

July 29, 2022

To,
The Manager
Listing Department
BSE Limited,
Phiroze JeeJeeBhoy Towers,
Dalal Street, Mumbai – 400001 (E)
Maharashtra, India
Scrip code: 543426

To,
The Manager
Listing Department
National Stock Exchange of India
Ltd,
Exchange Plaza, 5th Floor, Plot No.
C/1, G Block, Bandra Kurla Complex,
Bandra (East),
Mumbai – 400051
Symbol: **METROBRAND**

Subject: Presentation of Investor/Analyst Meet.

Dear Sir/Madam,

Please find enclosed Investor presentation, to be used by the Company for Investor/Analyst Meeting scheduled to be held on August 1, 2022, at 4.00 PM IST.

Request you to take the same on record.

Thanking you,

For and on behalf of Metro Brands Limited,



Deepa Sood
(Company Secretary & Compliance Officer)
Membership No: 16019

METRO BRANDS LIMITED

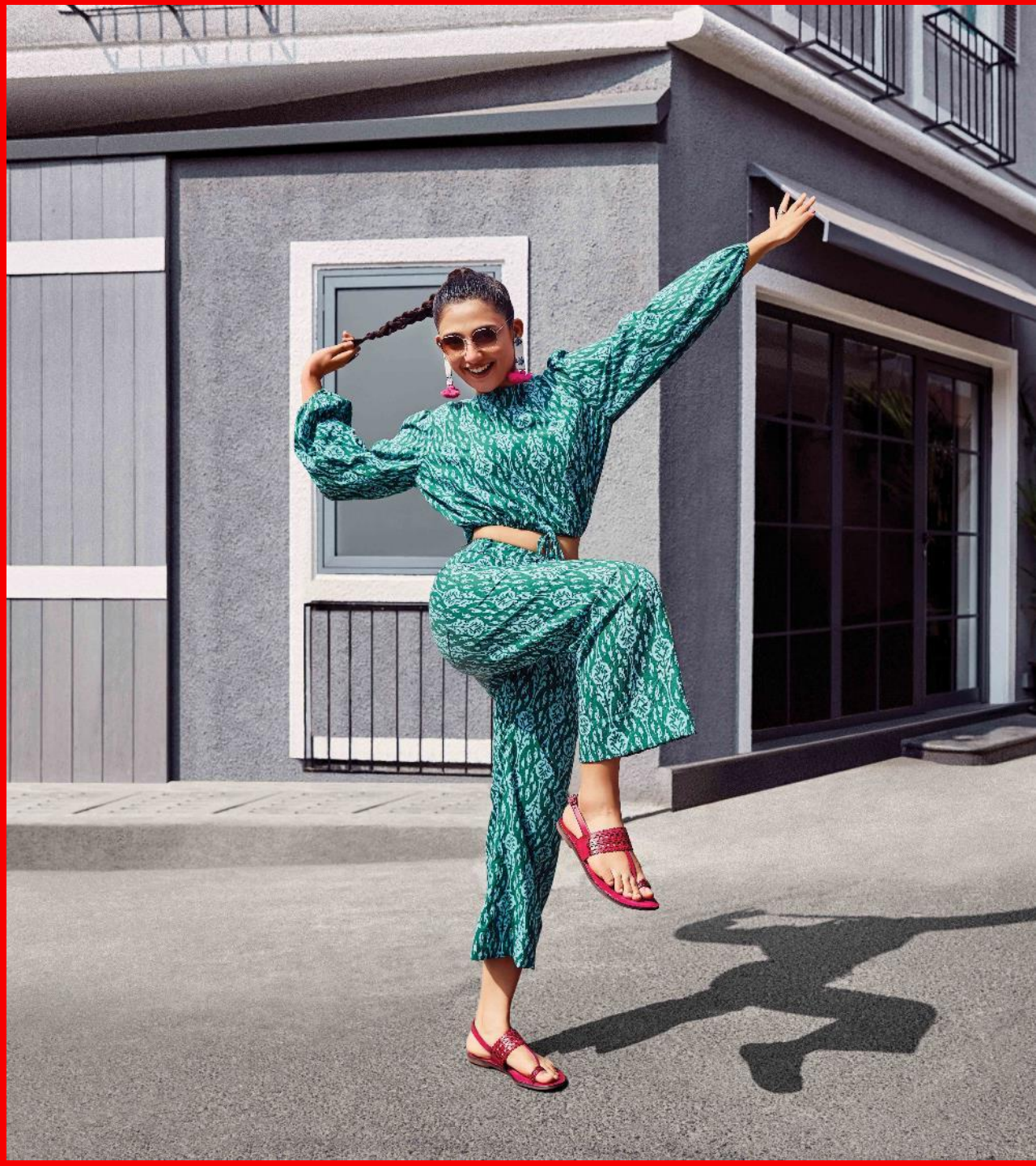
EARNINGS PRESENTATION – Q1 FY2023

29th July, 2022



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BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



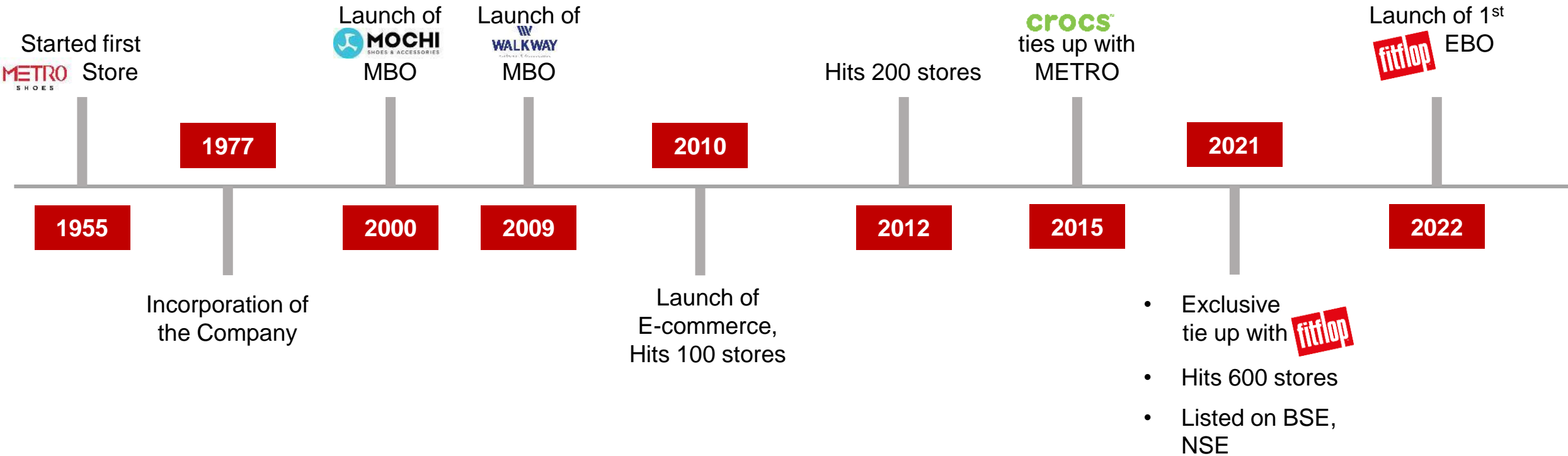
LEVERS OF GROWTH



SUSTAINABILITY INITIATIVES & OTHERS



APPENDIX: INDUSTRY OVERVIEW



MBL stands tall with a presence across

5 FORMATS | 644 STORES | 30 STATES AND UTs | 147 CITIES*

Exclusive tie-up with Fitflop – 1st Fitflop store opened in Apr 2022

Note: * Store count as on June 30, 2022



Key Enablers

1



Wide range of brands and products – catering to all occasions across age groups and market segments

- ❖ **One-stop-shop family retailer** catering to the footwear needs of men, women and children for different occasions
- ❖ Wide range of brands which allows us to **operate across the economy, mid and premium segments**

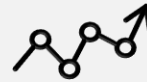
2



One of the largest Indian footwear specialty retailers¹

- ❖ Pan-India presence through **644 Stores** located in **147 cities** spread across **30 states and union territories** in India (as of Jun'22)

3



Efficient operating model through deep vendor engagements and Theory of Constraints based supply chain

- ❖ **Long-standing relationships** with vendors
- ❖ In the last three Fiscals, Company engaged with **over 250 vendors** for their products
- ❖ Continued engagements with vendors, leads to **translating trends into products efficiently**

4



Strong promoter background with an experienced and entrepreneurial management team

- ❖ Chairman Mr Rafique A. Malik has **50+ years** of experience in Footwear Retail
- ❖ CEO, Mr Nissan Joseph has spent over **5 years at Crocs across key roles**. Previously associated with Payless Shoes Pty Ltd, Hickory Brands Inc, Crocs, MAP Active & Planet Sports Inc

5



Asset light business with an efficient operating model leading to sustained profitable growth

- ❖ Among the few footwear retailers in India to **source all products through outsourcing arrangements¹**
- ❖ Owing to **scale of operations and strong supplier network**, Company is able to leverage better margins with our vendors

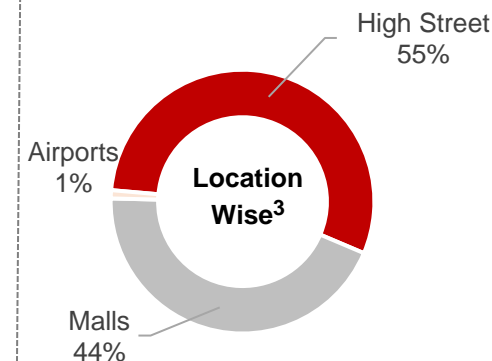
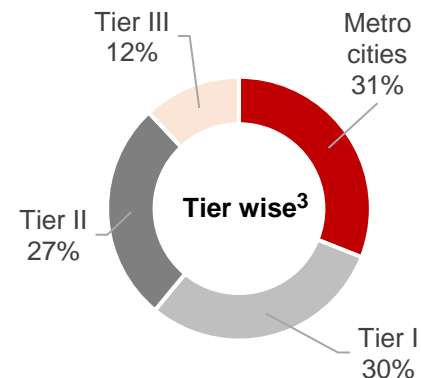
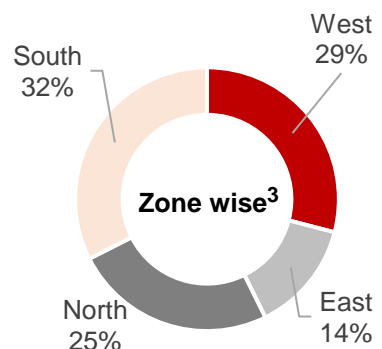
Brief Overview

One Stop Shop for all Footwear Needs



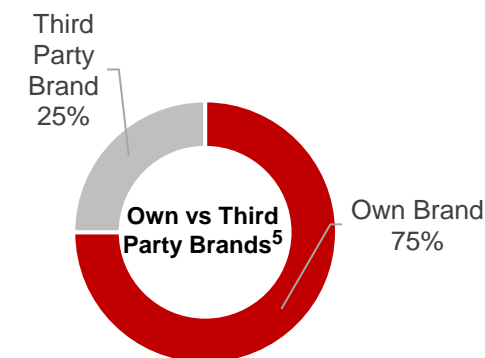
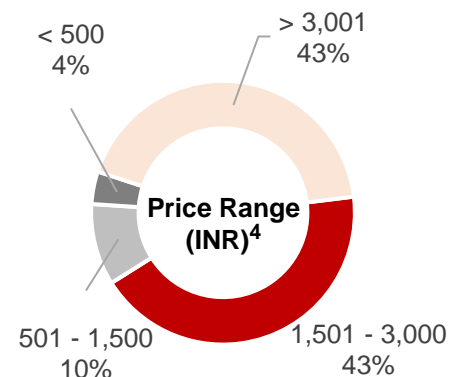
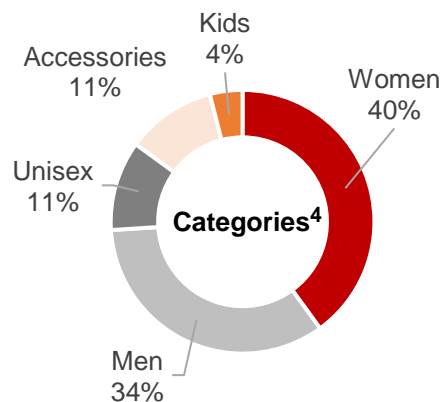
Jun'22 / Q1FY23	(MBO)	(MBO)	(EBO)	(MBO)	(EBO)
Target Customer	Family	Youth	Premium	Value Format	Premium
No. of Stores	238 (37%)	168 (26%)	181 (28%)	56 (9%)	1 (0%)
Cities	130	88	85	41	1
Price Range (INR) ¹	1,000 – 10,000	1,000 – 10,000	1,500 – 6,000	350 – 3,500	5000-10,000
Avg. Realization per Unit (INR) ²	1,600	1,600	1,850	700	5,700
Size (sq.ft)	1,600	1,500	600	1,350	450

PAN India Presence with 644 Stores | 147 Cities | 30 States and UTs (As on Jun'22)



Primarily follows "Company Owned and Company Operated"(COCO) model of Retailing

Products for entire family with focus on Mid and Premium Segment (Q1 FY23)



Note: Numbers / Percentages are rounded off ; ¹ Price Range refers MRP of the inventory and represents 85% of the total inventory value for the relevant customer segment. ² Average Realization per unit includes accessories. ³ Total Store Split as on Jun22 ⁴ Split of Total Store Product Sales for Q1 FY23 on standalone basis ⁵ Split of Total Store Product Sales on stand alone basis for Q1 FY23 at MBOs





BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



LEVERS OF GROWTH



SUSTAINABILITY INITIATIVES &
OTHERS



APPENDIX:
INDUSTRY OVERVIEW

Best quarter in Company's History – Highest ever quarterly Revenue, EBITDA and PAT !

