

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

29<sup>th</sup> July, 2022



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## BRIEF OVERVIEW



## Q1 BUSINESS HIGHLIGHTS



## METRO'S STRENGTHS



## LEVERS OF GROWTH

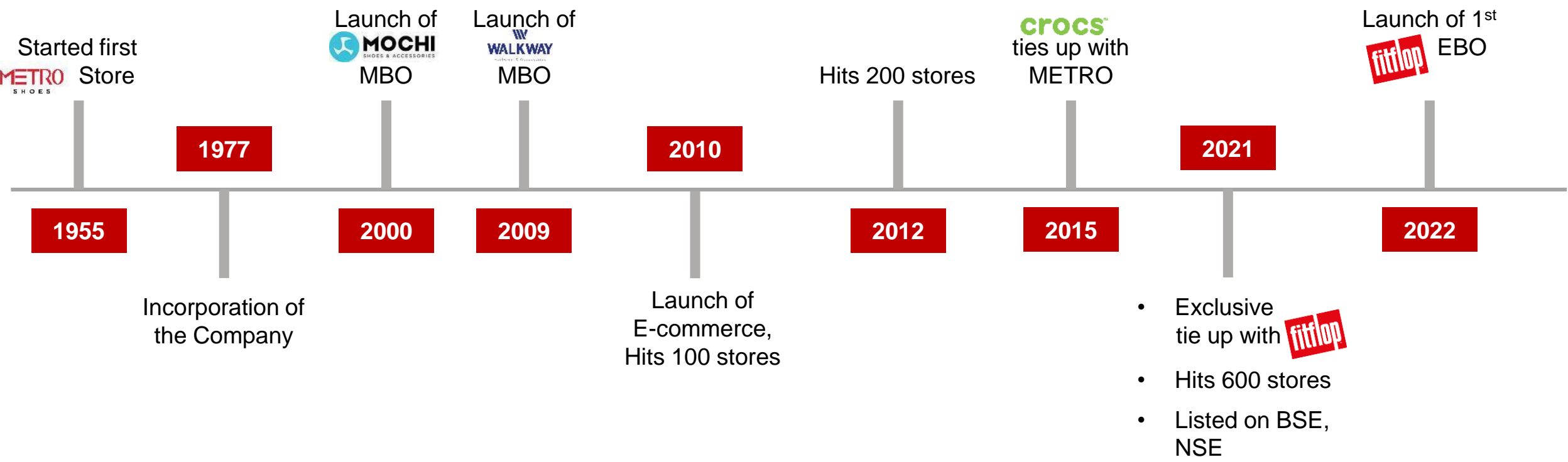


## SUSTAINABILITY INITIATIVES & OTHERS



## 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 – 1<sup>st</sup> 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**

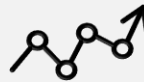
2



One of the largest Indian footwear specialty retailers<sup>1</sup>

- ❖ 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



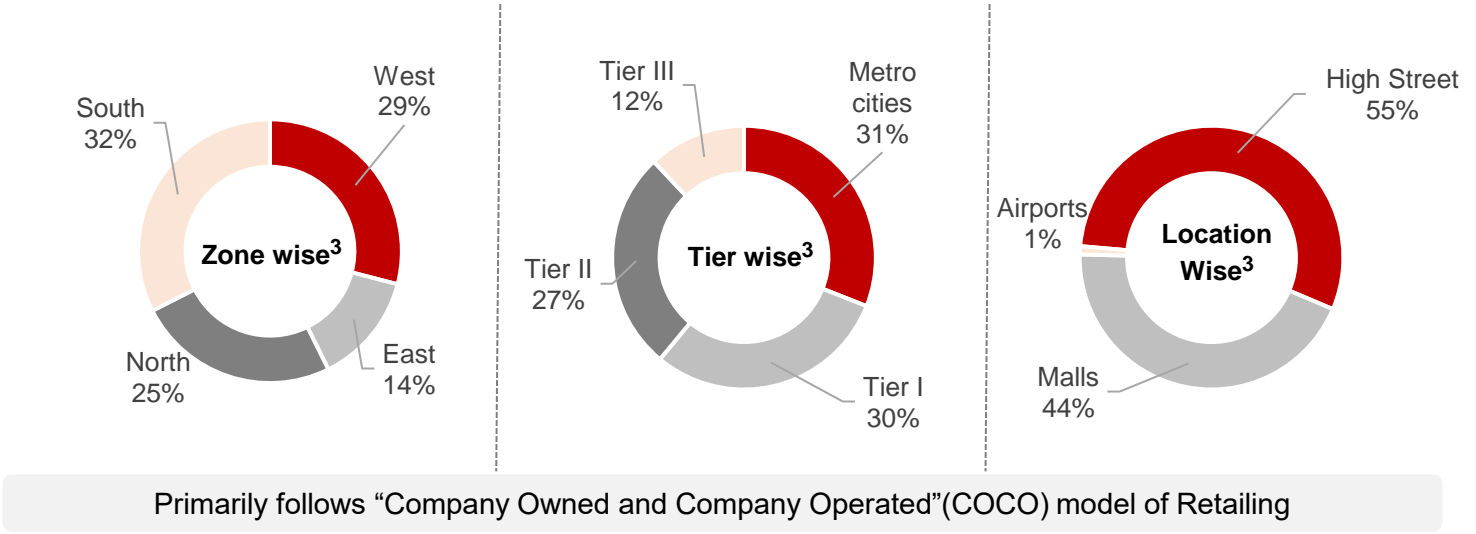
Asset light business with an efficient operating model leading to sustained profitable growth

- ❖ Among the few footwear retailers in India to **source all products through outsourcing arrangements<sup>1</sup>**
- ❖ Owing to **scale of operations** and **strong supplier network**, Company is able to leverage better margins with our vendors

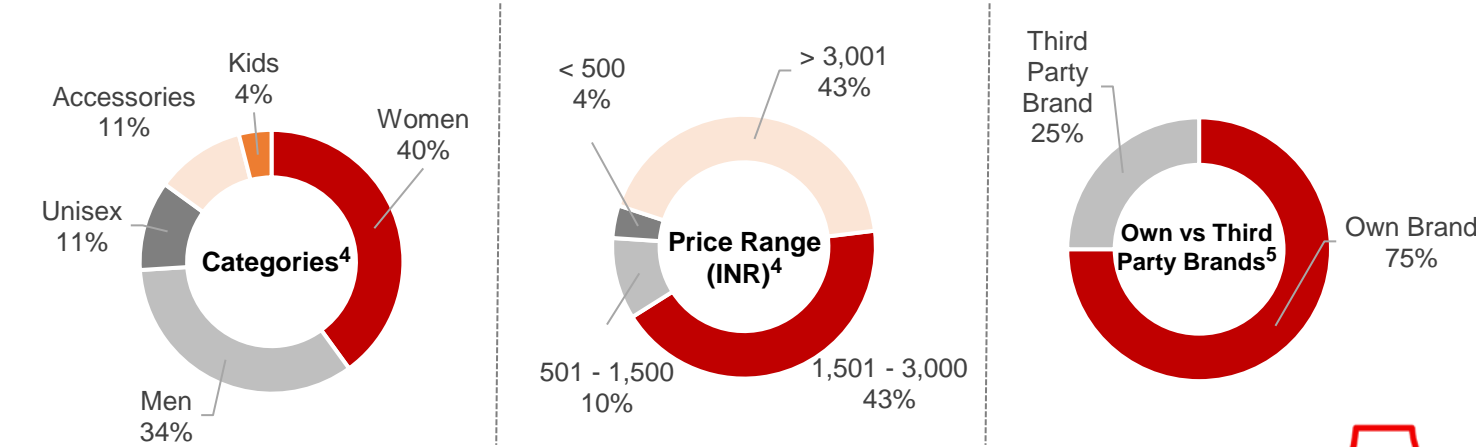
One Stop Shop for all Footwear Needs

	METRO SHOES	MOCHI SHOES & ACCESSORIES	crocs	W WALKWAY	fitflop
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) <sup>1</sup>	1,000 – 10,000	1,000 – 10,000	1,500 – 6,000	350 – 3,500	5000-10,000
Avg. Realization per Unit (INR) <sup>2</sup>	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)



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



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





# Q1 FY23 Business Highlights

**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%		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%)					

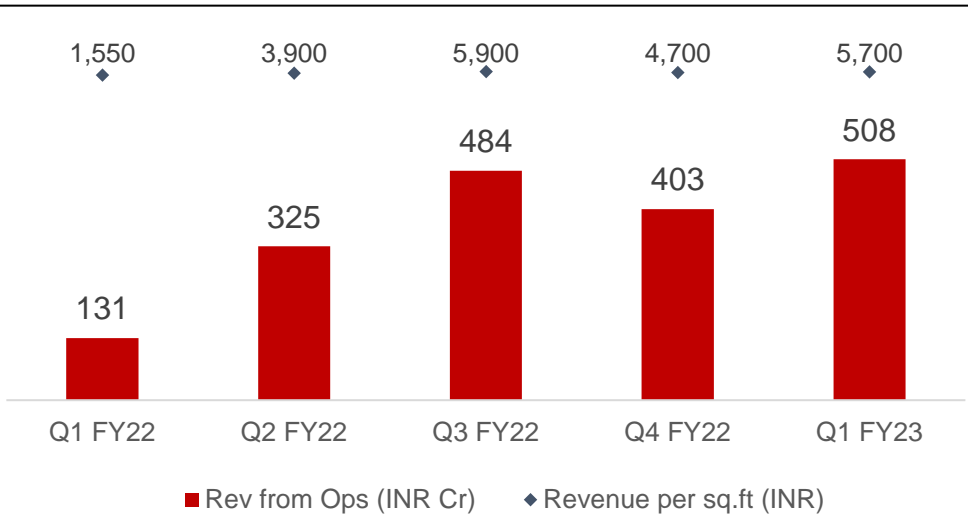
## Business Highlights

- ❖ 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).

