

**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

November 10, 2021

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 Towers, Dalal Street, Mumbai-400001.
Symbol: MONTECARLO	Scrip Code: 538836

**SUB: Q2 & H1 FY22 INVESTOR PRESENTATION**

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the Investor Presentation for the Quarter and Half Year ended September 30, 2021.

You are requested to take the same on record.

Thanking You,

FOR MONTE CARLO FASHIONS LIMITED

ANKUR GAUBA  
COMPANY SECRETARY & COMPLIANCE OFFICER  
ICSI MEMBERSHIP NO. : F10577

Encl. As Above



**MONTE CARLO** 

It's the way you make me feel

**MONTE CARLO FASHIONS LIMITED**

Q2 & H1 FY22 INVESTOR PRESENTATION



“ It’s the way  
you make me feel ”



**MONTE CARLO**   
It's the way you make me feel

## DISCUSSION SUMMARY

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# 01

## FINANCIAL HIGHLIGHTS

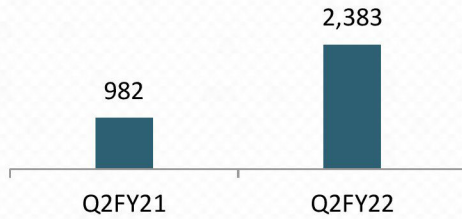


In Rs Mn

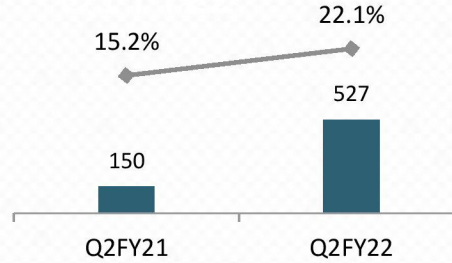
# Q2 & H1 FY22: FINANCIAL HIGHLIGHTS

## Q2 FY22

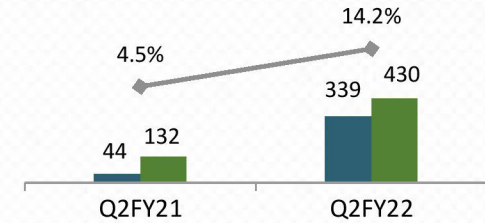
### REVENUES



### EBIDTA\* & EBITDA MARGIN%

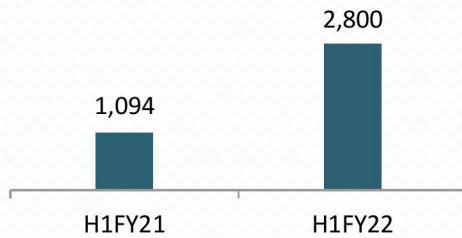