Standalone				Consolidated	In INR Crore		
	Q1 FY23	Q1 FY22	YOY Growth%		Q1 FY23	Q1 FY22	YOY Growth%
Revenue	497	126	294% ↑	Revenue	508	131	287% ↑
EBITDA	181	16	1021% ↑	EBITDA	183	14	1170% ↑
<i>EBITDA%</i>	36.4%	12.8%		<i>EBITDA%</i>	36.1%	11.0%	
PAT	103	(10)	1106% ↑	PAT	106	(12)	972% ↑
<i>PAT%</i>	20.7%	(8.1%)		<i>PAT%</i>	20.8%	(9.2%)	

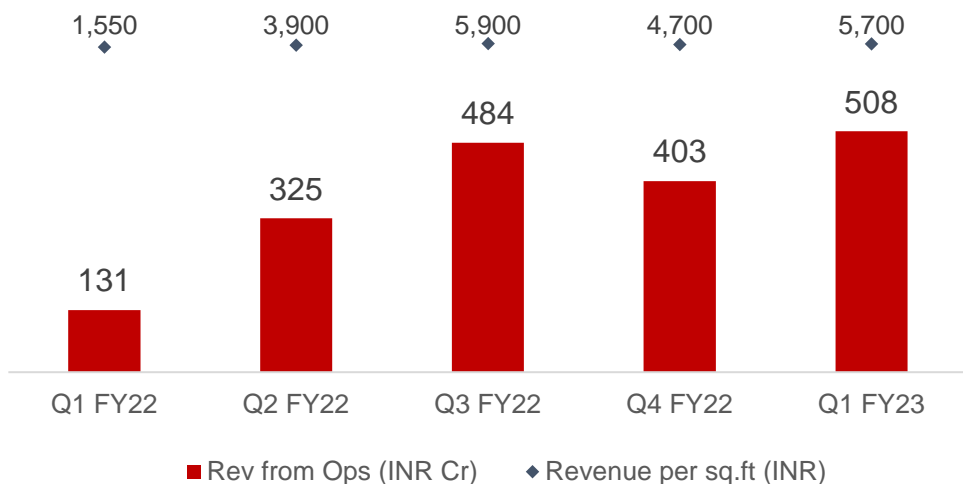
Business Highlights

- ❖ Company registered highest ever sales with strong sales performance across all its formats, regions / tiers & cities, product categories / gender & price points.
- ❖ Store expansion pace on track with net addition of 20 stores across all formats during the quarter.
- ❖ Growth momentum in Ecommerce (including omni-channel) continues as sales grew **106%** (Q1 FY23 vs Q1 FY22).
- ❖ Improved gross margins - due to negligible contribution of discounted sales and improvement in overall sales mix in Q1 FY23. In coming quarters, overall gross margins to normalize back to around ~ 55-56% levels. (average seen over last few years).

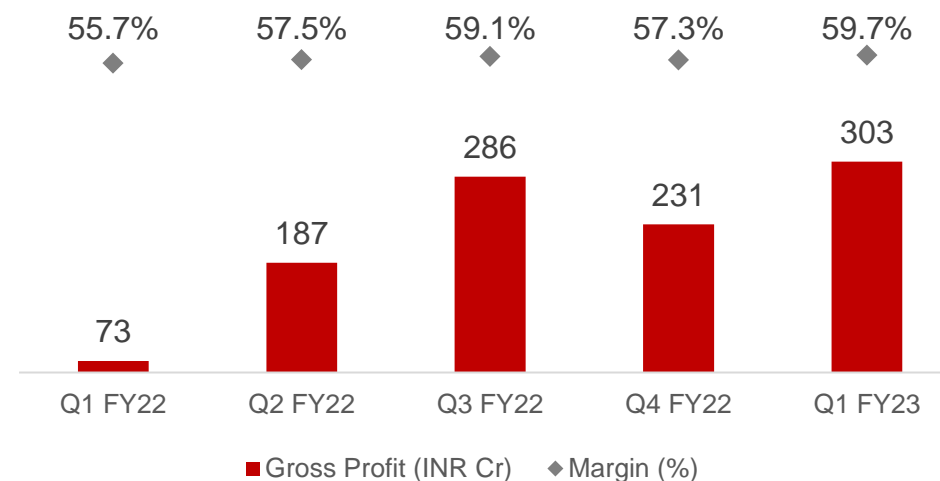


Q1 Business Highlights (Consolidated)

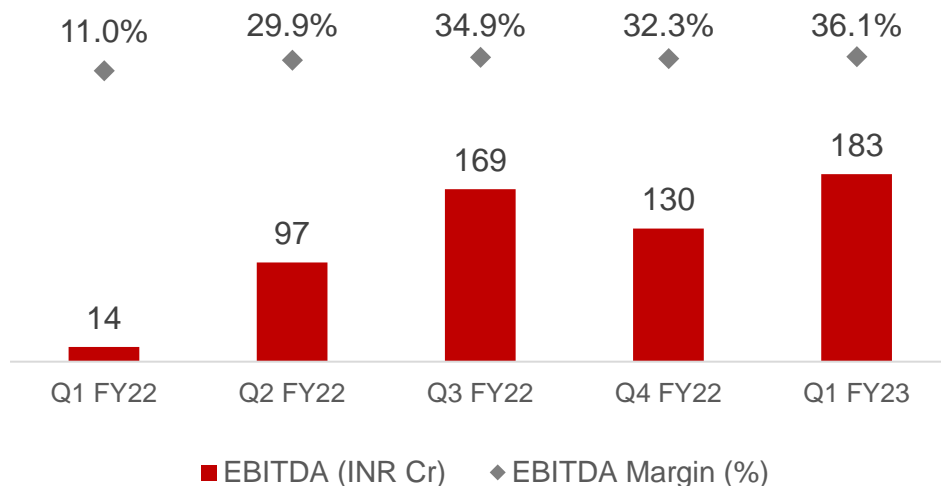
Revenue from Operations and Revenue per sq.ft



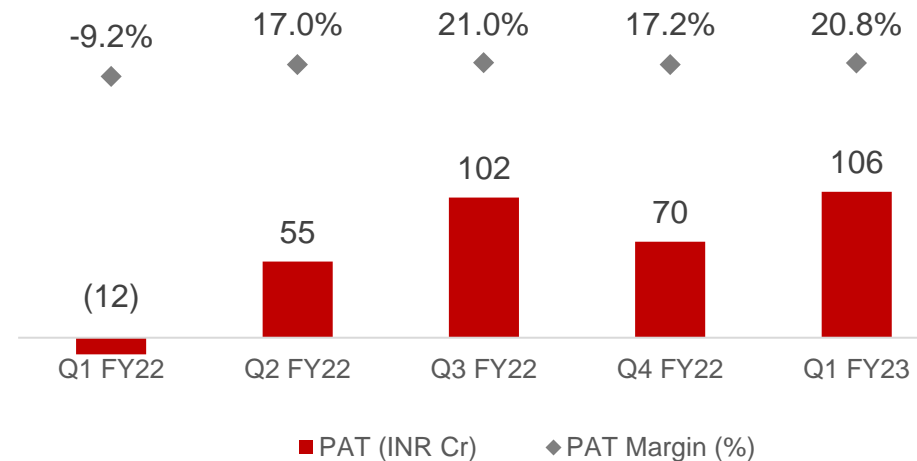
Gross Profit and Gross Margins



EBITDA and EBITDA Margins



PAT and PAT Margins



Note: Numbers and decimals rounded off



Successful launch of 1st Fitflop EBO in Apr22

- ❖ We opened our first Fitflop EBO in Express Avenue Mall, Chennai. We are delighted with the customers response & sales traction seen till date. We intend to open 5 Fitflop stores in FY22-23.

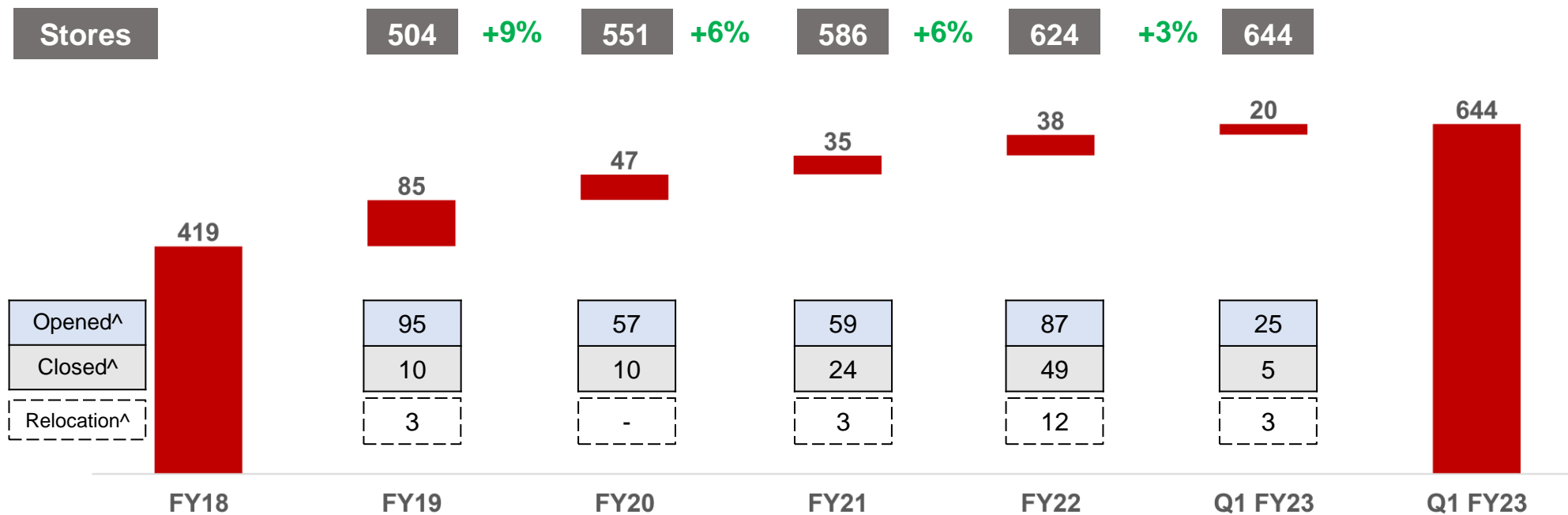
Inventory buying front loaded in view of impending raw material cost inflation & supply chain disruptions

- ❖ We continue to closely coordinate with our vendor partners to mitigate any impact of supply chain disruptions caused by Covid-19 related lockdowns, geo-political environment etc. Adequate inventory has helped us avoid any loss of sales.
- ❖ As mentioned in last quarter, we are witnessing inflationary trend in raw material cost of ~ 15%. We continue to engage with our vendor partners to evaluate all means to cushion expected MRP revisions of our upcoming footwear / accessories range.