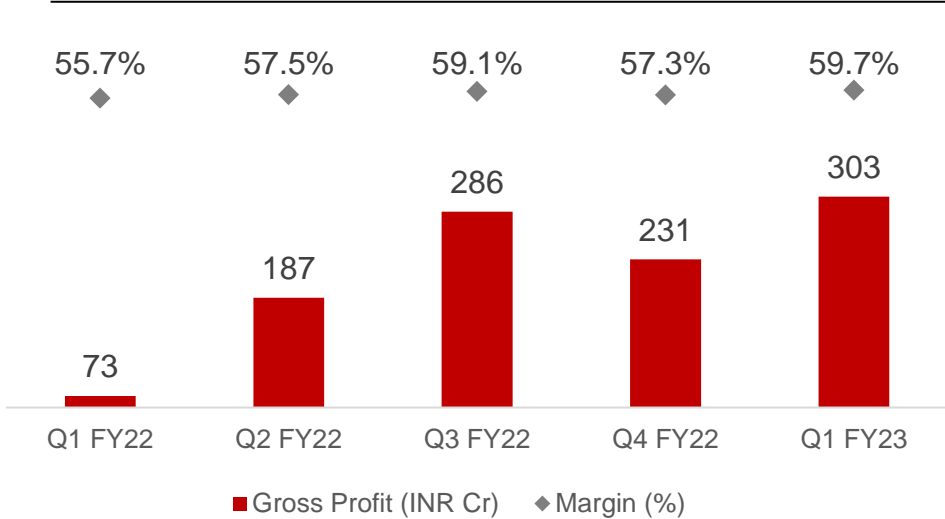
Note: Numbers and decimals rounded off



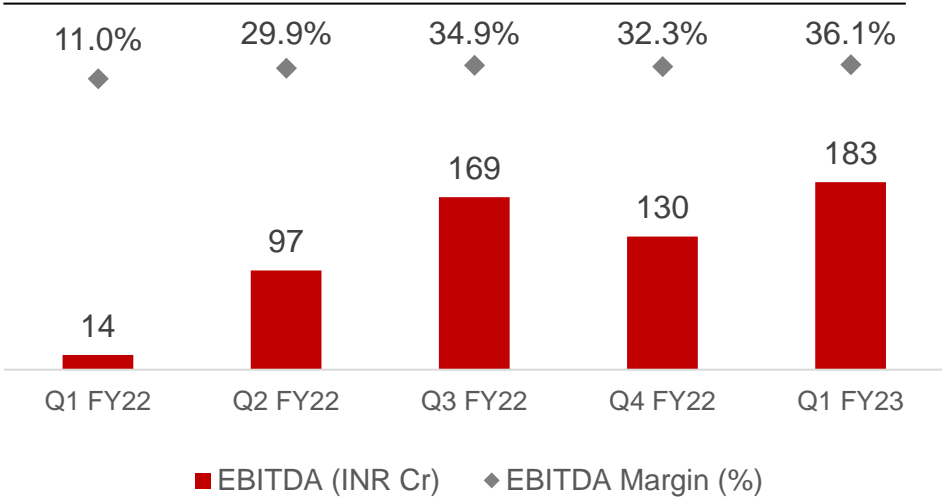
## Revenue from Operations and Revenue per sq.ft



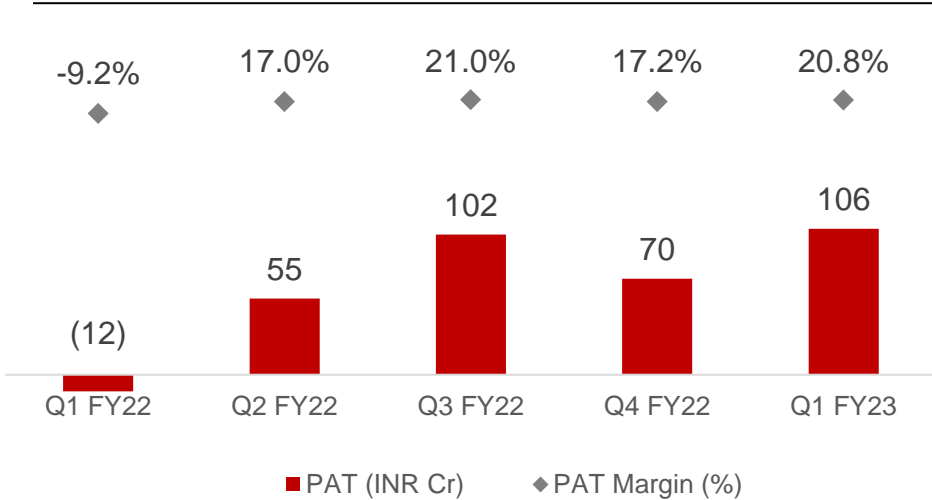
## Gross Profit and Gross Margins



## EBITDA and EBITDA Margins



## PAT and PAT Margins



Note: Numbers and decimals rounded off



### **Successful launch of 1<sup>st</sup> 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**

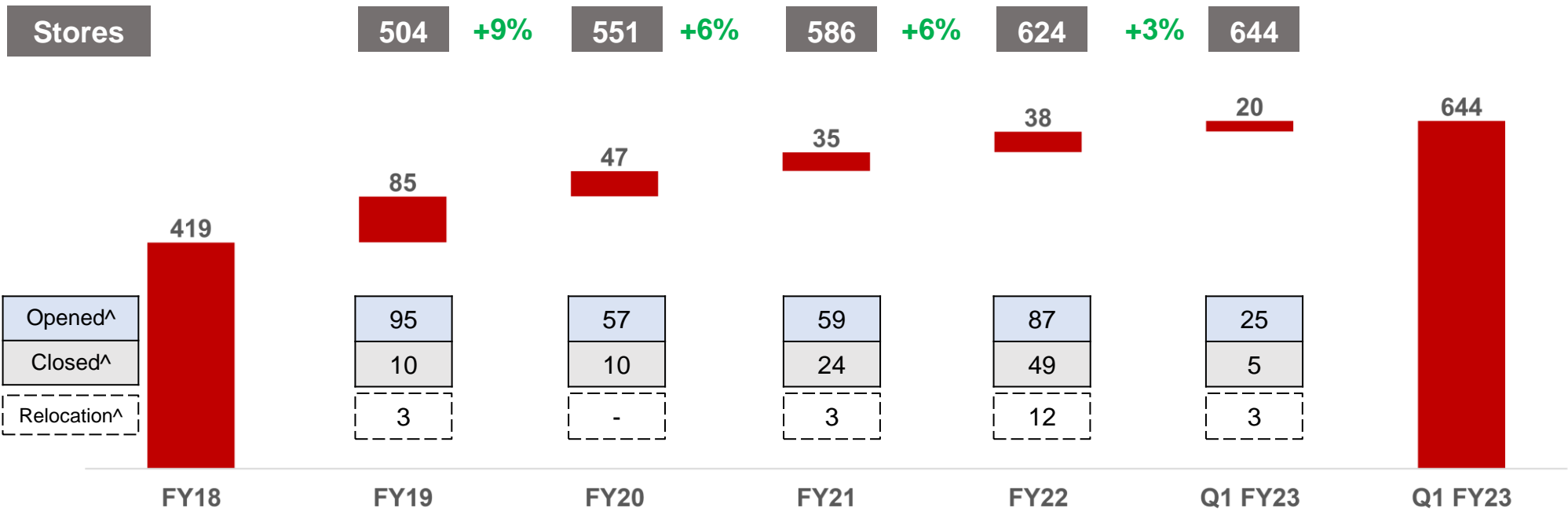
- ❖ We continue to closely coordinate with our vendor partners to mitigate any impact of supply chain disruptions caused by Covid-19 related lockdowns, geo-political environment etc. Adequate inventory has helped us avoid any loss of sales.
- ❖ As mentioned in last quarter, we are witnessing inflationary 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)

In INR Crore

Particulars	Q1 FY23	Q4 FY22	Q1 FY22	FY22
<b>Revenue from Operations</b>	497	396	126	1,312
Other Income	9	13	16	58
<b>Total Income</b>	<b>506</b>	<b>409</b>	<b>142</b>	<b>1,371</b>
<b>EXPENSES</b>				
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
<b>Profit before tax for the period/year</b>	<b>138</b>	<b>92</b>	<b>(11)</b>	<b>278</b>
Net Tax Expense	35	25	0	70
<b>Profit after tax for the period/year</b>	<b>103</b>	<b>68</b>	<b>(10)</b>	<b>208</b>
Other comprehensive income	(1)	1	0	1
<b>Total comprehensive income for the period/year</b>	<b>102</b>	<b>68</b>	<b>(10)</b>	<b>208</b>

Note: Numbers rounded off

# Profit & Loss Statement (Consolidated)

In INR Crore

Particulars	Q1 FY23	Q4 FY22	Q1 FY22	FY22
<b>Revenue from Operations</b>	508	403	131	1,343
Other Income	9	13	16	59
<b>Total Income</b>	<b>517</b>	<b>417</b>	<b>147</b>	<b>1,402</b>
<b>EXPENSES</b>				
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
<b>Profit before tax for the period/year</b>	<b>140</b>	<b>94</b>	<b>(12)</b>	<b>283</b>
Net Tax Expense	34	25	0	70
Share of (loss)/ profit of a Joint Venture	1	1	0	1
<b>Profit after tax for the period/year</b>	<b>106</b>	<b>70</b>	<b>(12)</b>	<b>214</b>
Other comprehensive income	(1)	1	0	0
<b>Total comprehensive income for the period/year</b>	<b>105</b>	<b>70</b>	<b>(12)</b>	<b>215</b>

Note: Numbers rounded off





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 retailers<sup>1</sup> 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*



