



IPO DETAILS

Metro Brands Limited



Issue Opens

10th Dec 21, Fri

Issue Closes

14th Dec 21, Tue

Min. Lot Size

30 Shares

Issue Price Band

₹485 - ₹500

Industry

Footwear

Issue size

Fresh Issue:
0.59 cr equity share
(₹295 Cr)

OFS:
2.15 Cr Equity Shares
(₹1072.51 Cr)

Face Value

₹5

Listing at
NSE, BSE

Objectives of the Issue

Expenditure for opening new stores of the company, under the 'Metro', 'Mochi', 'Walkway' and 'Crocs' brands (New Stores).

General corporate purposes.

Rating

SUBSCRIBE

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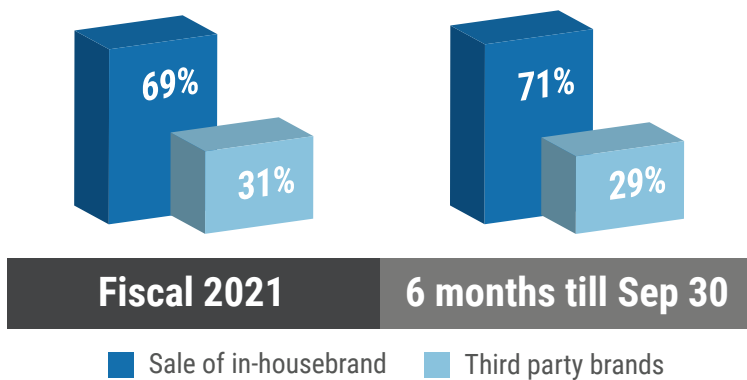
Metro Brands Limited

Company Overview

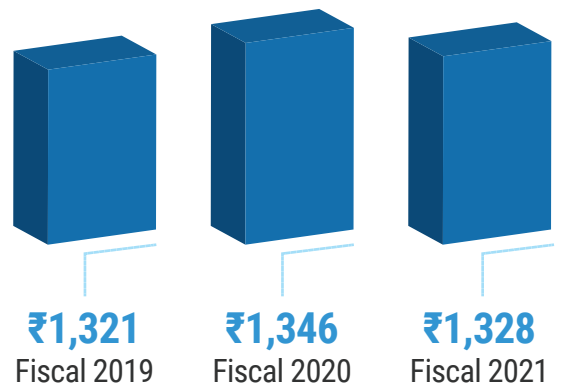


Certain third-party brands such as Crocs, Skechers, Clarks, Florsheim, and Fitflop

Company's Revenue



Realization per Unit



Company's Network



Clientele

The company has evolved into a one-stop shop for all footwear needs, by retailing a wide range of branded products for the entire family including men, women, unisex and kids.



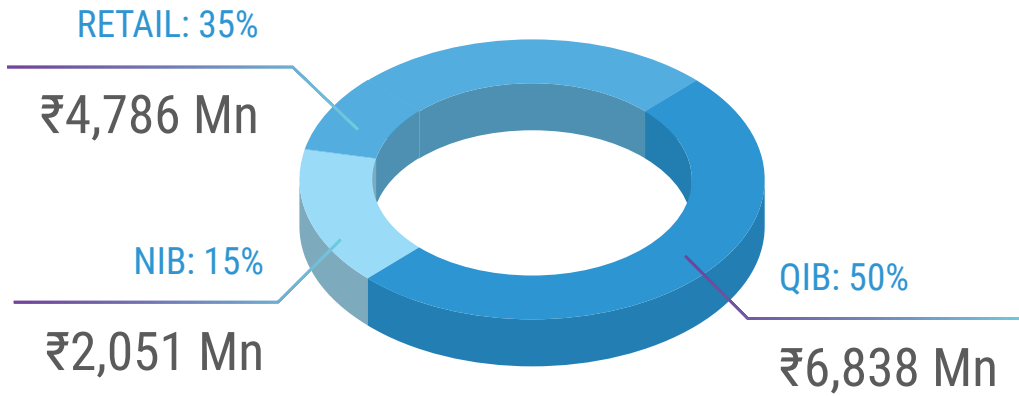
Business Model

The company follows the "company-owned and company operated" (COCO) model of retailing through their own Multi Brand Outlets (MBOs) and Exclusive Brand Outlets (EBOs), to manage their stores.

