

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/SE/2025-26

June 14, 2025

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

SUB: 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.

Request you to kindly take the above information on record.

Thanking You,

Yours Faithfully

For MONTE CARLO FASHIONS LIMITED

ANKUR
GAUBA

Digitally signed by
ANKUR GAUBA
Date: 2025.06.14
14:06:06 +05'30'

ANKUR GAUBA

COMPANY SECRETARY & COMPLIANCE OFFICER

ICSI Membership No: FCS 10577

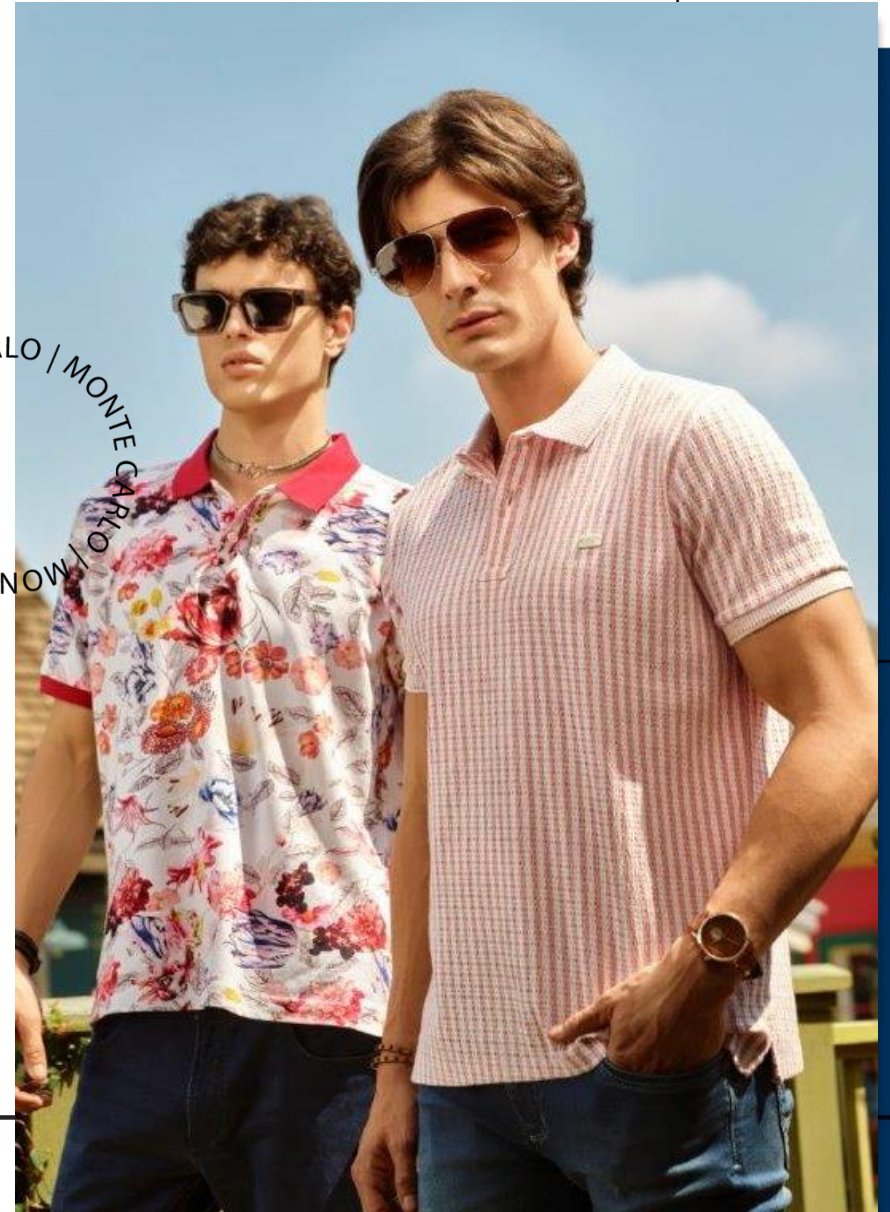
MONTE CARLO 

INVESTOR

Presentation

June 2025

MONTE CARLO | MONTE CARLO | MONTE CARLO | MONTE CARLO | MONTE CARLO





Leading winterwear brand
and Super Brand for Woolen
knitted apparel



India's first organized
lifestyle apparel brand



Diversified Product Portfolio
across Men, Women &
Kids with Woolen, Cotton
fabrics and Home Textiles



Highly experienced
Management Team in textile
and apparel business



Strong Pan India distribution
471 EBO's
1,949 MBO's
1,468 NCS and SIS



Presence across all leading
E-commerce platforms



2 state of art integrated
Manufacturing facilities
located In Punjab



Expert In-house
design team of 26+
professionals



5 year
Revenue CAGR 8.69%
EBITDA CAGR 8.44%



No Long-Term Debt



FY25
ROCE 14.9%
ROE 10.0%



Consistent dividend
paying track record

MONTE CARLO 

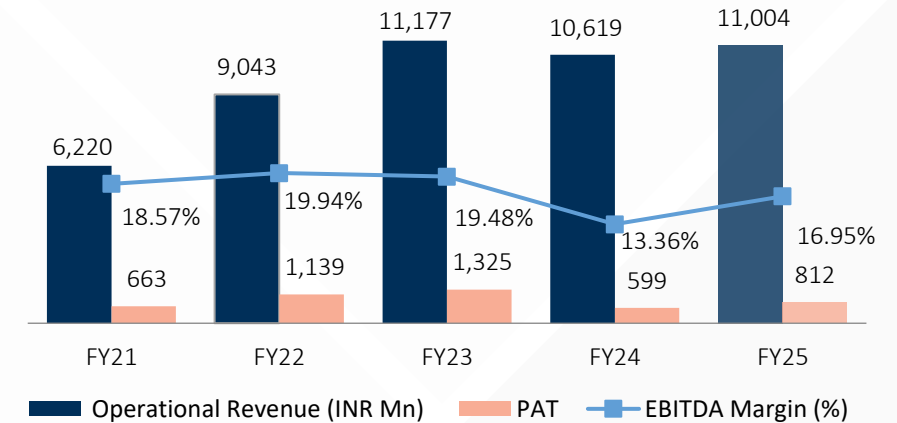
COMPANY *review*



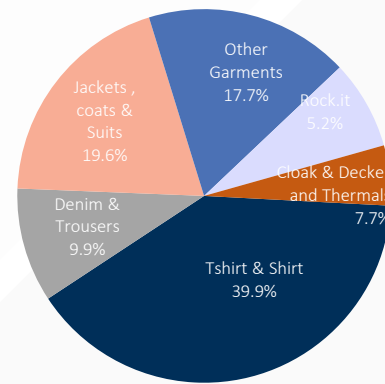
Company Overview

- Monte Carlo Fashions Limited was incorporated in 2008 and is led by the visionary leader Mr. J. L. Oswal who has more than 50 years of experience in the textiles and apparels business and is the promoter of well known Oswal Woolen Mills Ltd and Nahar Group.
- It is one of the leading apparel brands in India in woolen and cotton category across men, women and kids wear and also has a presence in home textiles.
- The company has two state-of-the-art integrated manufacturing facilities in Ludhiana, Punjab with a strong in-house design team of 26+ who design around 900 SKU's each month.
- The products are sold over a strong pan India presence through a wide network of EBO's, MBO's, National Chain Stores along with easy availability across major E-Commerce platforms like Amazon, Flipkart, Myntra, etc.
- Besides the leading brand "Monte Carlo", the company has also established brands like Rock it, Cloak & Decker, Luxuria catering across all customer categories.