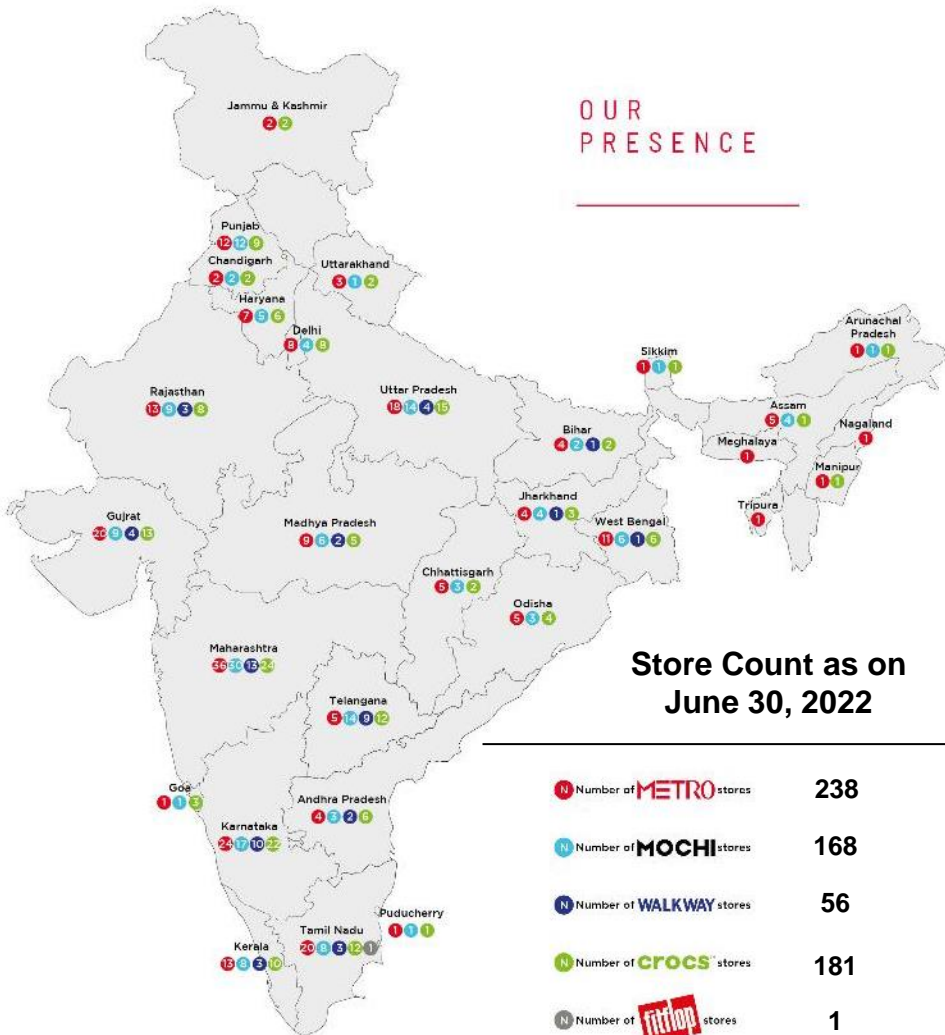
8

*Strong track record of growth, profitability and financial discipline*

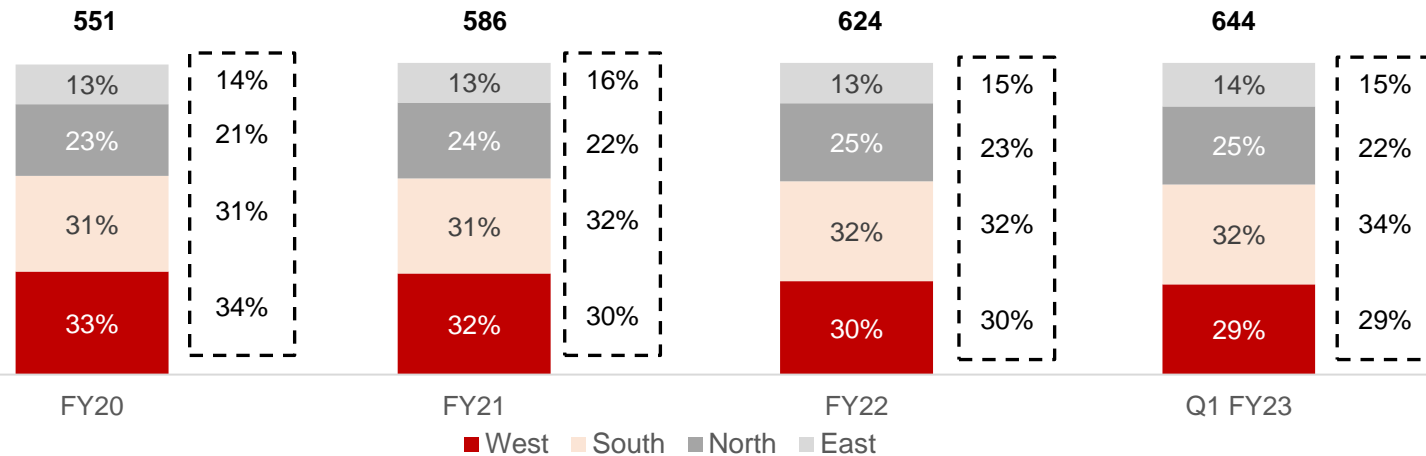


# One of India's largest pan India footwear retailers<sup>1</sup> with a brand appeal among aspirational consumer segments

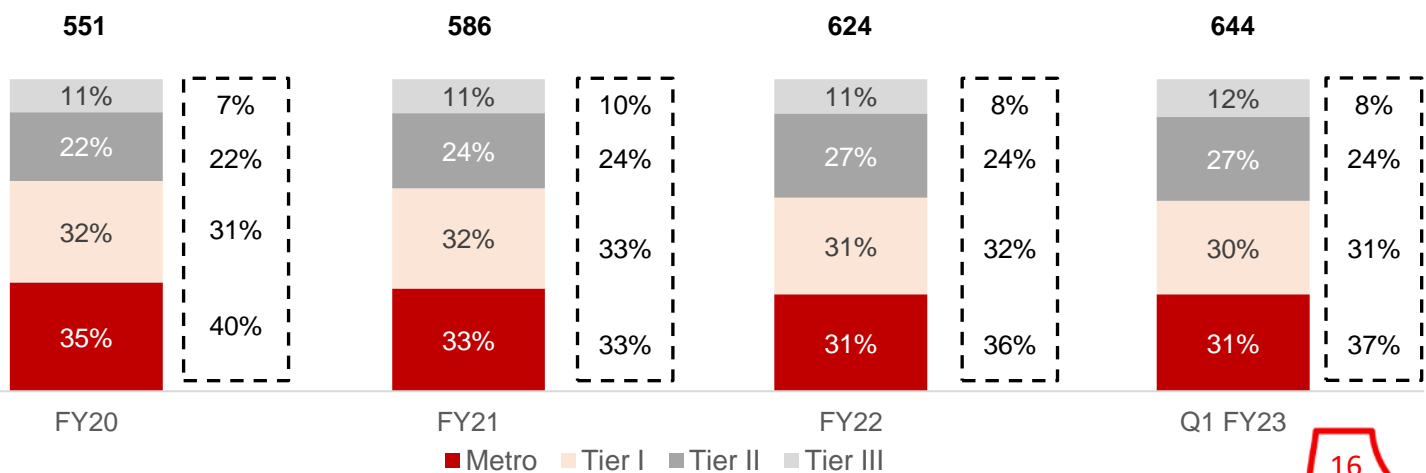
## PAN India Network of Retail Outlets (as at Jun'22)



## ...with diversified presence across regions<sup>2</sup>



## Increasing presence in Tier II and Tier III cities<sup>2</sup>



Note: Map is not to scale ; Decimals rounded off

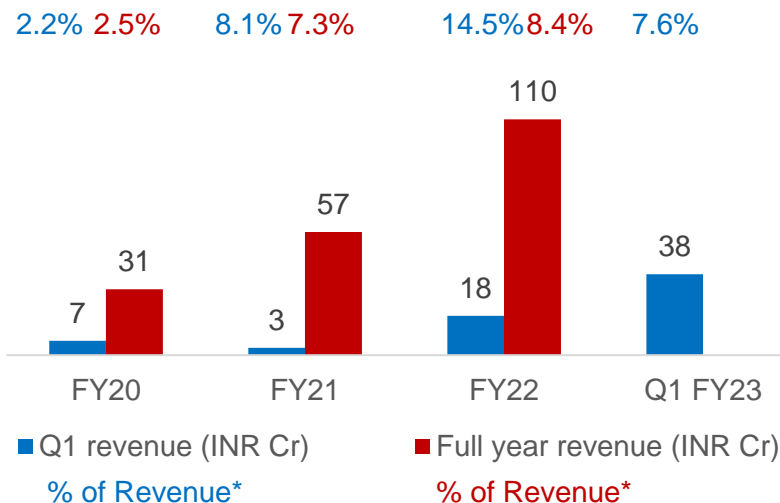
<sup>1</sup>CRISIL Research ; <sup>2</sup>Figures represent store count as on June 30, 2022

[ ] denotes % share in Total Store Product Sales



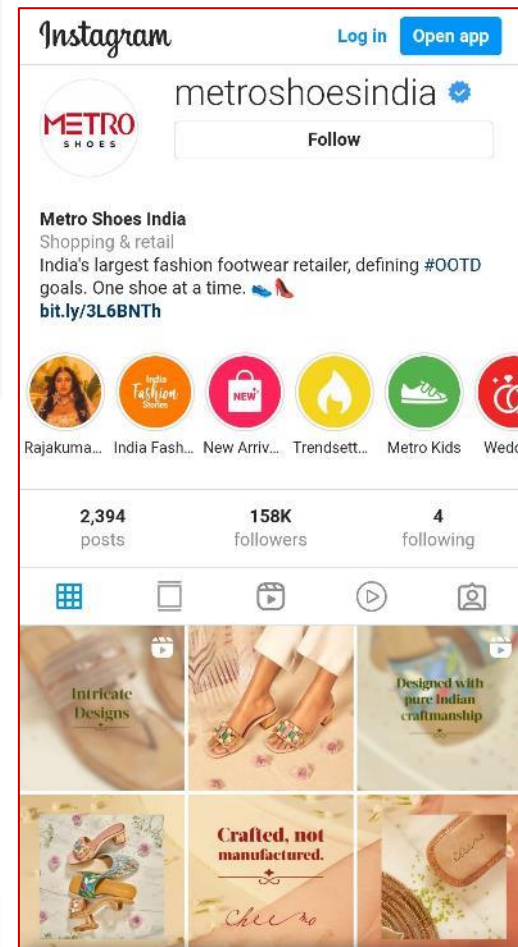
# Pivoting from primarily "Offline" to an "Omni-channel" enabled footwear and accessories retailer

