

August 1, 2023

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 Wednesday, August 2, 2023, at 3.30 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 – Q1FY24

1st August, 2023



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BRIEF OVERVIEW



Q1 FY24 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



LEVERS OF GROWTH



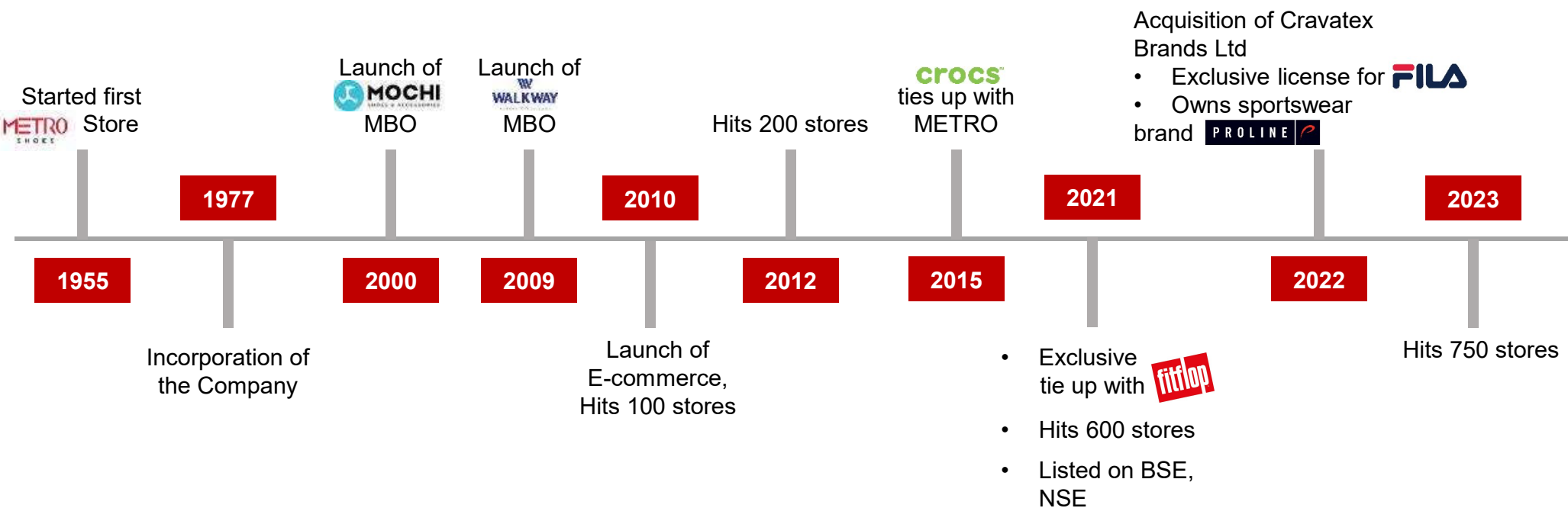
SUSTAINABILITY INITIATIVES &
OTHERS



APPENDIX:
INDUSTRY OVERVIEW



Our Journey



MBL stands tall with a presence across

5 FORMATS | 766 STORES | 31 STATES AND UTs | 182 CITIES*

Note: * Store count as of June 30, 2023



65+ years of Market Presence

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**

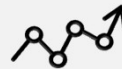
2



One of the largest Indian footwear specialty retailers¹

- ❖ Pan-India presence through **766 Stores** located in **182 cities** spread across **31 states and union territories** in India (as of Jun'23)

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



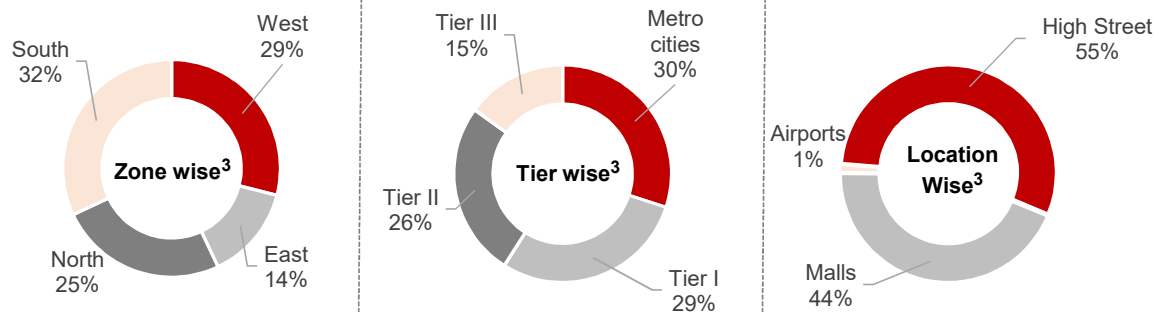
Brief Overview

One Stop Shop for all Footwear Needs



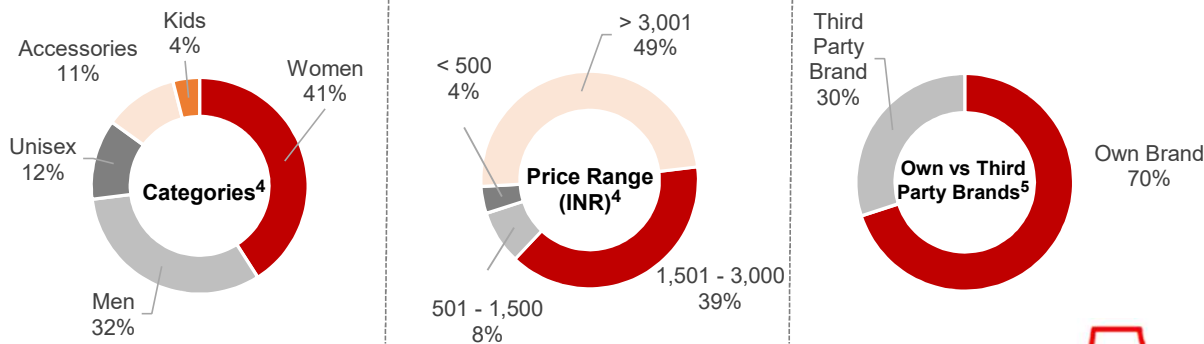
	Jun'23 / Q1FY24	(MBO)	(MBO)	(EBO)	(MBO)	(EBO)
Target Customer		Family	Youth	Premium	Value Format	Premium
No. of Stores		289 (38%)	211 (28%)	195 (25%)	66 (9%)	5 (1%)
Cities		155	104	90	47	4
Price Range (INR) ¹		1,000 – 10,000	1,000 – 10,000	1,500 – 6,000	350 – 3,500	3500- 10,000
Avg. Realization per Unit (INR) ²		1,700	1,700	1,700 ⁶	750	5,600
Size (sq.ft)		1,600	1,550	600	1,450	550

PAN India Presence with 766 Stores | 182 Cities | 31 States and UTs (As of Jun'23)



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

Products for entire family with focus on Mid and Premium Segment (Q1 FY24)



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 of Jun23 ⁴ Split of Total Store Product Sales for Q1FY24 on standalone basis ⁵ Split of Total Store Product Sales on stand alone basis for Q1FY24 at MBOs. ⁶ Average realization per unit for Crocs EBO footwear excluding Jibbitz is INR 3,100 for Q1FY24 (INR 2,900 for Q1FY23)

 BRIEF OVERVIEW

 **Q1 FY24 BUSINESS HIGHLIGHTS**

 METRO'S STRENGTHS

 LEVERS OF GROWTH

 SUSTAINABILITY INITIATIVES &
OTHERS

 APPENDIX:
INDUSTRY OVERVIEW



Q1 FY24 Business Highlights

Standalone

	Q1 FY24	Q1 FY23	YOY Growth%
Revenue	556	497	11.7% ↑
EBITDA	194	181	7.5% ↑
EBITDA%	35.0%	36.4%	
PAT	106	103	2.9% ↑
PAT%	19.1%	20.7%	

Consolidated

In INR Crore

	Q1 FY24	Q1 FY23	YOY Growth%
Revenue	583	508	14.7% ↑
EBITDA	187	183	2.1% ↑
EBITDA%	32.1%	36.1%	
PAT	93	106	-11.6% ↓
PAT%	16.1%	20.8%	

Business Highlights

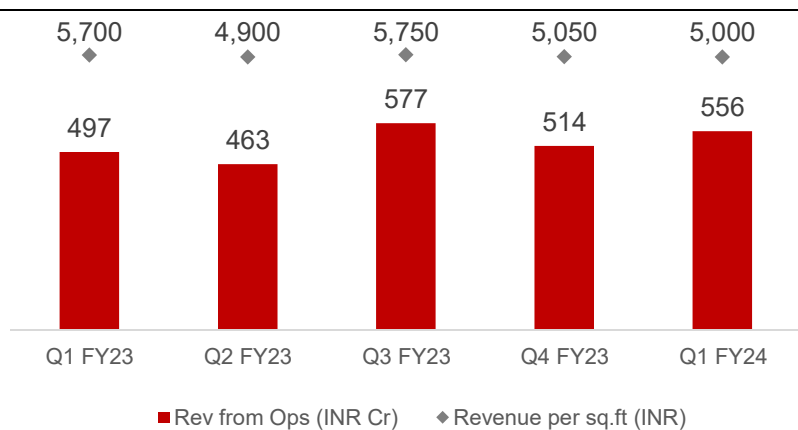
- ❖ Q1 FY24 has witnessed stable YOY growth as compared to Q1 FY23 which had pent-up buying on easing of Covid restrictions.
- ❖ Store expansion on track with net addition of 27 stores (8 new cities covered in Q1FY24) across all formats during the quarter.
- ❖ Highest ever quarterly sales of Ecommerce sales (including omni-channel) of Rs 61 cr. Growth momentum in Ecommerce sales (including omni channel) continues as sales grew 63%. Last 4 years online sales CAGR is 71%.
- ❖ Q1 FY24 PAT at consolidated level includes loss from CBL of Rs 14 cr. (v/s Rs 14 cr in Q4 FY23).

