

MONTE CARLO FASHIONS LIMITED

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MCFL/CS/ 2024-25

September 7, 2024

National Stock Exchange of India Limited Exchange Plaza, 5 th 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: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the press release related to strategic collaboration between Monte Carlo Fashions Limited and Salesforce Inc.

You are requested to take the same on record.

Thanking You,

FOR MONTE CARLO FASHIONS LIMITED

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GAUBA

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ANKUR GAUBA
Date: 2024.09.07
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**ANKUR GAUBA
COMPANY SECRETARY & COMPLIANCE OFFICER**

Encl. As Above

Monte Carlo chooses Salesforce to drive personalised Customer Experiences

This collaboration aims to streamline and enhance Monte Carlo's operational efficiency, driving customer loyalty.

INDIA - Ludhiana, 6th September, 2024 – Salesforce, the #1 CRM (NYSE: CRM), today announced a strategic collaboration with [Monte Carlo](#) (NSE: MONTECARLO), a leading fashion brand, to transform Monte Carlo's customer engagement initiatives across various platforms. This collaboration aims to accelerate Monte Carlo's transformation from a winter-wear icon to a beloved brand in India's dynamic fashion market, appealing to consumers of all ages throughout the year while preserving its iconic status in winter-wear.

Monte Carlo's choice to adopt Salesforce CRM aligns with its vision of becoming a digital-first, data-driven organisation that harnesses advanced technology to elevate customer experiences. With Salesforce, Monte Carlo aims to reshape the customer journey with a unified, 360-degree view of its customers across both online and offline platforms.

The company has embraced [Salesforce Data Cloud](#) to create a single, unified view of every customer. With this consolidated platform, Monte Carlo will be able to drive efficiencies across all communication channels, ensuring every engagement is streamlined and effective.

Additionally, by leveraging [Salesforce Service Cloud](#), Monte Carlo is committed to delivering a world-class experience for customers at every stage of their journey—before, during, and after the sale. To further enhance customer loyalty, Monte Carlo is implementing a personalised loyalty solution that goes beyond traditional points-based systems, offering a unique and rewarding experience for their customers.

"Our commitment to creating superior customer experiences is strengthened through our collaboration with Salesforce. This collaboration will enable us to provide superior customer

experiences, streamline operations, and drive growth,” said **Sandeep Jain, Executive Director, Monte Carlo Fashions Ltd.**

“As we continue to expand and transform our operations, with Salesforce's advanced CRM solutions and a 360 view of the customer, we are confident of meeting the evolving needs of our customers and achieving our growth plans,” said **Rishab Oswal, Executive Director, Monte Carlo Fashions Ltd.**

“At Salesforce, we understand the importance of trust, digitisation, and personalisation. By aligning their innovative spirit with Salesforce's cutting-edge technology, Monte Carlo will not only enhance customer engagement but also drive operational excellence and sustainable growth,” said **Aditi Sharma, Regional Vice President - Retail & Consumer Goods Industry, Salesforce India.** “We are excited to support Monte Carlo in their digital transformation journey and help them achieve unprecedented success in the fashion industry.”

About Monte Carlo:

Monte Carlo, established in 1984, is a renowned Indian clothing brand specialising in winter wear, knitwear, and woolen garments. With a commitment to creating all-season staples that appeal to a broad age range, Monte Carlo holds a prominent place in India's fast-fashion ready-to-wear market. For more information about Monte Carlo (NSE: MONTECARLO), visit <https://www.montecarlo.in/>

About Salesforce:

Salesforce helps organisations of any size reimagine their business for the world of AI. With Agentforce, Salesforce's trusted platform, organisations can bring humans together with agents to drive customer success—powered by AI, data, and action. Visit www.salesforce.com/in for more information.

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