## Online

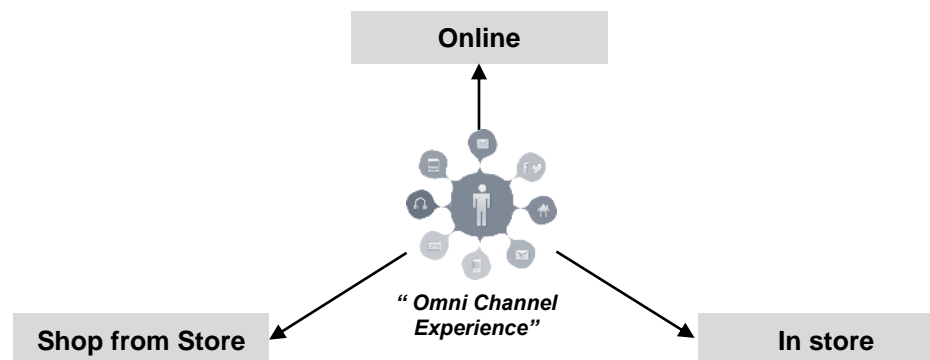
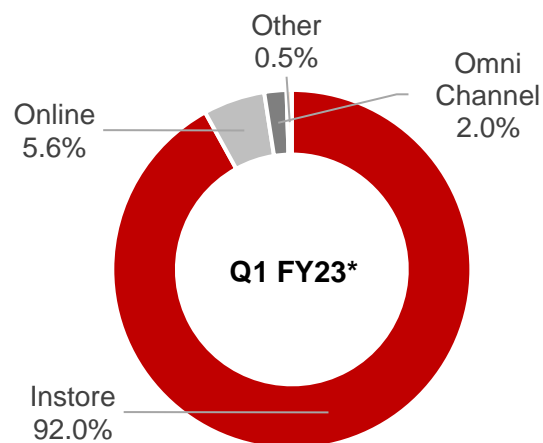


- ❖ Majority of online business comes through leading e-commerce marketplaces (Present on 6 Major E-commerce marketplaces)
- ❖ Manage three own brand websites ( [www.metroshoes.net](http://www.metroshoes.net), [www.mochishoes.com](http://www.mochishoes.com) and [www.walkwayshoes.com](http://www.walkwayshoes.com) )
- ❖ 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

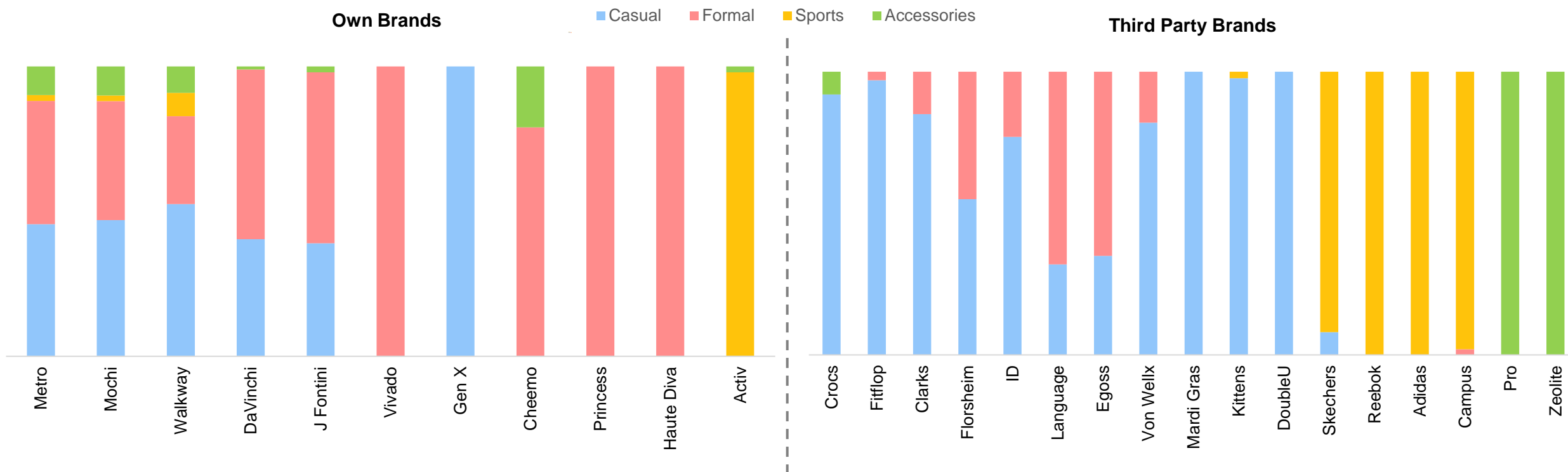


- ❖ Customer engagement through home – visits and instant messaging channels such as Whatsapp

\* 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

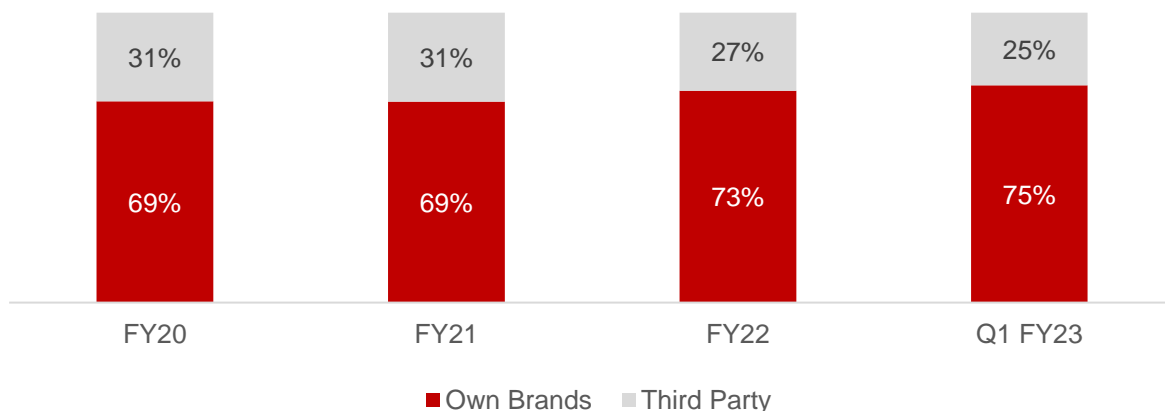


## Product Presence across various Product Categories

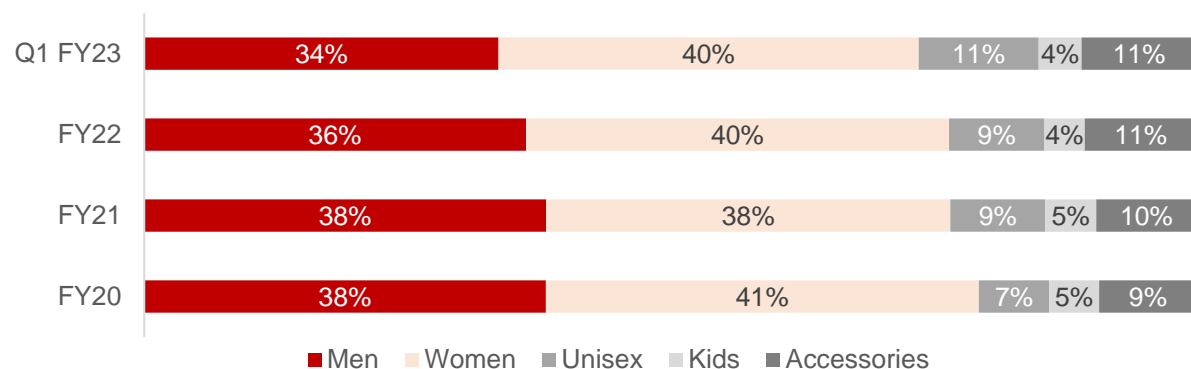
Footwear			Accessories					
Men	Women	Kids	Bags	Clutches	Wallets	Foot care	Belt	Shoe care
✓	✓	✓	✓	✓	✓	✓	✓	✓

# 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



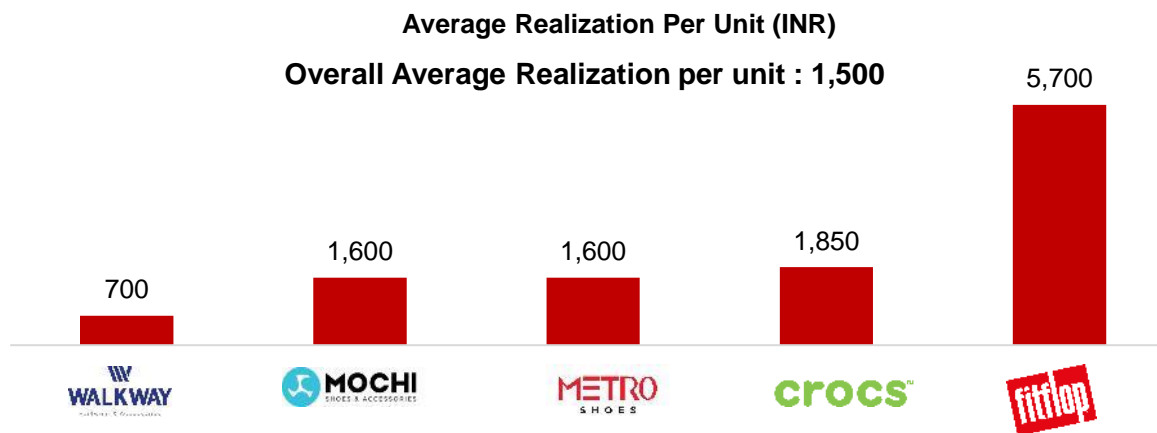
One Stop Shop for all the family members<sup>1</sup>



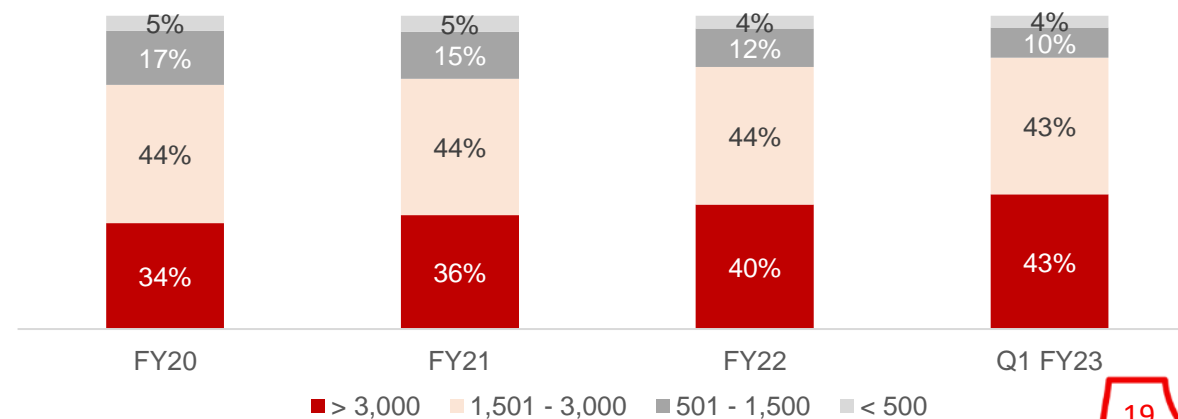
<sup>1</sup>% of Total Store Product Sales

