

MONTE CARLO FASHIONS LIMITED

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Manufacturers & Exporters of High Class Woollen Hosiery Knitwear, Textiles & Exclusive Fully Fashion Knitwears

February 01, 2016

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: PRESS RELEASE & INVESTOR PRESENTATION

Dear Sir / Madam,

Pursuant to Clause 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are enclosing herewith the Press Release and Investor Presentation for the quarter and nine months ended on December 31, 2015.

You are requested to take the same on record and acknowledge the receipt.

Thanking You,

For MONTE CARLO FASHIONS LIMITED


CO. SECRETARY & COMPLIANCE OFFICER

Encl. As Above.



MONTE CARLO FASHIONS LIMITED

Press Release for the Quarter ended December 31, 2015



Q3 FY16 Revenue increased by 12.3% YoY at INR 351.5 crore

Q3 FY16 EBIDTA increased by 7.2% YoY at INR 77.2 crore

Q3 FY16 PAT increased by 9.2% YoY at INR 44.5 crore

1st February 2016, Ludhiana – Monte Carlo Fashions (MCFL), the Ludhiana-based Branded (woollen and cotton) apparel manufacturer, announced its Third Quarter and Nine Months FY16 Results today.

MCFL has reported Revenues growth of 12.3 % to Rs. 351.5 cr. Revenues have increased mainly due to stable growth across all segments. Gross Margins have been maintained at 39.1%. Overall Growth Outlook is stable and positive due to good visibility on the Order book.

EBIDTA w/o Other income for the quarter increased by 7.2 % YoY to Rs. 77.2 cr. EBIDTA Margin declined by 104 bps YoY to 22.0% from 23.0% in Q3 FY15 primarily due to change in Product Mix.

Further, Marketing & Advertising expenses decreased by 8.1% to Rs. 14.3 cr as compared to Rs. 15.5 cr in Q3 FY15. There has been rationalization of Marketing & Advertising expenses as larger share of advertising expenses were incurred in Q1 FY16.

With No Major capex planned for next 2 years, Positive Operating leverage expected to be witnessed as the production gains scale during the course of the upcoming quarters.

PAT for the quarter increased by 9.2 % YoY to Rs. 44.5 mn. PAT Margins remained stable at 12.7 % for Q3 FY16.

In terms of its business operations, MCFL has opened 11 exclusive retail outlets during the current quarter. Total Number of EBOs as on 31st December 2015 is at 222. Company is on track to improve its presence and penetration on a Pan India Basis.

MONTE CARLO FASHIONS LIMITED

Press Release for the Quarter ended December 31, 2015

About Monte Carlo Fashions Ltd (MCFL) :

Monte Carlo Fashions Ltd is a leading manufacturer and retailer of woollen, cotton & cotton blended, knitted and woven apparels and home furnishings. It also supplies accessories including belts, ties, inner wears, thermal wears and socks. MCFL's manufacturing facilities are primarily located in Ludhiana, Punjab, and are fully backed by capabilities in product development, design studio and an efficient sampling infrastructure. It follows an asset-light model for its cotton knitted garments and woven garments by primarily outsourcing the production of its knitted and woven products.

The strength of its brand 'MONTE CARLO' has significantly contributed to the success of the business. 'MONTE CARLO' has been recognized as a 'Superbrand' for woollen hosiery garments since Fiscal 2003 by International Society for Superbrands.

The Company is listed on the Bombay Stock Exchange (BSE) (BSE: 538836) and the National Stock Exchange (NSE) (NSE: MONTECARLO, ISIN: INE950M01013), with a market capitalisation of Rs 1,077.2~ crore as on 1st February 2016

For any Further Details, Please Contact:-

Mr. Dinesh Gogna

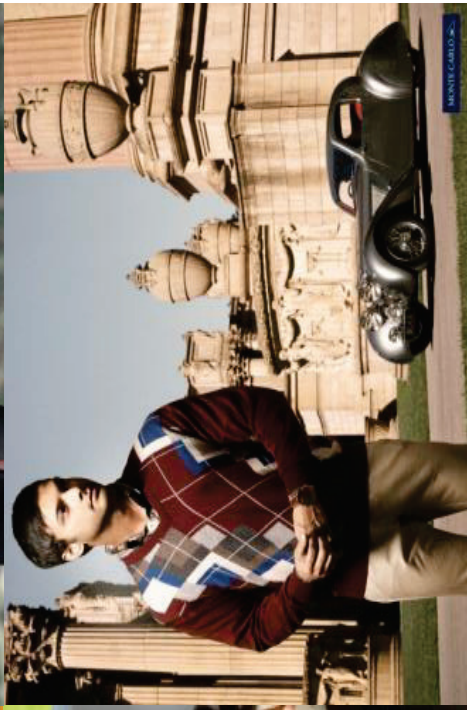
Director

gogna@owmnaahar.com



MONTE CARLO *AMC*

Its the way you make me feel



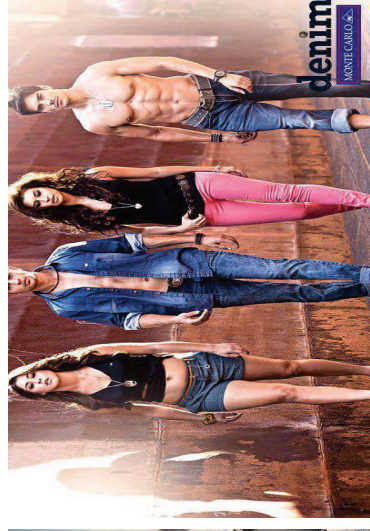
Q3 & 9M FY16 INVESTOR PRESENTATION
February 2016

DISCUSSION SUMMARY



Its the way you make me feel

- Q3 & 9M FY16 RESULTS HIGHLIGHTS
- OPERATIONAL HIGHLIGHTS
- FINANCIALS
- COMPANY OVERVIEW – ABOUT US
- UNDERSTANDING OUR BUSINESS MODEL
- SUSTAINABLE COMPETITIVE ADVANTAGES
- FUTURE GROWTH STRATEGY
- ANNEXURE