Robust growth in Ecommerce sales continues - pivoting successfully as an omni-channel footwear retailer

- ❖ Growth momentum in online sales (including omni-channel sales) continues with 106% growth on YoY basis. [Q1 FY23 v/s Q1 FY22].
- ❖ In Q1 FY23, Online sales (including omni-channel sales) contribution is 7.6%. (as compared to 2.5% in FY20, 7.3% in FY21 and 8.4% in FY22). Last 3 years online sales CAGR is 79%.

Year wise Store additions



	FY19	FY20	FY21	FY22	Q1 FY23
Metro	209	218	219	231	238
Mochi	136	145	145	162	168
Walkway	63	70	73	53	56
Crocs	96	118	149	178	181
Fitflop	-	-	-	-	1
Total Stores	504	551	586	624	644

Note: ^Opened and closed stores include relocation. Decimals rounded off



Profit & Loss Statement (Standalone)

Particulars	In INR Crore			
	Q1 FY23	Q4 FY22	Q1 FY22	FY22
Revenue from Operations	497	396	126	1,312
Other Income	9	13	16	58
Total Income	506	409	142	1,371
EXPENSES				
Purchases of stock-in-trade	258	202	85	684
Changes in inventories of stock in trade	(59)	(33)	(32)	(134)
Employee Benefits Expense	38	34	22	116
Finance costs	13	15	31	50
Depreciation and amortisation expenses	39	35	11	134
Other expenses	79	65	35	244
Profit before tax for the period/year	138	92	(11)	278
Net Tax Expense	35	25	0	70
Profit after tax for the period/year	103	68	(10)	208
Other comprehensive income	(1)	1	0	1
Total comprehensive income for the period/year	102	68	(10)	208

Note: Numbers rounded off

Profit & Loss Statement (Consolidated)

In INR Crore

Particulars	Q1 FY23	Q4 FY22	Q1 FY22	FY22
Revenue from Operations	508	403	131	1,343
Other Income	9	13	16	59
Total Income	517	417	147	1,402
EXPENSES				
Purchases of stock-in-trade	263	206	90	700
Changes in inventories of stock in trade	(59)	(33)	(32)	(134)
Employee Benefits Expense	40	35	24	121
Finance costs	13	15	11	50
Depreciation and amortisation expenses	39	35	32	134
Other expenses	81	66	35	247
Profit before tax for the period/year	140	94	(12)	283
Net Tax Expense	34	25	0	70
Share of (loss)/ profit of a Joint Venture	1	1	0	1
Profit after tax for the period/year	106	70	(12)	214
Other comprehensive income	(1)	1	0	0
Total comprehensive income for the period/year	105	70	(12)	215



BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



LEVERS OF GROWTH



SUSTAINABILITY INITIATIVES &
OTHERS



APPENDIX:
INDUSTRY OVERVIEW

Our Key Strengths

1

One of India's largest pan India footwear retailers¹ with a brand appeal among aspirational consumer segments



2

Pivoting from primarily "Offline" to an "Omni-channel" enabled footwear & accessories retailer



3

Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty



4

Asset light business with an efficient operating model leading to sustained profitable growth



5

Efficient operating model through deep vendor engagements and TOC (Theory of Constraints) based supply chain



6

Platform of choice for third party brands looking to expand in India



7

Strong promoter background and an experienced and entrepreneurial management team with a proven track record



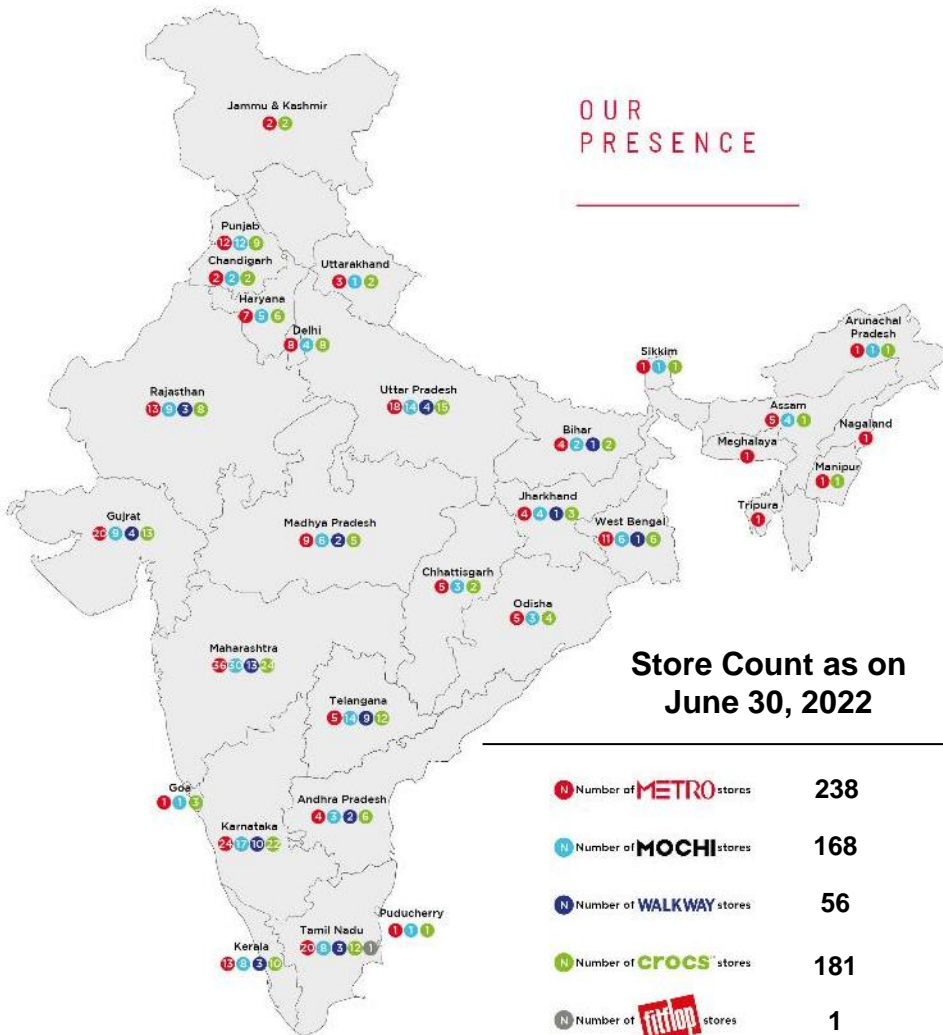
8

Strong track record of growth, profitability and financial discipline

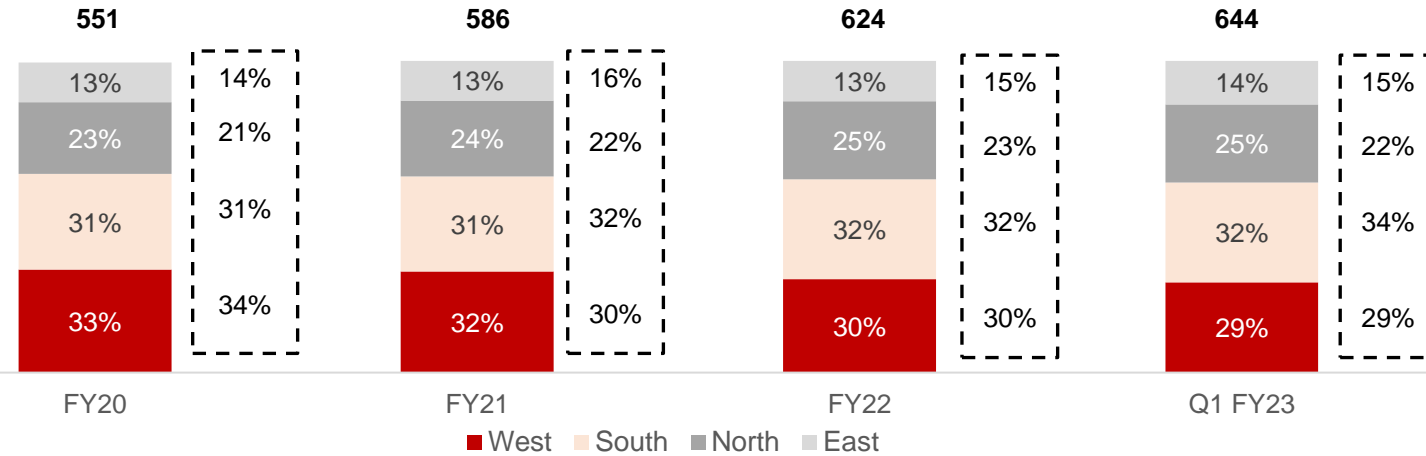


One of India's largest pan India footwear retailers¹ with a brand appeal among aspirational consumer segments

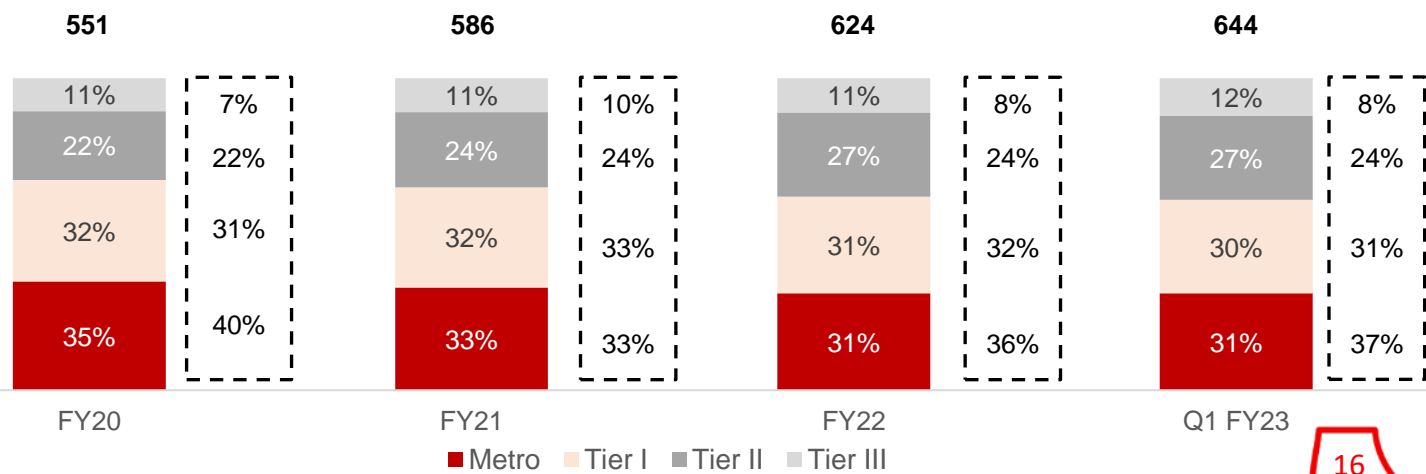
PAN India Network of Retail Outlets (as at Jun'22)



...with diversified presence across regions²



Increasing presence in Tier II and Tier III cities²



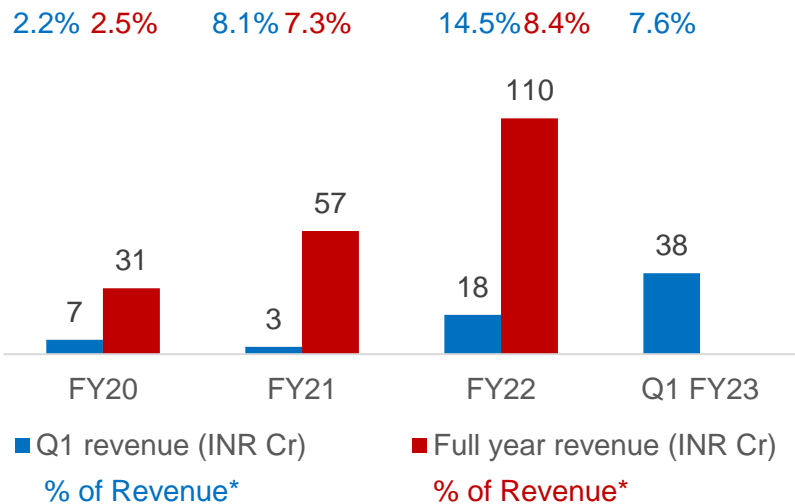
Note: Map is not to scale ; Decimals rounded off

