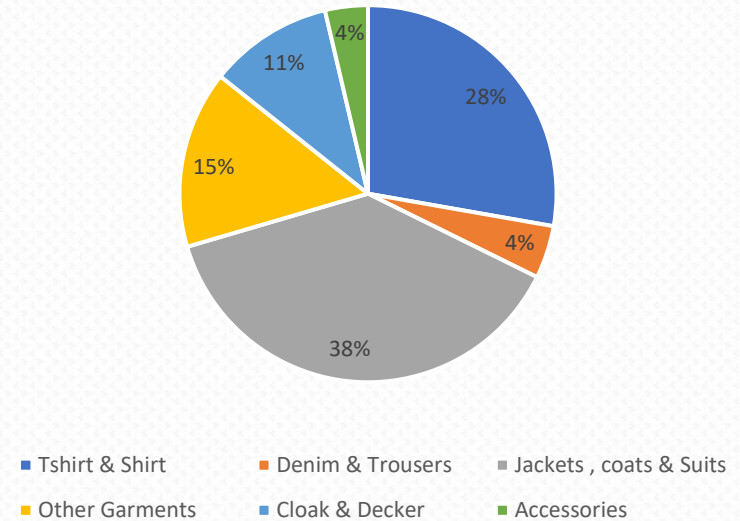


- 30 professionals closely tracking the trending global fashion
- To meet the standards of technology upgradation and modernisation, Company has installed the automatic whole-garment state-of-art manufacturing facility, at the existing Ludhiana's unit.
- This technology, in knit is one entire piece which provides a seam-free fit and comfort, unmatched by any other knitwear. This helps in elimination of multiple manufacturing processes, thereby, reducing the wastage and increasing the efficiency.

SEGMENT COMPOSITION



COTTON SEGMENT BIFURCATION- 9M FY21



- The company is focusing on the diversification strategy, emphasising more on cotton segment

Sh. Jawaharlal Oswal (Chairman & MD)

- Sh. Jawahar Lal has More than 50 years of experience in the textile and woollen industry
- Awarded the 'Udyog Ratna Award' by the PHD Chamber of Commerce and Industry, the 'LMA-Sat Paul Mittal Life Time Achievement Award' by the Ludhiana Management Association and the 'Achievers of the North' by the Economic Times

Sh. Sandeep Jain (Executive Director)

- Sh. Sandeep Jain is has more than 21 years of experience in the field of administration
- He is Bachelor's degree in Pharmacy, Diploma in Export Management
- Prior to joining Monte Carlo in 2008, he has worked with Oswal Woollen Mills Limited

Sh. Rishabh Oswal (Executive Director)

- Rishabh Oswal is part of third generation of Oswal family
- Rishabh Oswal completed his BA Hons in Management Studies from University of Nottingham, UK in 2013 and then went on to pursue an Executive MBA from the prestigious Indian School of Business, Hyderabad

Sh. Dinesh Gogna (Director)

- Sh. Dinesh Gogna has more than 35 years of experience in the field of Corporate Finance and Taxation
- He has Bachelor's Degree in Law, completed the United States Money and Capital Market Seminar conducted by New York Institute of Finance

... RESULTING IN STRONG FINANCIALS

HEALTHY RETURN RATIOS

- ❖ Ability to sustain Robust growth without any major capex; Return Ratios set to improve