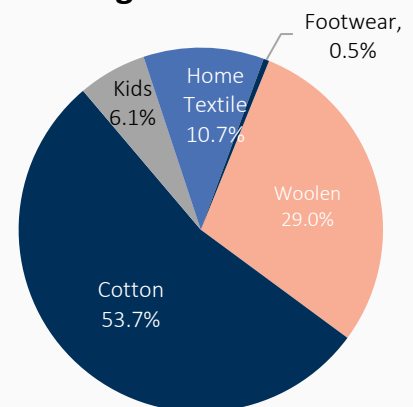
Consolidated Revenue (INR Mn), EBITDA Margin (%) & PAT (INR Mn)



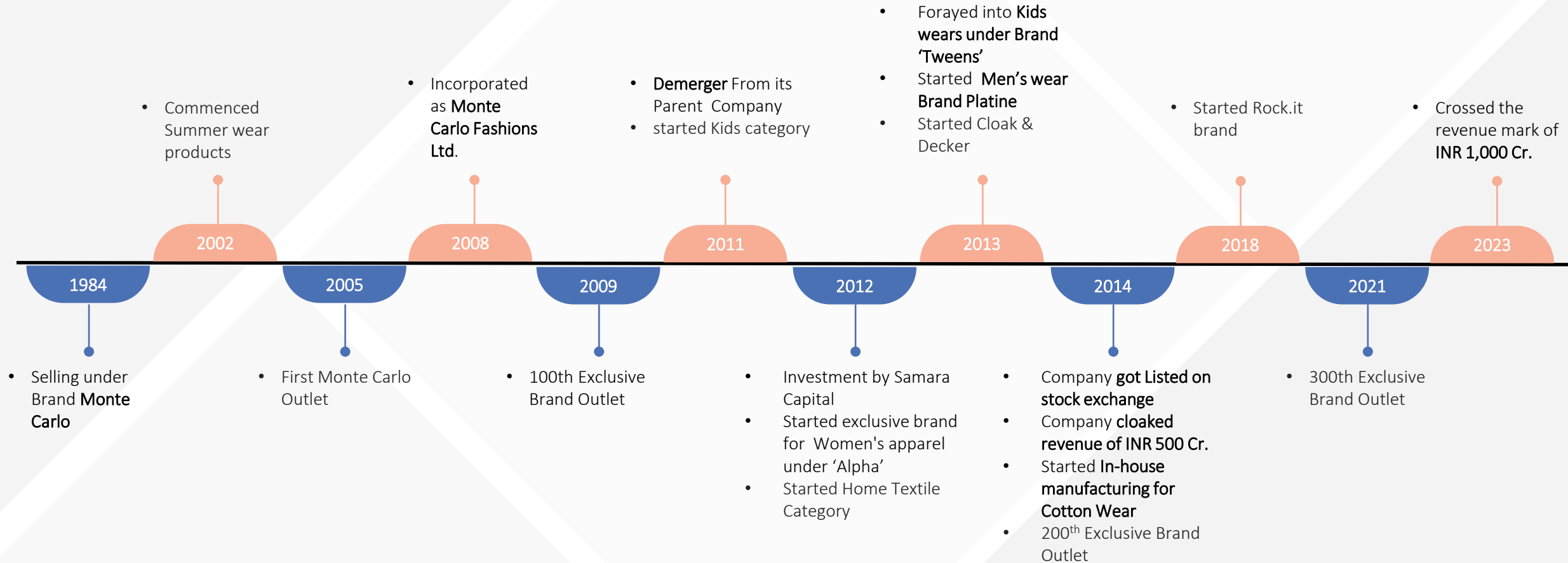
FY25 Cotton Segment Bifurcation



FY25 Product Segment Mix*



Key Milestones



Key Management Personnel

Shri Jawahar Lal Oswal (Chairman & MD)

- Sh. Jawahar Lal has more than 51 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. Dinesh Gogna (Director)

- Sh. Dinesh Gogna has more than 36 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



Shri Sandeep Jain (Executive Director)

- Sh. Sandeep Jain has more than 22 years of experience in the field of administration
- He is Bachelor's in Pharmacy, Diploma in Export Management and certified in wool from AWTA AUSTRALIA
- Prior to joining Monte Carlo, he worked with Oswal Woollen Mills as its executive director and he was also past chairman CII Punjab

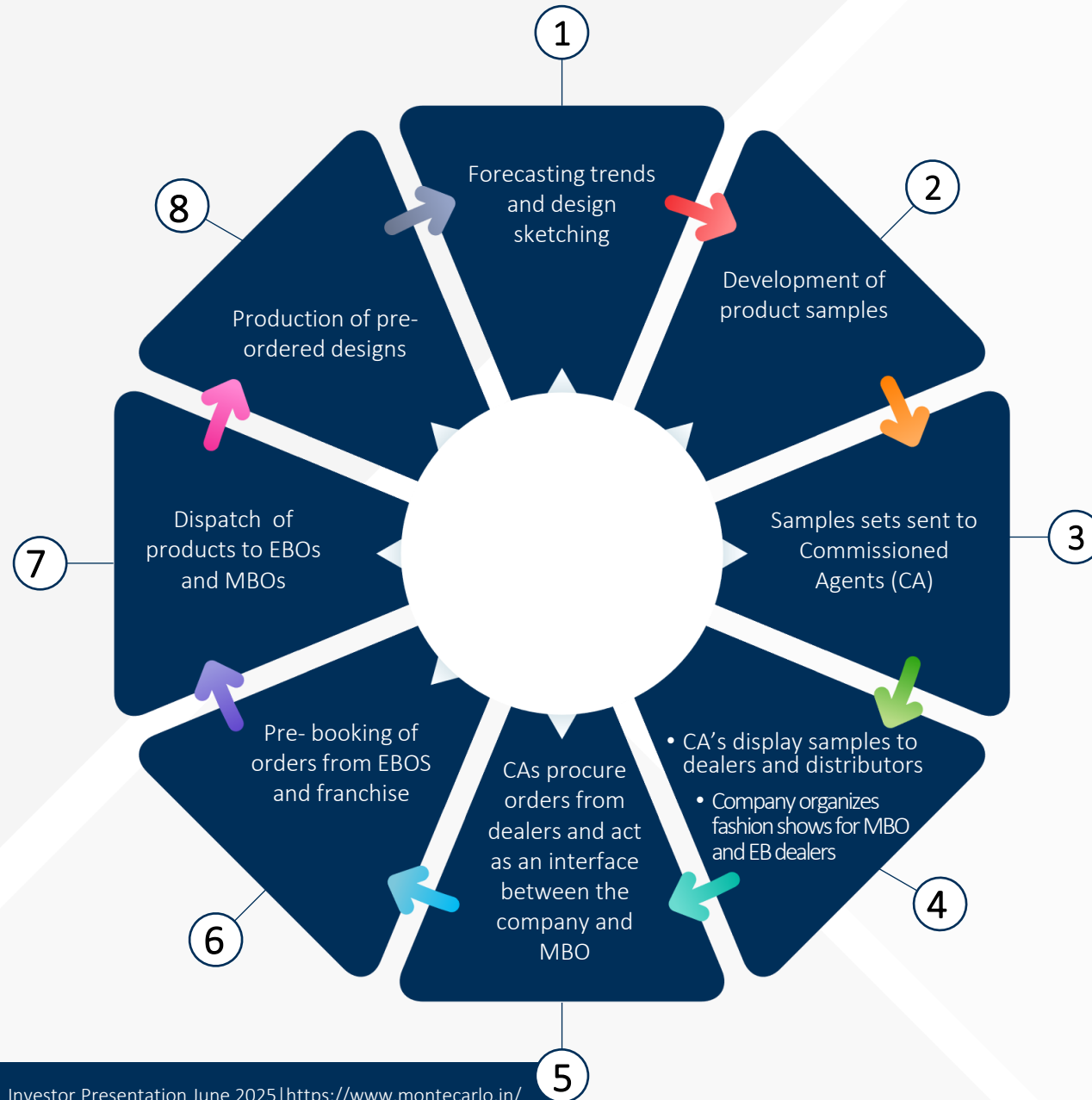


Shri Rishabh Oswal (Executive Director)