¹CRISIL Research ; ²Figures represent store count as on June 30, 2022

[] denotes % share in Total Store Product Sales

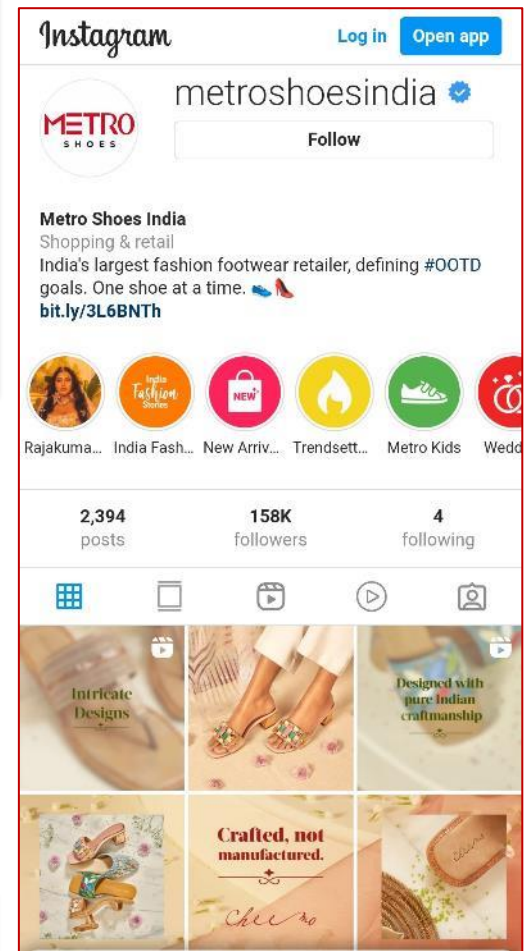
Pivoting from primarily "Offline" to an "Omni-channel" enabled footwear and accessories retailer

Online

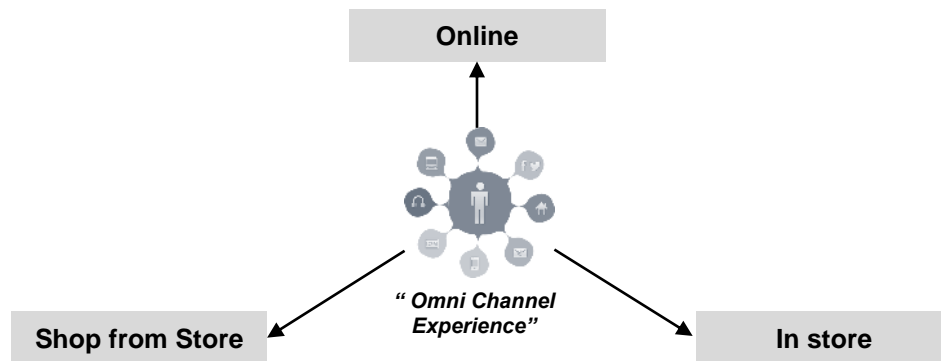
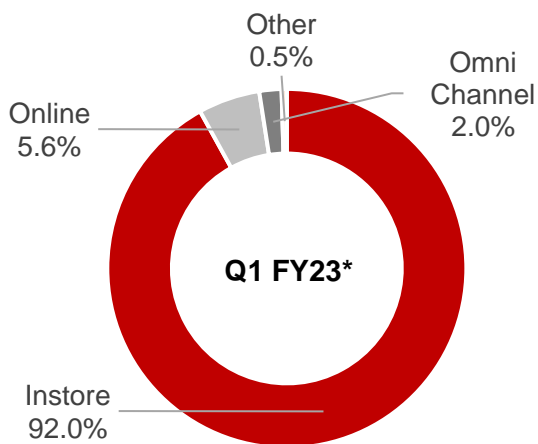


- ❖ Majority of online business comes through leading e-commerce marketplaces (Present on 6 Major E-commerce marketplaces)
- ❖ Manage three own brand websites (www.metroshoes.net, www.mochishoes.com and www.walkwayshoes.com)
- ❖ Marketing through Social Media platforms
- ❖ Company owns and operates its e-commerce operations; Investment in E-commerce specific warehouse management system which integrates store network with its online platform

"Highest number of Instagram Followers among key footwear retailers in India" (CRISIL)



Omni Channel

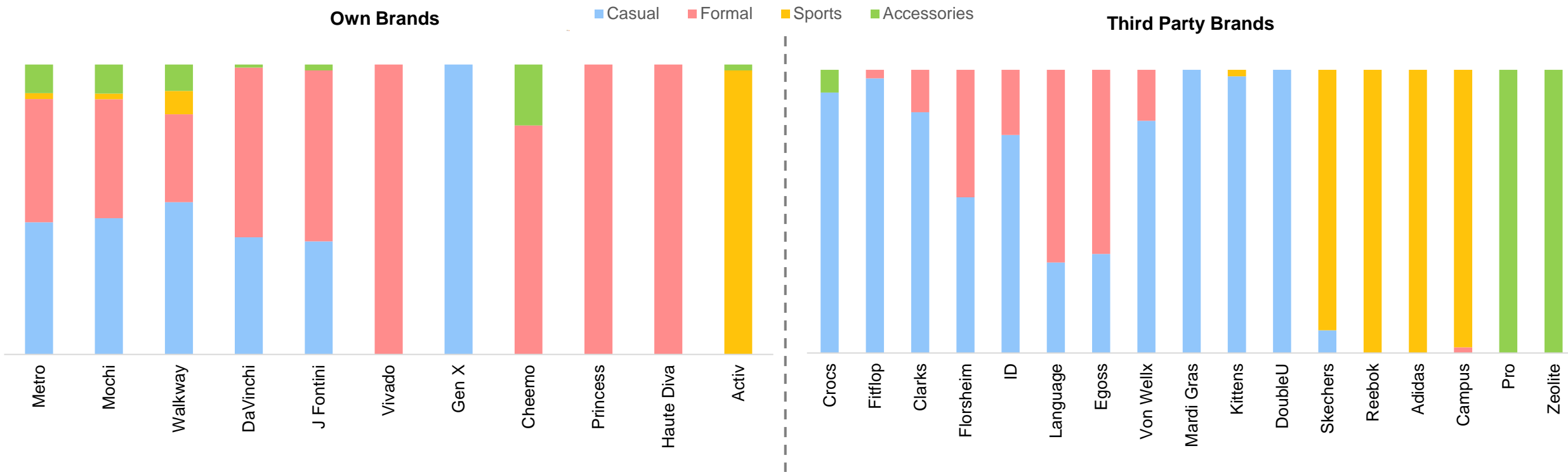


- ❖ Customer engagement through home – visits and instant messaging channels such as Whatsapp

* As a % of Standalone Revenue from Operations
 Note : Numbers and percentages rounded off ; Revenue is net of returns and discounts



Product presence across multiple categories through Own and Third party brands



Product Presence across various Product Categories

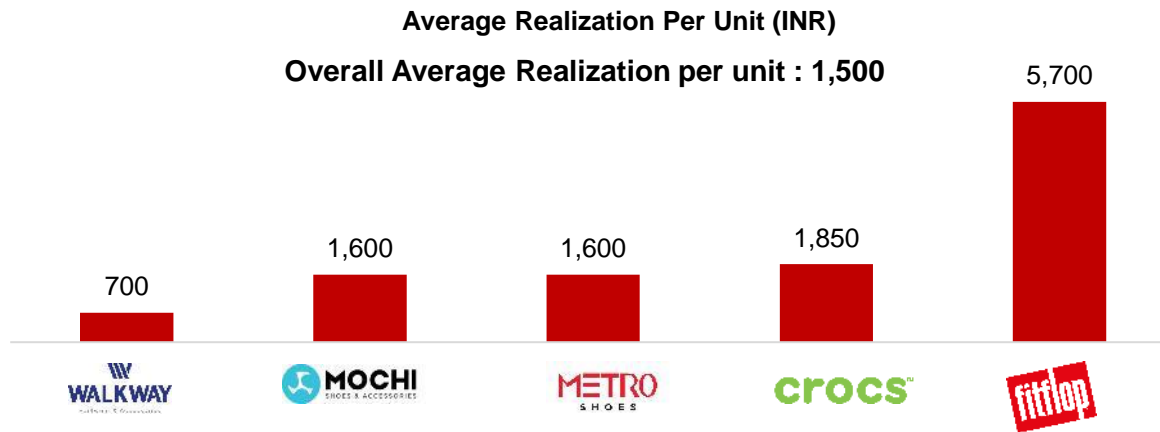
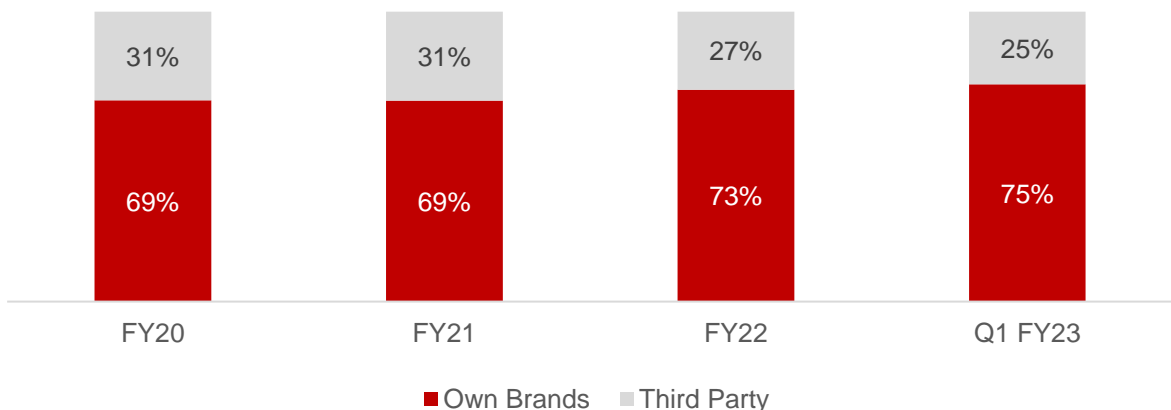
Footwear			Accessories					
Men	Women	Kids	Bags	Clutches	Wallets	Foot care	Belt	Shoe care
✓	✓	✓	✓	✓	✓	✓	✓	✓



Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty (2/3)

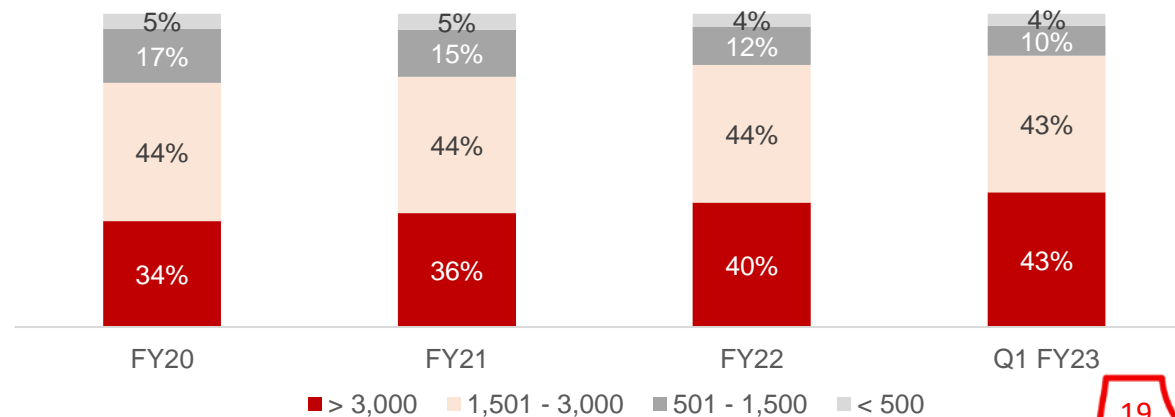
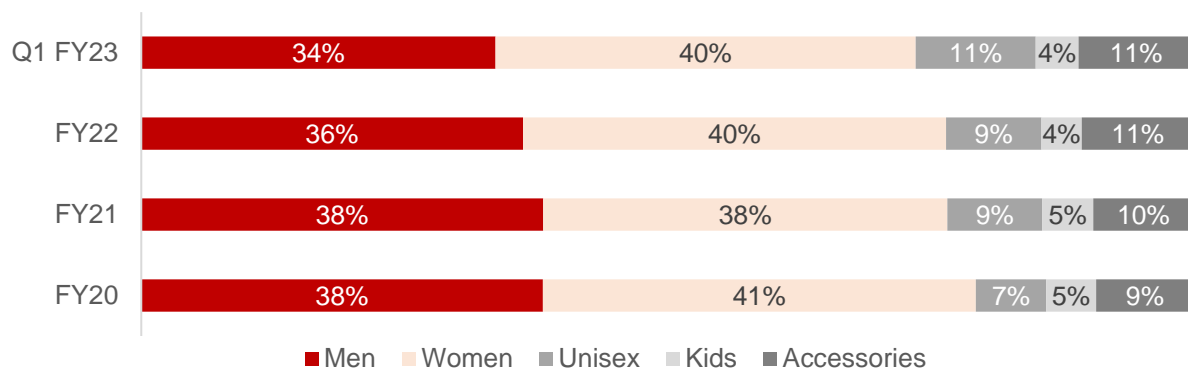
Own Brands contribute ~ 70-75% of total store product sales at MBOs