STABLE WORKING CAPITAL CYCLE

- ❖ Stable core working capital whilst achieving 11% growth in revenues for FY20

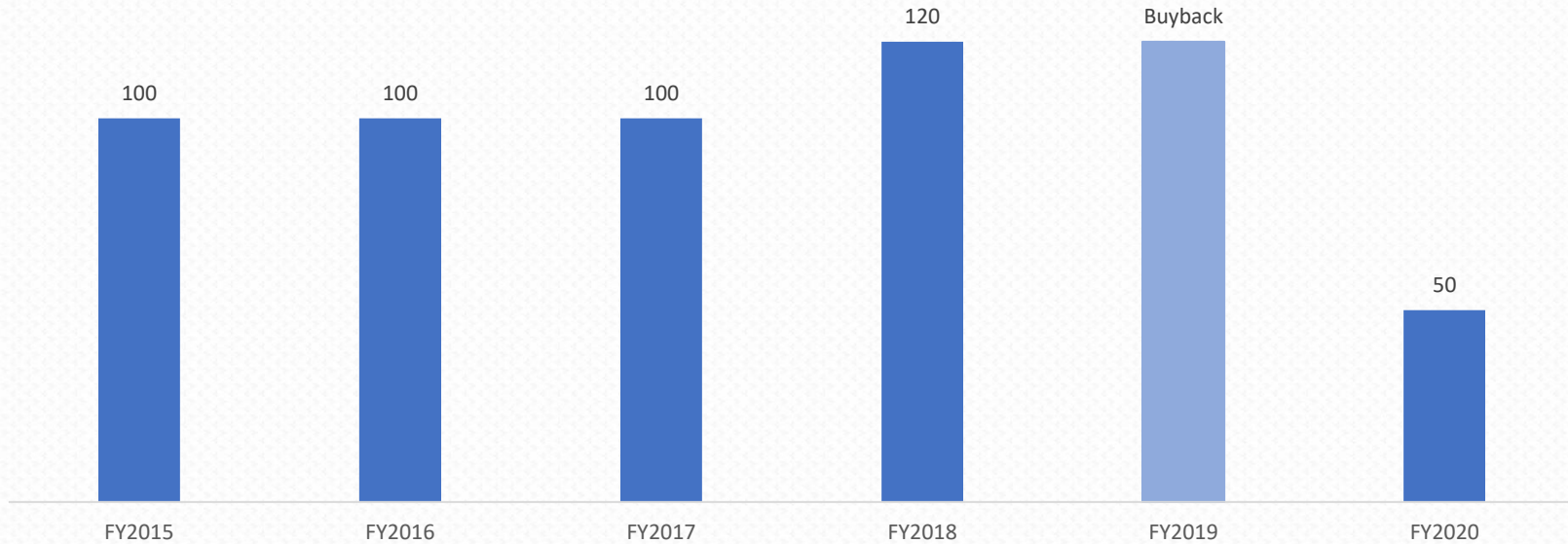
STRONG BALANCE SHEET POSITION

- ❖ Cash balance of Rs 1,472 Mn (includes cash and bank balance along with current and non-current investments) as of Dec 2020

LOWER DEBT

- ❖ Low overall debt; Long term borrowing at Rs128.7 Mn as of Dec 2020

CONSISTENT REWARD TO SHAREHOLDERS

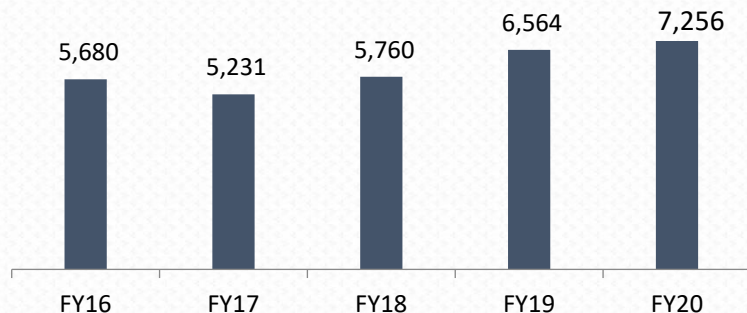


Company has done buy back of Rs. 550 Mn in FY19 to reward shareholders. Promoters have not participated in the buy back

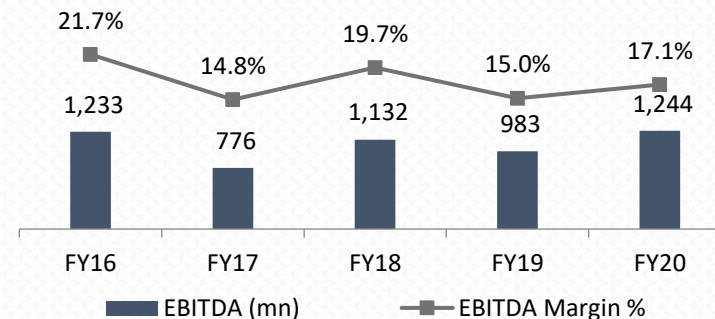
Strong Track Record and Proven Expertise to Generate Healthy, Predictable and Sustainable Returns