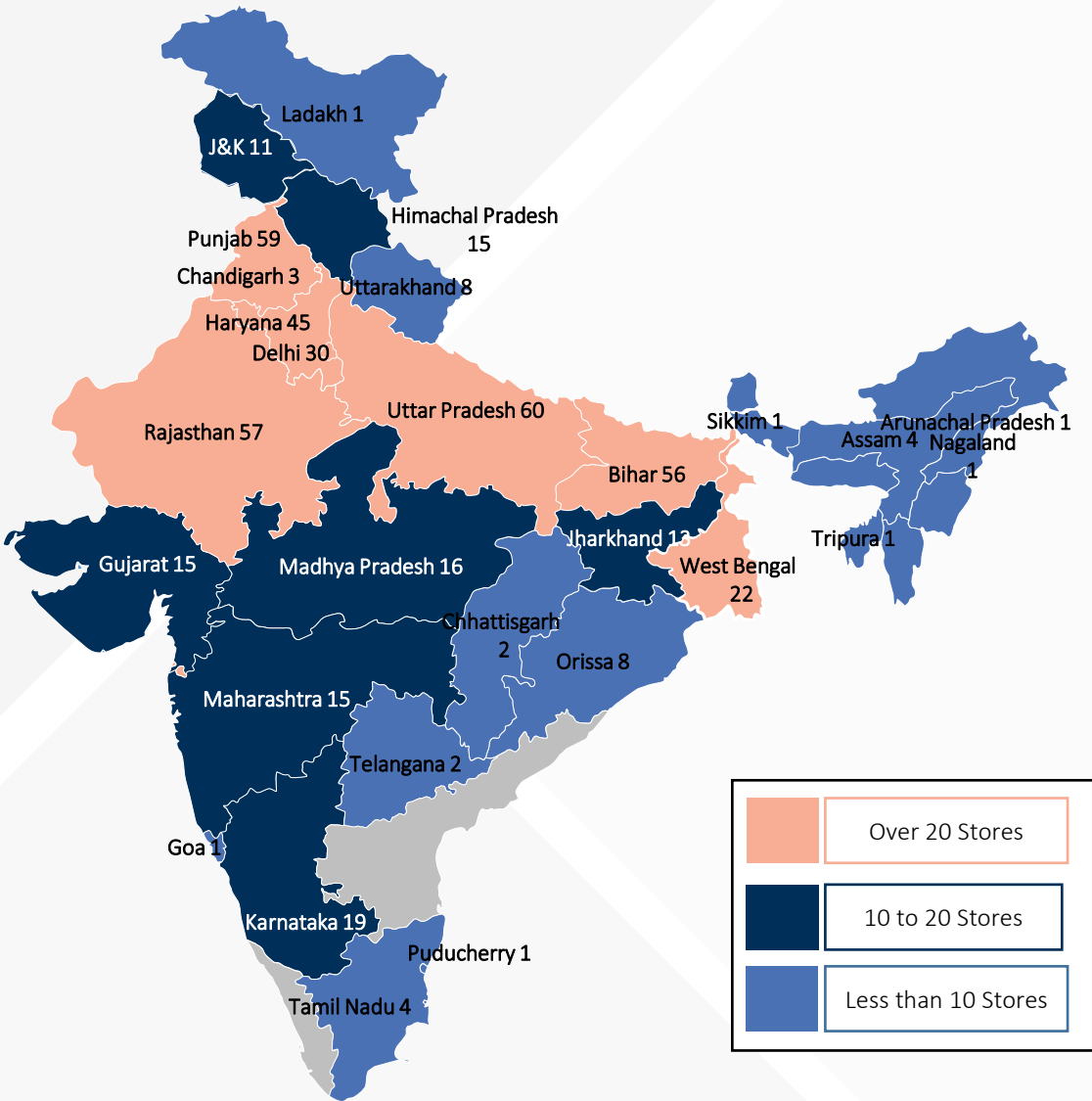
- Rishabh Oswal is part of third generation of Oswal family
- He has completed his BA Hons in Management Studies from University of Nottingham, UK in 2013 and then went on to pursue an Executive MBA from the prestigious Indian School of Business, Hyderabad



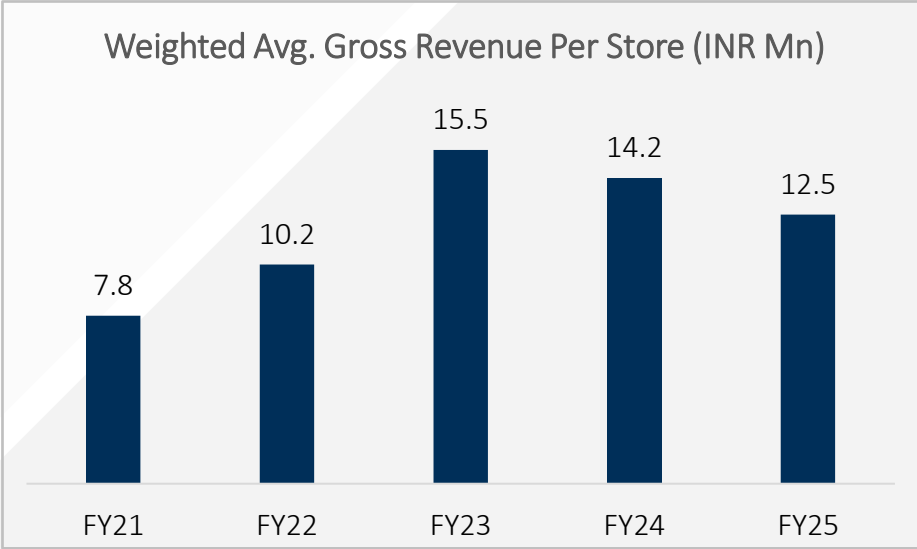
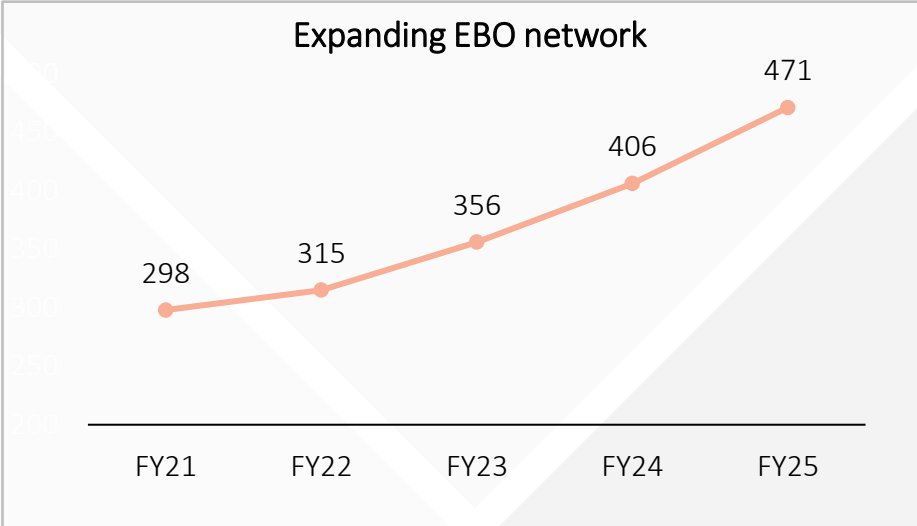
Business Cycle



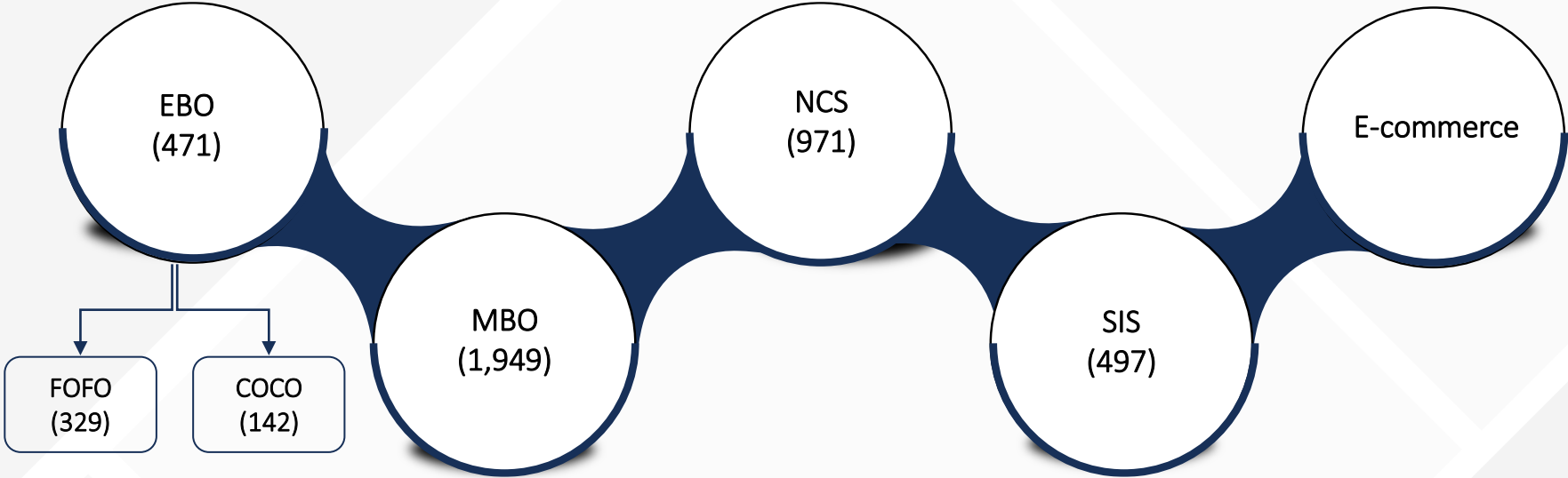
Pan India EBO Network



- New Store Launches – Q4 FY25 - (COCO - 4 & FOFO - 7 & FOFO Cloak & Decker – 2)
- COCO : North (3), Central (1)
- FOFO : North (3), Central (2), East (1), West (1)
- FOFO [Cloak & Decker] : Central (1), East (1)