### PAT & CASH PAT & PAT MARGIN%

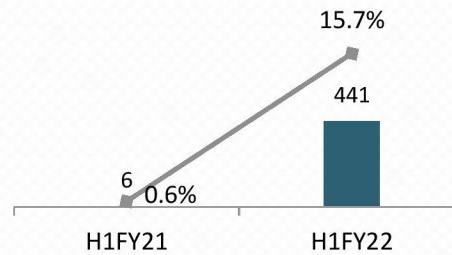


## H1 FY22

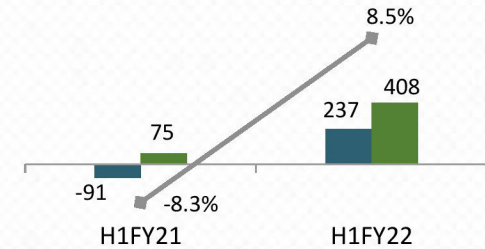
### REVENUES



### EBIDTA\* & EBITDA MARGIN%



### PAT & CASH PAT & PAT MARGIN%

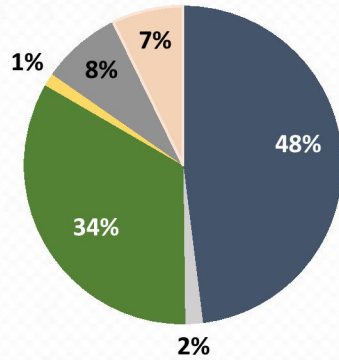


\*EBITDA excludes other income

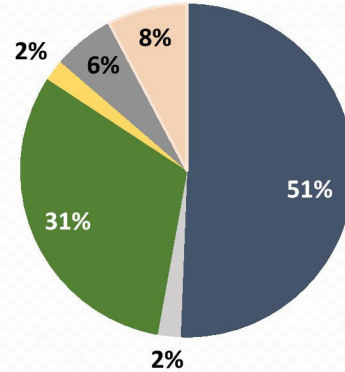
# Q2 FY22: REVENUE DETAILS

## REVENUE BREAKUP- REGION WISE (Including Online Sales)

Q2 FY21: Rs 973 Mn



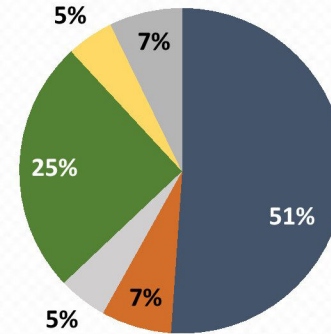
Q2 FY22: Rs 2,503 Mn



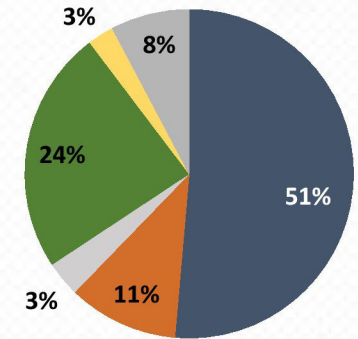
■ North ■ South ■ East ■ West ■ Central ■ Others Including Online

## REVENUE BREAKUP – CHANNEL WISE

Q2 FY21: Rs 973 Mn

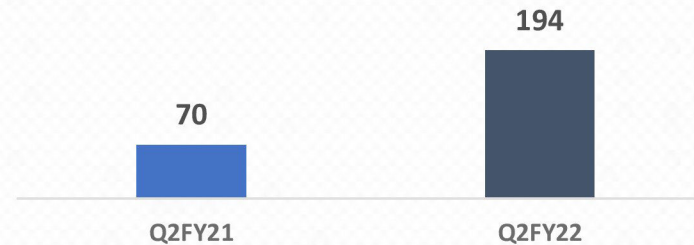


Q2 FY22: Rs 2,503 Mn



■ MBO ■ NCS ■ EBO-COCO ■ EBO-FOFO ■ Corporate/ CSD/ Govt. ■ Online

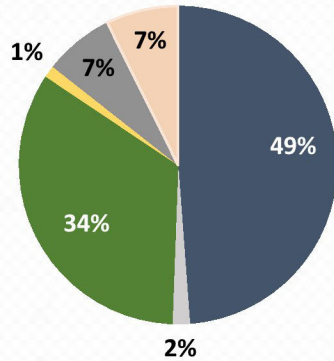
## Online Sales Rs (Mn)



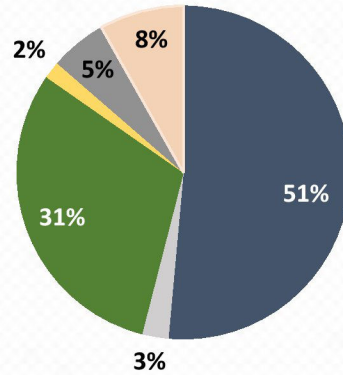
# H1 FY22: REVENUE DETAILS

## REVENUE BREAKUP- REGION WISE (Including Online Sales)

H1 FY21: Rs 1,057 Mn



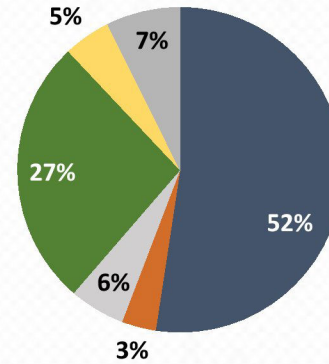
H1 FY22: Rs 2,954 Mn



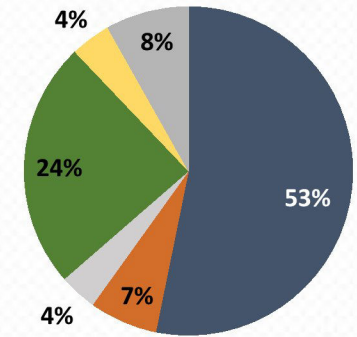
■ North ■ South ■ East ■ West ■ Central ■ Others Including Online