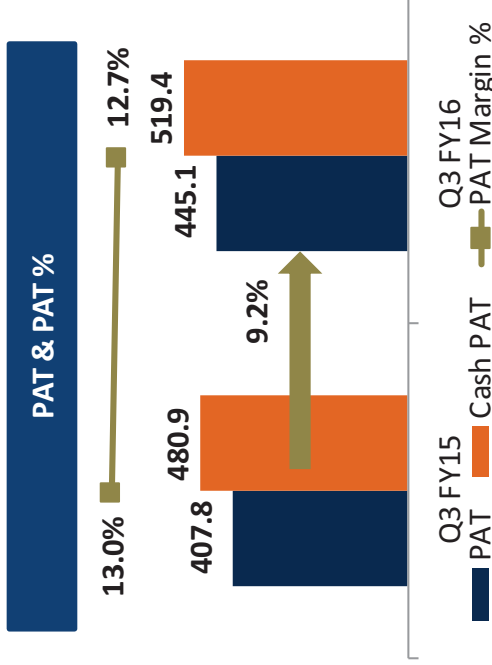
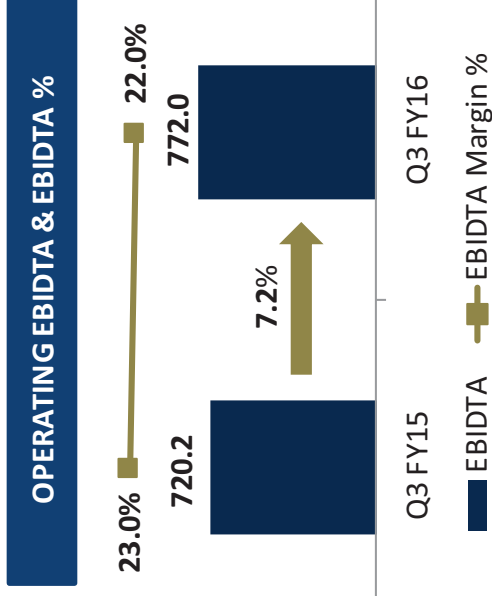
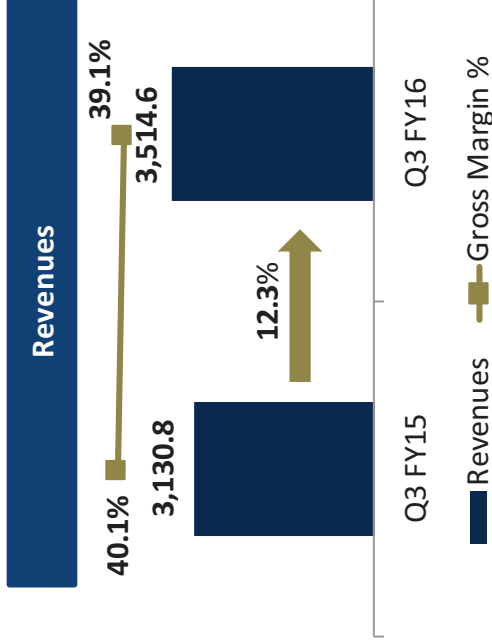


Q3 & 9M FY16 – RESULTS HIGHLIGHTS

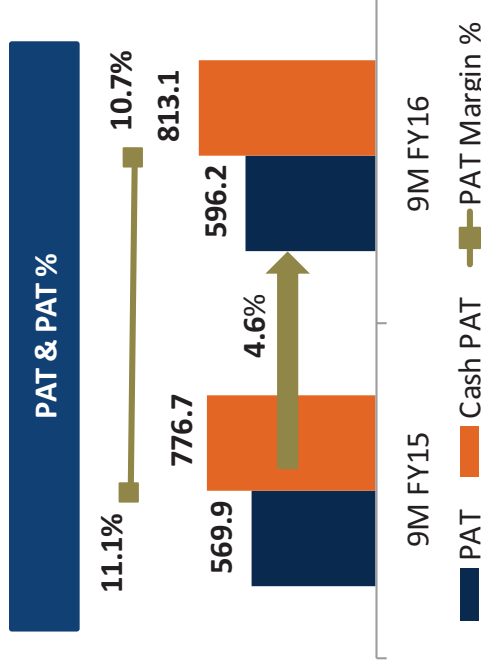
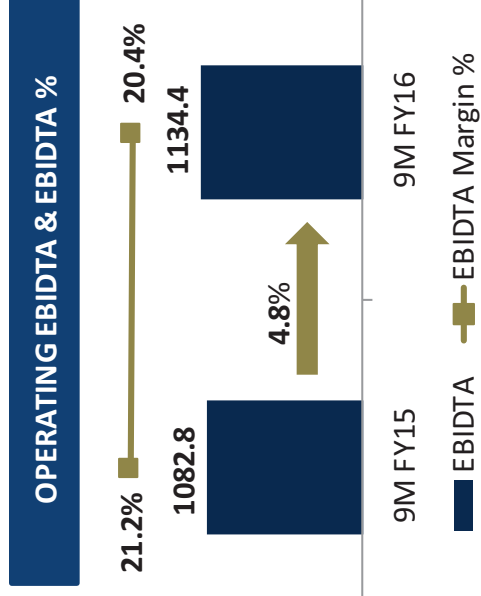
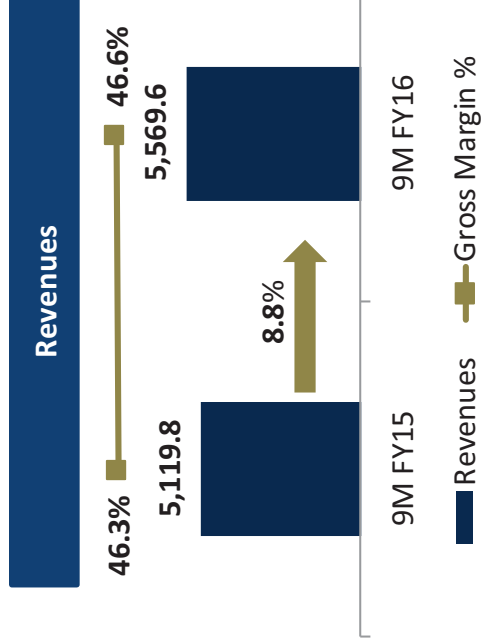