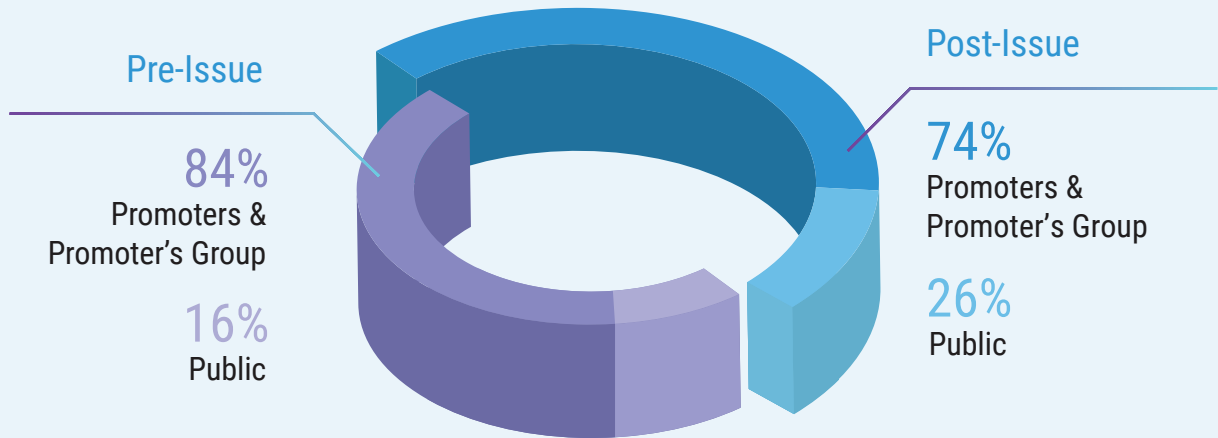


Metro Brands Limited
Issue Details

Issue Break-Up



Shareholding Pattern



Capital Structure (in ₹)