Note: Numbers and decimals rounded off

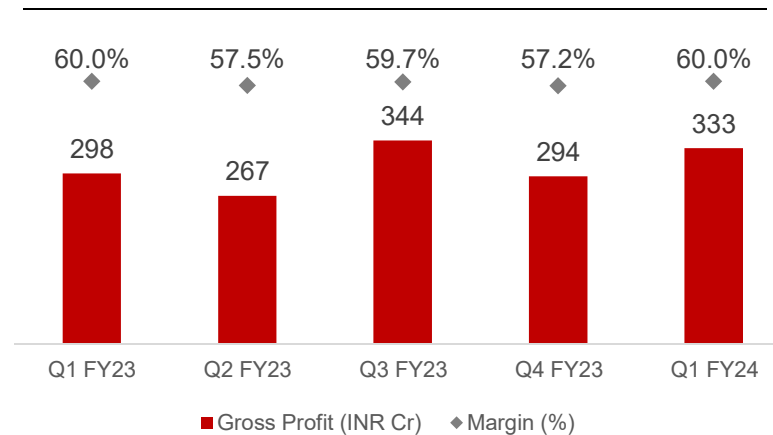


Q1 Business Highlights (Standalone)

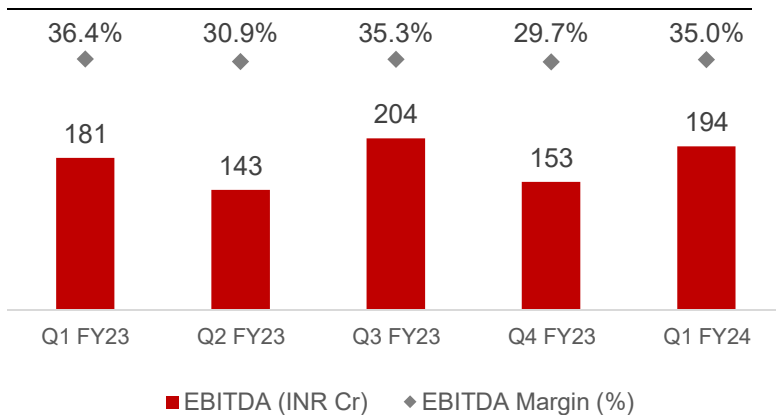
Revenue from Operations and Revenue per sq.ft



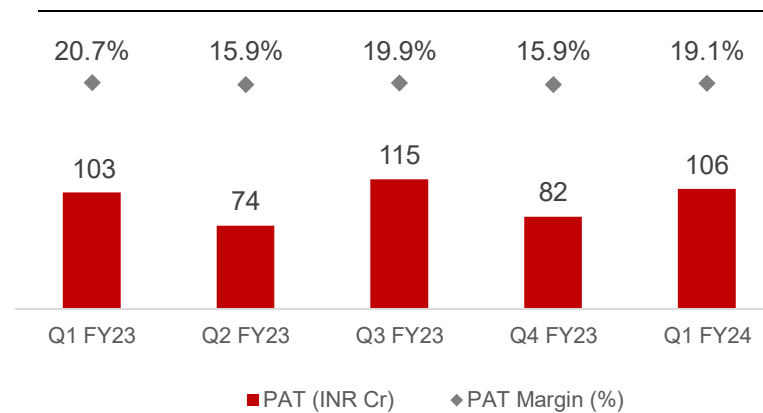
Gross Profit and Gross Margins



EBITDA and EBITDA Margins



PAT and PAT Margins

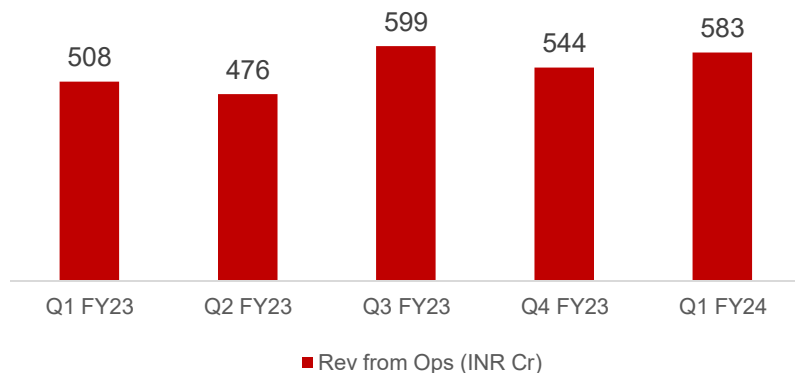


Note: Numbers and decimals rounded off

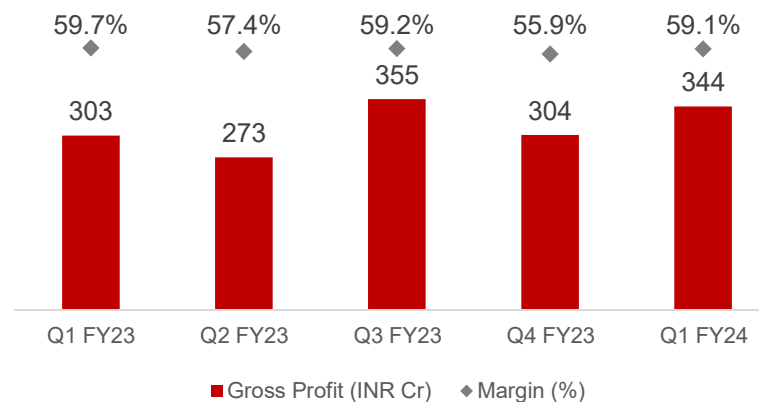


Q1 Business Highlights (Consolidated)

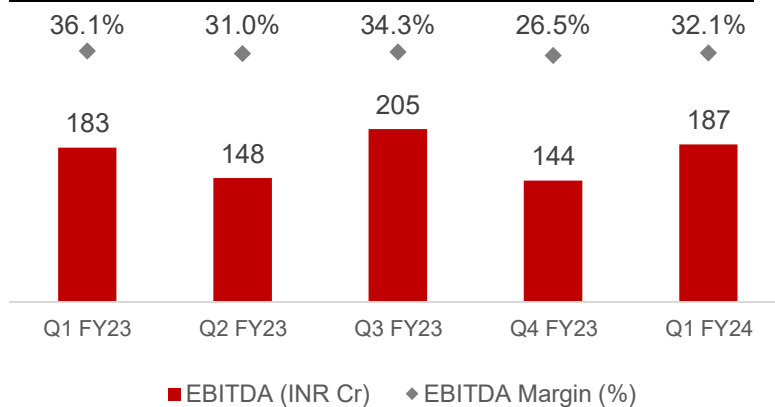
Revenue from Operations



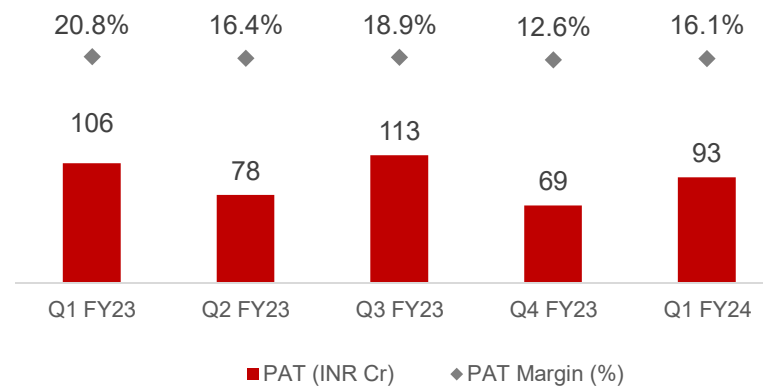
Gross Profit and Gross Margins



EBITDA and EBITDA Margins



PAT and PAT Margins



Note: Numbers and decimals rounded off



Update on implementation of Bureau of Indian Standards for footwear

- ❑ The Department for Promotion of Industry and Internal Trade (DPIIT) issued BIS Quality Control Order (QCO) for footwear which was mandatory from 1st July 2023.
- ❑ The implementation date is now deferred to 1st January 2024 for most categories of footwear.
- ❑ While the industry is gearing up for quality control orders (QCO) compliance we expect significant clarity & progress to transpire over next 2 quarters.
- ❑ In order to circumvent any potential supply chain disruptions, MBL has front loaded inventory buying to some extent.
- ❑ This would lead to higher inventory levels in H1 FY24.