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Q3 FY16 YoY ANALYSIS



9M FY16 YoY ANALYSIS



Note – EBIDTA W/O Other Income Gross Profit -= Net Revenues – COGS

Q3 FY16 – FINANCIAL HIGHLIGHTS



FINANCIAL UPDATE -

- Q3 FY16 Revenues from Operations increased by 12.3 % to Rs. 3,514.6 mn. Revenues have increased mainly due to overall growth across all segments. Gross Margins remained stable at 39.1%.
- **Overall Growth Outlook is stable and positive due to good visibility on the Order book.**
- **Q3 FY16 EBIDTA w/o Other income increased by 7.2 % YoY to Rs. 772.0 mn. EBIDTA Margin remained stable at 22.0% due to -**
 - Driven by stable Growth in Volumes and changing Product Mix.
 - Rationalization of Marketing & Advertising expenses as larger share of advertising expenses were incurred in Q1 FY16. Marketing & Advertising expenses decreased by 8.1% to Rs. 142.5 mn as compared to Rs. 155.0 mn in Q3 FY15.
 - No Major capex planned for next 2 years. Therefore, Positive Operating leverage expected as the production gains scale during the course of the year.
- **Q3 FY16 PAT increased by 9.2 % YoY to Rs. 445.1 mn. PAT Margin remained at 12.7 %.**
- **Update on Marketing & Branding -** Links for the new Ad campaign launched during the quarter –
 - Monte Carlo - Winter Collection (Full version Ad) – [You Tube Link](#)
 - Monte Carlo – Ladies Denim Collection – [You Tube Link](#)
 - Monte Carlo - Tweens Collection (Kids Segment) – [You Tube Link](#)

OPERATIONAL HIGHLIGHTS

REVENUE ANALYSIS – SEGMENT WISE



Segment wise Revenues – Product Category wise (In Rs mn)						
	Q3 FY16	9M FY16	FY15	FY14	FY13	FY12
Total Revenues **	3439.6	5060.4	5271.8	4566.7	3686.0	3346.9
% Revenue Share – Segment wise						
Woollen Segment	42.9%	36.7%	34.5%	36.5%	42.7%	41.6%
Cotton Segment	43.9%	48.0%	52.6%	50.8%	47.5%	57.3%
Home Furnishings	7.6%	10.6%	8.4%	8.0%	6.5%	0.1%
Kids	5.6%	4.7%	4.6%	4.7%	3.3%	1.0%

Segment wise Revenues – Channel wise (In Rs mn)						
	Q3 FY16	9M FY16	FY15	FY14	FY13	FY12
Total Revenues**	3439.6	5060.4	5271.8	4566.7	3686.0	3346.9
% Revenue Share –Channel wise						
MBO including NCS / Institutional	59.2%	61.3%	63.5%	65.0%	59.6%	60.2%
Retail Outlets - EBO – COCO	3.2%	3.3%	5.5%	5.0%	1.8%	7.7%
Retail Outlets - EBO - FOFO	37.6%	35.4%	30.9%	30.0%	38.5%	32.1%

MBO – Multi Brand Outlet
 EBO – Exclusive Brand Outlet
 COCO – Company own Company operated
 FOFO – Franchise own Franchise operated

Note ** - Revenues Excluding Fabric Sales

OPERATIONAL HIGHLIGHTS

REVENUE ANALYSIS – REGION WISE



Segment wise Revenues –Region wise					
	Q3 FY16	9M FY16	FY15	FY14	FY13

% Revenue Share – Region wise

North	51.4%	50.5%	51.3%	58.8%	57.1%
East	25.4%	26.9%	27.1%	25.1%	22.0%
Central	15.4%	14.6%	13.8%	9.0%	12.7%
South	2.4%	3.1%	3.1%	2.7%	3.7%
West	5.3%	4.8%	4.6%	4.3%	4.0%
Overseas	0.1%	0.2%	0.1%	0.2%	0.5%

STRATEGIC FOCUS TO REDUCE DEPENDENCE ON NORTH REGION AND IMPROVE MARKET PRESENCE AND MARKET SHARE ACROSS PAN INDIA.

OPERATIONAL HIGHLIGHTS

STORE NETWORK ANALYSIS



- Total Number of EBOs – 222, spread across Pan India. Major Presence in North, Central & East.
- Increasing Footprint in South.
- Have strong Distribution presence across more than 1700 Multi-Brand Outlets pan India.
- Have presence in 156 National chain store Outlets
 - Presence through 6 National Retail chains such as – Reliance Retail, Shoppers stop, Pantaloons, Metro, Carrefour and Madura Outlets.

Total Network details

As on Sept-15

No of Own EBO	21
No of Franchise EBO	201
No of MBO	1700+
No of NCS Presence	156

Retail store - Exclusive Brand Outlets Network details (EBO)

	Dec-15	Sep-15	Jun-15	Mar-15	Dec-14	Mar-14	Mar-13	Mar-12
Existing - No of Stores	218	220	214	214	193	166	152	144
New Opened	11	4	6	6	28	28	20	12
Closed	7	6	0	6	7	1	6	4
Total Number of Retail outlets	222	218	220	214	214	193	166	152

FINANCIALS

P&L STATEMENT

MONTE CARLO 

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Particulars (in million)	Q3 FY 16	Q3 FY 15	% Change	9M FY16	9M FY15	% Change	FY 15
Net Sales	3,506.1	3,122.9	12.3%	5,556.3	5,107.6	8.8%	5,810.8
Other Operating Income	8.5	8.0	6.9%	13.3	12.2	9.0%	15.0
Total Income from Operations	3,514.6	3,130.8	12.3%	5,569.6	5,119.8	8.8%	5,825.8
Cost of Goods Sold	2,139.2	1,875.3	14.1%	2,975.7	2,751.2	8.2%	2,922.5
Gross Profit	1,375.4	1,255.5	9.6%	2,593.9	2,368.6	9.5%	2,903.2
Gross Margin	39.1%	40.1%	-97 bps	46.6%	46.3%	31 bps	49.8%
Personnel Expenses	110.4	109.6	0.7%	346.3	319.6	8.4%	418.8
Advertisement Expenses	142.5	155.0	-8.1%	247.7	235.6	5.2%	269.8
Other Expenses	350.5	270.7	29.5%	865.4	730.6	18.4%	985.0
EBITDA	772.0	720.2	7.2%	1,134.4	1,082.8	4.8%	1,229.7
EBITDA Margin	22.0%	23.0%	-104 bps	20.4%	21.2%	-78 bps	21.1%
Other Income	39.9	42.3	-5.7%	132.7	129.9	2.2%	189.5
EBITDA Margin (incl. Other Income)	23.1%	24.4%	-125 bps	22.8%	23.7%	-94 bps	24.4%
Depreciation	74.3	73.2	1.6%	216.9	206.8	4.9%	334.0
Interest Expense	53.0	64.1	-17.3%	132.4	135.7	-2.4%	170.8
PBT	684.6	625.3	9.5%	917.812	870.3	5.5%	914.5
Taxes	239.5	217.5	10.1%	321.6	300.4	7.1%	316.8
PAT	445.1	407.8	9.2%	596.2	569.9	4.6%	597.7
PAT Margin	12.7%	13.0%	-36 bps	10.7%	11.1%	-43 bps	10.3%
EPS	20.5	18.8	9.2%	27.4	26.2	4.6%	27.5