## REVENUE BREAKUP – CHANNEL WISE

H1 FY21: Rs 1,057 Mn

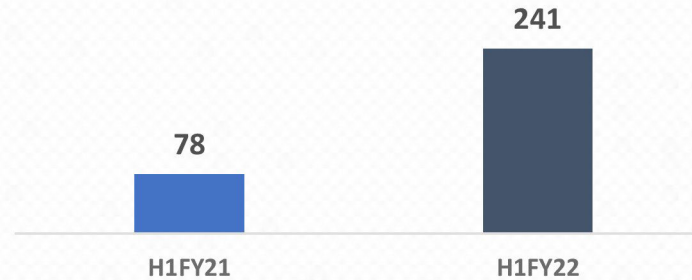


H1 FY22: Rs 2,954 Mn



■ MBO ■ NCS ■ EBO-COCO ■ EBO-FOFO ■ Corporate/ CSD/ Govt. ■ Online

## Online Sales Rs (Mn)



# Q2 & H1 FY22: REVENUE ANALYSIS

## REVENUE BREAKUP - SEGMENT WISE

In Rs Mn	Q2 FY21	Q2 FY22	H1 FY21	H1 FY22	FY20	FY21
<b>Total Revenues*</b>	<b>973</b>	<b>2,503</b>	<b>1,057</b>	<b>2,954</b>	<b>Rs. 7,235</b>	<b>Rs. 6,126</b>
Cotton Segment	43.9%	47.7%	47.3%	54.1%	59.1%	51.4%
Woollen Segment	16.1%	22.7%	11.9%	16.5%	22.3%	27.7%
Home Textiles	35.2%	22.8%	36.7%	23.3%	11.7%	14.3%
Kids	4.8%	6.8%	4.1%	6.1%	6.9%	6.6%

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

H1 FY21 Sales of scrap and accessories was Rs.8.0 Mn, Other Operating revenue was Rs. 1.9 Mn & INDAS adj. was Rs. 27.5 Mn

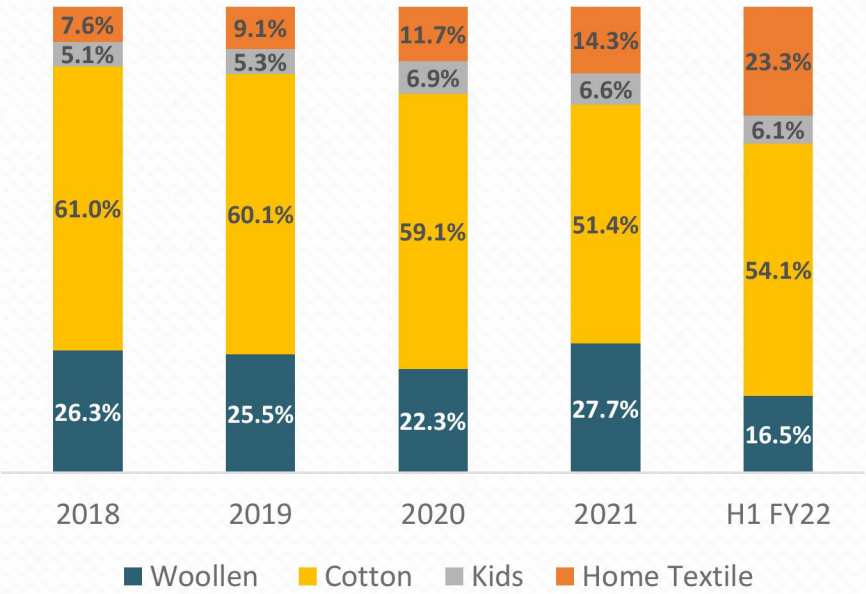
H1 FY22 Sales of scrap and accessories was Rs. 14.2 Mn, Other Operating revenue was Rs. 4.1 Mn & INDAS adj. was Rs. -172.7 Mn