Note : Numbers and decimal rounded off

Targeting Mid and Premium Segment through 5 different Brand Outlets



Product Pricing wise Sales Mix<sup>1</sup>

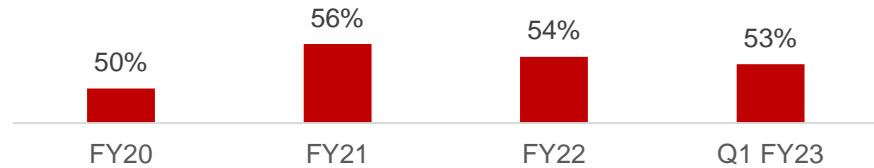




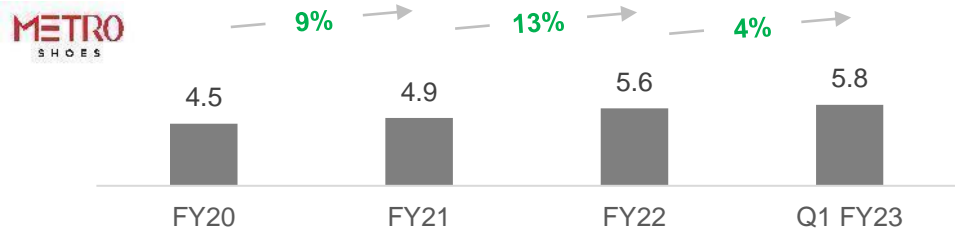
# Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty (3/3)

## Repeat Sales to Members of Loyalty programs

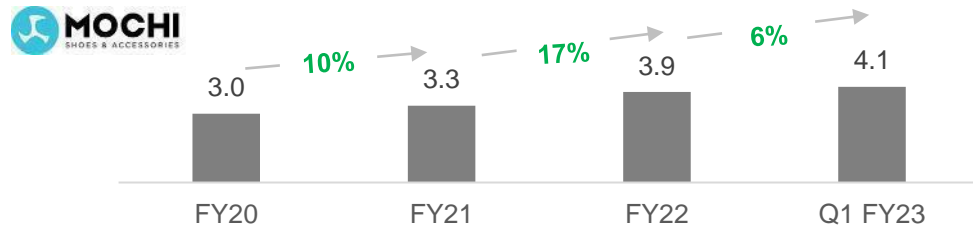
% Total Product Sales



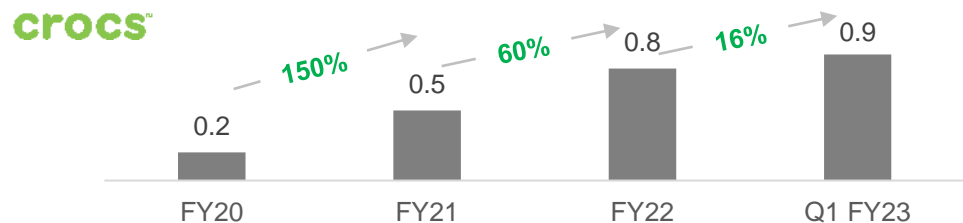
## Club Metro (2007\*) – Loyalty Program Members (Mn)



## 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

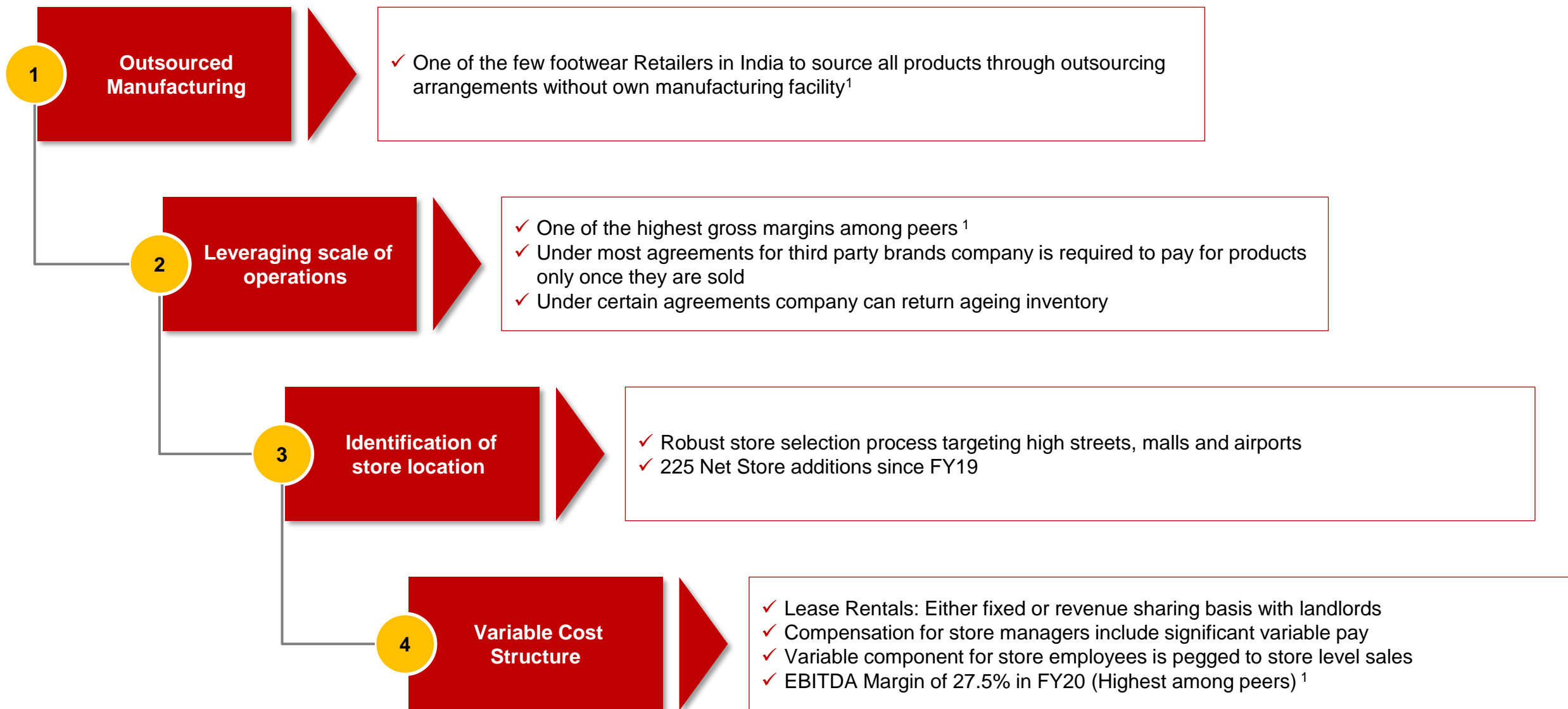
Flat, Single level membership programs

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





<sup>1</sup> 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

## Focus on Product Assortment

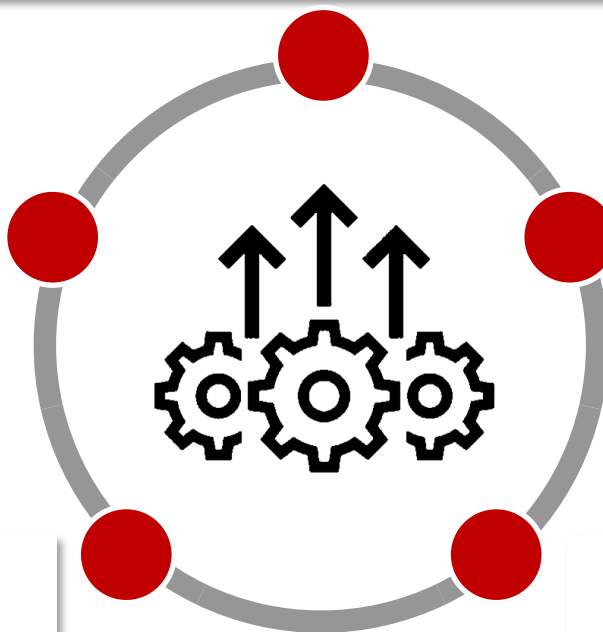
- ❖ Theory of Constraints (TOC) method for supply chain offering greater predictability of products in demand and reducing stock outs

## New Designs and Styles

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

## 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

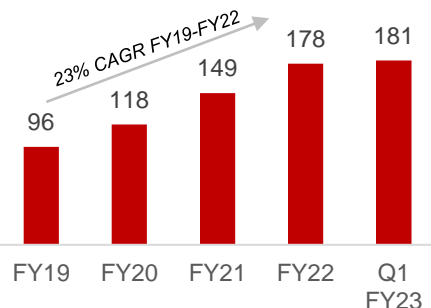
### WIDE REACH

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

## Successful brand partnership

**crocs™**

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 ICFAI, 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

<sup>1</sup>Excluding Promoter Directors



**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*

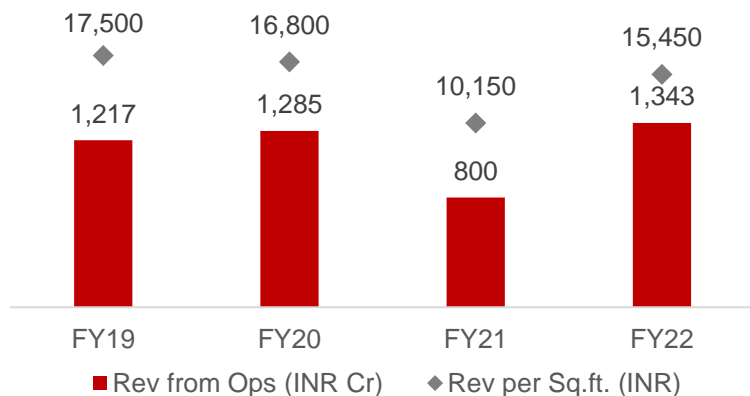
- ❖ Holds master's degree in Business Administration
- ❖ Previously associated with Payless Shoes Pty Ltd, Hickory Brands Inc, Crocs, MAP Active & Planet Sports Inc



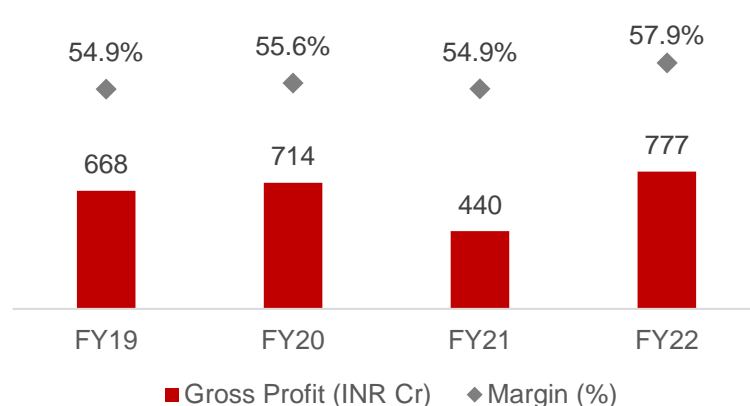
**KAUSHAL KHODIDAS PAREKH,**  
*Chief Financial Officer*

- ❖ 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.