COMPANY OVERVIEW – ABOUT US

BRIEF OVERVIEW



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OUR PEDIGREE

- Launched in 1984 as an exclusive woollen brand by Oswal Woollen Mills Limited (“OWML”), “Monte Carlo” has emerged as one of the leading Indian apparel brands. Experienced management team led by Mr. Jawahar Lal Oswal who has over 50 years experience in the textile and woollen industry and with Mr. Sandeep Jain Executive Director .
- ‘Monte Carlo’ has been recognized as a ‘Superbrand’ for woollen knitted apparel in each edition of Consumer Superbrands India since its first edition in September 2004.
- Launched as an exclusive woollen brand, Company has successfully diversified with a comprehensive line of woollen, cotton & cotton blended, knitted and woven apparel and home furnishing under the ‘Monte Carlo’ brand

OUR BRAND & PRODUCT PORTFOLIO

- Branded apparel business was demerged into Monte Carlo Fashions Limited (MCFL) in 2011. Ownership of the brand ‘Monte Carlo’ is with the Company
- ‘Monte Carlo’ is the flagship brand with a portfolio of woollen apparel and cotton and cotton blended apparel
- Have Launched different ranges under the Umbrella Brand “Monte Carlo” - ‘Platine’ is our premium range for men, ‘Denim’ is our exclusive range for denim apparel, ‘Alpha’ is our exclusive range for women and ‘Tweens’ is our exclusive range for kids.

OUR REACH & PRESENCE

- Brands distributed through a network of Monte Carlo EBOs and MBOs including national chain store. Strong distribution network and wide presence across the country. In south & west the company has adopted distribution system through distributors.
- **MBOs** - Products are supplied through 21 exclusive commission agents to over 1700+ MBOs on outright basis.
- **EBOs – COCO - 21** stores are leased, managed by company personnel. Inventory is owned by MCFL
- **EBOs – FOFO** – 201 EBOs are on Franchise basis. Products are supplied on Pre-order Outright basis.
- Also supplying through National Chain Stores for 6 Retail chains. E-commerce presence through own portal montecarlo.in and tie-ups with Digital platforms such as Flipkart, Snapdeal etc

OUR FINANCIALS

- Consolidated Revenues, EBITDA and PAT were Rs. 5,810.8 mn, Rs. 1229.7 mn and Rs.597.7 mn in 2015
- Virtually debt-free balancesheet with Total Debt to Equity at 0.3 x as of Mar-15. Strong Cash Balance at Rs. 1408.6 mn as on Mar-15. (Excluding Non Current investments of Rs. 249.6 mn)
- Healthy Return Ratios: 2015 ROCE of 20.9%, Cash Adjusted ROCE of 30.0% and ROE of 15.1%.
- Virtually the business model has no inventory risk and credit risk, thus protected from normal hazards of Branded Apparel Business

COMPANY OVERVIEW – ABOUT US

SHAREHOLDING STRUCTURE



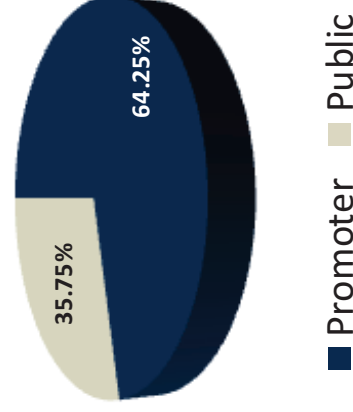
Market Data	As on 01.02.2016 (BSE)
Market Capitalization (Rs Mn)	10,772.60
No. of shares outstanding (Mn)	21.73
Face Value (Rs.)	10.00
52 week High-Low (Rs.)	602.45-413.00

Source – BSE

Key Institutional Investors	% Holding
Kanchi Investments Ltd (Samara Capital)	10.94
Birla Sun Life Trustee Co.	3.98
Aditya Birla Pvt Equity Trust	2.49
Goldman Sachs India	2.34
ICICI Prudential Life Insurance	1.76
DB International (Asia) Ltd	1.29