FY20 Sales of scrap and accessories was Rs.80.3Mn, Other Operating revenue was Rs.11.5 Mn & INDAS adj. was Rs.-70.7 Mn

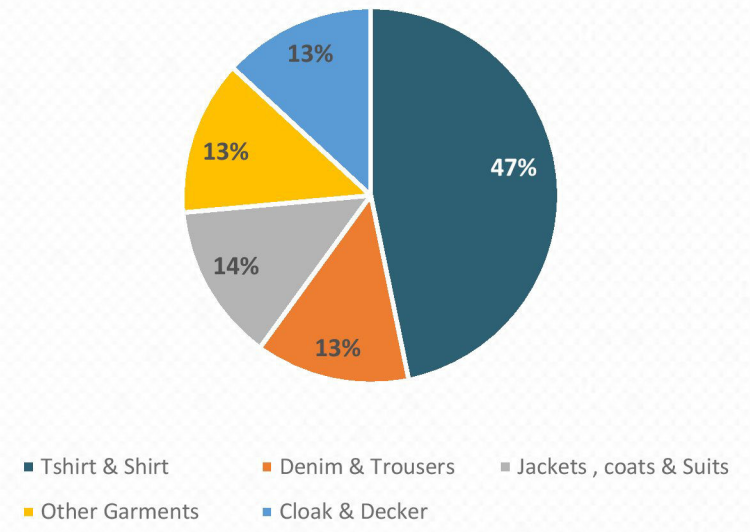
FY21 Sales of scrap and accessories was Rs.28.8 Mn , Other Operating revenue was Rs.8.2 Mn & INDAS adj. was Rs.57.2 Mn



## SEGMENT COMPOSITION



## COTTON SEGMENT BIFURCATION – H1FY22



- The company is focusing on the diversification strategy, emphasising more on cotton segment
- Cotton share maintained above 50% of total FY21 revenue reflecting shift towards Cotton from Woollen segment

# Q2 & H1FY22: PROFIT AND LOSS STATEMENT

Particulars (In Rs Mn)	Q2 FY22	Q2 FY21	YoY%	H1 FY22	H1 FY21	YoY%	FY21
<b>Revenue From Operations</b>	<b>2,383</b>	<b>982</b>	<b>143%</b>	<b>2,800</b>	<b>1,094</b>	<b>156%</b>	<b>6,220</b>
Material Cost	1,172	389	201%	1,236	396	212%	3,310
<b>Gross Margin</b>	<b>1,211</b>	<b>594</b>	<b>104%</b>	<b>1,564</b>	<b>698</b>	<b>124%</b>	<b>2910</b>
<b>Gross Margin %</b>	<b>50.8%</b>	<b>60.4%</b>	<b>-960bps</b>	<b>55.9%</b>	<b>63.8%</b>	<b>-796bps</b>	<b>46.8%</b>
Personnel Expenses	194	150	30%	362	235	55%	599
Advertisement Expenses	37	13	188%	62	17	268%	110
Other Expenses	453	282	61%	699	441	59%	1,028
CSR Expenses	-	-	-	-	-	-	18
<b>Operating EBITDA</b>	<b>527</b>	<b>150</b>	<b>252%</b>	<b>441</b>	<b>6</b>	<b>6711%</b>	<b>1155</b>
<b>EBITDA Margin %</b>	<b>22.1%</b>	<b>15.2%</b>	<b>686bps</b>	<b>15.7%</b>	<b>0.6%</b>	<b>1514bps</b>	<b>18.6%</b>
Other Income	56	45	26%	122	101	21%	202
Depreciation	91	87	4%	171	166	3%	342
Finance cost	43	35	23%	72	65	10%	135
<b>PBT</b>	<b>449</b>	<b>72</b>	<b>523%</b>	<b>320</b>	<b>-124</b>	<b>-358%</b>	<b>880</b>
Tax Expense	110	28	295%	83	-33	-349%	217
<b>PAT</b>	<b>339</b>	<b>44</b>	<b>666%</b>	<b>237</b>	<b>-91</b>	<b>-361%</b>	<b>663</b>
<b>PAT Margin %</b>	<b>14.2%</b>	<b>4.5%</b>	<b>973bps</b>	<b>8.5%</b>	<b>-8.3%</b>	<b>1680bps</b>	<b>10.7%</b>
EPS (Rs.)	16.36	2.13	668%	11.45	-4.39	-361%	32