Strong Distribution Network



Channel	FY25	FY24	Y-o-Y
EBO-COCO	142	112	26.8%
EBO-FOFO	329	294	11.9%
MBO and distributors	1,949	2,116	(7.9)%
NCS	971	902	7.6%
SIS	497	422	17.8%

Online Platforms

 Myntra

 Flipkart

 amazon.com

 paytm

 LIMEROAD.COM

 TATA CLiQ

 N FASHION

 AJIO

 snapdeal

Company's own Online Platforms

 MONTE CARLO
It's the way you make me feel

 rock.it

National Chain Stores

 SHOPPERS STOP

 pantaloon
FRESH FASHION

 LuLu Reliance
RETAIL

 TRENDS
GET THEM TALKING

 lifestyle
YOUR STYLE. YOUR STORE.

 globus

Store Unit Economics At A Glance (EBOs)



Rs. 35 Lacs
Average Capex Per Store



471 (as on 31-03-2025)
414 Outlets
in North + East + Central,
57 Outlets in West + South



18%-20%
Gross Margin Range
(for franchise)



Rs. 1.0 Cr
Average Working Capital Per
Store



<6 Months
Average Store Level Break
even



2 Years
Payback Period



Rs. 20 Lacs
Productivity Per Employees



Rs. 14,000
Average Revenue Per Sq Ft.



Rs. 1,900
Average PBT Per Sq Ft

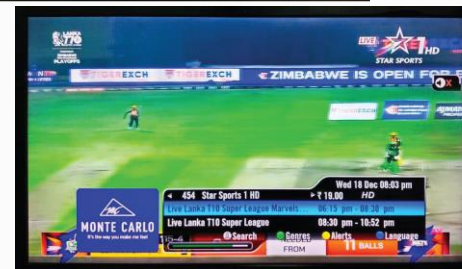
Brand Visibility

360 MEDIA
Electronic Media



- 1 High Frequency Campaign on top 1 News Channels (Hindi + English)
- 2 L-bands taken to increase visibility through in content exposure
- 3 Sponsorship of Top News show Black & White on Aaj Tak
- 4 Sponsorship of 9pm property Janhit on ABP News

TV ADVERTISEMENT



MONTE CARLO

PRINT MEDIA



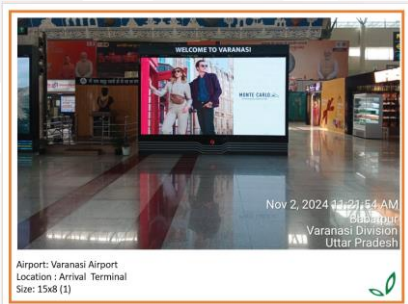
Brand Visibility

MONTE CARLO 

OOH & OUTDOOR MEDIA



AIR INDIA CAMPAIGN SNAPSHOTS



Airport: Varanasi Airport
Location : Arrival Terminal
Size: 15x8 (1)



12-May-2025 8:09:48 pm
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New Delhi
Delhi Division
Delhi

DIGITAL MEDIA

BS HOME PARTNER CONTENT E-PAPER DEC

Next-Gen Lightweight Menswear Collection

2 min read Last Updated : Apr 26 2025 | 11:30 PM IST

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New Delhi [India], April 26: Monte Carlo introduces the Air Tech Series--where fashion meets performance Monte Carlo launches its Air Tech Series, a modern menswear collection designed for men who value both style and comfort. Crafted with advanced lightweight fabrics, this range redefines everyday fashion with breathable, moisture-wicking, and wrinkle-resistant essentials.

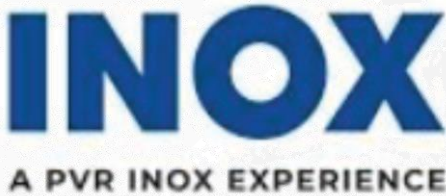
At the heart of the collection is the Air Tech Polo T-shirt, made from Monte Carlo's ultra-light engineered fabric. These polos offer a tailored yet flexible fit, perfect for workdays or weekends. With subtle branding and sophisticated textures--like tonal stripes and micro-geometric weaves--they strike the ideal balance between casual and refined.

Collection Highlights:

- * Air Tech Fabric: Keeps you dry, cool, and comfortable all day.



CINEMA ADS



MONTE CARLO 

BUSINESS *overview*



Product Segments



Cotton 54%

- Shirts, T-shirts, trousers, tracksuits, jackets, sweat-shirts, shorts, track pants and denims



Woolen 29%

- Sweaters, pullovers, thermals, coats, blazers, cardigans and woolen accessories



Home Textile 11%

- Mink blankets, bedsheets and quilts



Kids 6%

- Sweaters, cardigans, T-shirts, shirts, sweat-shirts and bottoms

Brands



Luxuria
A LUXURY COLLECTION FROM 

Alpha ♀

TMC
TWEENS MONTE CARLO 

CD
&
LONDON


rock.it

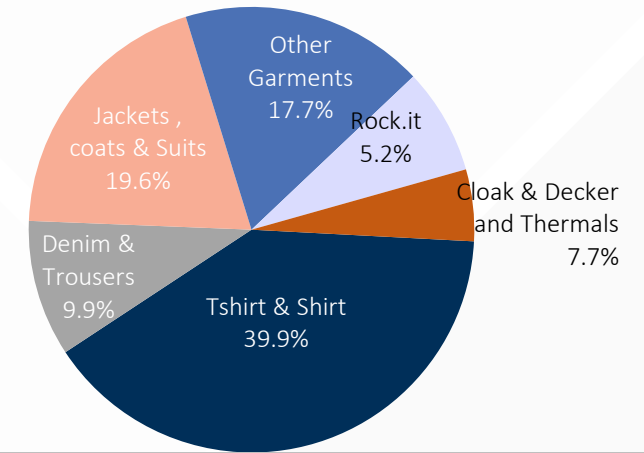
Range	Woollen	Cotton	Home Textile
Monte Carlo Mid Premium/ Premium	Sweaters, Pullovers thermals, Woollen Accessories (Caps, Mufflers, Shawls, Stoles)	Shirts, Trousers, T-Shirts, Track-Suits and Jackets	Mink Blankets, Bed Sheet and Quilts, Bathrobes, Towels, AC Comforter, Baby Blankets
Luxuria – Mid Premium / 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, T-Shirts, Trousers, Jackets and Sweat-Shirts	-
Tweens – Kids Wear (7-13 Years)	Sweaters, Cardigans, Sweatshirts	Shirt, T-Shirts and Bottoms	-
Cloak & Decker – Men's Wear	Sweaters, Cardigans	Cotton	-
Rock It – Sports Wear	-	Tank, Polo, T-Shirt, Shorts, Track Pants	-

Cotton (Excluding Accessories)