Source – Company / BSE

Dec-15 Shareholding

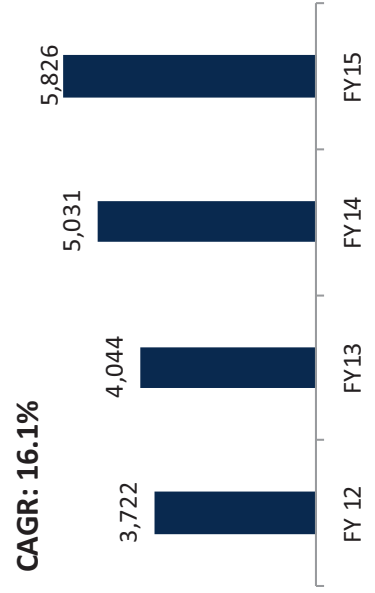


COMPANY OVERVIEW – ABOUT US

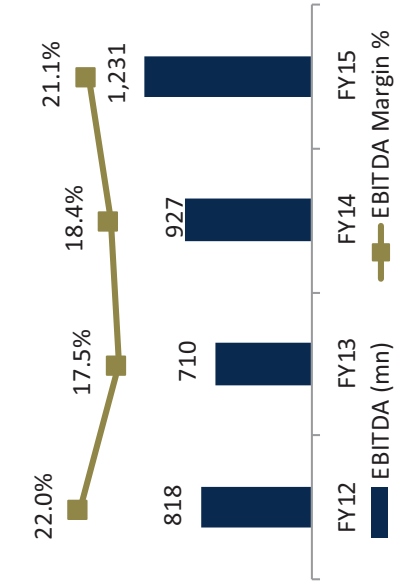
FINANCIAL HIGHLIGHTS



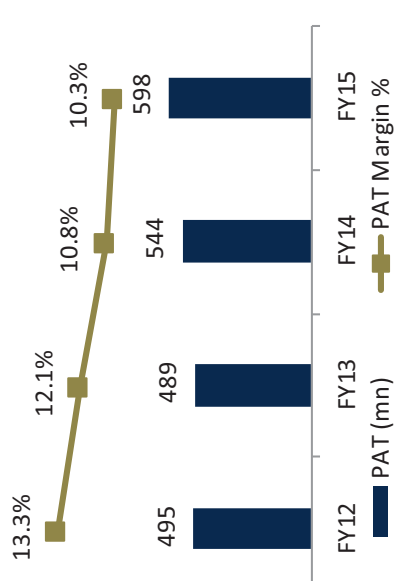
REVENUES



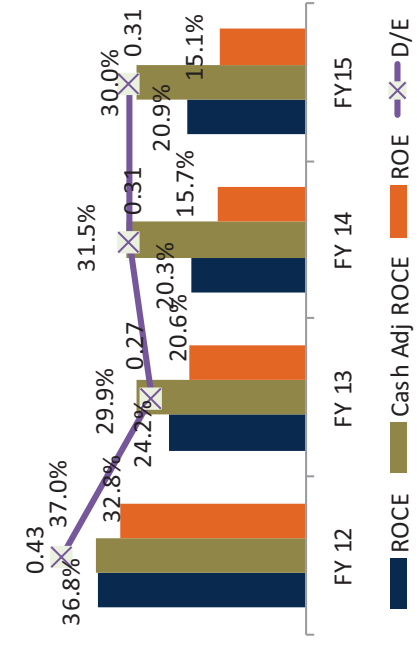
EBITDA & EBITDA Margin



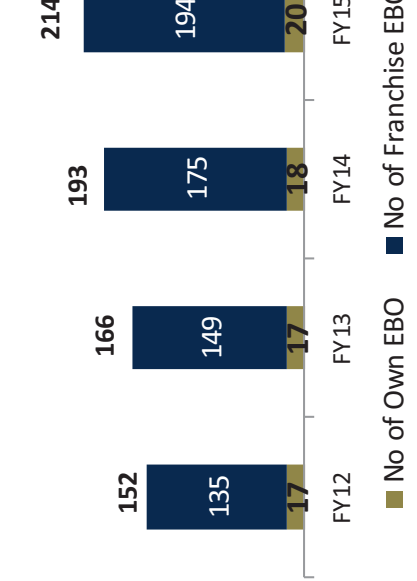
PAT & PAT Margin



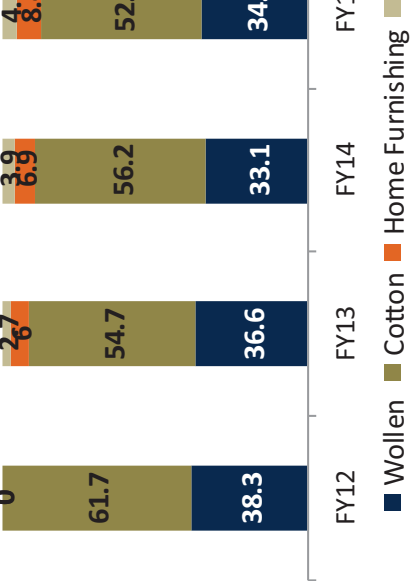
LEVERAGE & RETURN RATIOS



EBO – STORE GROWTH



REVENUE – SEGMENT WISE



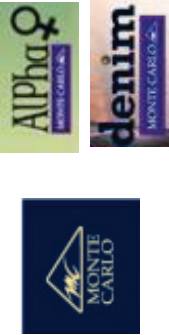






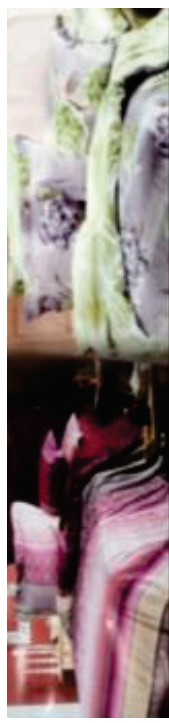


Source - RGP
 Note – ROE: PAT/Avg. Equity, ROCE: EBIT/Avg. Capital Employed [(Capital Employed = Equity + Total Debt), (Cash Adj. Capital Employed = Equity + Total Debt – C&CE)]

COMPANY OVERVIEW – ABOUT US

OUR PRODUCT PORTFOLIO



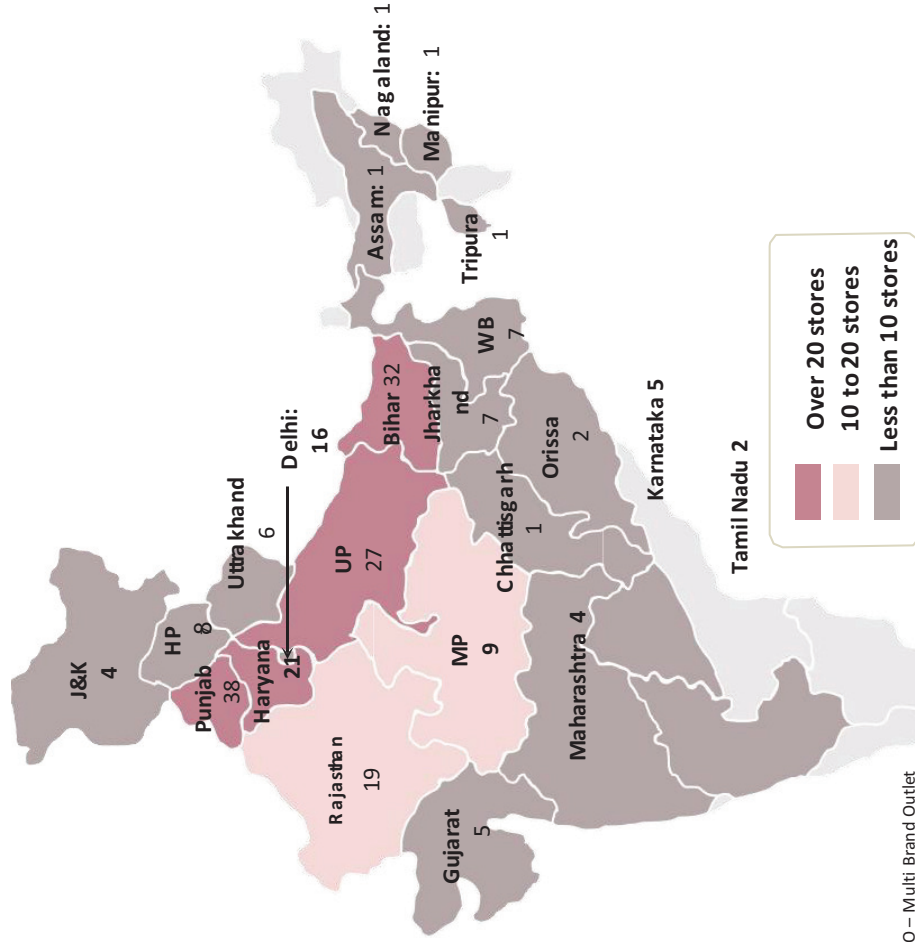
<p>Woolens</p>		<p>Sweaters Jackets, Shawls</p>	
<p>Cottons</p>		<p>T-shirt, Shirts, Trousers</p>	
<p>Kids</p>		<p>Sweaters Jackets, T-shirt, Sweat Shirts</p>	
<p>Economy range</p>		<p>T-Shirts, Sweatshirts, Thermal-wear</p>	
<p>Home Furnishing Range</p>		<p>Mink Blankets, Bed Sheets, Quilts</p>	