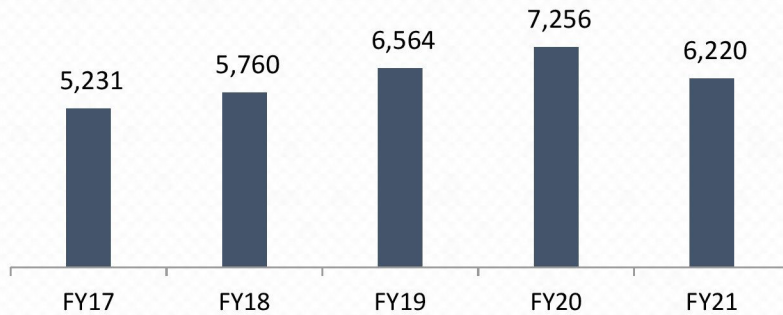
# BALANCE SHEET HIGHLIGHT

Particulars (Rs. in Mn)	Sep-21	Mar-21
<b>Equities &amp; Liabilities</b>		
Equity Share Capital	207	207
Other Equity	5,781	5,834
<b>Total Equity</b>	<b>5,988</b>	<b>6,041</b>
<b>Non Current Liabilities</b>		
Long-term Borrowings	95	117
Other Financial Liabilities	198	186
Lease Liability	752	720
Other Long Term Liabilities	11	10
<b>Total of Non Current Liabilities</b>	<b>1,056</b>	<b>1,033</b>
<b>Current Liabilities</b>		
Short Term Borrowings	1,580	231
Trade Payables	2,084	1,387
Lease Liability	131	116
Other Financial Liabilities	772	427
Other Current Liabilities	233	116
Income Tax Liability	18	6
Short-Term Provisions	125	9
<b>Total Current Liabilities</b>	<b>4,943</b>	<b>2,292</b>
<b>Total Equity &amp; Liabilities</b>	<b>11,987</b>	<b>9,366</b>

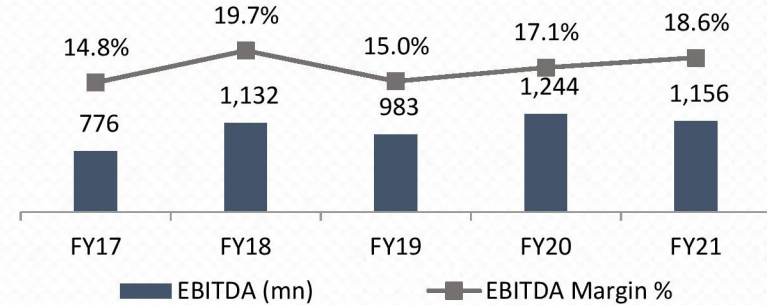
Particulars (Rs. in Mn)	Sep-21	Mar-21
<b>Non-Current Assets</b>		
Property, Plant and Equipment	1,561	1,493
Right of use assets	784	752
Capital Work in Progress	26	12
Other Intangible assets	3	4
<b>Financial Assets</b>		
Investments	205	39
Other Financial Assets	64	158
Deffered Tax Assets	122	91
Other Non-Current Assets	24	25
<b>Total Non-Current Assets</b>	<b>2,789</b>	<b>2,574</b>
<b>Current Assets</b>		
Inventories	3,588	2,015
<b>Financial Assets</b>		
Investments	1,385	1,736
Trade Receivables	3,293	2,295
Cash & Bank Balance	388	409
Loans	3	4
Other Financial Assets	39	36
Other Current Assets	502	297
<b>Total Current Assets</b>	<b>9,198</b>	<b>6,792</b>
<b>Total Assets</b>	<b>11,987</b>	<b>9,366</b>