Targeting Mid and Premium Segment through 5 different Brand Outlets



One Stop Shop for all the family members¹

Product Pricing wise Sales Mix¹



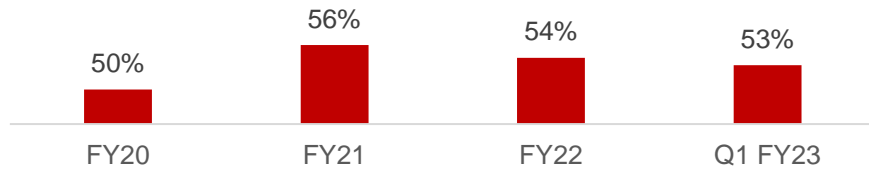
¹% of Total Store Product Sales
Note : Numbers and decimal rounded off



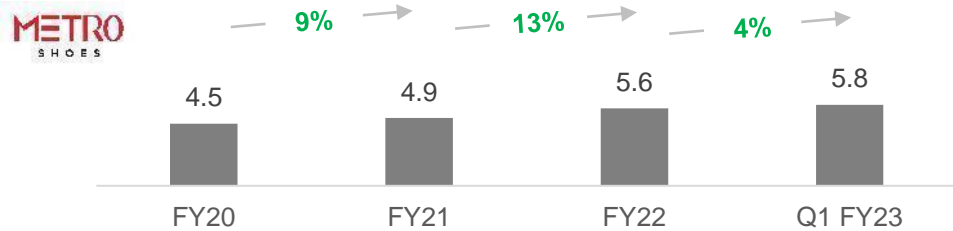
Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty (3/3)

Repeat Sales to Members of Loyalty programs

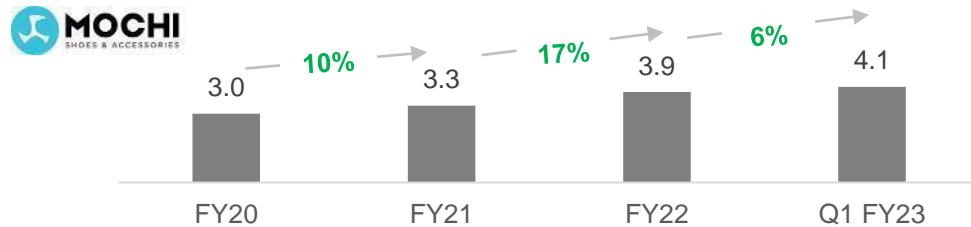
% Total Product Sales



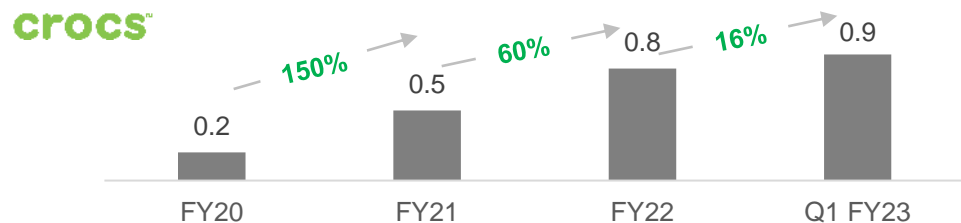
Club Metro (2007*) – Loyalty Program Members (Mn)



My Mochi (2011*) – Loyalty Program Members (Mn)



Crocs (2020*) – Loyalty Program Members (Mn)



Note: * Commencement year for Loyalty program ; Numbers and decimals rounded off

- 1 Loyalty programs have been digitized and thus provide insights into Customer Preference and Trends which help in procurement of right product mix
- 2 Loyalty program data leads to targeted and relevant campaigns to improve customer engagement and experiences

Club Metro and My Mochi Loyalty Program Details



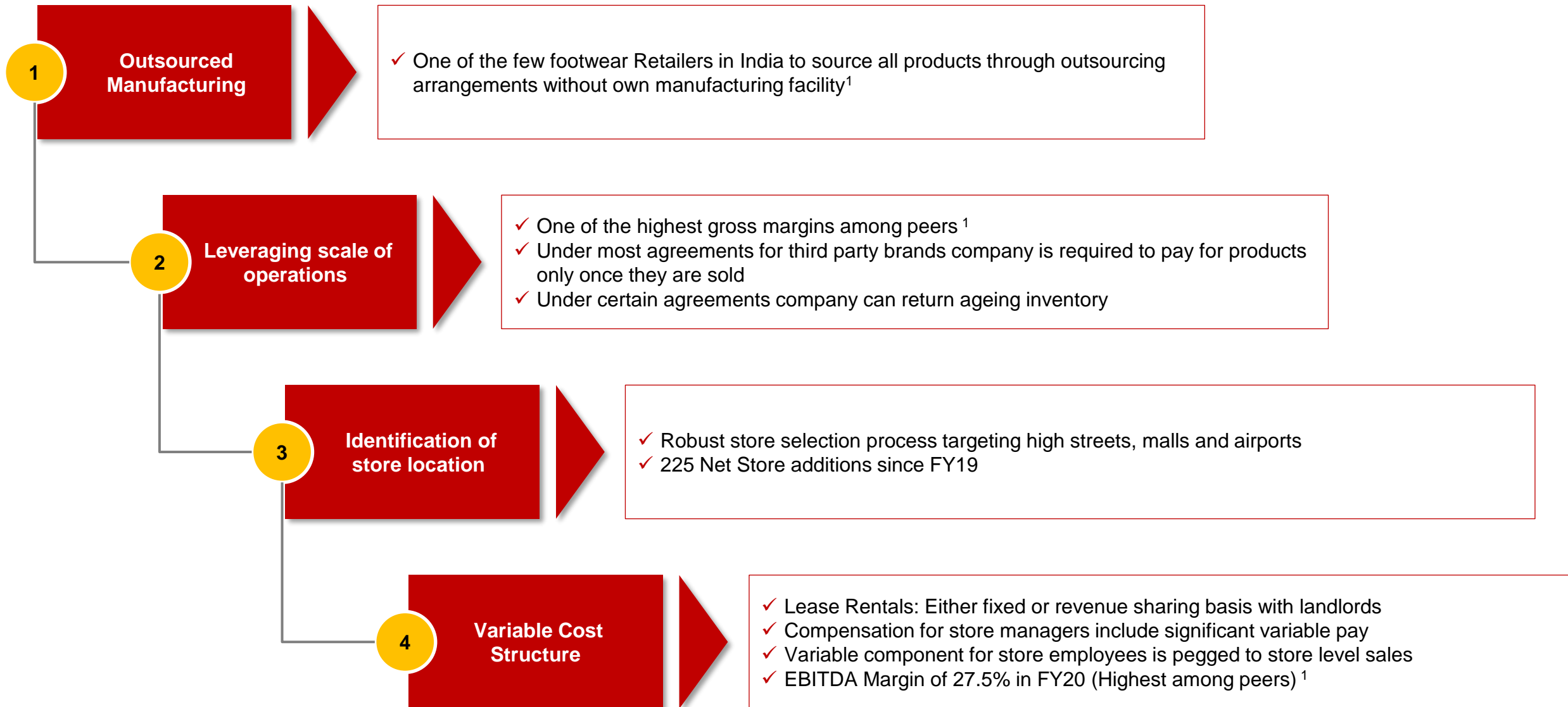
Valid for a period of one year from the date of purchase unless specified otherwise

Flat, Single level membership programs

4% of net bill value in the form of loyalty points (one point equals Re. 1)

Highest loyalty points credit for customers among the key Indian footwear players
(Source : CRISIL Research)

Can be redeemed across any store of the respective brand



¹ Source : CRISIL Research

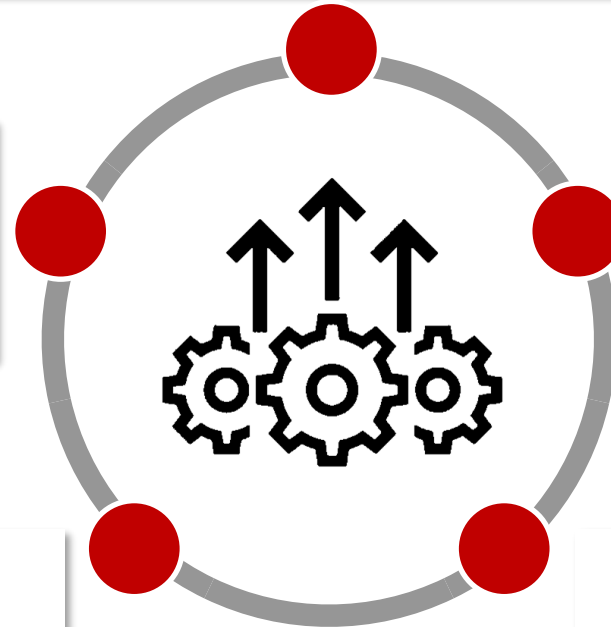
Note: Numbers and decimals rounded off

Long Standing Relationships with Vendors

- ❖ 250+ vendors dealt with over last 3 fiscal years
- ❖ 20+ years of relationship with certain vendors

Demand Driven Lean Inventory Norms

- ❖ Optimum capital employed
- ❖ Minimize stale stock (Reducing Discounted Sales)
- ❖ Improving gross margins



New Designs and Styles

- ❖ Vendor engagement through merchandising and design team leading to new products

Focus on Product Assortment

- ❖ Theory of Constraints (TOC) method for supply chain offering greater predictability of products in demand and reducing stock outs

Pull Model for Product availability

- ❖ Product replacement led by a demand driven inventory replenishment model

Why brands prefer Metro platform

MARKET POSITION

- Long track record of successfully incubating and scaling up various retail brands

STORE ECONOMICS

- Healthy store economics by optimizing operational cost

OMNI CHANNEL PRESENCE

- Presence across EBO/MBOs, and e-com platforms

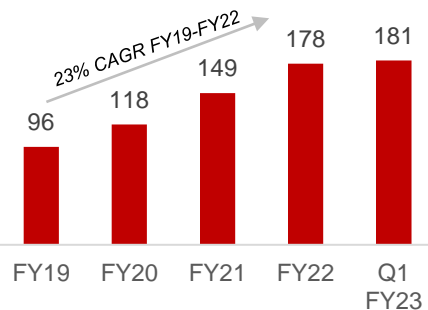
WIDE REACH

- PAN India Presence
- Servicing customers of different ethnicities and markets

Successful brand partnership



Number of Crocs EBOs



1

Metro entered into an agreement with Crocs in Apr 2015, as amended by way of an addendum agreement entered in Jul 2017
The Company has First right of refusal to opening a retail store / kiosk or outlet in India, as may be proposed by Crocs
The Company has rights to Sell Crocs products in India at stores and Kiosks as approved by Crocs

2

Operates EBOs under an 18 year agreement, post first 3 years the agreement provides for automatic renewal for 5 successive periods of 3 years each

3

Permitted to use trademarks and other intellectual property under the Crocs brand for the limited purpose of retailing Crocs Products in India



1

Based out of United Kingdom – Fitflop is known for its premium–super-comfortable flip-flops & footwear range offering shoes for all-day wearing, using a combination of biomechanics, comfort and fashion

2

Metro entered into a long-term exclusive agreement with Fitflop in January 2022 and first store opened in April 2022.
With this agreement, Metro Brands gets exclusive rights for sale and distribution across all formats including , Exclusive Brand Stores, Multi Brand Stores, Airport Stores, Distribution, Online Marketplaces and Webstore in India.