COMPANY OVERVIEW – ABOUT US

OUR RETAIL PRESENCE & RETAIL NETWORK



Monte Carlo exclusive brand outlets (EBO) # - Total 222 EBOs with presence across India. Mainly into North, East & Central



MBO – Multi Brand Outlet
 EBO – Exclusive Brand Outlet
 COCO – Company own Company operated
 FOFO – Franchise own Franchise operated

- Brands distributed through a network of Monte Carlo EBOs and MBOs including national chain stores
- MBOs - Products were supplied by 21 exclusive commission agents to over 1,700 MBOs on outright basis
- EBOs – Company-Owned-Company-Operated
 - With a focus to develop brand equity by opening stores at High streets at Premium Retail Locations and showcasing an extensive range of products.
 - 20 stores are leased and managed by company personnel. Inventory is owned by MCFL
- EBOs – Franchisee-Owned-Franchisee-Operated
 - Fit-outs layout and fixtures defined by MCFL. But franchisees lease premises for stores and bear staff and operational costs
 - With no major capex from the company side, the format is highly scalable
- NCS – Products are also supplied to 156 National chain stores (NCS) on Consignment / Outright basis. Supply to 5 Retail chains such as Reliance retail, Shopper stop, Madura, Pantaloons, Metro.
- Entered into distribution agreements with online sales through digital commerce platforms

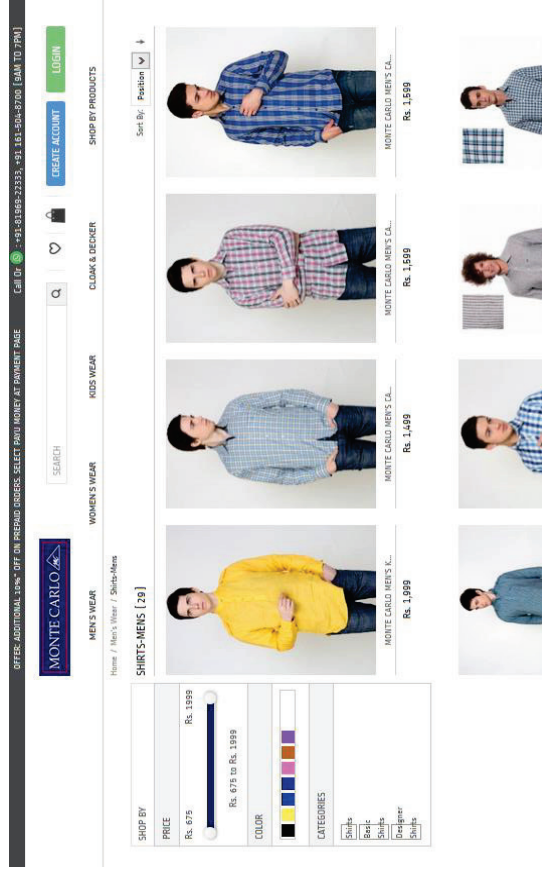
COMPANY OVERVIEW – ABOUT US OUR RETAIL PRESENCE THROUGH E-COMMERCE



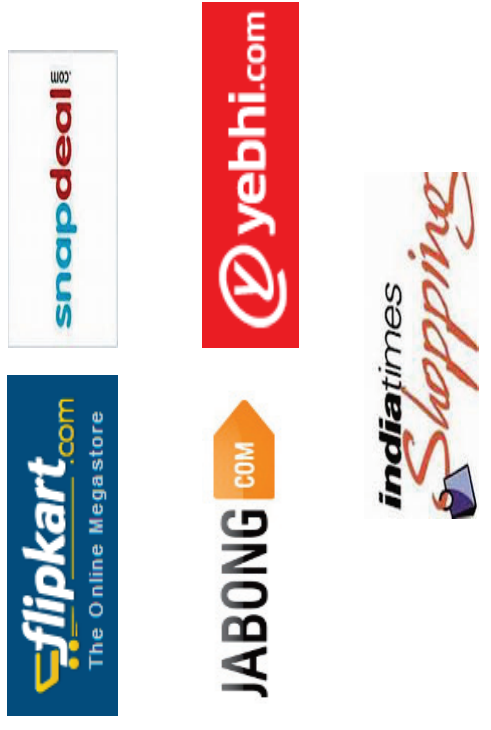
RETAIL PRESENCE THROUGH E-COMMERCE -

- Recently started online e-commerce sale through our own portal www.montecarlo.in as well as tie-ups with several online portals. The e-Retail portal and online business completely belongs to the company.
- Have Entered into distribution agreements with some of the leading Indian digital commerce platforms for sale of our products online.

OWN PORTAL – WWW.MONTECARLO.IN



TIE-UPS WITH ONLINE PLATFORMS



COMPANY OVERVIEW – ABOUT US

IN-HOUSE DESIGN & PRODUCTION CAPABILITIES



Its the way you make me feel

IN-HOUSE DESIGN & PRODUCT DEVELOPMENT

- In-House dedicated design team of over 30 professionals which travels and follows the emerging global fashion trends for creation of the designs for our new collections.
- Focus on developing new products, improving existing ones and forecasting fashion trends.
- In addition, our Exclusive Commissioned Agents have direct access to the dealers, distributors and retailers in India and they conduct regular market surveys to understand consumer demand and feedback.

