

# MONTE CARLO

It's the way you make me feel



GSTN : 03AAF7888Q1ZK  
PAN - AAF7888Q  
TAN - JLD04272C  
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

MCFL/CS /2021-22

October 9, 2021

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

Sub: Quarterly Update- Q2 FY 2021-22

Sir / Madam,

Please find attached herewith the Quarterly Update for Q2 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 – Q2FY22 Sales Reached Pre- Covid Levels**

**Mumbai, October 08, 2021:** 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". The Company has successfully positioned itself as a lifestyle brand with well-diversified product offering and wide distribution network across India.

During the last year, the lockdown restrictions caused a slump in retail sales of apparel for ~4-5 months. Moreover, the festive and wedding season sales were also deeply impacted. However, It gives us immense pleasure to inform you all that company witnessed a strong demand from retail network for the Summer products in recently conducted Trade Show (Spring Summer 2022- order booking) and in this year our business is seeing good traction with sales swiftly moving above or close to pre-covid levels.

During the second quarter ended September 2021, the company expects strong volume growth and calibrated price increase. This is mainly on account of opening up of economy on the back of reduction in COVID 19 cases and removal of lockdown restrictions in most of the geographies. With the opening of malls and marketplaces we are seeing pent up in demand across all formats of stores that is EBO's and MBO's. The pace of recovery for kids wear and casual wear was faster, while formal wear are now gaining increased traction with the opening of most of the corporate offices.

The company has strengthened its retail presence in India with the opening of 12 new EBO's during Q2 FY22; with this the company has achieved a milestone of 300 EBO's across 20 states and 4 union territories in India. Apart from thrust on retail network expansion, the company also accelerated its digital and omni channels during the quarter.

#### **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 territory. 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 [www.montecarlocorporate.com](http://www.montecarlocorporate.com)