In Rs Mn

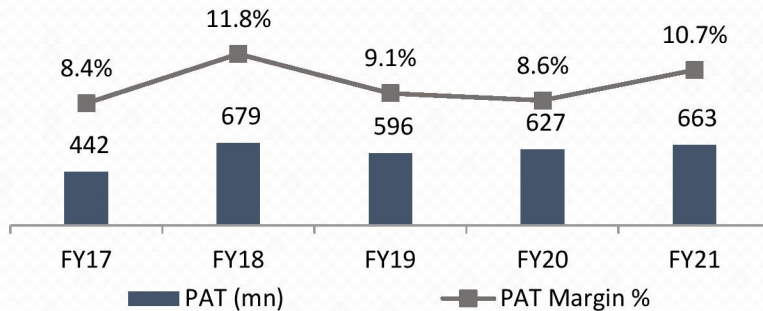
### CONSISTENT REVENUES



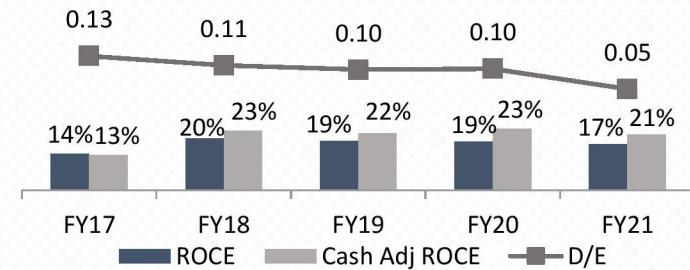
### EBITDA & EBITDA MARGIN



### PAT & PAT MARGIN



### LEVERAGE & RETURN RATIOS



Note – 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

# 02

## COMPANY OVERVIEW



# MONTE CARLO: INDIA'S FIRST ORGANISED LIFESTYLE APPAREL BRAND



## Strong Pedigree

Leading Winter wear Brand, launched in 1984 promoted by Sh. Jawahar Lal Oswal ,CMD, Oswal woollen Mills Ltd and Nahar Group



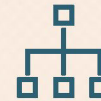
## Manufacturing Plants

2 Manufacturing Plant located in Ludhiana



## Super Brand

Recognized as Super brand for woolen knitted apparel in India



## Diversified Product Portfolio

Successfully diversified brand across Woollen, Cotton, Kids & Home Furnishing



## Wide Reach

Presence across India through various distribution channels



## In House Designing Team

30 professionals closely tracking the trending global fashion



## Cash Balance

Cash balance of Rs. 1,978 Mn as of September 2021

(includes cash and bank balance along with current and non-current investments)