ARUNA BHAGWAN ADVANI,
Independent Director

- ❖ Holds bachelor's degree in science from University of Sussex
- ❖ Previously served as executive chairman of Ador Welding Ltd.



ARVIND KUMAR SINGHAL,
Independent Director

- ❖ Holds Bachelor of Engineering degree from IIT-Roorkee, and an MBA from University of California, Los Angeles, USA
- ❖ Presently serving as the Chairman of Technopak Advisors Pvt. Ltd.



MANOJ KUMAR MAHESHWARI,
Independent Director

- ❖ Holds bachelor's degree in science
- ❖ He is the Chairman and Director of Maheshwari Investors Pvt. Ltd. and serves on the Boards of Mahindra CIE Automotive Ltd, R.J Investment Private Ltd. and RPG Life Sciences Ltd.



IQBAL HASANALLY DOSSANI,
Whole Time Director

- ❖ Holds bachelor's degree in commerce, in Financial Accounting and Auditing
- ❖ Previously associated with M/S Workforce Media Network and Schefata Pharmaceutical & Development Laboratories.



SRIKANTH VELAMAKANNI,
Independent Director

- ❖ Holds bachelor's degree in electrical engineering from IIT Delhi and PGDM from IIM Ahmedabad
- ❖ Is a Co-Founder, Group CEO and Executive Vice Chairman at Fractal Analytics Pvt. Ltd



UTPAL HEMANDRA SHETH,
Non-Executive Director (Nominee)

- ❖ He is a Cost Accountant and Chartered Financial Analyst from ICAI, Hyderabad and holds bachelor's degree in commerce
- ❖ Is currently serving as the CEO of Rare Enterprises



VIKAS VIJAYKUMAR KHEMANI,
Independent Director

- ❖ Fellow Member of ICAI and is a CFA Charter Holder
- ❖ Currently serves on the Boards of Carnelian Asset Advisors Pvt Ltd, BSAS Infotech Ltd, Tibbs Foods Pvt. Ltd. and Course5 Intelligence Limited



RAFIQUE A. MALIK,
Chairman

- ❖ Over 50 years of experience in the field of footwear retail
- ❖ Holds a bachelor's degree in commerce and has attended the Owner/President Management Program at the Harvard Graduate School of Business
- ❖ He has been associated with the Company since Jan 12, 1977



FARAH MALIK BHANJI,
Managing Director

- ❖ Over 20 years of experience in the field of footwear retail
- ❖ Holds bachelor's degrees in Arts and BBA from University of Texas at Austin
- ❖ Attended the Owner / President program at the Harvard Graduate School of Business
- ❖ She has been associated with the Company since Dec 05, 2000



ALISHA RAFIQUE MALIK,
President – E-commerce and Marketing

- ❖ Holds a bachelor's degree in Arts (Finance) from University of Northumbria conducted at Welingkar Institute of Management Development and Research
- ❖ She has been associated with the Company since Jul 01, 2009



NISSAN JOSEPH,
Chief Executive Officer

- ❖ Holds master's degree in Business Administration
- ❖ Previously associated with Payless Shoes Pty Ltd, Hickory Brands Inc, Crocs, MAP Active & Planet Sports Inc

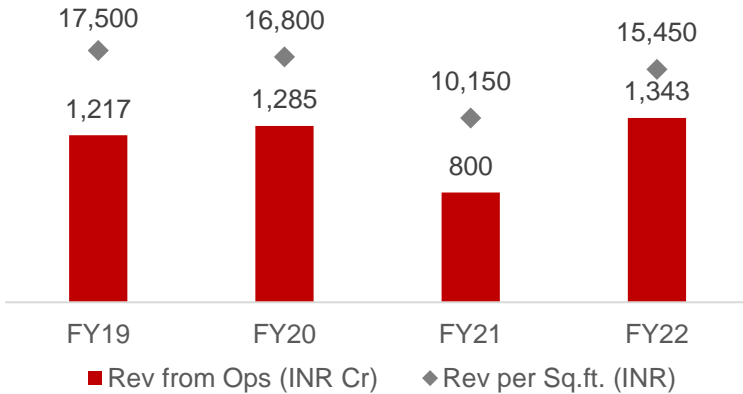


KAUSHAL KHODIDAS PAREKH,
Chief Financial Officer

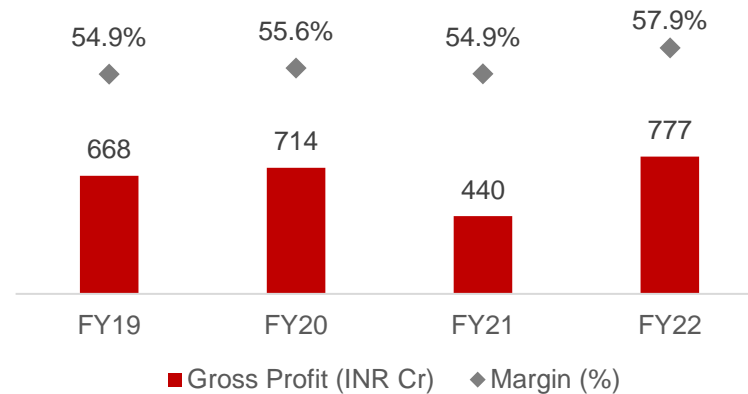
- ❖ Holds bachelor's of commerce degree in Financial Accounting and Auditing (Special) and is a qualified Chartered Accountant & Company Secretary.
- ❖ Previously associated with Ernst & Young, PwC & N. M. Raiji & Co.



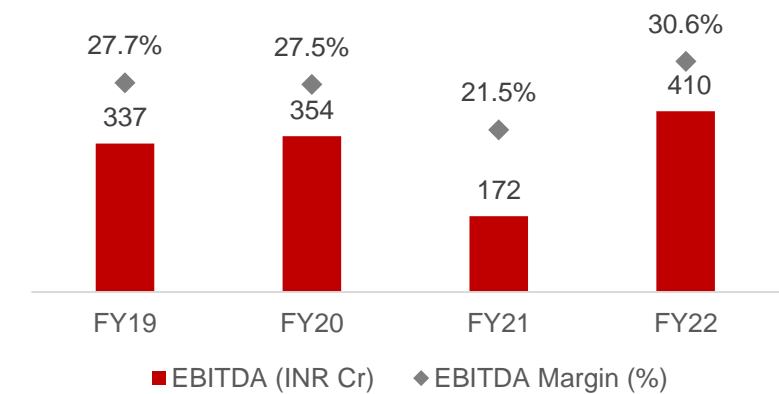
Revenue from Operations



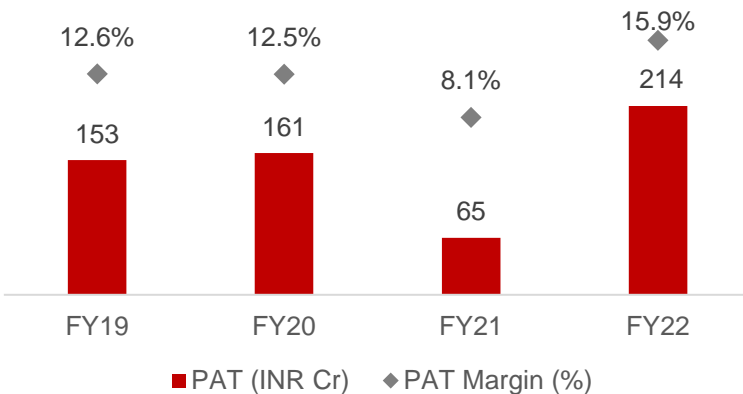
Gross Profit and Gross Margins



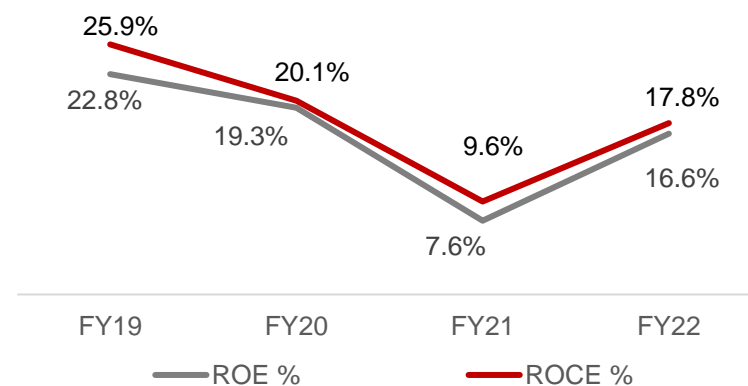
EBITDA and EBITDA Margins



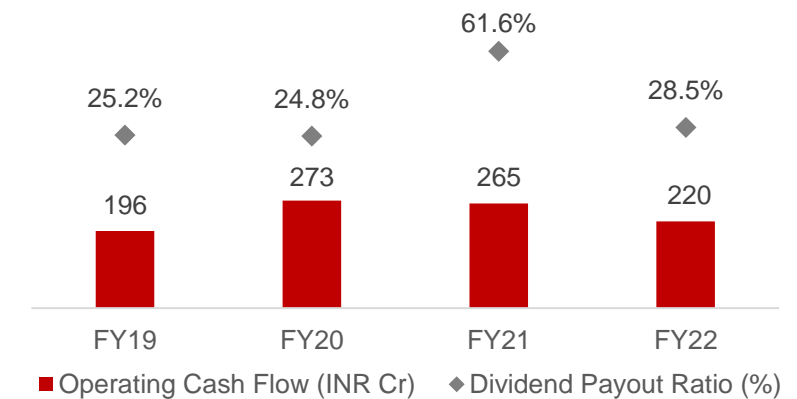
PAT and PAT Margins



Return Ratios (ROE and ROCE)



Operating Cash Flow and Dividend Payout



The Company has been declaring and paying dividend to shareholders consistently since 2000

Note: Numbers are rounded off ; Figures are post IND AS 116 ; ROE is calculated as profit after tax for the year divided by total equity ; ROCE is calculated as EBIT divided by Capital Employed (Total Assets less current liabilities) ; Gross Margin is calculated as revenue from operations less purchases, changes in inventories of stock-in-trade



BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



LEVERS OF GROWTH



SUSTAINABILITY INITIATIVES &
OTHERS

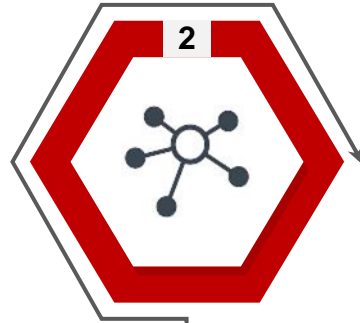


APPENDIX:
INDUSTRY OVERVIEW



Store Expansion Plans

Target to open 260 stores under various formats by end of FY25



Leverage multi-channel platform

Build on successful expansion of Crocs / Fittlop and leverage the platform to evaluate similar opportunities



E-Commerce Expansion

Leverage existing capabilities to increase E-commerce operations
Expand Revenue Generating Channels and become a digitally relevant brand