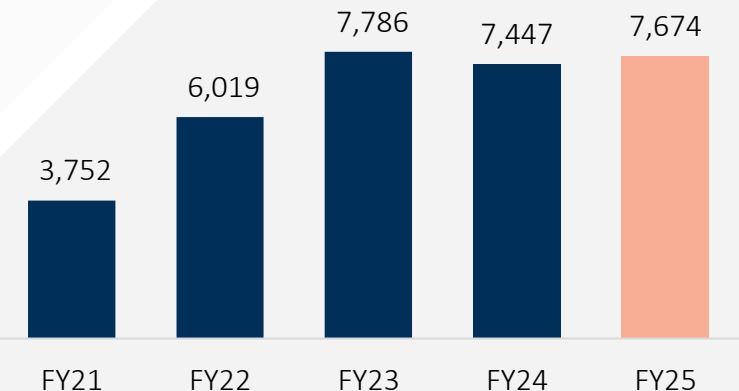
- Products in the cotton segment include T-shirt, Shirts, Denims, Trousers, Suits, and other garments, apart from that we also produce jackets and coats
- The focus of this segment is on building a comprehensive range of Cotton and cotton blended products which cater to all seasons
- The Company's future growth strategy is to focus more on Cotton & Cotton- blended apparel



FY25 Cotton Segment Bifurcation

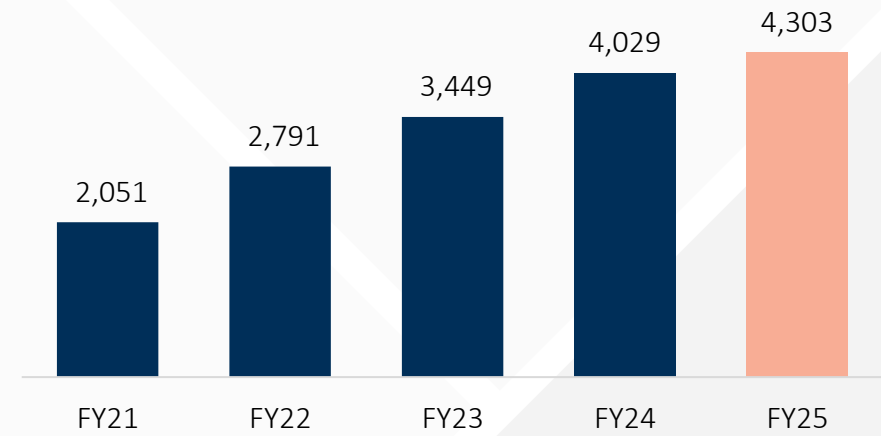


Revenue (Gross) (In INR Mn)

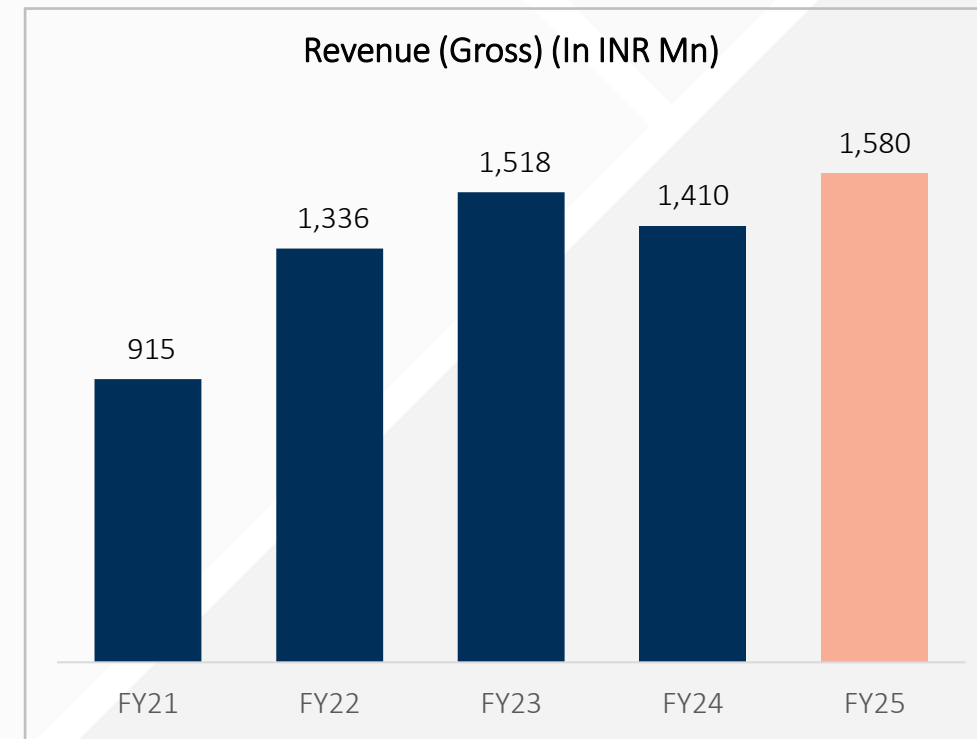


- The Company is engaged in manufacturing of designer woolen readymade apparels and trading of readymade apparels under its brand “MONTE CARLO”
- MONTE CARLO has also been recognized as a “SUPERBRAND”
- Marino wool, superior quality of wool used for manufacturing of products
- Company has installed the automatic whole-garment state-of-art manufacturing facility, at the existing Ludhiana’s unit., to meet the standards of technology upgradation and modernization
- The 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

Revenue (Gross) (In INR Mn)

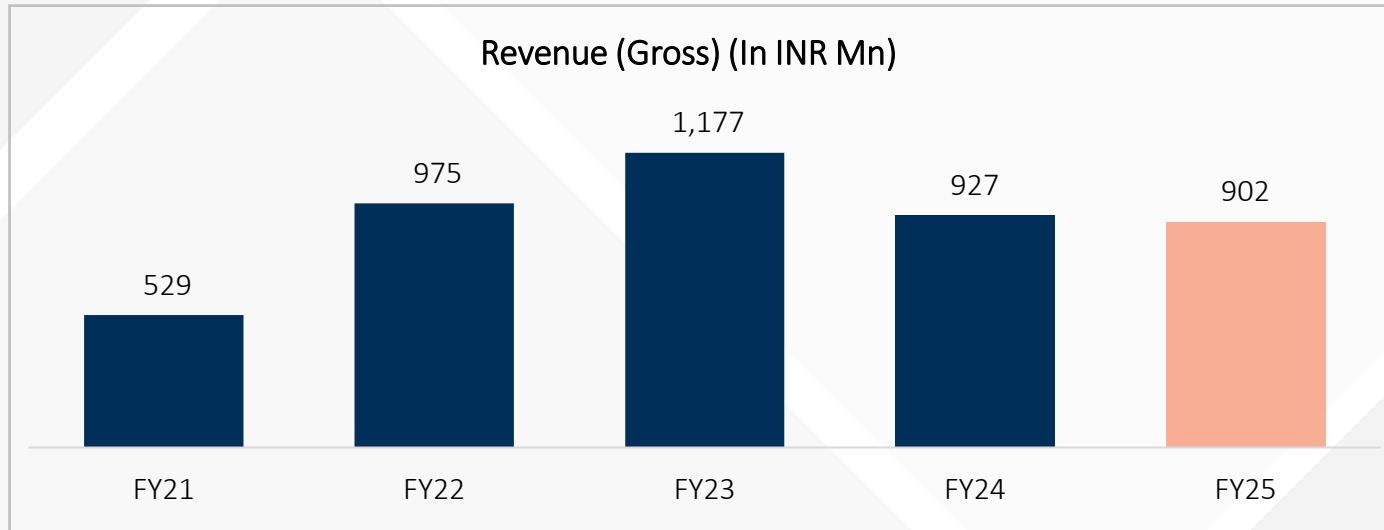


- To diversify the product range and reduce the seasonal nature of business, the company came up with the home textile business under its flagship Monte Carlo brand
- Under home textile the company sells products such as mink blankets, bed sheets and quilts
- The company is also coming up with a new manufacturing plant in J&K for the home textile segment



Kids

- The company forayed into kids wear segment, from infants to teens (7-13 yrs) with the introduction of the apparel range 'Twins' in 2013 in order to widen the product basket
- Existing range of apparels include T-shirts, shirts, sweatshirts, jackets, dresses, tracksuits
- The company is expanding its presence in western and southern markets and increasing its product offerings in this segment