Key business updates – Cravatex Brands Limited

Results of Cravatex Brands Ltd incorporated with MBL financials w e.f 1st December 2022

Q4 FY23

In INR Crore

	MBL Consolidated	Cravatex	MBL excluding Cravatex
Revenue from operations	544	22	522
Other Income	19	3	16
Total Income	563	25	538
Gross Profit	304	7	297
Gross Profit margin	55.9%	32.0%	56.9%
EBITDA	144	(10)	155
EBITDA margin	26.4%	-46.9%	29.6%
PAT	69	(14)	83
PAT margin	12.6%	-62.8%	15.8%

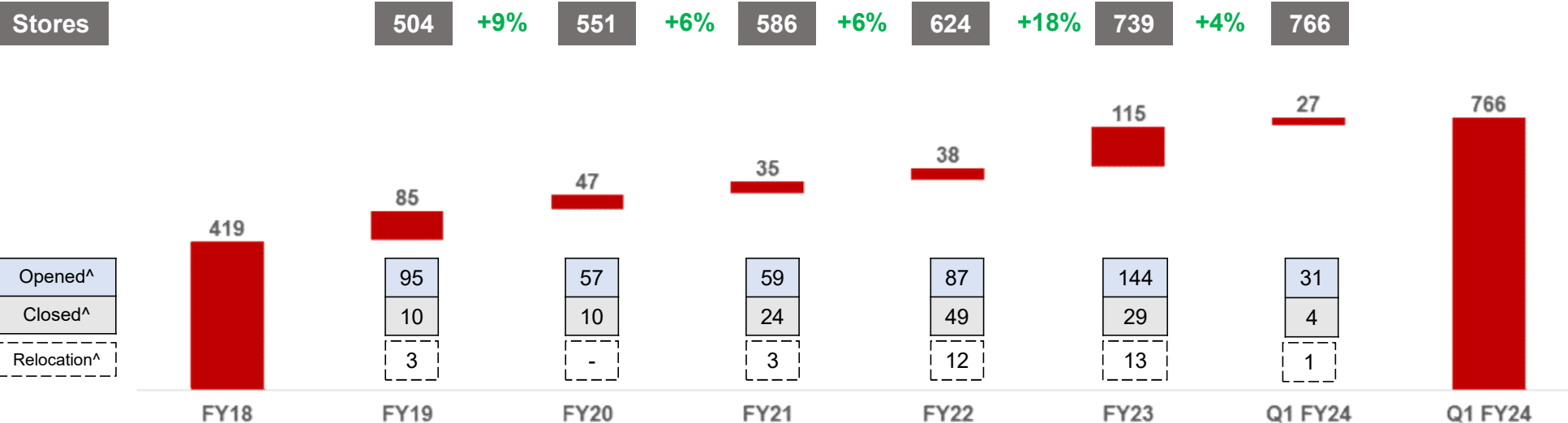
Q1 FY24

In INR Crore

	MBL Consolidated	Cravatex	MBL excluding Cravatex
Revenue from operations	583	17	566
Other Income	14	1	14
Total Income	597	17	580
Gross Profit	344	6	338
Gross Profit margin	59.1%	37.9%	59.7%
EBITDA	187	(9)	197
EBITDA margin	32.1%	-56.3%	34.7%
PAT	93	(14)	108
PAT margin	16.1%	-87.4%	19.1%

- ❑ Integration with MBL eco-system is progressing well. Cravatex has successfully migrated to “SAP S4 Hana” ERP system w.e.f 1st Apr23. We experienced teething issues initially in first 2 months which impacted revenues marginally.
- ❑ Liquidation of excess inventory is “On track” & will be completed by Mar24.
- ❑ CBL has 23 FILA EBO stores across various formats (COCO, COFO, FOFO). We are undertaking various measures to improve stores performance and profitability.

Year wise Store additions - Standalone



	FY19	FY20	FY21	FY22	FY23	Q1 FY24
Metro	209	218	219	231	278	289
Mochi	136	145	145	162	199	211
Walkway	63	70	73	53	63	66
Crocs	96	118	149	178	195	195
Fitflop	-	-	-	-	4	5
Total Stores	504	551	586	624	739	766

Note: Store count for Jun'23 includes 9 Franchise Stores ^Opened and closed stores include relocated stores. Decimals rounded off



Profit & Loss Statement (Standalone)

In INR Crore

Particulars	Q1 FY24	Q4 FY23	Q1 FY23	FY23
Revenue from Operations	556	514	497	2,052
Other Income	16	19	9	55
Total Income	572	533	506	2,107
EXPENSES				
Purchases of stock-in-trade	324	199	258	1,017
Changes in inventories of stock in trade	(101)	21	(59)	(168)
Employee Benefits Expense	48	46	38	171
Finance costs	18	17	13	62
Depreciation and amortisation expenses	50	46	39	175
Other expenses	91	95	79	352
Profit before tax for the period/year	142	109	138	498
Net Tax Expense	36	27	35	125
Profit after tax for the period/year	106	82	103	373
Other comprehensive income	0	(1)	(1)	(2)
Total comprehensive income for the period/year	106	81	102	372

Note: Numbers rounded off

Profit & Loss Statement (Consolidated)

In INR Crore

Particulars	Q1 FY24	Q4 FY23	Q1 FY23	FY23
Revenue from Operations	583	544	508	2,127
Other Income	14	19	9	54
Total Income	597	563	517	2,182
EXPENSES				
Purchases of stock-in-trade	328	220	263	1,066
Changes in inventories of stock in trade	(90)	20	(59)	(174)
Employee Benefits Expense	53	52	40	184
Finance costs	18	18	13	63
Depreciation and amortisation expenses	54	50	39	181
Other expenses	104	108	81	372
Profit before tax for the period/year	128	95	140	489
Net Tax Expense	35	27	34	126
Share of (loss)/ profit of a Joint Venture	1	1	1	2
Profit after tax for the period/year	93	69	106	365
Other comprehensive income	0	(1)	(1)	(2)
Total comprehensive income for the period/year	93	67	105	363

Note: Numbers rounded off



-  BRIEF OVERVIEW
-  Q1 FY24 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*



Note : ¹CRISIL Research

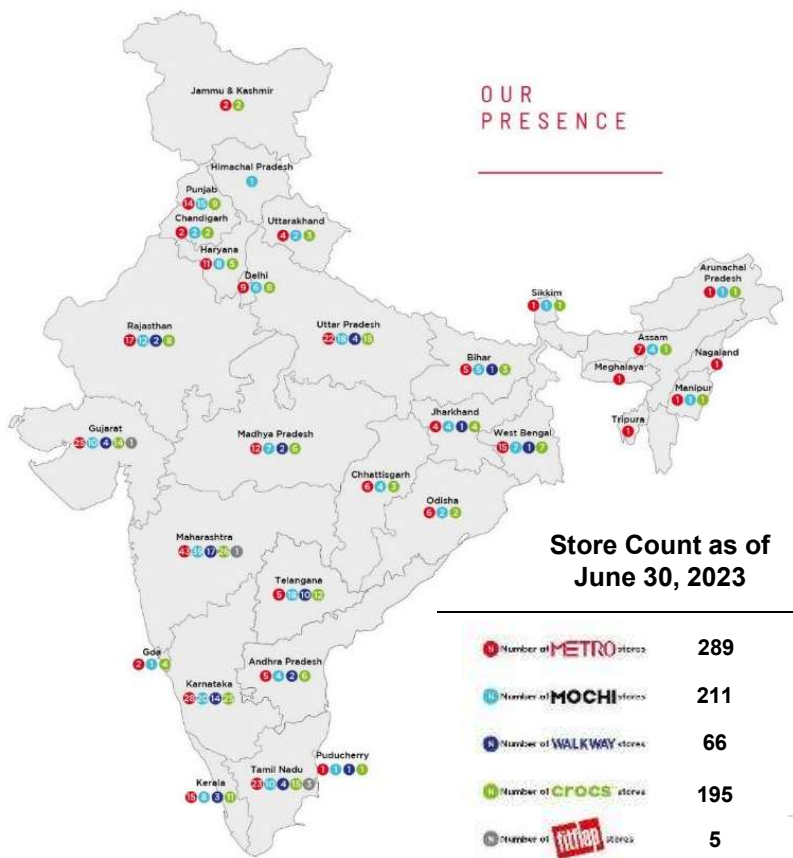


1

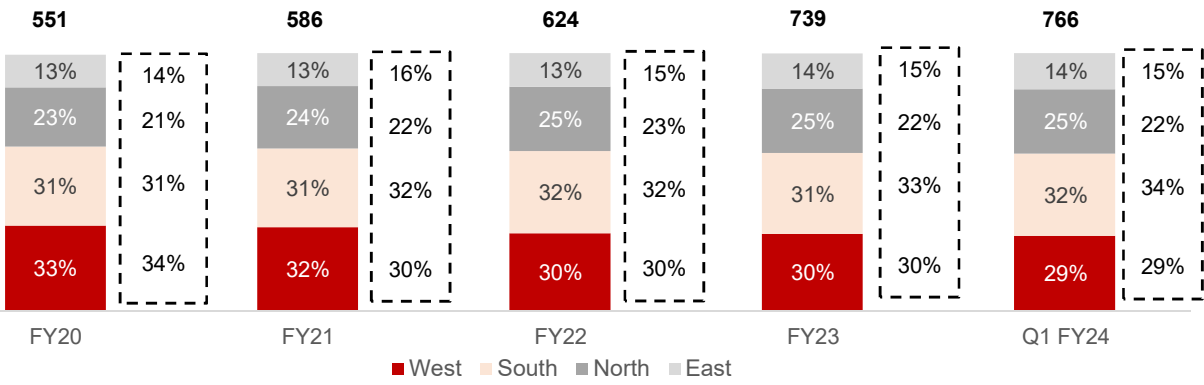
One of India's largest pan India footwear retailers¹ with a brand appeal among aspirational consumer segments