## Low Debt

Long-Term borrowing at Rs. 95 Mn as of September 2021

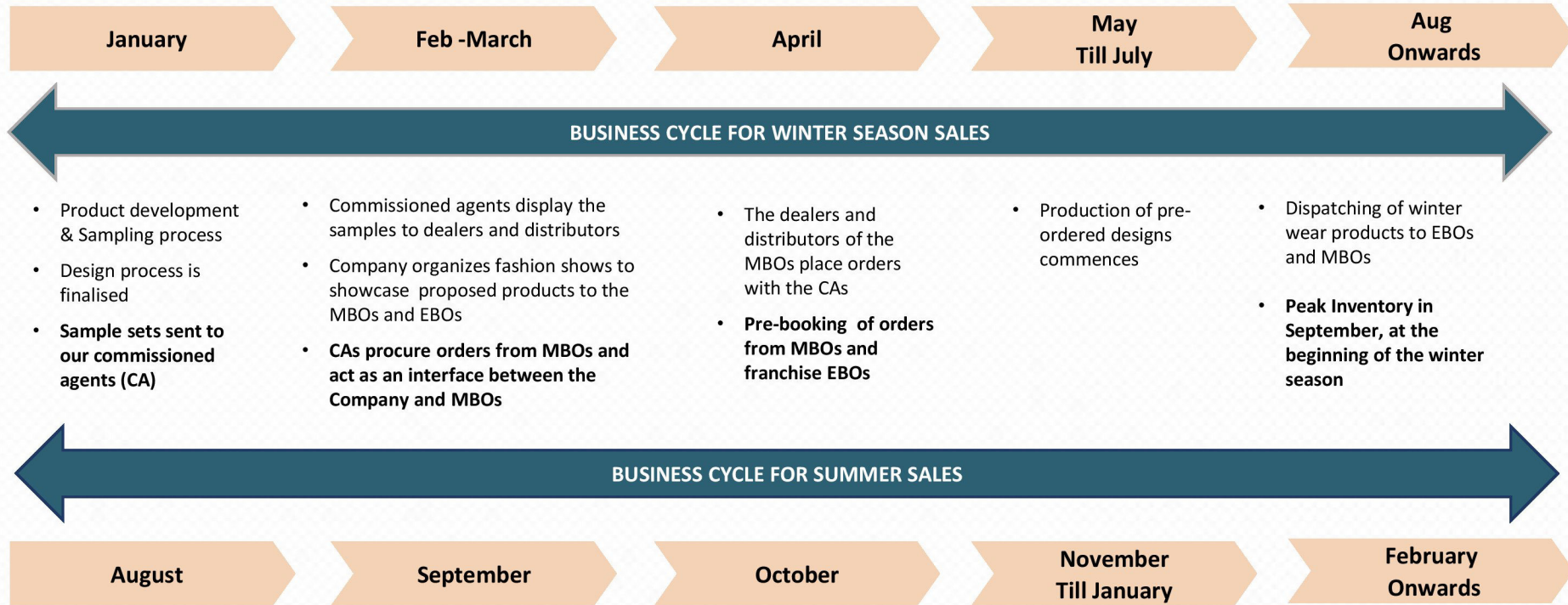
# DIVERSIFIED PRODUCT PORTFOLIO

Range	Woollen	Cotton	Home Furnishing	Kids
<b>Monte Carlo</b> 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	-
<b>Luxuria -</b> Mid Premium / Premium	Cash wool sweaters , blazers ,coats	Cotton Shirts, trousers and t-shirts	-	-
<b>Denim-</b> Mid Premium / Premium	-	Denim Trouser (jeans) and Shirts	-	-
<b>Alpha –</b> Women wear	Sweaters , cardigans	Shirts, Tshirts, Trousers , jackets and sweat-shirts	-	Sweat - Shirts
<b>Tweens –</b> Kids wear (7-13 years)	-	-	-	Sweaters, Cardigans, Shirt , T-Shirts and Bottoms
<b>Cloak &amp; Decker–</b> Men’s wear	Sweaters , cardigans	Cotton and cotton blended Tshirts	-	-
<b>Rock It –</b> Sports wear	-	Tank , Polo T-Shirt, Shorts, Track Pants	-	-