Expand Portfolio of Accessories and others

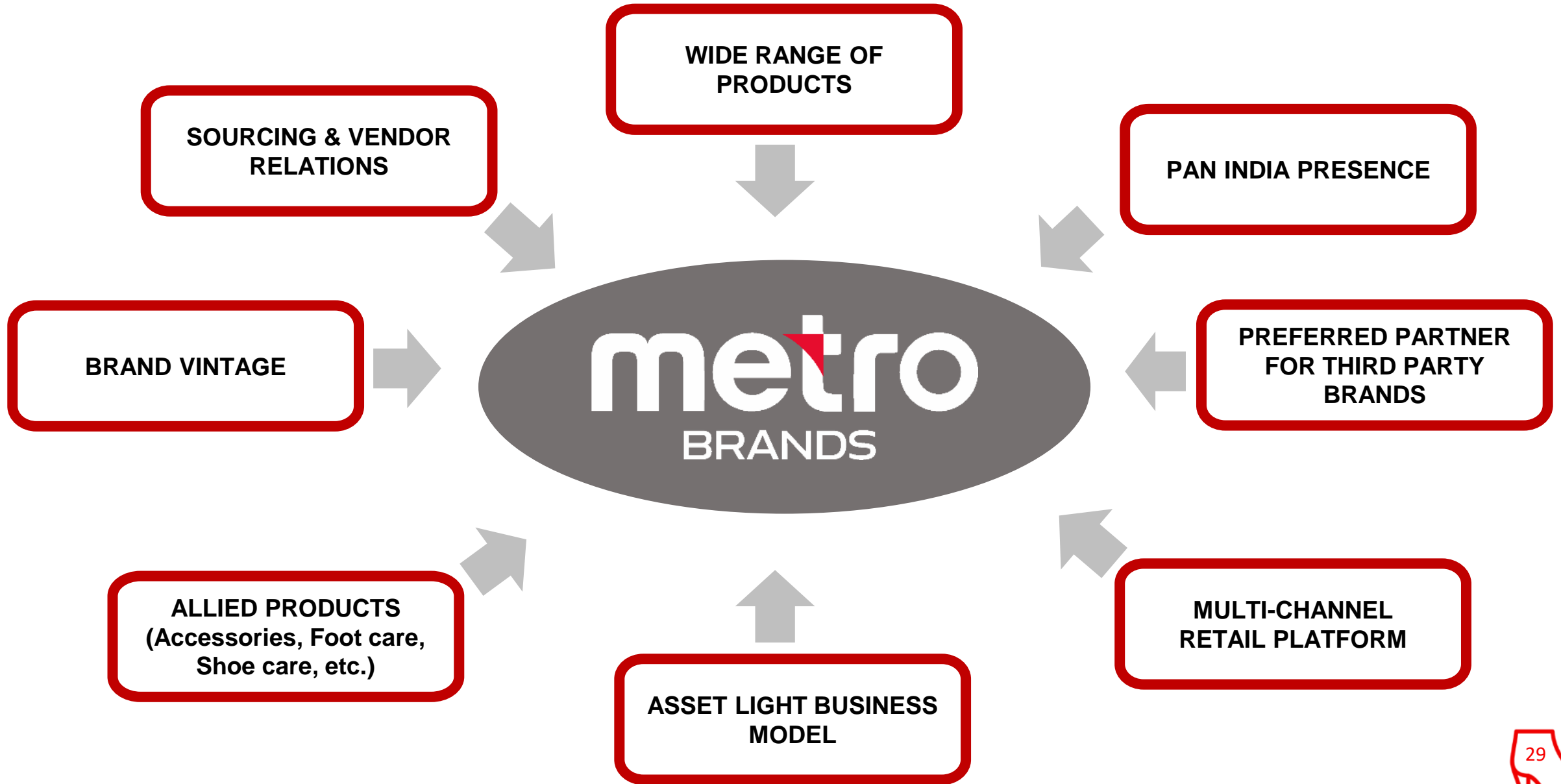
Growth in allied businesses like accessories, shoe care & foot care



Inorganic Opportunities

Evaluation basis targeted returns, operational scale and diversification criteria







BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



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**SUSTAINABILITY INITIATIVES &
OTHERS**



APPENDIX:
INDUSTRY OVERVIEW

SOLAR ROOFTOPS AT OUR WAREHOUSES

Solar rooftops installed at both of our warehouses with a combined capacity of 240 KW, generating solar power of 222 MWh which is equivalent to **saving 2190 trees**



RECYCLED DISCARDED FOOTWEAR

Co-processed around **130 tons** of old discarded footwear (~ 1.69 lac pairs) at various cement factories.



SUSTAINABLE FOOTWEAR COLLECTIONS

Nature Pro Collection: **11 PET bottles recycled** to get 1 pair of shoes.
 Merino Wool Collection: **Biodegradable**, vegan and cruelty free.



SUSTAINABLE PACKAGING

- Filler paper made of **recycled & bio-degradable** paper pulp
- Boxes with no additive of fresh wood or metal like Zinc & Lead



Sustainability Initiatives (2/4)



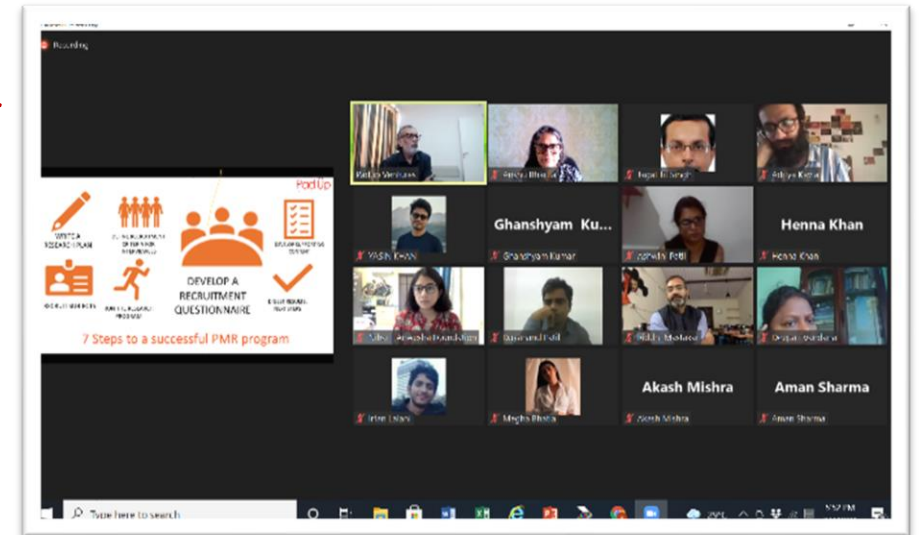
Through Project Nanhi Kali, we contributed towards providing access to **quality education to 500 underprivileged girls** from Bharuch, Gujarat and helped them complete schooling with dignity.

Sponsored 230 underserved adolescents to develop leadership skills in them through football, with a focus on breaking gender stereotypes, gender mainstreaming and equipping these children with life skills to be problem solvers and role models.



Sustainability Initiatives (3/4)

Through UnLtd India, **we supported 32 Social Entrepreneurs to grow in their leadership skills** through incubation support, immersive residential workshops, capacity building and increasing the network of their supporters.



Through Fidai Girls Educational Institute, we **supported 80 children** of under privileged families of Maharashtra and Gujarat region by providing them an environment to excel in their academic life.



Supported as a co-funder in Mission Vriddhi, a project designed by Mantra to transform learning, teaching and leading school improvement in Bihar.



Distributed ~18,000 footwear pairs to the less fortunate rural school children of Maharashtra, Gujarat, Odisha and Telangana.

Other initiatives include :

- Empowering 150 Mumbai Railway Station based Shoe Shiners on the aspects of their Livelihood, Healthcare and Financial Literacy.*
- We are supporting around 300 trainees (unemployed youth) by providing them practical exposure through on-the-job training at Metro Brands Ltd, thus enhancing their skills and making them employable.*
- Contributed towards Capex for building a Head and Neck Cancer Hospital in Mumbai through Cancare Trust.*
- Supported in treatment costs of economically weaker section people through Prince Aly Khan Hospital.*

Awards & Accolades – (1/3)



Farah Malik Bhanji and Alisha Malik won the GenNext Entrepreneur award at Forbes India Leadership Awards 2022 for a successful expansion and listing at the markets in 2021.



Managing director, Metro Brands

Age: 45 • India

Malik Bhanji runs Metro Brands, India's fourth-largest footwear retailer by revenues, with over 10 in-house and more than 25 third-party brands. The pandemic hit the retailer hard, causing it to close 24 stores and cutting revenue 38% to 8 billion rupees (\$107 million) in the fiscal year to March from a year earlier. In response, Malik Bhanji beefed up online sales through the company's website, online marketplaces and social media platforms. Online sales grew 87% year-on-year to 572 million rupees in fiscal 2021. Malik Bhanji's grandfather Malik Tejani opened the first store under the Metro brand in 1955. Today her father Rafique has a net worth of \$1 billion, and debuted on the global billionaires list earlier this year. After graduating from the University of Texas in Austin with honors in arts and business administration, Malik Bhanji joined the privately held family business in 2000. She was instrumental in developing relationships with foreign brands such as Clarks, Crocs and Skechers, and helped expand the store network from 100 in 2010 to 586 stores in 134 Indian cities. Metro is awaiting regulatory approval that would allow it to go public.



COURTESY OF METRO BRANDS

Farah Malik Bhanji featured on the Forbes' Asia's Power Businesswomen 2021



2022
India Retail Champions Award { RAI }
Footwear category



2022
India's Most Admired Retailer
IMAGE Fashion Awards



2022
Best Use Of Cloud Services - Ecommerce
Technology Excellence Awards 2022



2021
Franchise India Awards
Retail Brand Of The Year- Footwear



2021
India Retail Champions Award { RAI }
Footwear category



2021
MAPIC India Awards
Most admired retailer of the year-
Footwear



2021
IMAGES RETAIL AWARDS
Most Admired Retailer Tech
Implementation



BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



LEVERS OF GROWTH



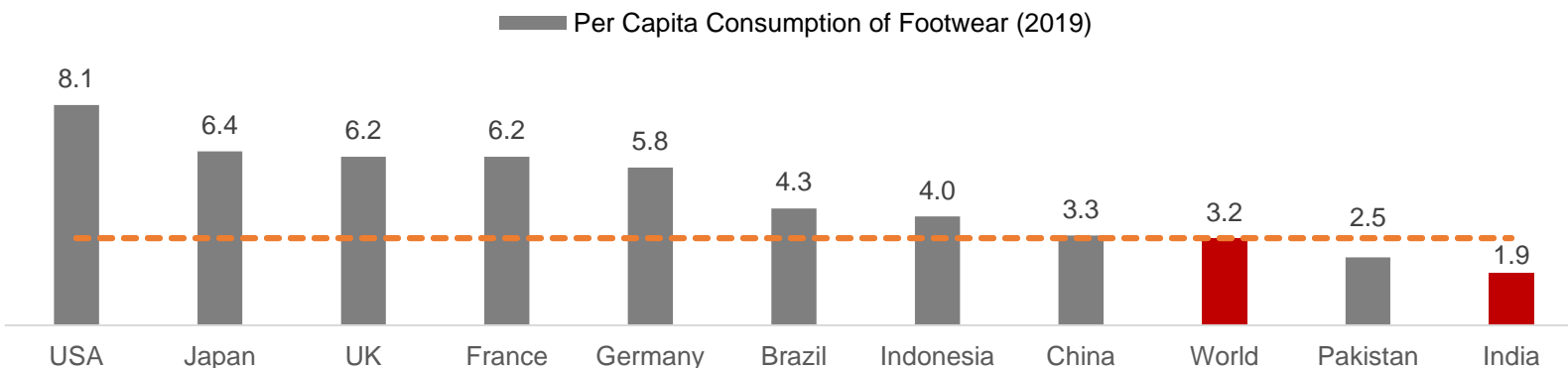
SUSTAINABILITY INITIATIVES &
OTHERS



**APPENDIX:
INDUSTRY OVERVIEW**

Industry Overview (1/2)

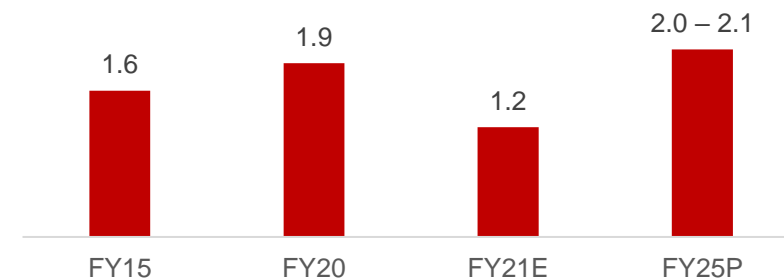
Low per capita footwear consumption in India as compared to other countries