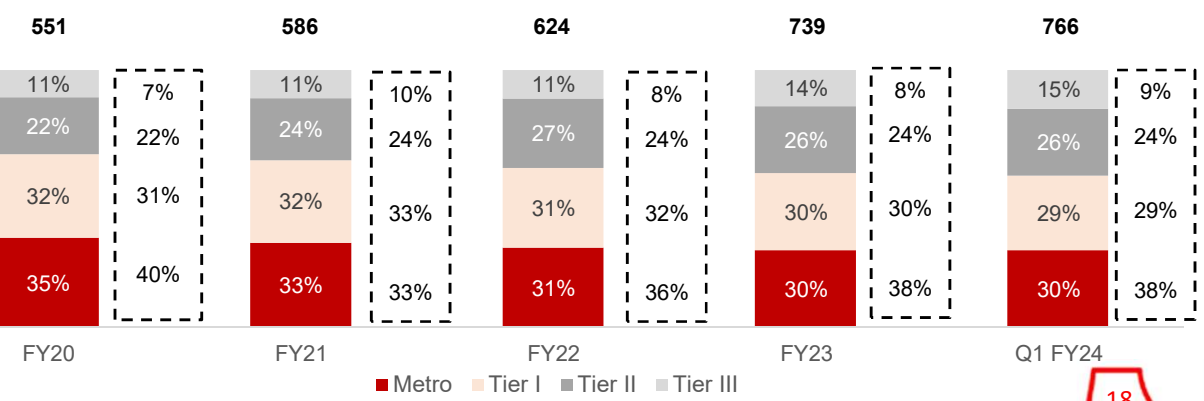
PAN India Network of Retail Outlets (as of Jun'23)



...with diversified presence across regions²



Increasing presence in Tier II and Tier III cities²

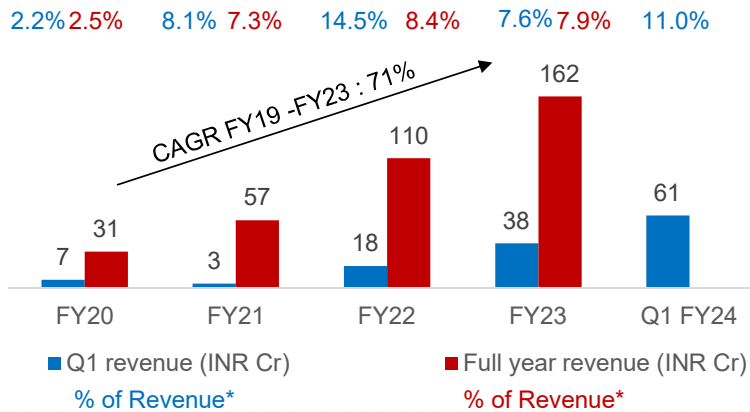


Note: Map is not to scale ; Decimals rounded off ; Above figures are on standalone basis
¹CRISIL Research ; ²Figures represent store count as of June 30, 2023
 [] denotes % share in Total Store Product Sales



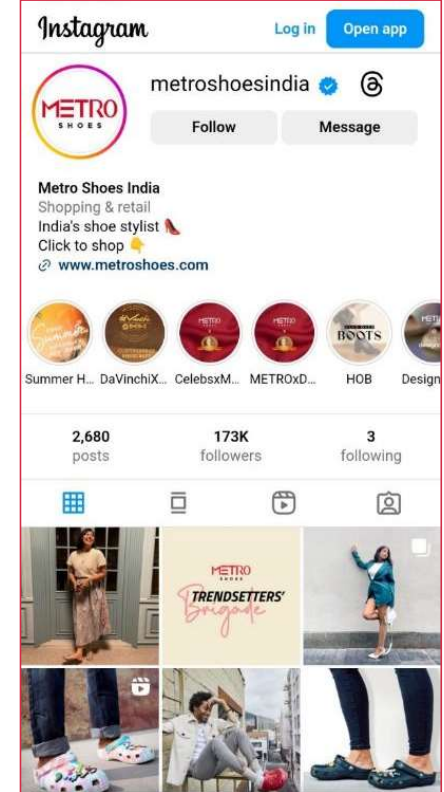
2 Pivoting from primarily "Offline" to an "Omni-channel" enabled footwear and accessories retailer

E-commerce – Online & Omnichannel

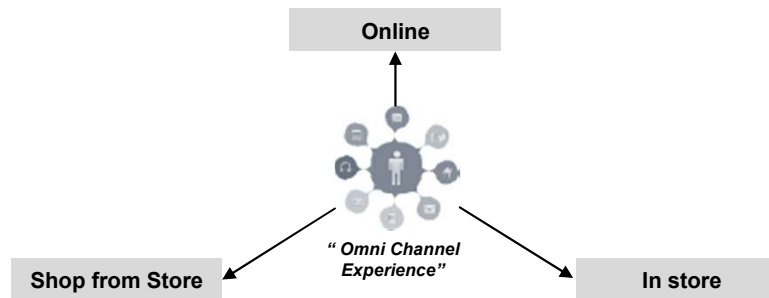
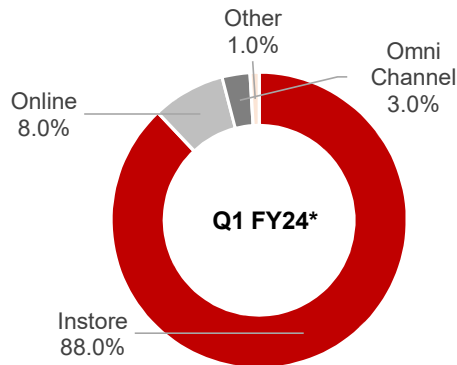


- ❖ Majority of online business comes through leading e-commerce marketplaces (Present on 6 Major E-commerce marketplaces)
- ❖ Manage three own brand websites (www.metroshoes.com, www.mochishoes.com and www.walkwayshoes.com) and one exclusive brand www.fitflop.in
- ❖ Marketing through Social Media platforms
- ❖ 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)



Revenue Breakup - Instore & E-commerce



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

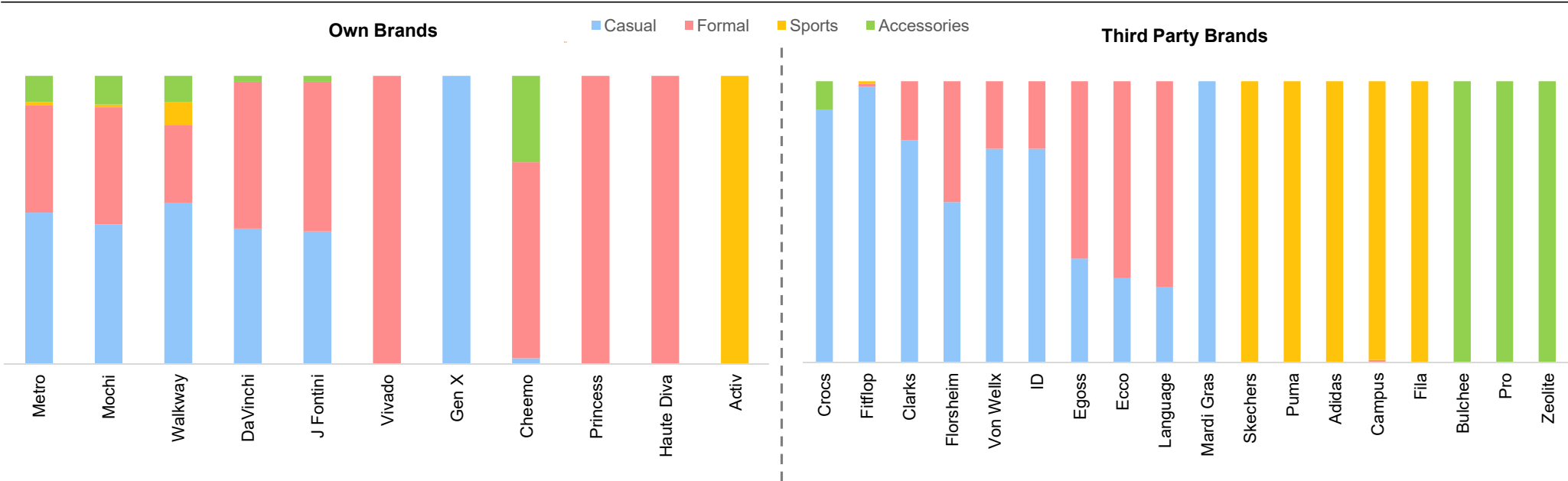
* As a % of Standalone Revenue from Operations
 Note : Numbers and percentages rounded off ; Revenue is net of returns and discounts

3

Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty (1/3)