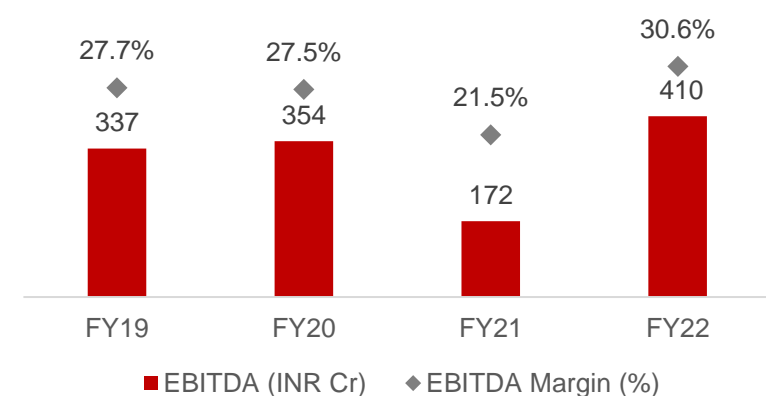
### Revenue from Operations



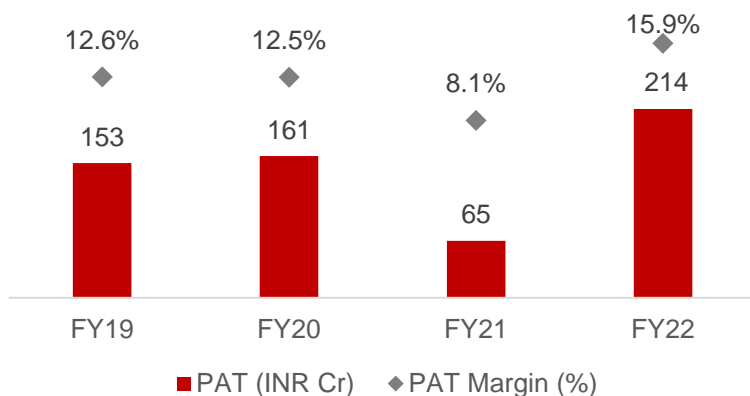
### Gross Profit and Gross Margins



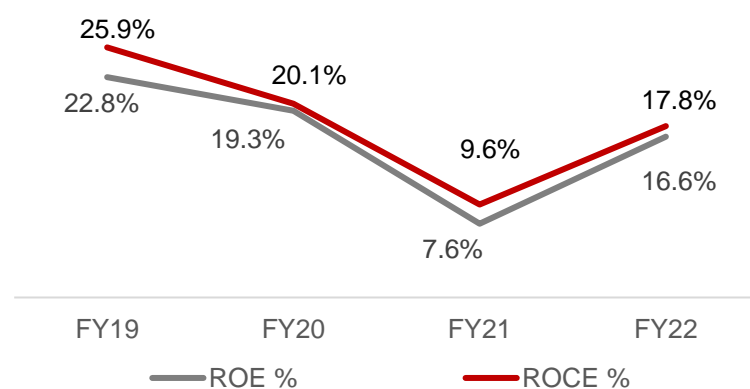
### EBITDA and EBITDA Margins



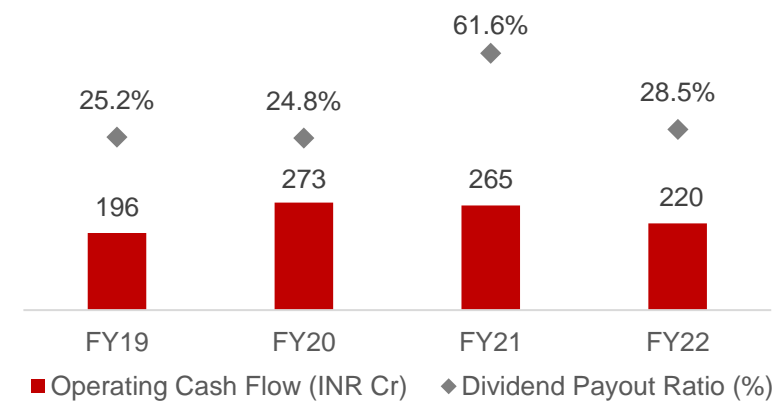
### PAT and PAT Margins



### 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**



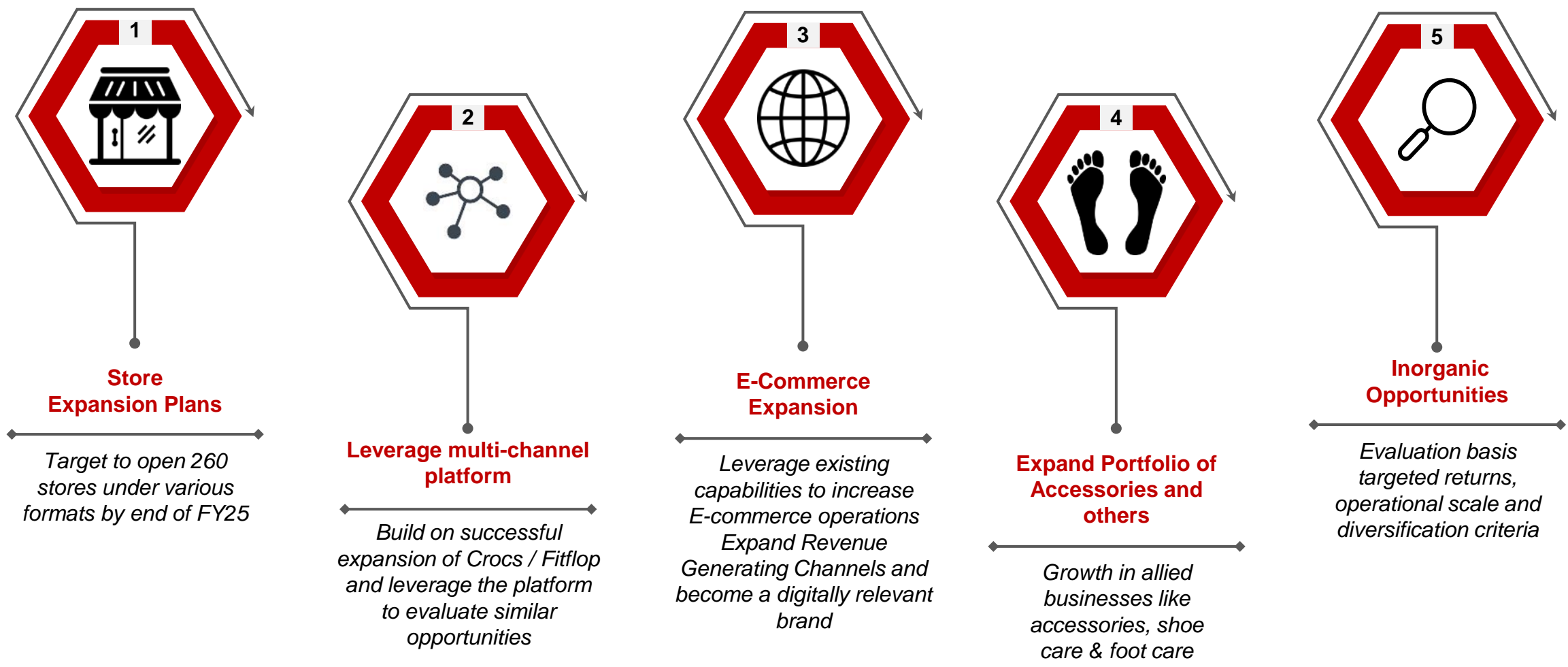
SUSTAINABILITY INITIATIVES &  
OTHERS

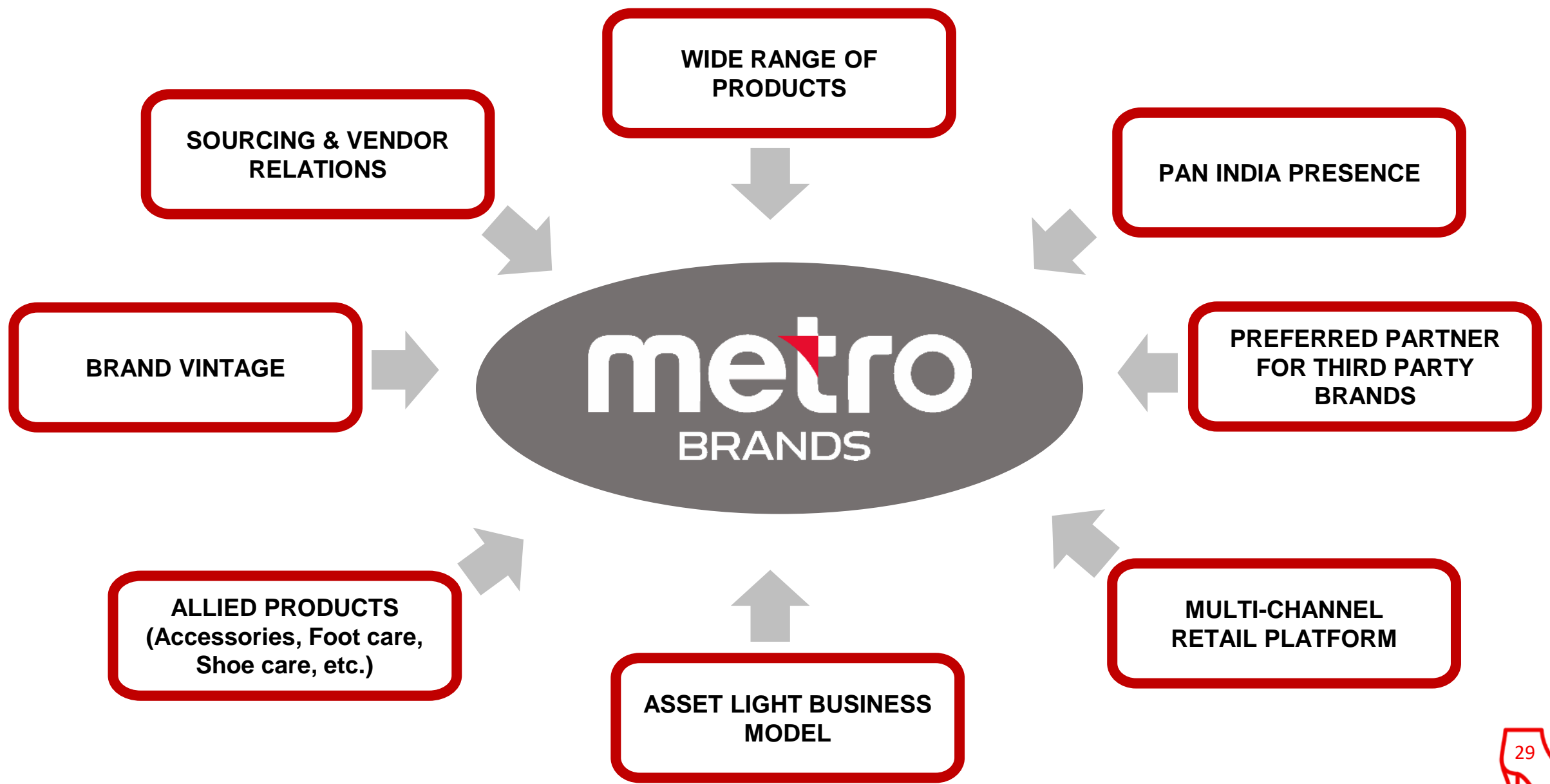


APPENDIX:  
INDUSTRY OVERVIEW











BRIEF OVERVIEW



Q1 BUSINESS HIGHLIGHTS



METRO'S STRENGTHS



LEVERS OF GROWTH



**SUSTAINABILITY INITIATIVES &  
OTHERS**

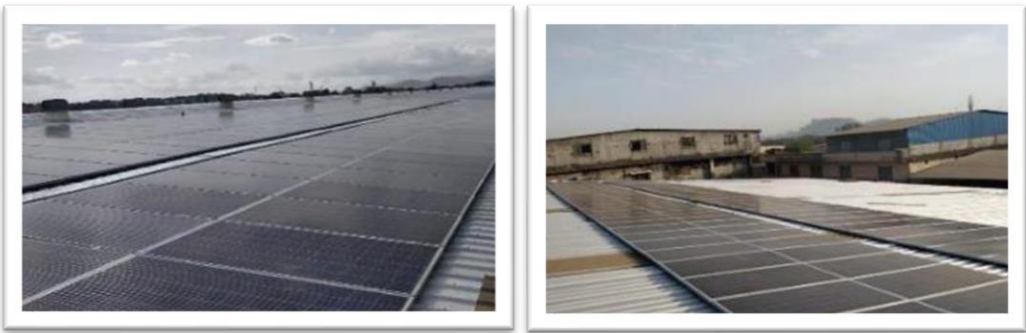


APPENDIX:  
INDUSTRY OVERVIEW



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







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.