MANUFACTURING CAPABILITIES –

- Three manufacturing facilities in Ludhiana, Punjab :-
 - One for woollen apparel products
 - Two for cotton apparel products.
 - The manufacturing facilities include facilities for product development, a design studio and sampling infrastructure.
- Almost all woollen knitted products are manufactured in-house. Recently also commenced in-house manufacturing of some of our cotton t-shirts and thermals in April 2014.
- For the remaining cotton and cotton-blended products, we follow an asset-light model by outsourcing the production to a network of job work entities with which we enjoy a long-term relationship.



COMPANY OVERVIEW

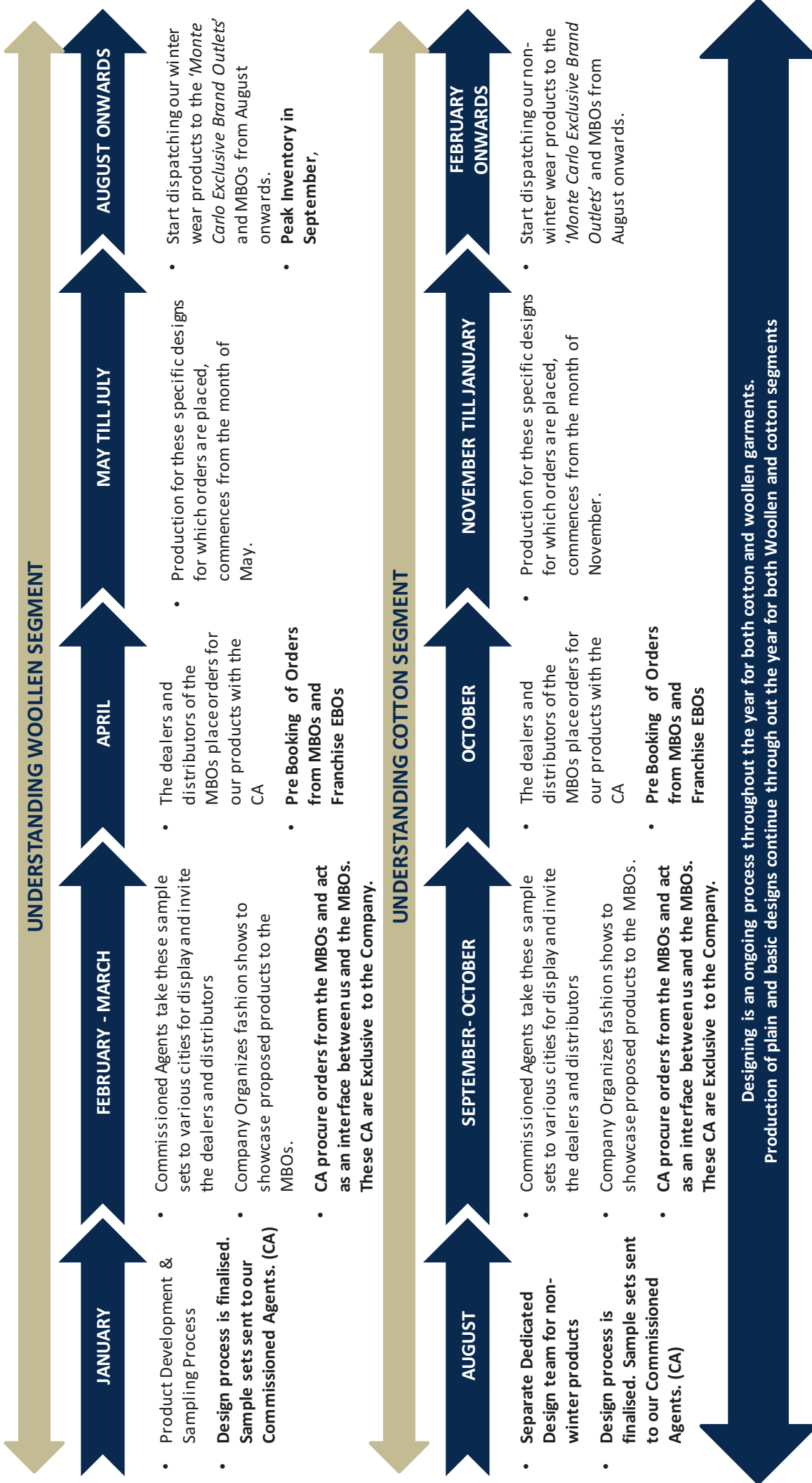
UNDERSTANDING OUR BUSINESS MODEL



OWML - Oswal Woollen Mills Ltd
 NSML - Nahar spinning Mills Ltd
 IWS - (an international body for regulating the spinning and hosiery industry)

COMPANY OVERVIEW

UNDERSTANDING OUR BUSINESS MODEL



COMPANY OVERVIEW

UNDERSTANDING SEASONALITY



	Total Revenues (Rs. Mn)	% of Revenues in Third Quarter	Avg. Ticket price (Rs.)
FY 2012	3,722	53.6 %	~2000
FY 2013	4,044	59.9 %	~1000
FY 2014	5,037	53.4 %	~900
			~900
			~600

Winter clothing usually comprises of high-ticket products, with approximately 4 months of winter revenues comparable to 8 months of summer business

- Significant amount of revenue generated primarily during the third quarter of each fiscal year.
- The seasonality is primarily because the sales of our winter products which includes sweaters, jackets, cardigans and sale of certain cotton and cotton-blended products such as cotton jackets, suits, sweat shirts, full sleeve t-shirts and shirts in the winter mainly occurs between October and January.
- Winter products are typically higher in value in terms of production cost as well as sales revenue, and accordingly generate higher revenue, in comparison with the non-winter products.