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
✓	✓	✓	✓	✓	✓	✓	✓	✓

Note : Above figures are on standalone basis

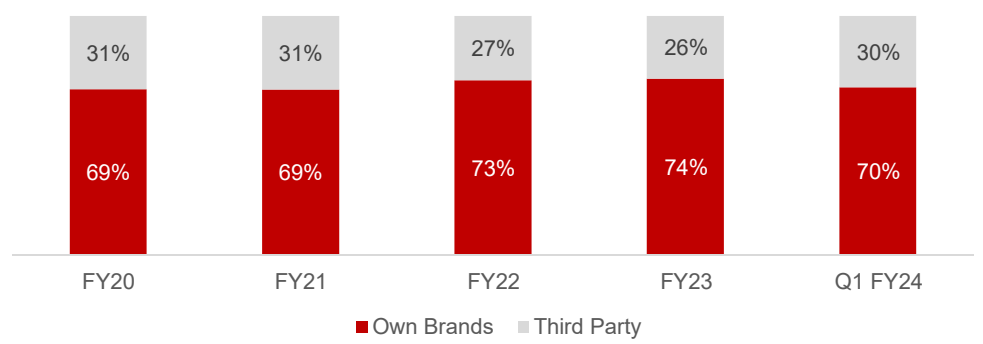


3

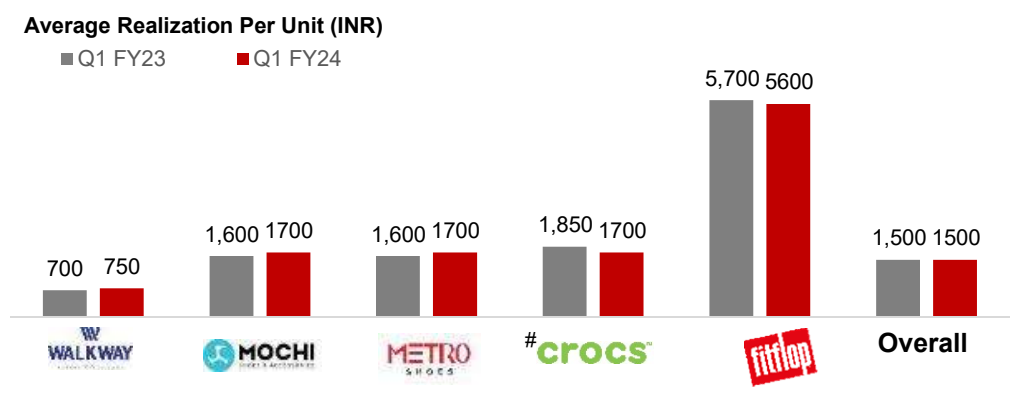
Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty (2/3)



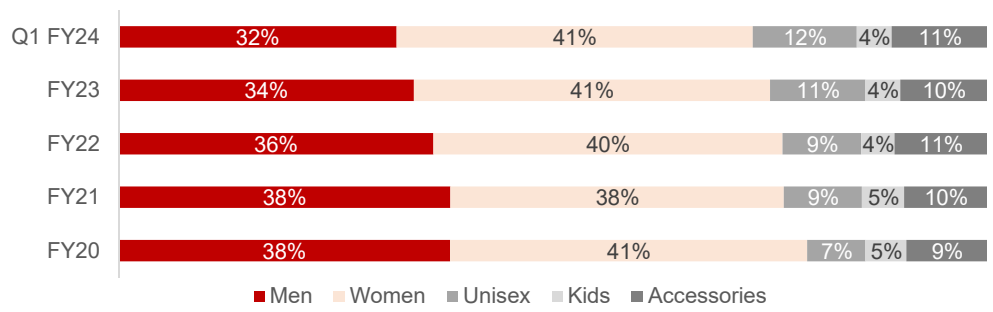
Own Brands contribute ~ 70-75% of total store product sales at MBOs



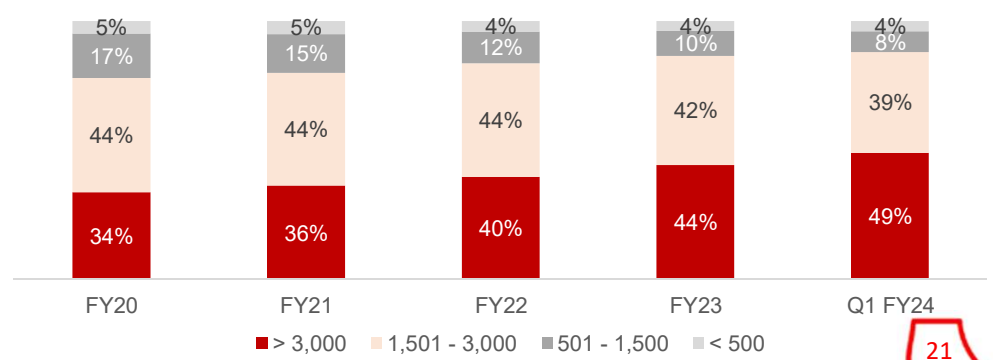
Targeting Mid and Premium Segment through 5 different Brand Outlets



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. Above figures are on standalone basis. # Average realization per unit for Crocs EBO footwear excluding Jibbitz is INR 3,100 for Q1FY24 (INR 2,900 for Q1FY23)



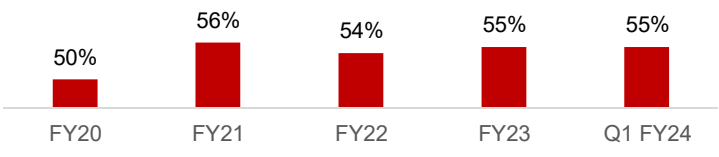
3

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

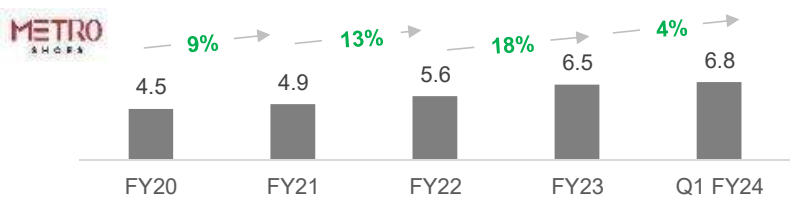


Repeat Sales to Members of Loyalty programs

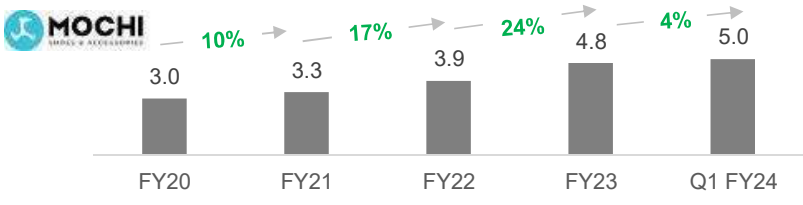
% Total Product Sales



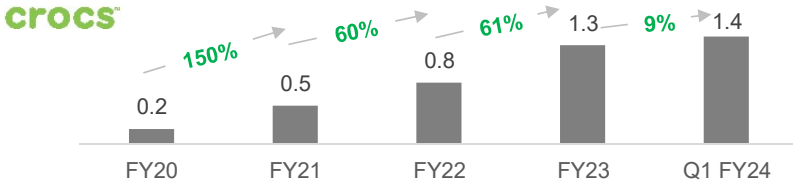
Club Metro (2007*) – Loyalty Program Members (Mn)



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



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



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 data 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)

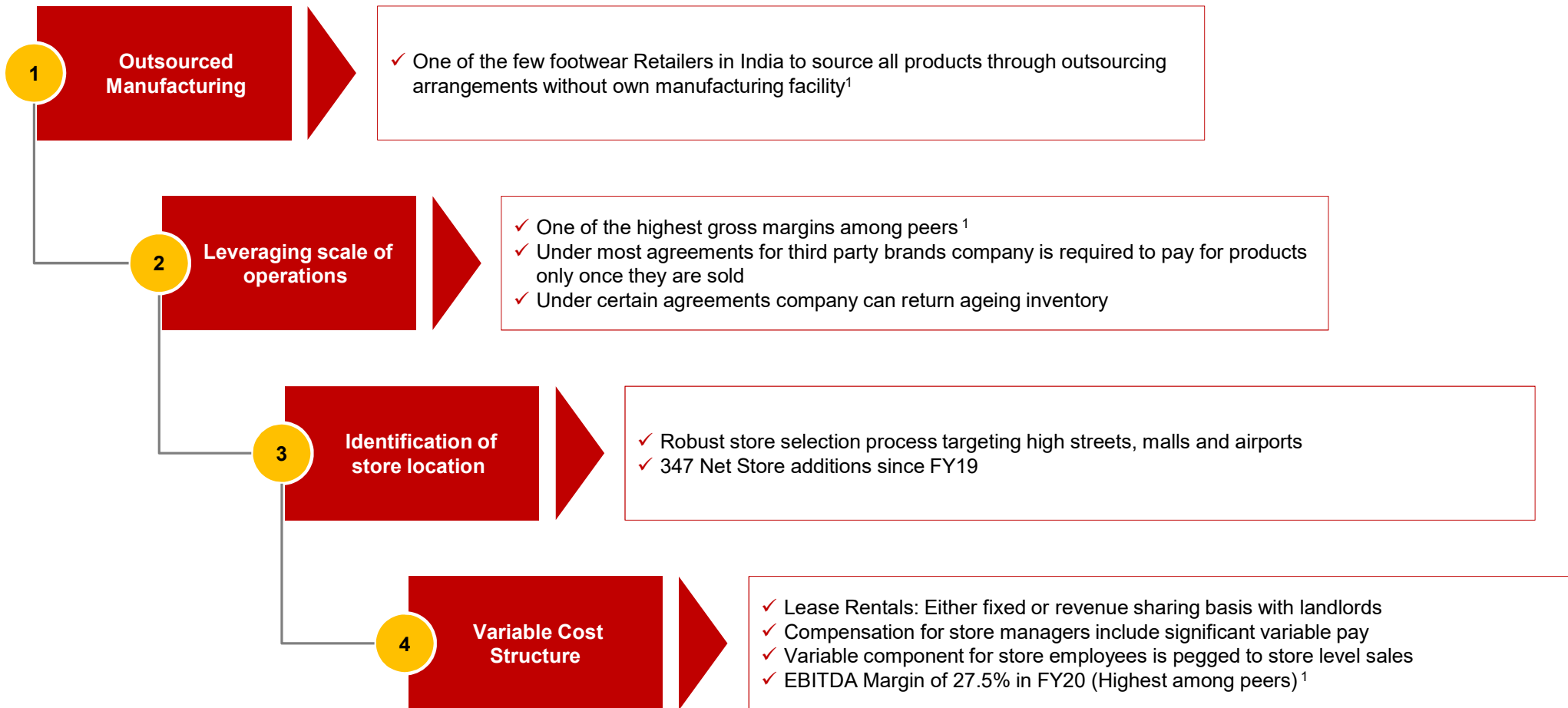
Highest loyalty points credit for customers among the key Indian footwear players (Source : CRISIL Research)