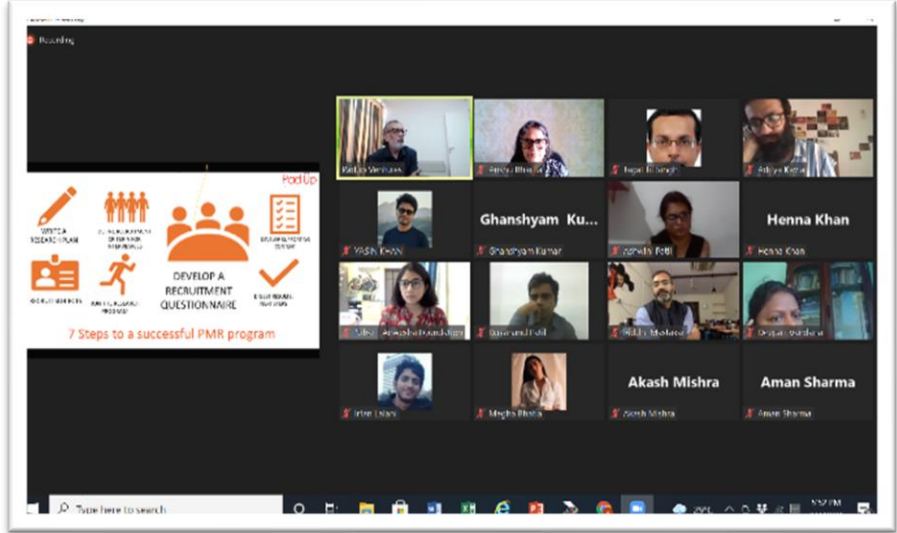
**Sponsored 230 underserved adolescents** to develop leadership skills in them through football, with a focus on breaking gender stereotypes, gender mainstreaming and equipping these children with life skills to be problem solvers and role models.



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



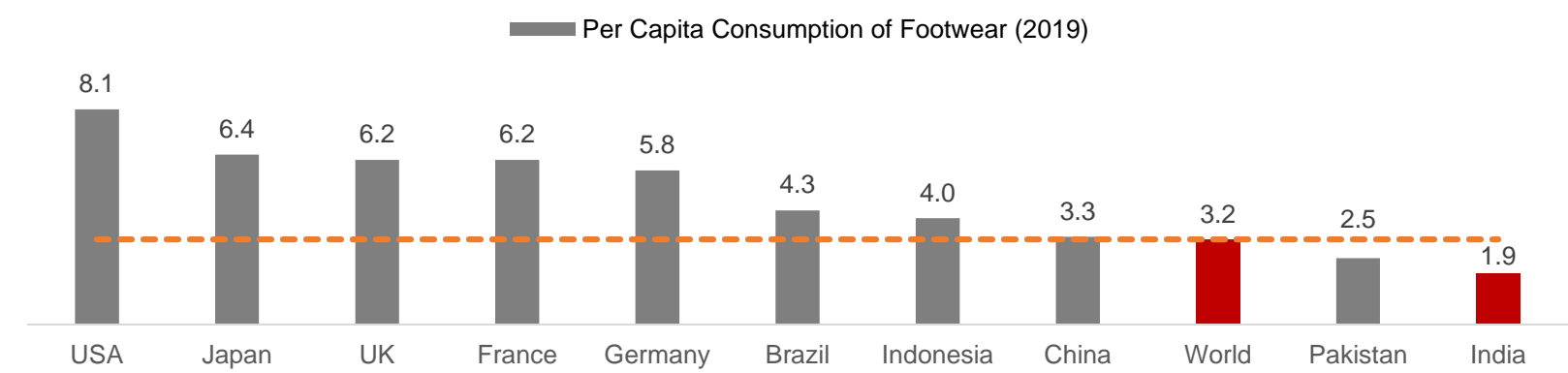
SUSTAINABILITY INITIATIVES &  
OTHERS



**APPENDIX:  
INDUSTRY OVERVIEW**

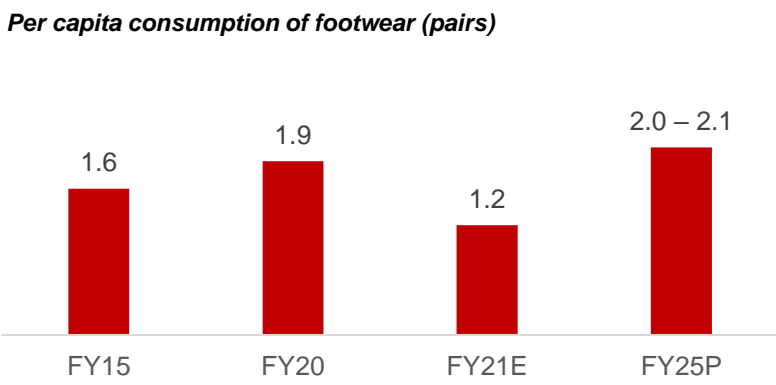


Low per capita footwear consumption in India as compared to other countries

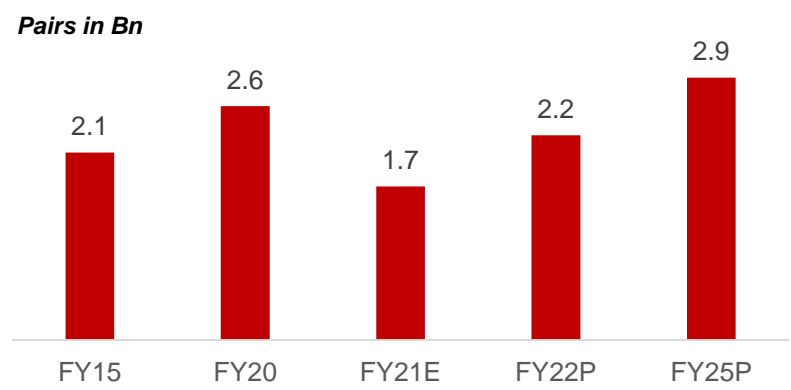


Figures represent pairs of footwear

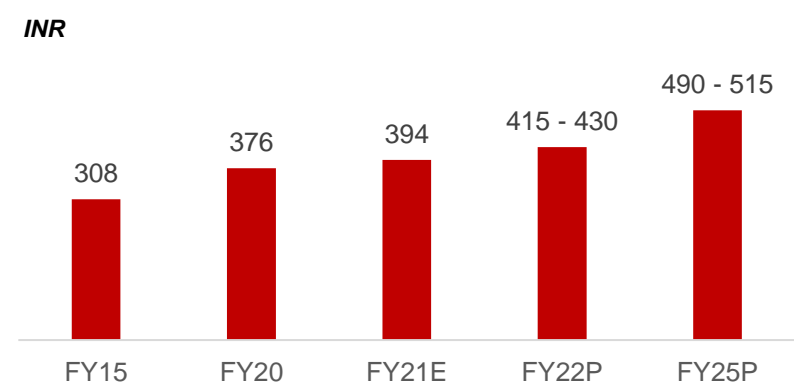
Per Capita footwear consumption India



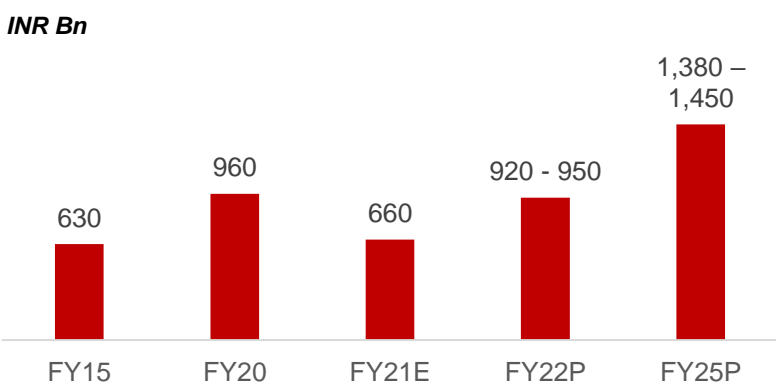
Indian Footwear Market Size (in Volume)