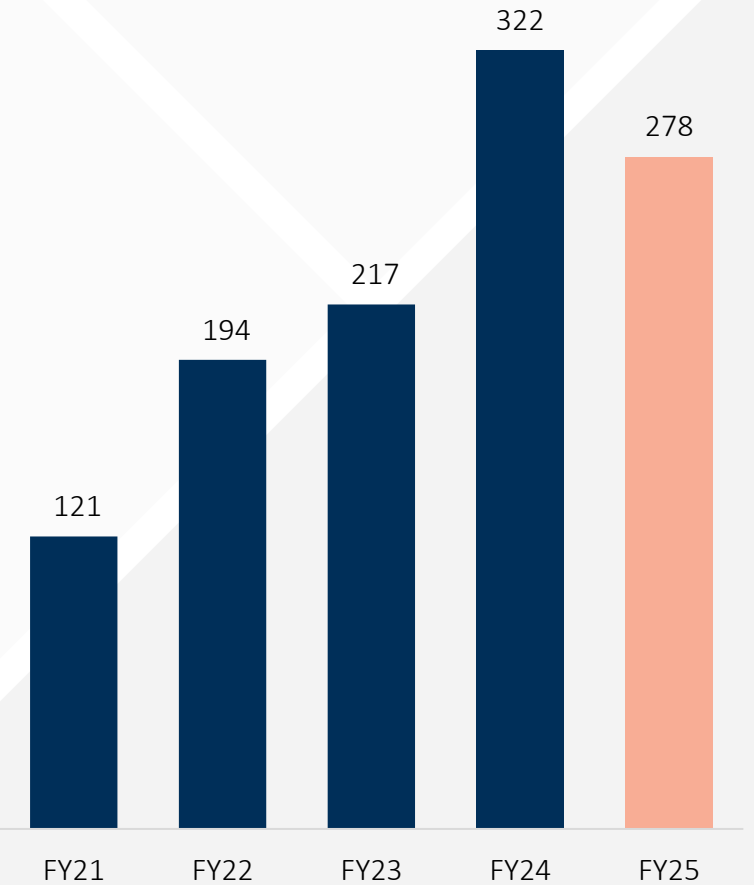


Accessories

- The company also manufactures certain accessories like Socks, Mufflers, Caps etc.
- Price for accessories ranges between INR 570-3500



Gross sales from Accessories (In INR Mn)



INDUSTRY & STRATEGIC

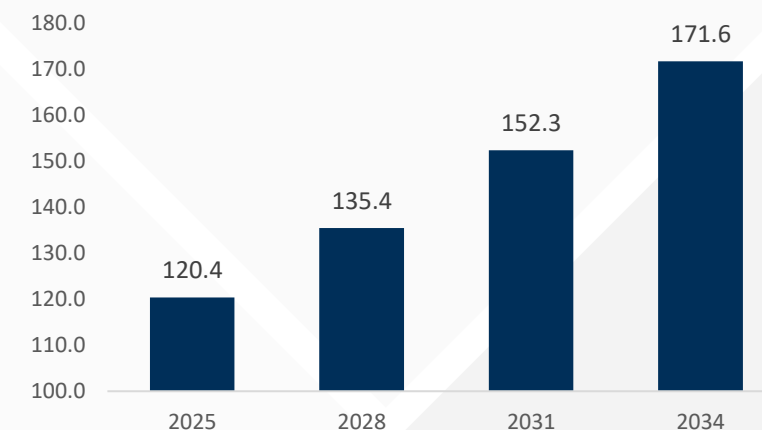
Overview



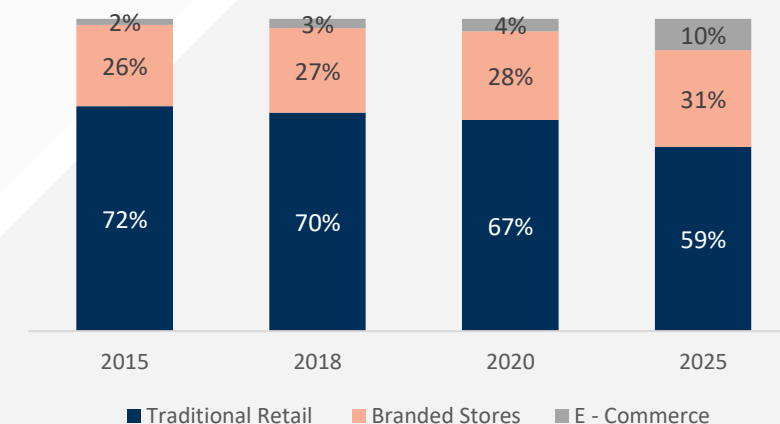
INDUSTRY OVERVIEW

- India currently has the fourth-largest retail market in the world. India's retail industry is expected to grow to 1.5 trillion dollars by 2030 from 793 billion dollars in 2020, representing an increase of nearly 700 billion in market size. India's retail industry is fast becoming one of the country's most important industries.
- India Apparel Market Size was valued at USD 115.70 Billion in 2024. The India Apparel market industry is projected to grow from USD 120.36 Billion in 2025 to USD 171.60 Billion by 2034, exhibiting a compound annual growth rate (CAGR) of 4% during the forecast period (2025 – 2034).
- The per capita expenditure on apparel grew from Rs 3,900 in 2018 to Rs 6,500 in 2023 and the same is expected to reach Rs 8,000 by FY26. The rise in per capita spending augurs well for the growth of branded apparel Industry.
- The Indian retail market is dominated by metropolitan cities such as Mumbai, Delhi, and Bengaluru due to their high population density, modern infrastructure, and affluent consumer bases. Next leg of growth is expected to come from Tier-2/3/4 cities driven by rising income, shift in consumer aspiration and easy access to e-commerce
- Traditional apparel retail players are losing market share as consumers are rapidly shifting from unorganized to organized retail.
- The domestic Home Textile industry in 2024 is USD 9.6B which is said to grow to USD15.36B by 2030
- The Indian kids apparel market size stood at USD 20 bn in 2023 and it is estimated that the market size should reach to USD 25 Bn by 2028, registering a 5 year CAGR of 4.5%
- Digital penetration remains one of the key drivers of the growth of Indian apparel Industry as it helps brand awareness and reach to the last mile. It is estimated that e-commerce channel will grow from current 7% contribution to 30% over the next 10 years in terms of total industry sales

Indian Apparel Market Size (USD bn)



Shift from Unorganised to Organised



Future Growth Strategies

Penetrate New Markets

Explore new pockets through deeper penetration in the existing markets

Diversify revenue mix

To further diversify the product basket which includes summer wear, blankets, quilts, athlisures, ultra premium clothing, etc.

Expand Customer Base

Enhance customer base in western and southern India by increasing number of EBO's and MBO's