FINANCIAL PERFORMANCE

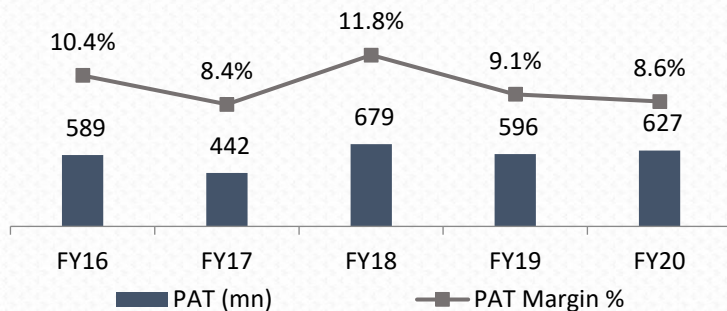
CONSISTENT REVENUES



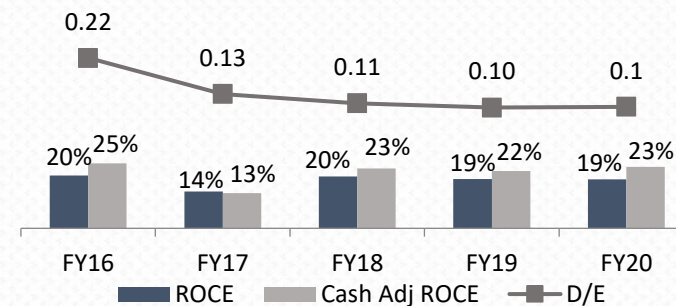
EBITDA & EBITDA MARGIN



PAT & PAT MARGIN



LEVERAGE & RETURN RATIOS



Note – Previous year figures have been recast as per Ind AS to make them comparable with current year figures

EBITDA does not include other income

Revenues exclude Raw Material Sales (Yarns, Fabrics & Trims)

Inventory Data related to FY18 onwards is according to the cost method of valuation and the data related prior to FY18 is according to retail method of valuation

**PRODUCT
MIX
MOVING
TOWARD
COTTON**

- Cotton share maintained over 59.11% of total FY20 revenue reflecting shift towards Cotton from Woollen segment
- Textile and Kids segment delivered robust growth, contributing higher revenue to the overall business

**FOCUS ON
RETAIL
NETWORK
EXPANSION**

- Sales through SIS Model
- Focus on Online Sales through own portal
- Own Portal sales in 9M FY21 was Rs 39.92 Mn from Rs 28.01 Mn in 9M FY20

**FOCUS ON
RETURN
RATIOS
EXPANSION**

- Capex of Rs ~Rs100-150mn for FY20-21 majorly for de-bottlenecking and modernization of existing facilities
- Ability to sustain Robust growth without any major capex; Return Ratios set to improve

04

ANNEXURE



BRANDING INITIATIVES

Proven track record in building brands in India

Clothing partner for the blockbuster Bollywood films **Saaho**, **Barfi**, **Mary Kom**, **Bhaag Milkha Bhaag**, and **Student of the Year**



Clothing Partner for reality Shows like Big boss, Khatron ke Khiladi



TIE-UPS WITH ONLINE PLATFORMS



STRATEGIC TIE-UPS

Airline Tie-ups

- Air Asia - Overhead Bins
- Go Air - Overhead Bins
- Air India - Seat Back Devices + Inflight Magazine
- Vistara - Inflight Magazine
- Indigo - Inflight Magazine

Theatres

- PVR
- Cinepolis
- Inox
- Carnival
- SRS
- 800 + screens across India



WE BELIEVE IN “FULFILLING ASPIRATIONS AND TRANSFORMING LIVES “

Education



The organization has worked towards the betterment of various schools & institution at Dhandari Kalan Government Primary school , Govt School (Magra Lulu), Brailee Bhawan Ludhiana by providing them operational & Financial support

Environment



Oswal Foundation renovated fountain chowk in Ludhiana also planted numerous trees to promote greenery and to enhance the flora and fauna

Sports



Contributed in this field by organizing on open women Taekwood Championship at LETC, Katani Kalan, Ludhiana

Health



In this sector Oswal Foundation has done its bit by organizing eye camp & by providing medical support to those in need ,through various means

THANK YOU



MONTE CARLO 
It's the way you make me feel

Mr. Dinesh Gogna
Director
Mr. Sandeep Jain
Executive Director

Email: investor@montecarlocorporate.com

DICKENSON

Ms. Manasi Bodas
Consultant

Mr. Vikash Verma
Director
Email:

monte.carlo@dickensonworld.com

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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.