Can be redeemed across any store of the respective brand

Note: * Commencement year for Loyalty program ; Numbers and decimals rounded off.; Above figures are on standalone basis



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



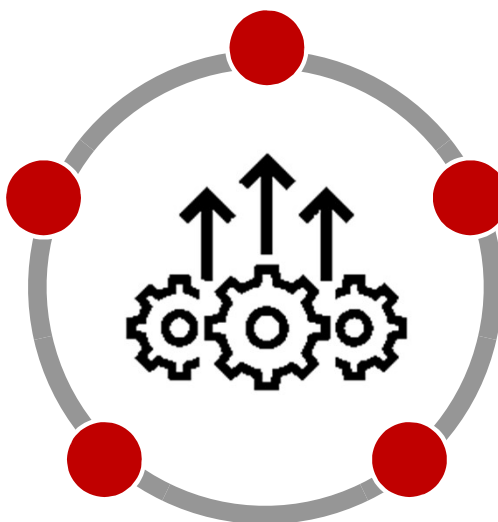
¹ Source : CRISIL Research
 Note: Numbers and decimals rounded off

Long Standing Relationships with Vendors

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

Demand Driven 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

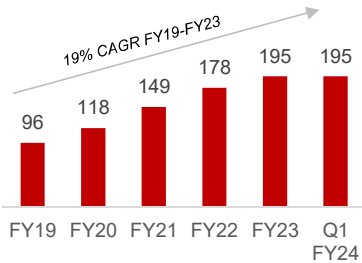
WIDE REACH

- 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 5 stores opened till June 2023.

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.

7 Board of Directors¹



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 Managing Director 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 whole time director and member of Fractal Analytics Pvt. Ltd



UTPAL HEMENDRA 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, a CFA Charter Holder and member of ICSI.
- ❖ Currently serves on the Boards of Carnelian Asset Advisors Pvt Ltd, BSAS Infotech Ltd, Tibbs Foods Pvt. Ltd., Course5 Intelligence Limited and Zicom SaaS Private Limited.

¹Excluding Promoter Directors

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



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 - Sports Division,
E-Commerce and CRM*

- ❖ 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

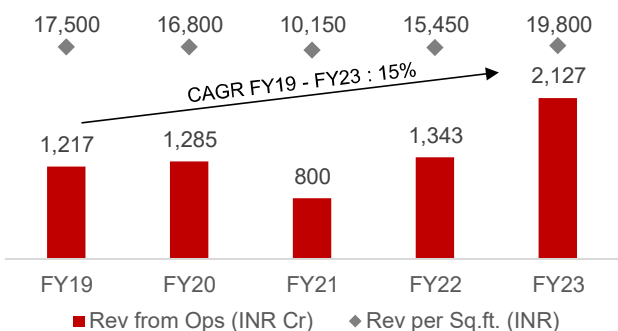
- ❖ Holds master's degree in Business Administration
- ❖ Previously associated with Payless Shoes Pty Ltd, Hickory Brands Inc, Crocs, MAP Active & Planet Sports Inc



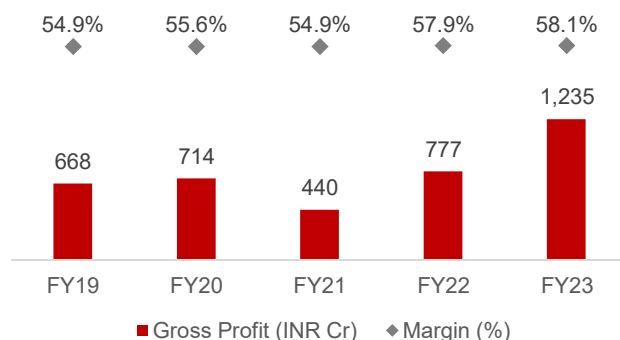
KAUSHAL KHODIDAS PAREKH,
Chief Financial Officer

- ❖ 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. Rajji & Co.

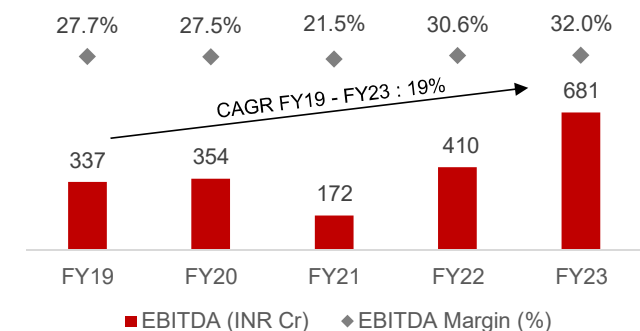
Revenue from Operations



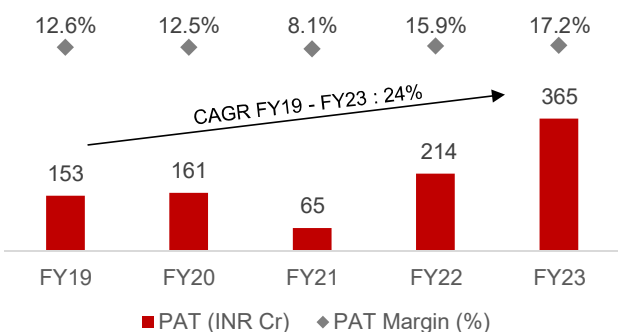
Gross Profit and Gross Margins



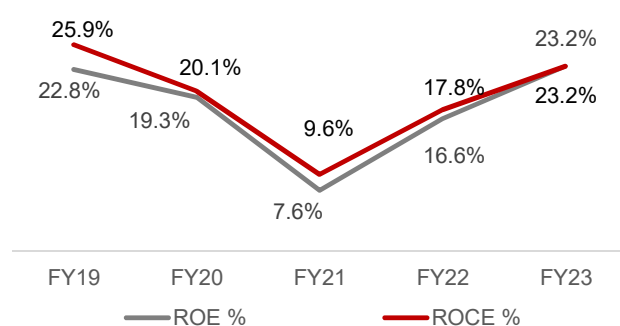
EBITDA and EBITDA Margins



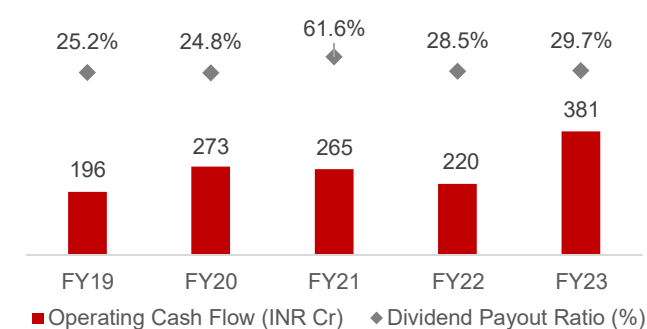
PAT and PAT Margins



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



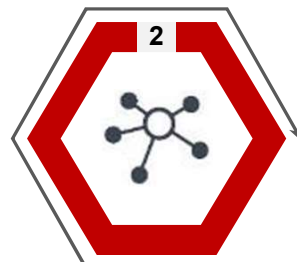
-  BRIEF OVERVIEW
-  Q1 FY24 BUSINESS HIGHLIGHTS
-  METRO'S STRENGTHS
-  **LEVERS OF GROWTH**
-  SUSTAINABILITY INITIATIVES & OTHERS
-  APPENDIX:
INDUSTRY OVERVIEW

Key Strategies



Store Expansion Plans

Target to open 200 stores over next 2 years



Leverage multi-channel platform
Build on successful expansion of Crocs / Fitflop 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