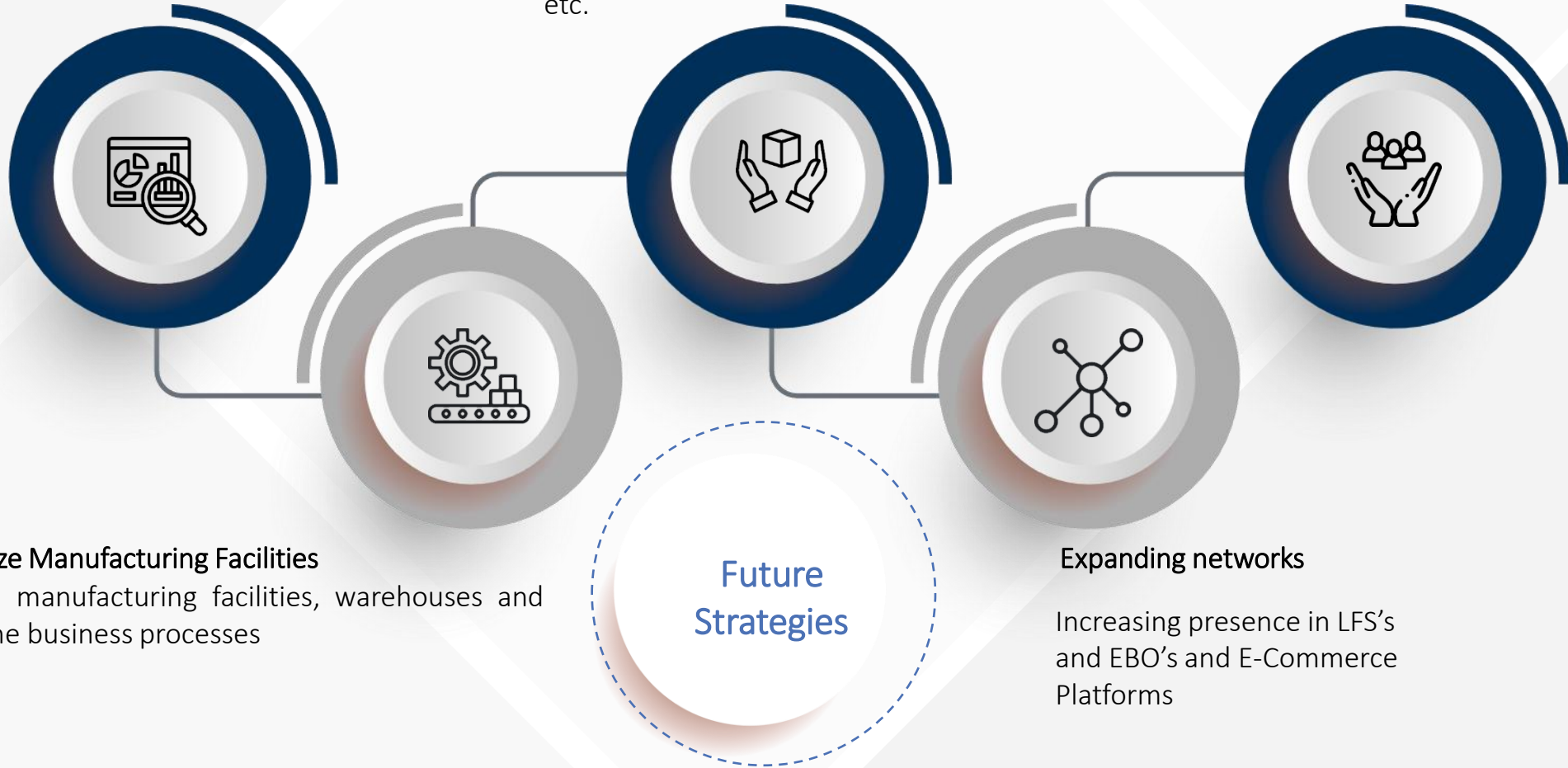
Modernize Manufacturing Facilities

Overhaul manufacturing facilities, warehouses and streamline business processes

Future Strategies

Expanding networks

Increasing presence in LFS's and EBO's and E-Commerce Platforms



MONTE CARLO 

FINANCIAL Overview



Historical Consolidated Income Statement

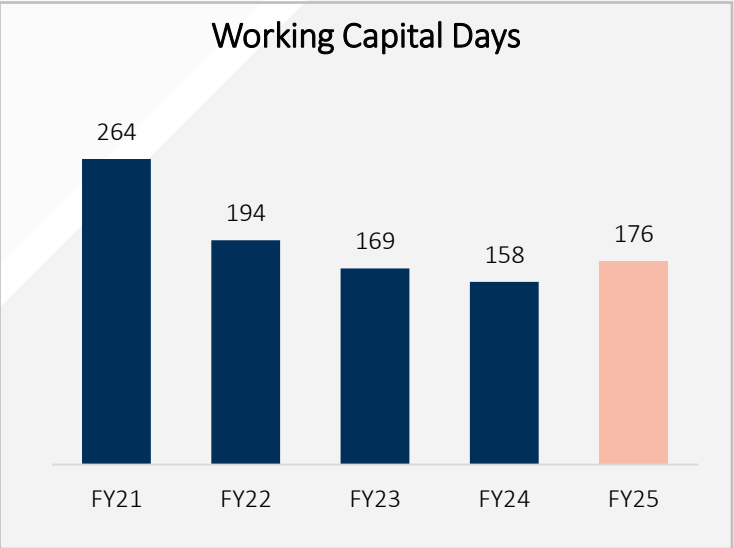
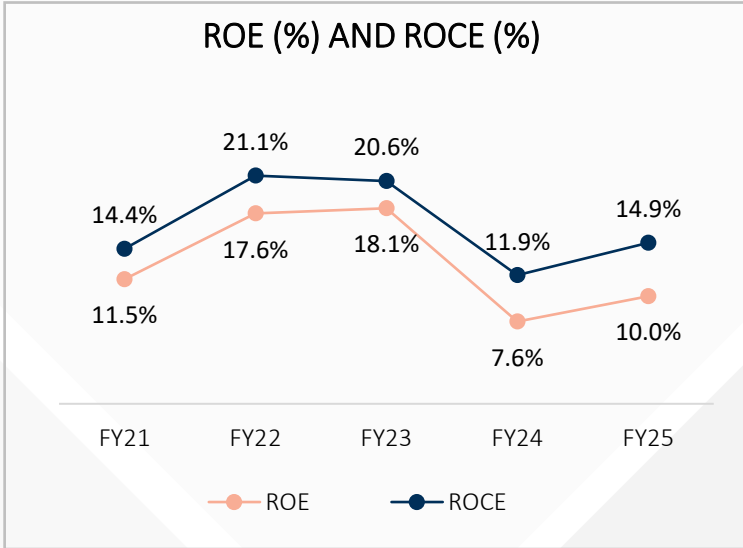
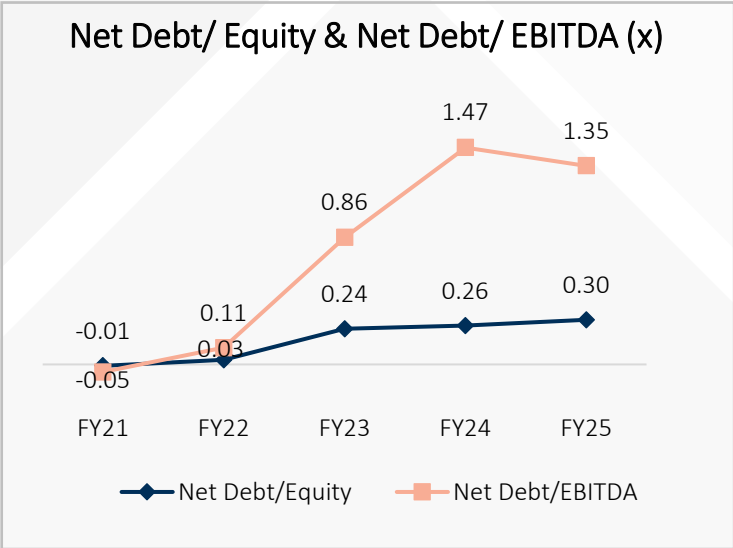
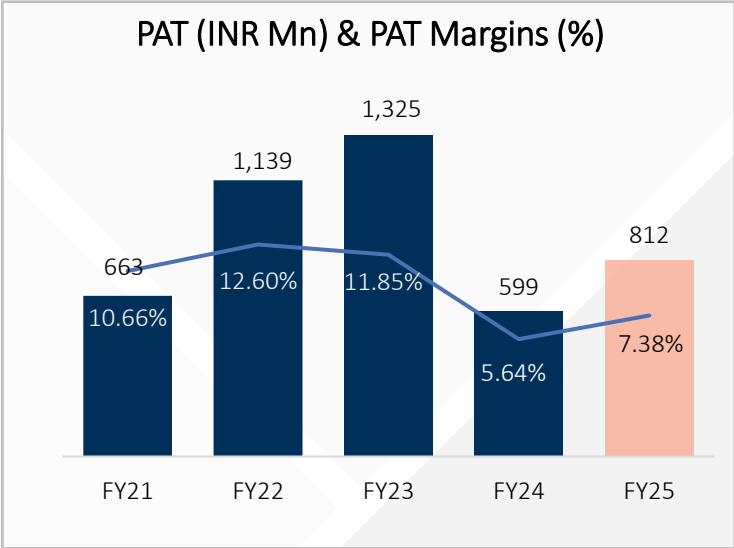
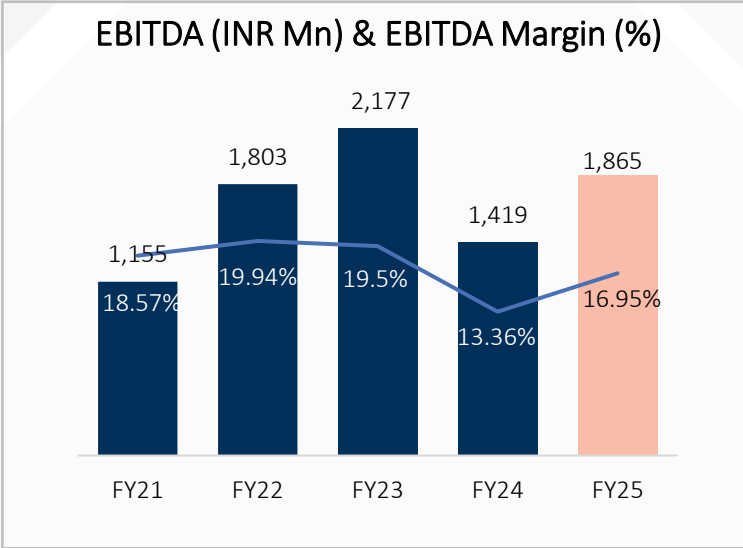
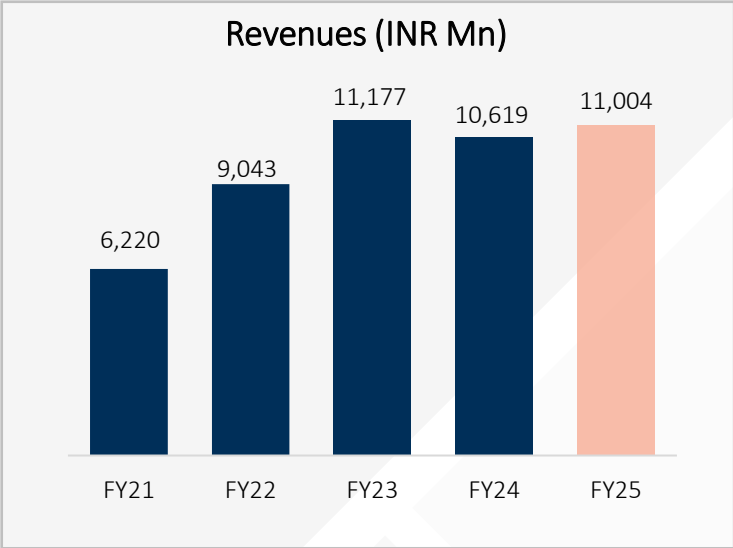
Particulars (INR Mn)	FY22	FY23	FY24	FY25
Revenue from operations	9,043	11,177	10,619	11,004
Expenses	7,240	9,000	9,200	9,139
Operating EBITDA	1,803	2,177	1,419	1,865
<i>Operating EBITDA Margins (%)</i>	<i>19.94%</i>	<i>19.48%</i>	<i>13.36%</i>	<i>16.95%</i>
Depreciation	373	418	512	602
Finance Cost	157	245	375	476
Other Income	252	208	275	352
PBT	1,525	1,722	807	1,139
Tax	386	397	208	327
Profit after Tax	1,139	1,325	599	812
<i>PAT Margins (%)</i>	<i>12.60%</i>	<i>11.85%</i>	<i>5.64%</i>	<i>7.38%</i>
Other Comprehensive Income	4	(19)	-	(5)
Total Comprehensive Income	1,143	1,306	599	807
Diluted EPS (INR)	54.95	63.92	28.91	39.15