Figures represent pairs of footwear

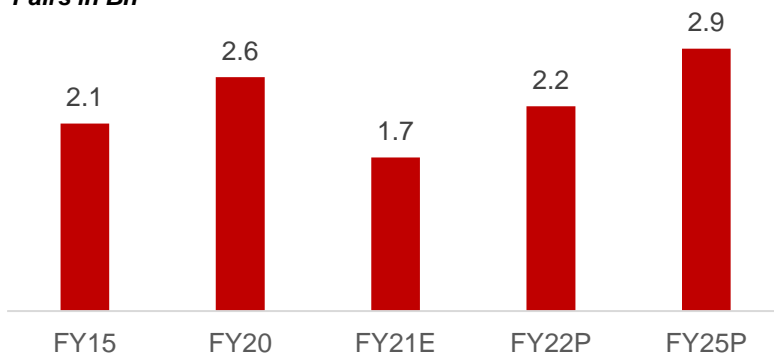
Per Capita footwear consumption India

Per capita consumption of footwear (pairs)



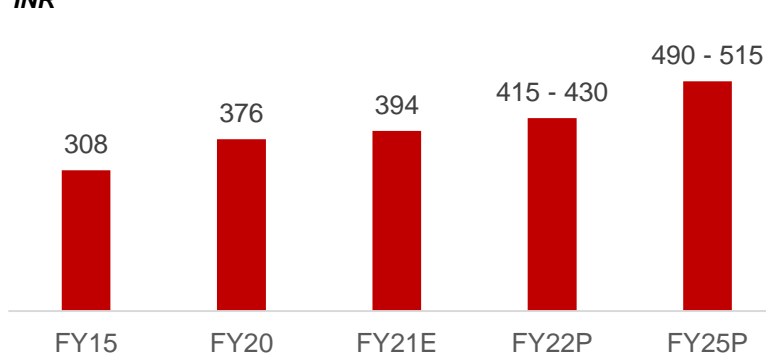
Indian Footwear Market Size (in Volume)

Pairs in Bn



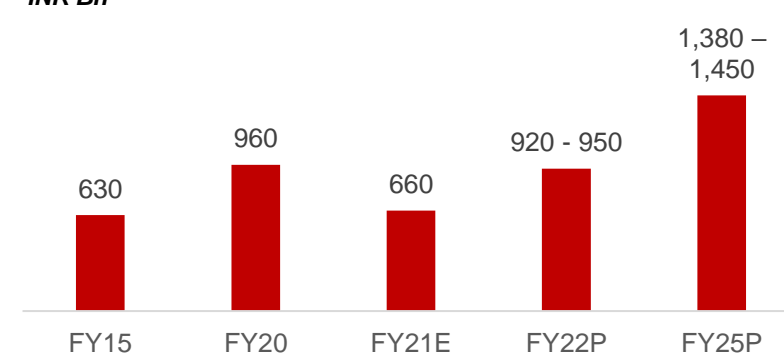
Avg. Selling Price for Footwear in India

INR



Indian Footwear Consumption in Value

INR Bn



Source : CRISIL Research

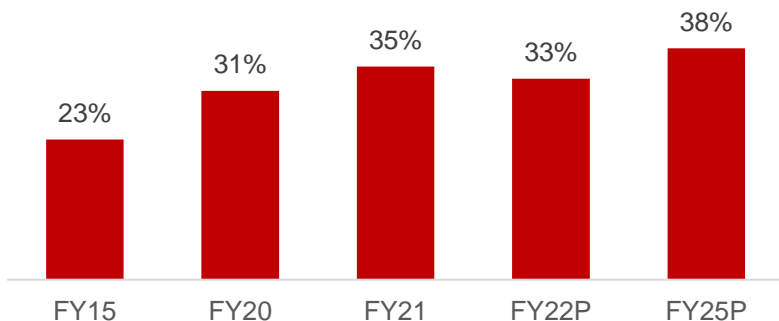
Note: Numbers and decimals rounded off



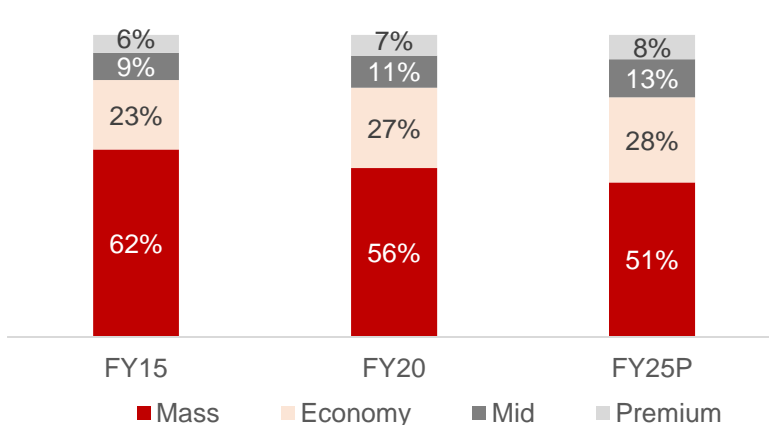
Industry Overview (2/2)

Organized Retail Penetration - Footwear

In Percentage (%)

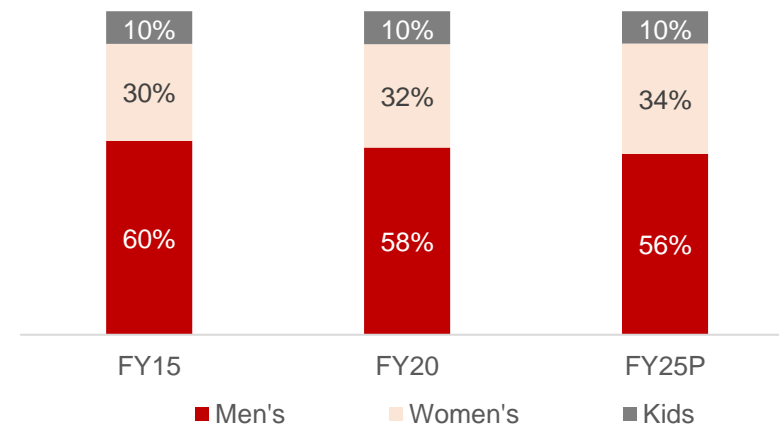


Segment wise market composition



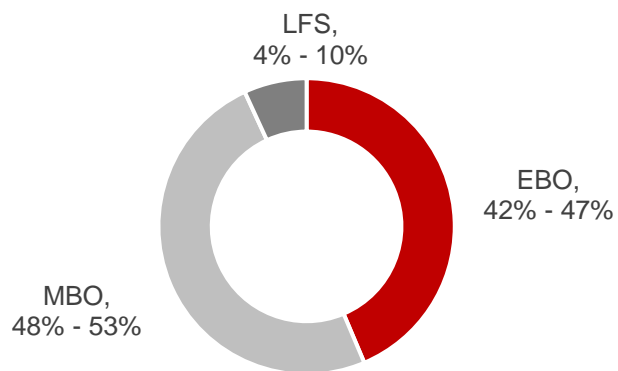
Note : % Share in Total Footwear Industry

Category wise market composition



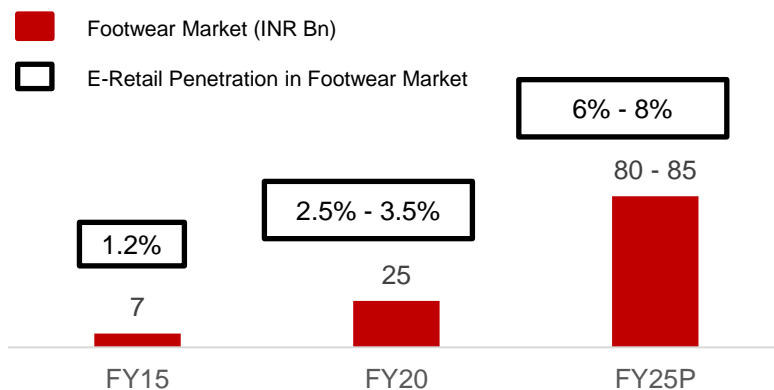
Note : % Share in Total Footwear Industry

Share of various Retail Formats (FY21)

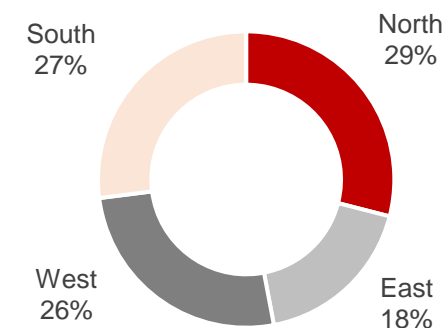


Note : Broad split of traditional offline formats for organized footwear industry

E-Retail Market in India



Region wise market composition (FY20)

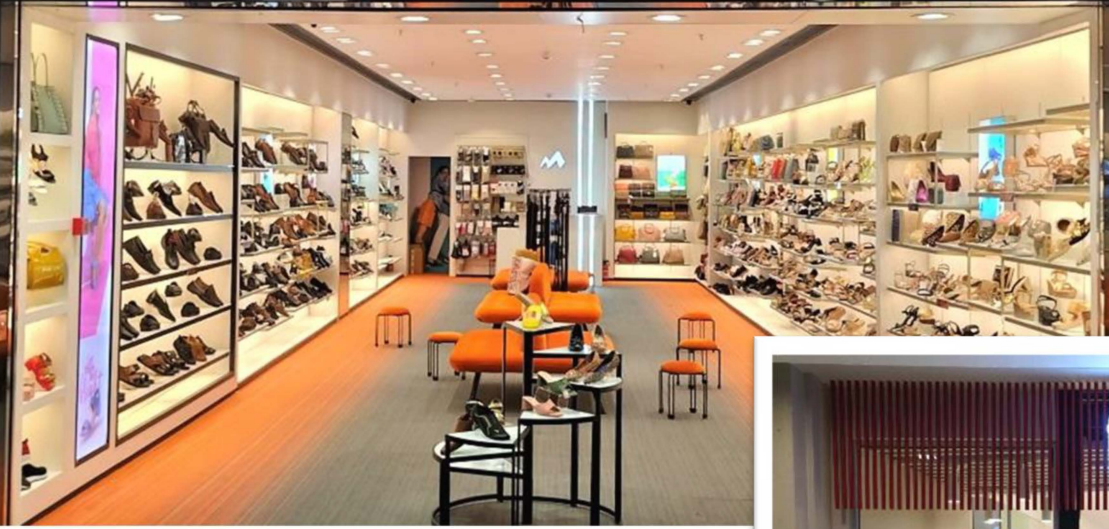


Note : Breakup of Footwear Market in India

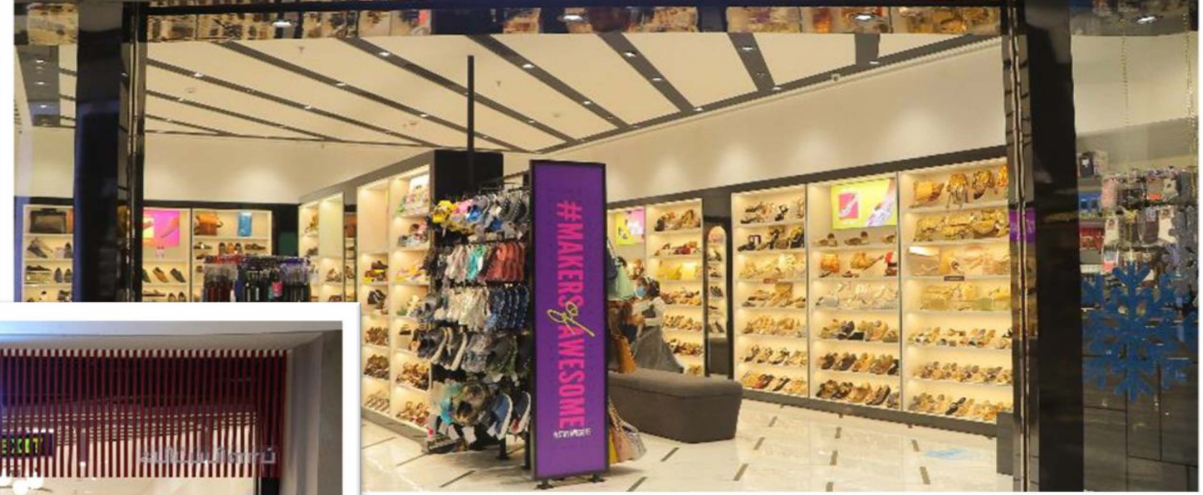


METRO

ಮೆಟ್ರೋ



MOCHI



fitlop



WALKWAY



crocs





THANK YOU