Avg. Selling Price for Footwear in India



Indian Footwear Consumption in Value



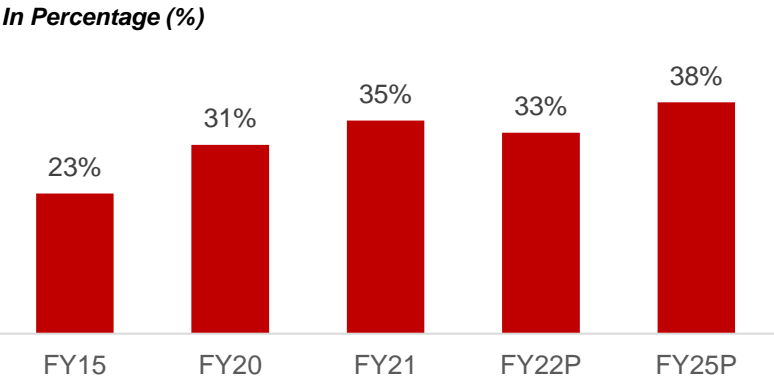
Source : CRISIL Research

Note: Numbers and decimals rounded off

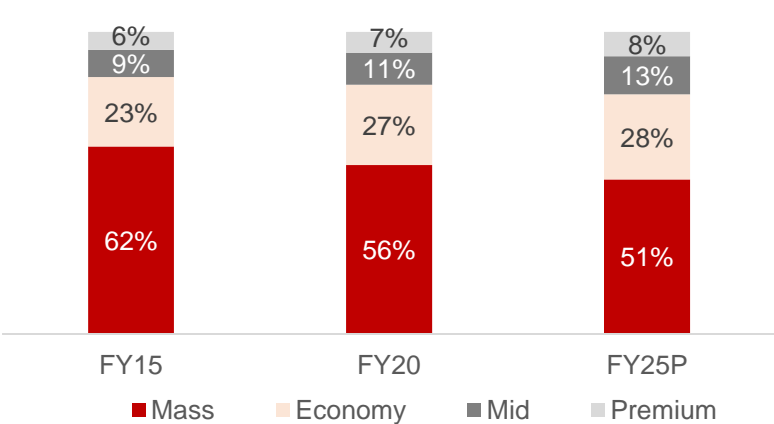




Organized Retail Penetration - Footwear

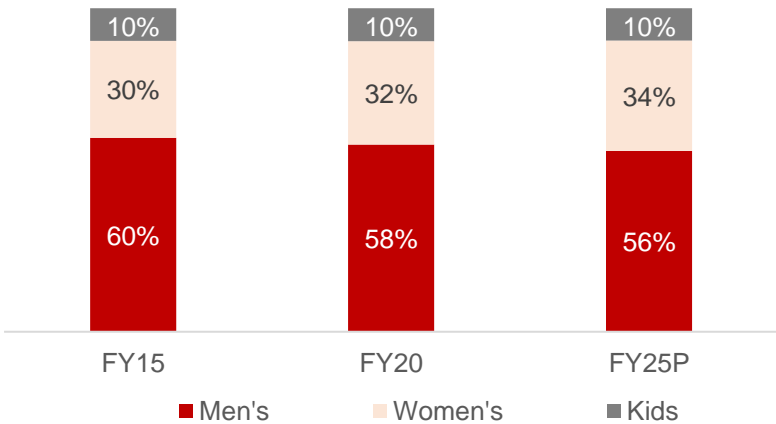


Segment wise market composition



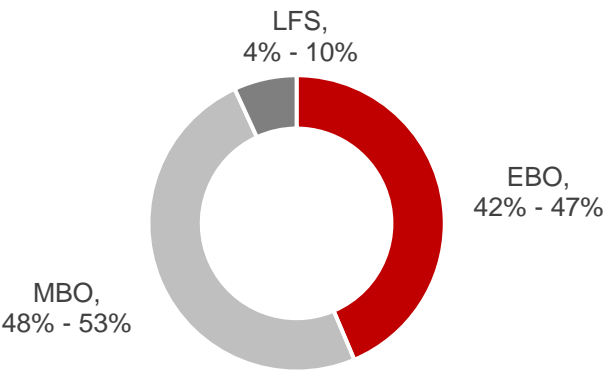
Note : % Share in Total Footwear Industry

Category wise market composition



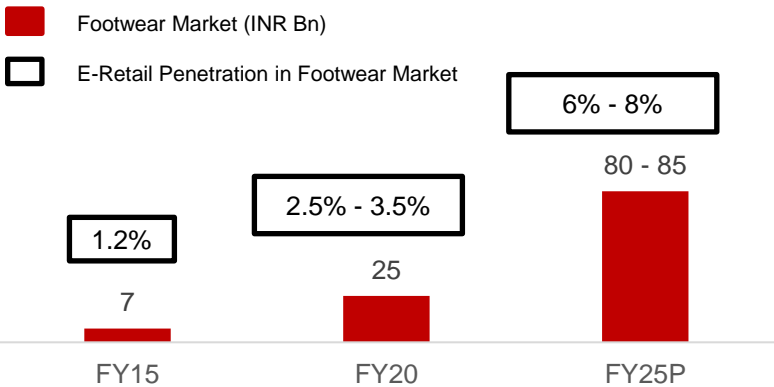
Note : % Share in Total Footwear Industry

Share of various Retail Formats (FY21)

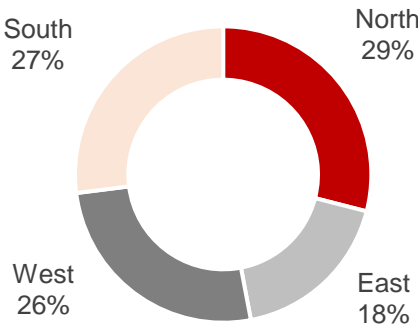


Note : Broad split of traditional offline formats for organized footwear industry

E-Retail Market in India



Region wise market composition (FY20)



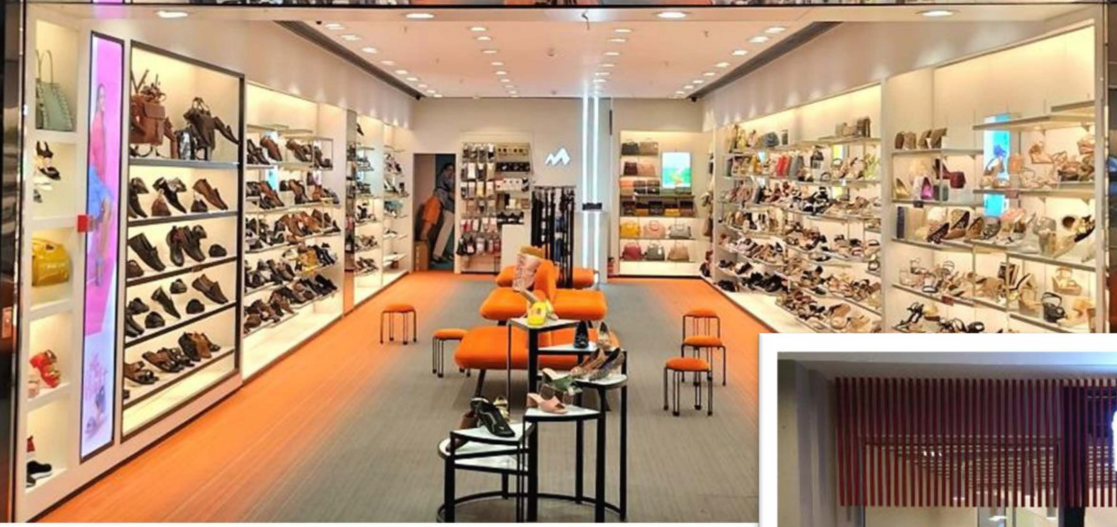
Note : Breakup of Footwear Market in India





# METRO

# ಮೆಟ್ರೋ



# MOCHI



# fitlopp



# crocs



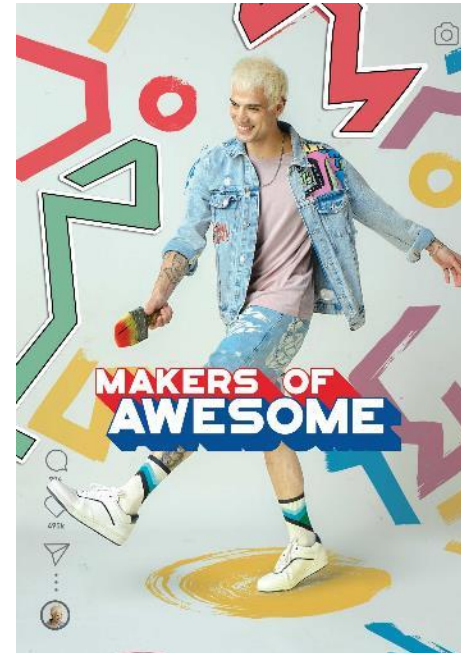
# WALKWAY



# rocs







THANK YOU