Historical Consolidated Balance Sheet

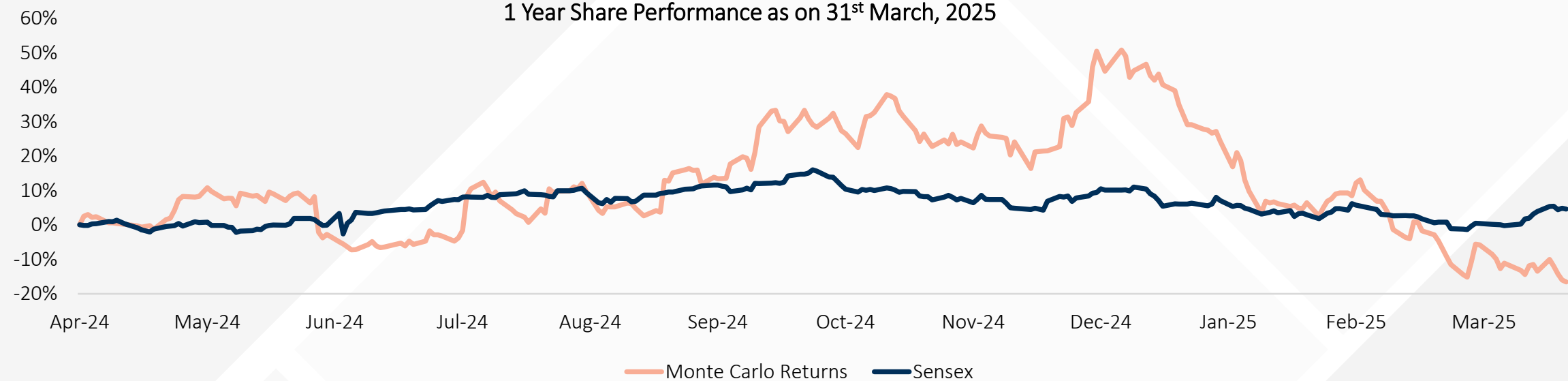
Particulars (INR Mn)	FY23	FY24	FY25
ASSETS			
Non-Current Assets			
Property, Plant & Equipment	1,554	1,786	1,831
Right – of – use Assets	1,181	1,470	2,020
Capital Work in progress	194	1	3
Intangible Assets	74	60	45
Intangible Assets under Development	-	-	
Financial Assets			
(i)Investments	638	1,046	1078
(ii)Other Financial assets	367	407	147
Income Tax assets (net)	24	153	55
Deferred tax assets (net)	223	254	260
Other Non- Current Assets	84	144	86
Total Non- Current Assets	4,338	5,321	5,525
Current Assets			
Inventories	4,604	4,346	5,032
Financial Assets			
(i)Investments	1,701	1,207	1,379
(ii)Trade Receivables	3,802	3,701	4,162
(iii)Cash and Cash Equivalents	17	15	10
(iv)Other Bank Balances	130	67	345
(v) Loans	6	6	5
(vi) Other Financial Assets	128	133	225
Other Current Assets	238	365	472
Total Current Assets	10,626	9,840	11,630
TOTAL ASSETS	14,964	15,161	17,155

Particulars (INR Mn)	FY23	FY24	FY25
EQUITY AND LIABILITIES			
Equity			
Share Capital	207	207	207
Other Equity	7557	7,741	8133
Total Equity	7,764	7,948	8,340
Non-Current Liabilities			
Financial Liabilities			
(i)Borrowings	27	-	-
(ii)Lease Liability	1,112	1,285	1,782
(iii)Other Financial Liabilities	308	384	436
Other Non-Current Liabilities	307	289	251
Provisions	9	12	14
Total Non-Current Liabilities	1,763	1,970	2,483
Current Liabilities			
Financial Liabilities			
(i)Borrowings	1993	2,170	2869
(ii) Lease Liabilities	183	365	493
(iii)Trade Payables			
(a) MSME	8	343	346
(b) Other than MSME	1932	1,072	872
(iv) Other Financial Liabilities	182	149	165
Other Current Liabilities	933	1,048	1477
Current Tax Liabilities (Net)	104	-	1
Provisions	102	96	109
Total Current Liabilities	5,437	5,243	6,332
TOTAL EQUITY AND LIABILITIES	14,964	15,161	17,155

Consolidated Financial Performance

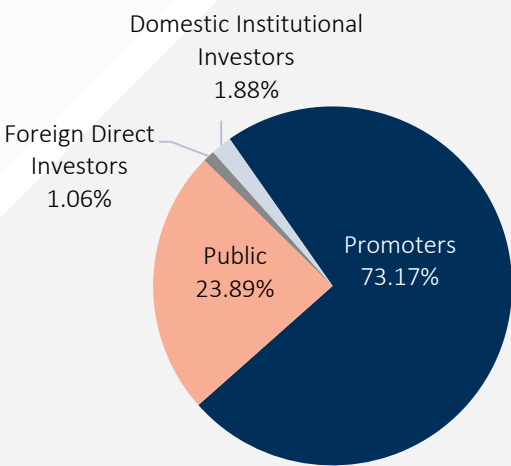


1 Year Share Performance as on 31st March, 2025



Price Data (As on 31 st March, 2025)	
Face Value	10.00
CMP	526.50
52 Week H/L	984.00/507.40
Market Cap (INR Mn)	10,915.43
No. of Share outstanding (Mn)	20.73
Avg. Trading Volume ('000)	63.08

Shareholding Pattern (31st March, 2025)



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