TRENDY AND PREMIUM QUALITY APPROACH TO CLOTHING

# WHAT IS OUR BUSINESS MODEL



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**

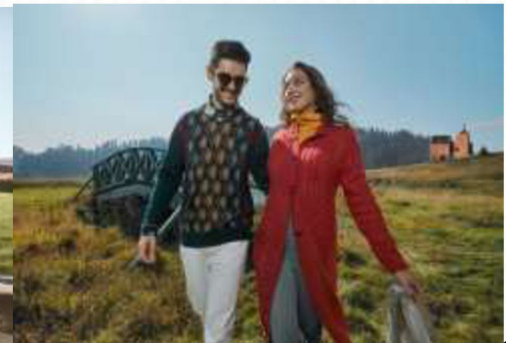


**COMMANDS PRICING POWER**



**ORDER TO PRODUCE MODEL**

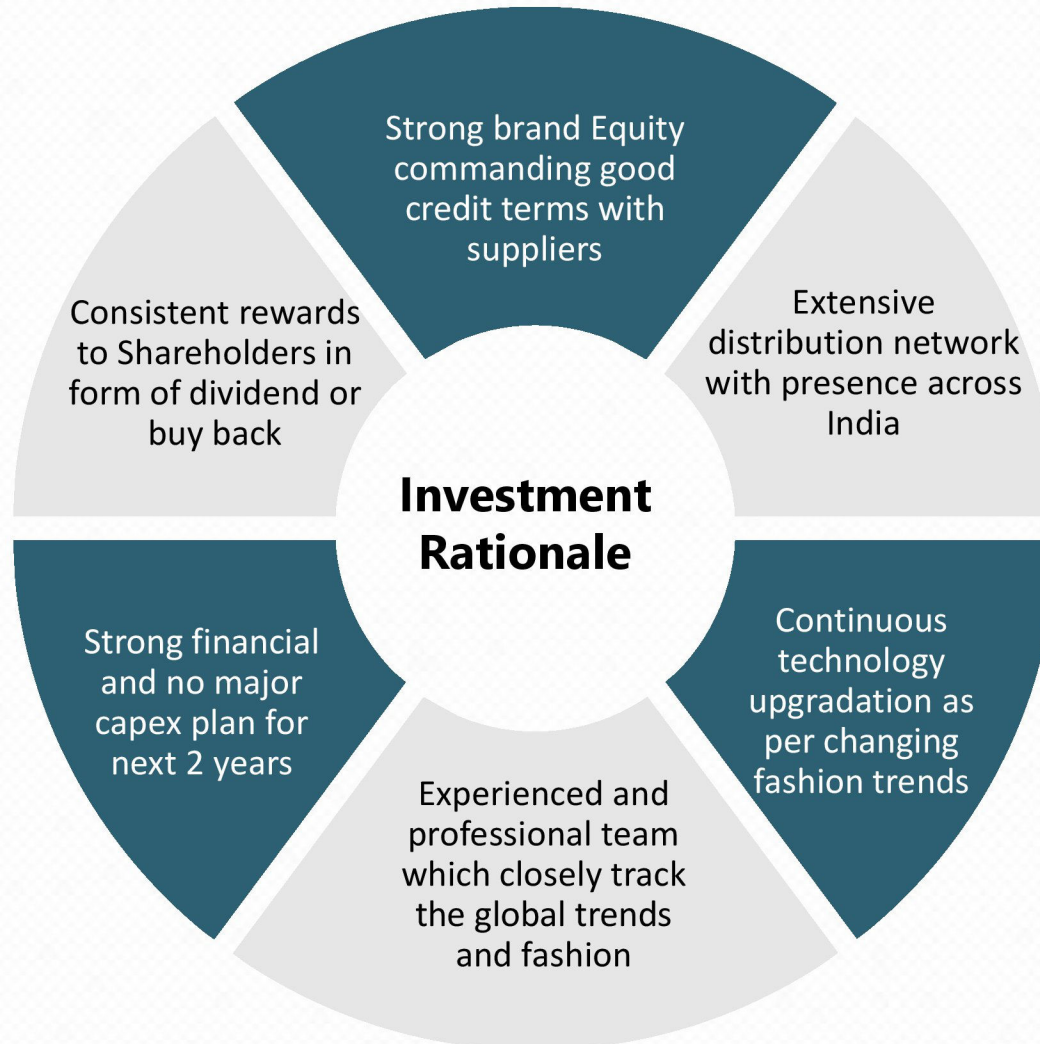
	MBO and Distributors	NCS	Shop In Shop	EBO-COCO	EBO –FOFO
<b>Distribution Sale Model</b>	Pre-Booking of orders Outright Sales	SOR – Sale or Return / Outright Sales	Pre-Booking of orders Outright Sales	Inventory owned by Company	Pre-Booking of orders Outright sale
<b>Goods Return Risk</b>	No	Yes	No	N.A	Minimal 5% - 10 % of Products Return Allowed
<b>Discount Sharing</b>	No	Yes	Yes	Yes	Yes Range of 5% - 17.5%
<b>Payment Collection Credit Risk</b>	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



# 03

## Investment Rationale





# 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