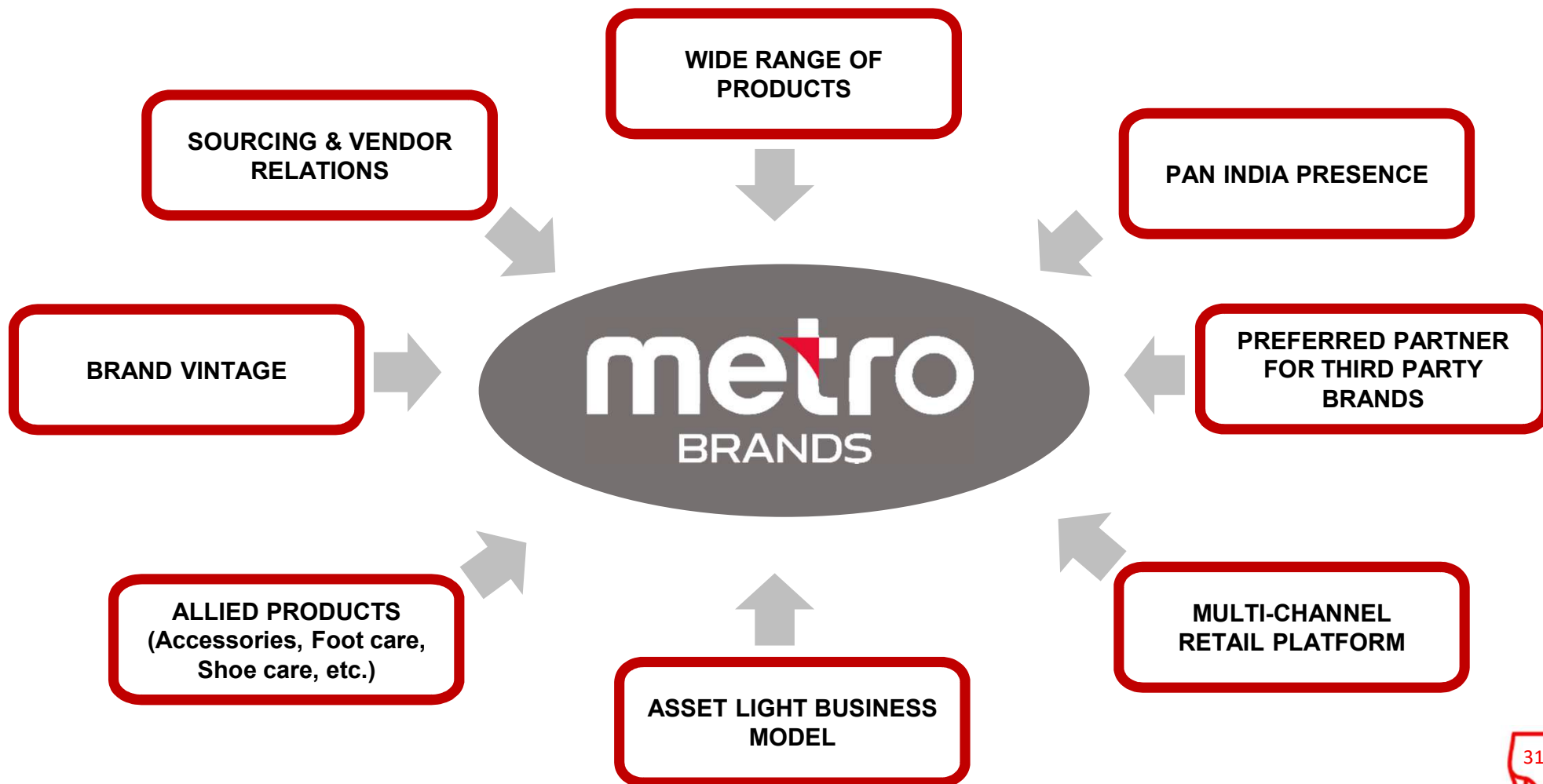
Growth in allied businesses like accessories, shoe care & foot care









Inorganic Opportunities

Evaluation basis targeted returns, operational scale and diversification criteria

To Summarize....





-  BRIEF OVERVIEW
-  Q1 FY24 BUSINESS HIGHLIGHTS
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Sustainability Initiatives (1/7)

Environment

Processing of Old & Discarded Footwear (ODF) in an eco-friendly manner

It is our long-term goal to “recycle a pair for every pair we sell”.



❑ Under this project, ODF is collected & then sorted, cut, and again sorted material wise as below:

- Plastic materials are sent to recyclers for recycling.
- Rubber materials are sent to pyrolysis plants to generate oil, which is reused.
- Other totally worn off parts are then sent either to cement kilns or power generating units where they are co-processed as a substitute for coal.

❑ We recycled old & discarded footwear aggregating to **~900 tons (~2 million pairs) in FY23 and ~210 tons (~ 0.5 million pairs) in Q1 FY24** in an eco-friendly manner.

Sustainability Initiatives (2/7)

Environment

Sustainable Footwear and Packaging



- Launched vegan friendly footwear range – Tie-Dye Collection, made with modern, comfortable animal-free materials.



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



- Our packaging boxes use filler paper made of recycled & bio-degradable paper pulp
- Boxes with no additive of fresh wood or metal like Zinc & Lead

Sustainability Initiatives (3/7)

Environment

Solar rooftops at our warehouses

Solar rooftops installed at both of our warehouses with a combined capacity of 240 KW. The solar rooftops generated 221 MWh of power.



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

Sustainability Initiatives (4/7)

Health & Well-being



- ❑ *Launched project “Ek Kadam Aage” to empower 150 Mumbai Railway Station based Shoe Shiners covering the aspects of their livelihood, healthcare and financial literacy trainings*
- ❑ *Through another project, we are working to create awareness, educate, handhold and enroll 4000 + beneficiaries from the cobbler community spread across Mumbai Metropolitan Region and their family members in various GOI sponsored benefit schemes.*
- ❑ *Helped in providing medical treatment to 82 needy people*
- ❑ *Contributed towards Capex for building a Head and Neck Cancer Hospital in Mumbai*
- ❑ *Supported in treatment costs of economically weaker section people through Prince Aly Khan Hospital.*

Education



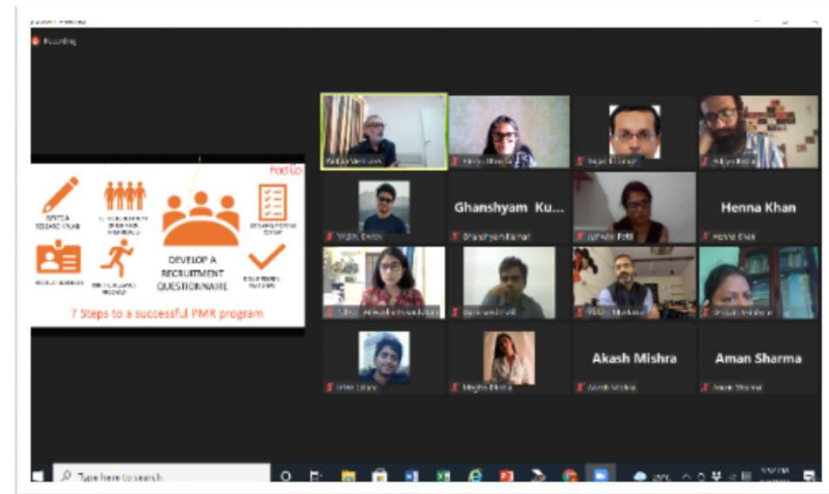
We contributed towards providing access to **quality education to 500 underprivileged girls** from Bharuch, Gujarat and helped them complete schooling with dignity.

Sustainability Initiatives (6/7)

Education



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.



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.

Sustainability Initiatives (7/7)

Education



We **supported 72 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 to transform learning, teaching and leading school improvement in Bihar.

- ❑ We supported more than 150 trainees (unemployed youth) by providing them practical exposure through on-the-job training at Metro Brands Ltd retail outlets, thus enhancing their skills and making them employable.

Awards & Recognition – (1/2)



IMAGE Retail Awards

Most Admired Footwear Retailer ,2023



Forbes India Leadership Awards 2022

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



IMAGE Fashion Awards

India's Most Admired Retailer, 2022



MAPIC India Retail Awards

*Most Admired Retailer of the year
Footwear Category, 2022*



**India Retail Champions Award,
Retailers Association of India**

Footwear category,2022



Economic Times Awards

Iconic Brands of India Award, 2022

Awards & Recognition – (2/2)



Image Business Of Fashion

Fashion Brand Icon, 2022 – Nissan Joseph, CEO



PETA India – Vegan Fashion Awards

Best Vegan Shoe Line, 2022



DMA Asia Sparkies Awards

Best Conversion Campaign – SEO, 2022



MYNTRA – Tech Threads Award

Best Women's Footwear Brand, 2022



Recognition: Leadership




Nissan Joseph , CEO featured in Entrepreneur Magazine

Most Daring CEO, 2022



Technology Excellence Awards

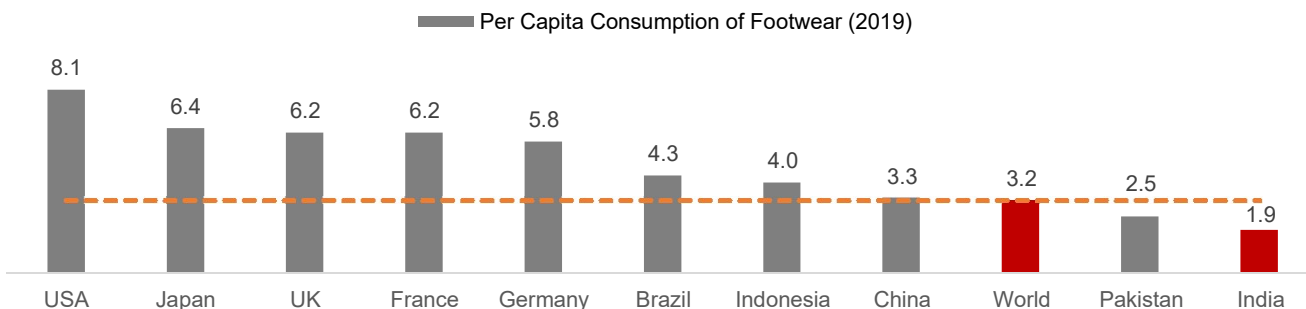
Best Use Of Cloud Services – Ecommerce,
2022