SUSTAINABLE COMPETITIVE ADVANTAGE

STRONG BRAND & BRAND RECALL

- The strength of our brand 'MONTE CARLO' has significantly contributed to the success of our business.
- **The Ownership of the 'Monte Carlo' brand as well as all the sub-brand ranges are the registered trademarks and belong to the Company.**
- Monte Carlo enjoys significant premium and brand recall on a pan-India basis
- **Leading Indian Apparel brand by revenue** – as per Technopak report 2014
- As per the Technopak Report, 2014, we are the leading woollen knitted apparel brand in India in the premium and mid-premium segment.
- **In 2014, Monte Carlo was honoured as one of ASIA'S BEST MARKETING BRANDS by World Consulting & Research Corporation (WCRC)**
- **MONTE CARLO' has been recognized as a 'Superbrand' for woollen hosiery garments since September 2004 by International Society for Superbrands.**
- Introduced successfully a number of ranges under the umbrella brand and seek to build its brand-equity based on new products
- **Showcases our ability to anticipate, identify and respond to changing fashion trends in a timely manner.**
- Scale of our business provides us the ability to increasingly focus on branding and promotion to further increase our visibility and market share across India



RANGES LAUNCHED UNDER THE BRAND – “MONTE CARLO”



SUSTAINABLE COMPETITIVE ADVANTAGE

WELL DIVERSIFIED PRODUCT MIX



Its the way you make me feel

- Launched as an exclusive woollen brand, the Company now offers a comprehensive line of woollen, cotton & cotton blended, knitted and woven apparel and home furnishing under the 'Monte Carlo' brand.
- **The woollen and woollen blended product category contribute 33% of revenues in FY14.**
- Over last 3 years, New ranges have been successfully launched under the Umbrella Brand – "Monte Carlo":
 - An exclusive women's wear range 'Alpha'
 - Kids wear range 'Tweens' - for age group 7-13'
 - Premium men's range of woollen sweaters under 'Platine' and
 - Economy range for men under 'Cloak and Decker'
- Also Introduced its range of home furnishing products like mink blankets, quilts and sheets

Range, positioning and products offered

Range	Woollens & Woollen-blended	Cottons & Cotton-blended	Home Furnishing	Kids
Monte Carlo - Premium and mid-premium segments for men	Sweaters, jackets, thermals, woollen accessories (caps, mufflers, Shawls, stoles)	Shirts, trousers, t-shirts, track-suits	Mink blankets, bed sheets and quilts	
Platine - Premium range for Men	Cashmere and cash-wool sweaters, blazers, coats	Cotton shirts, trousers and t-shirts		
Denim - mid-premium Range		Denim trousers (jeans) and shirts		
Alpha - Exclusive range for Women	Sweaters, cardigans	Shirts, t-shirts, tops and trousers		
Tweens - Exclusive Kids wear Collection				Sweaters, Cardigans, Shirts, t-shirts and Bottoms
Cloak & Decker - Economy range for men		Cotton and cotton-blended t-shirts		

Segment wise Revenues	FY15	FY14	FY13	FY12
Total Revenues (Rs. Mn)	5271.8	4566.7	3686.0	3346.9
% Revenues - Woollen Segment	34.5%	36.5%	42.7%	41.6%
% Revenues - Cotton Segment	52.6%	50.8%	47.5%	57.3%
% Revenues – Home Furnishing Segment	8.4%	8.0%	6.5%	0.1%
% Revenues - Kids Segment	4.6%	4.7%	3.3%	1.0%

SUSTAINABLE COMPETITIVE ADVANTAGE

ROBUST DISTRIBUTION MODEL



	MBO	NCS	EBO-COCO	EBO-FOFO
Total Number of Outlets	1700+	156	21	201
% of Revenue Contribution – FY15	66.3 % (NCS Contribute less than 10%)			33.7 %
Distribution Sale Model	Pre-Booking of Orders Outright Sale	SOR – Sale or Return / Outright Sale	Inventory owned by MCFL	Pre-Booking of Orders Outright sale
Inventory Risk	No	Yes	Yes	Minimal – 5-15 % of Products Return Allowed
Discount Sharing	No	No	Yes	Yes, Range from 5% to 17.5%
Payment Collection – Credit Risk	Exclusive Commission Agents are Liable to pay	Reputed Retail Chains	-	Bank Guarantee's and PDC taken from Franchise

ROBUST DISTRIBUTION MODEL ASSURES MINIMAL INVENTORY RISK AND CREDIT RISK.

TILL DATE, THERE HAS BEEN NO BAD DEBTS OR RECEIVABLES WRITE OFF FOR THE COMPANY

FUTURE GROWTH STRATEGY



FOCUS ON BRAND & PRODUCT PORTFOLIO EXPANSION

- Focus on branding and promotion to further increase our visibility and market share across India
- Focus on a comprehensive range of cotton and cotton-blended products which cater to all seasons in-order to expand our all-season product range and strengthen our pan-India operations.

FOCUS ON RETAIL NETWORK EXPANSION

- Plan to diversify our pan-India presence by penetrating into the southern and western regions of India.
- Focus on Online sales through own portal as well as Tie-ups with e-commerce portals such as Flipkart, Jabong, Snapdeal and India Shopping.

FOCUS ON RETURN RATIOS EXPANSION

- No major capex requirement for over next 2 years. Have already built the Manufacturing building facility, need to install additional machinery to expand production facility.
- Ability to sustain Robust growth for next 2-3 years without any major capex. Therefore Return ratios set to improve.

DISCLAIMER



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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.



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THANK YOU



Its the way you make me feel

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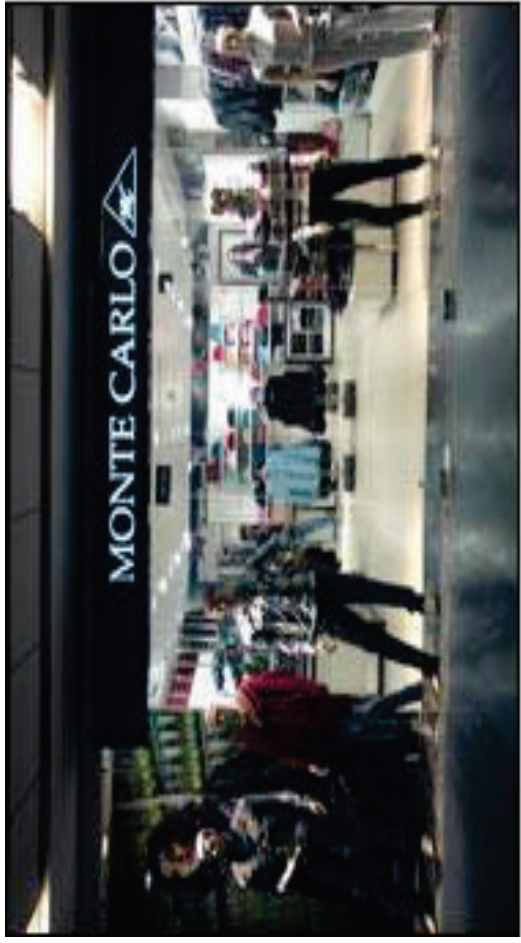
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MONTE CARLO FASHIONS STORE IMAGES



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MONTE CARLO FASHIONS OUR CAMPAIGNS & COLLECTIONS



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