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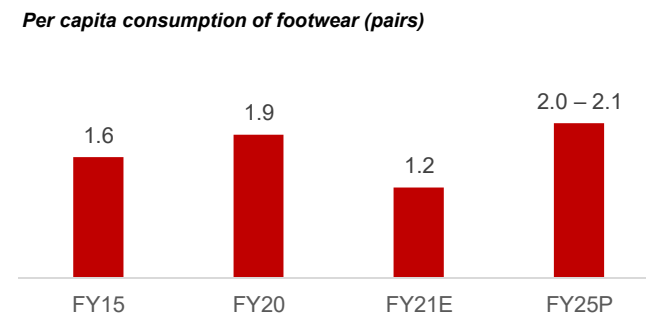
Industry Overview (1/2)

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

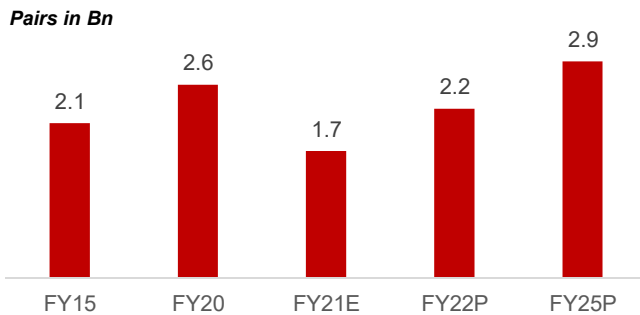


Figures represent pairs of footwear

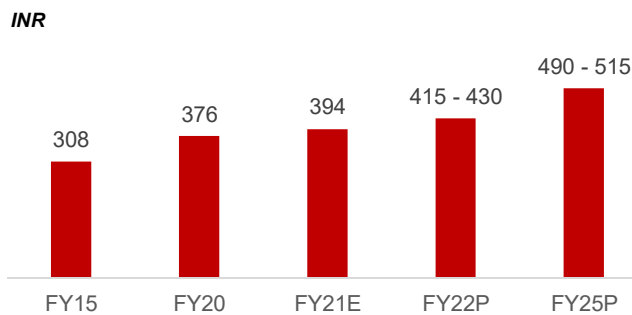
Per Capita footwear consumption India



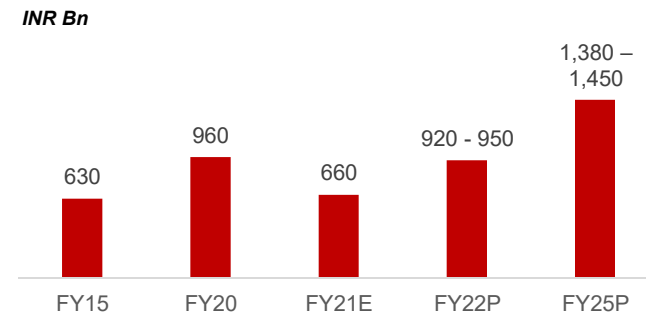
Indian Footwear Market Size (in Volume)



Avg. Selling Price for Footwear in India



Indian Footwear Consumption in Value



Source : CRISIL Research

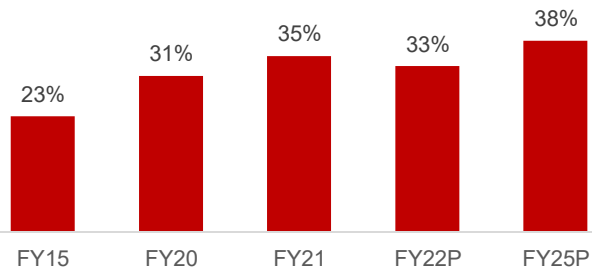
Note: Numbers and decimals rounded off



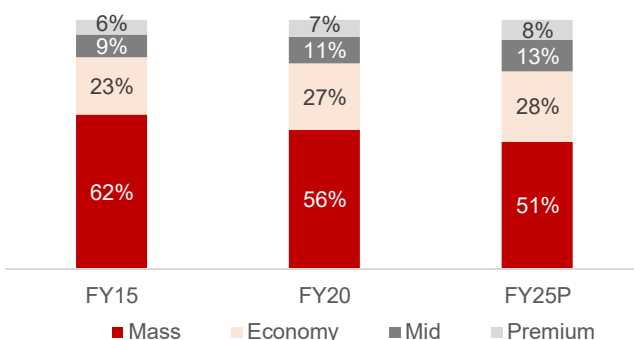
Industry Overview (2/2)

Organized Retail Penetration - Footwear

In Percentage (%)

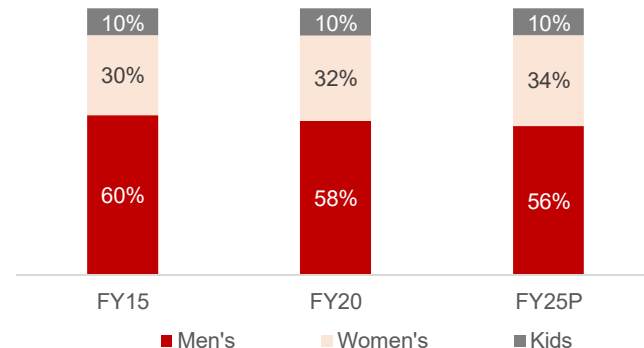


Segment wise market composition



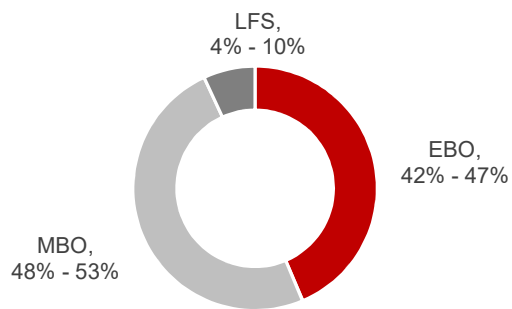
Note : % Share in Total Footwear Industry

Category wise market composition



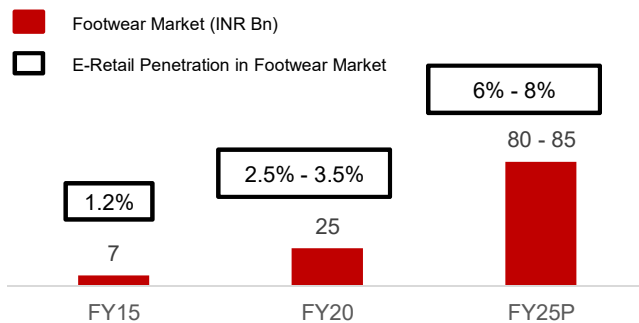
Note : % Share in Total Footwear Industry

Share of various Retail Formats (FY21)

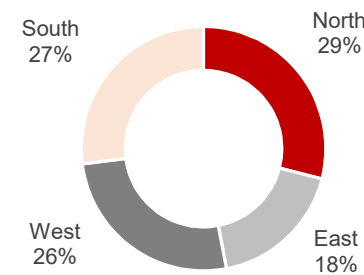


Note : Broad split of traditional offline formats for organized footwear industry

E-Retail Market in India



Region wise market composition (FY20)



Note : Breakup of Footwear Market in India

Source : CRISIL Research

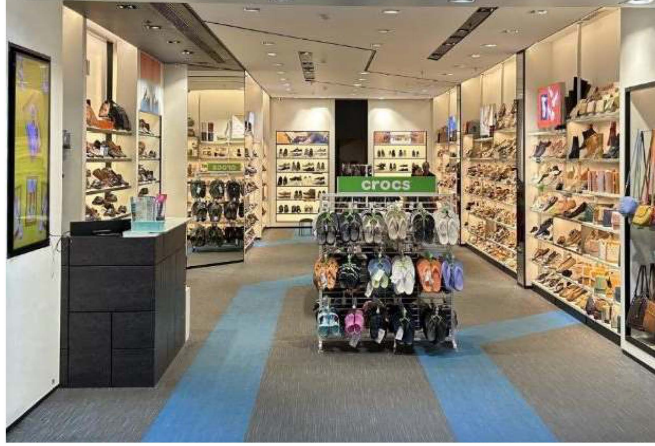
Note: Numbers and decimals rounded off ; Premium : Priced > INR 3,000, Mid : Priced INR 1,001 – 3,000, Economy : Priced INR 501 – 1,000, Mass : Priced < INR 500



METRO



MOCHI



WALKWAY



crocs ಕ್ರೋಕ್ಸ್



fitflop



FILA





THANK YOU