1500 Mn
Authorized Equity
Share Capital



1328 Mn
Paid-Up Capital
(Pre-Offer)



1358 Mn
Paid-Up Capital
(Post-Offer)



Metro Brands Limited

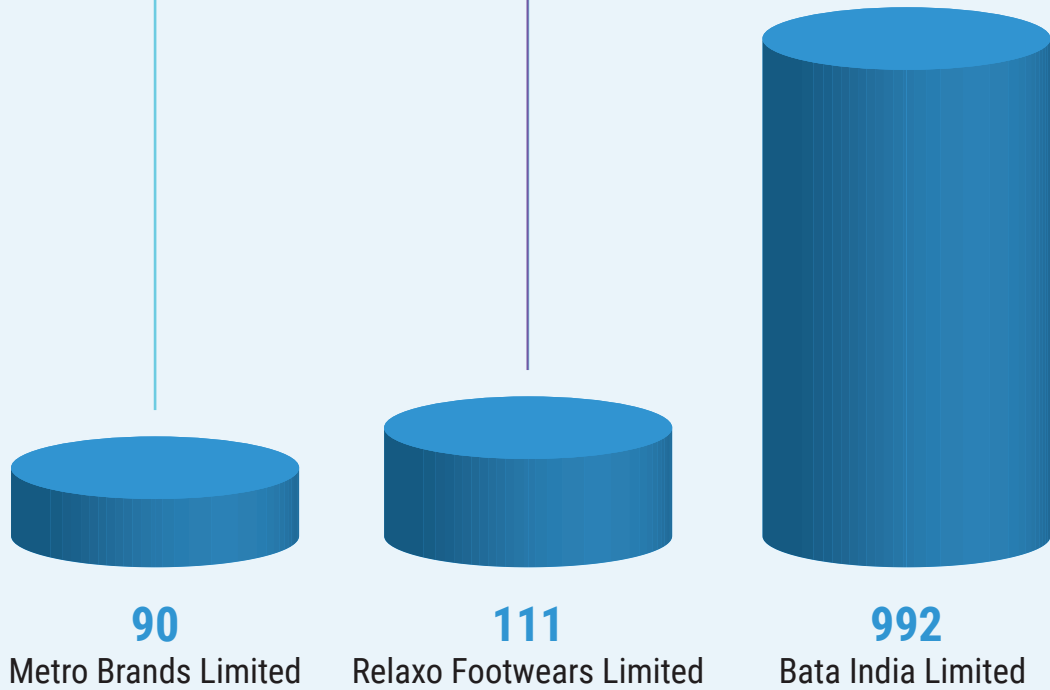
Valuations and Peer Comparison

Market Cap
₹1,35,754 Mn

Market Cap
₹3,23,590 Mn

Market Cap
₹2,55,280 Mn

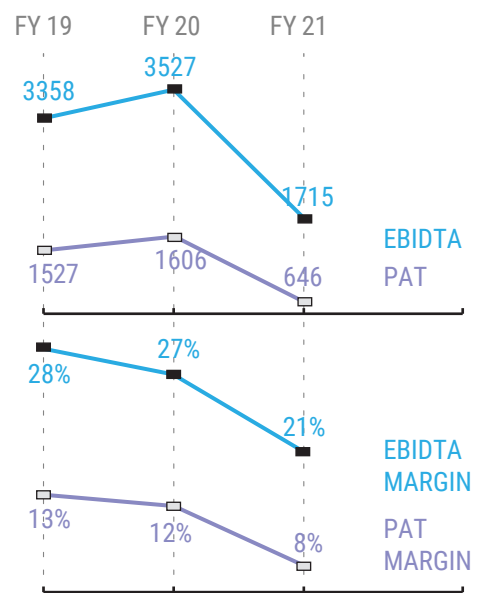
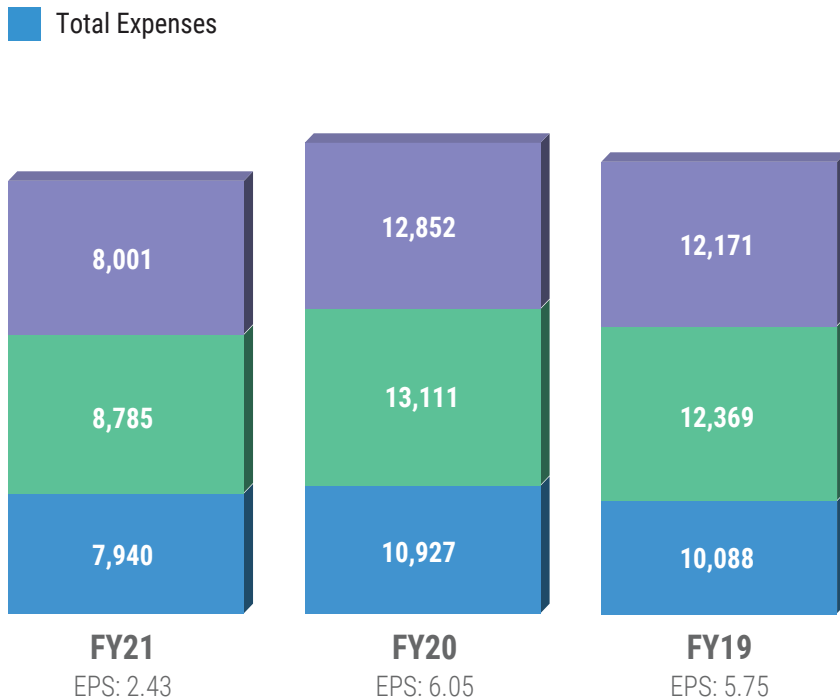
P/E Ratio



Market Cap data of listed securities as on Dec 8, 2021

Financial Snapshot (in Mn ₹)

- Revenue
- Total Income
- Total Expenses





Metro Brands Limited

Business Insights



Competitive Strengths

- One of India's largest pan India footwear retailers with a brand appeal among aspirational consumer segments in the fast-growing footwear retail industry.
- Wide range of brands and products catering to all occasions across age groups and market segments resulting in strong customer loyalty.
- Efficient operating model through deep vendor engagements and TOC based supply chain.
- Asset light business with an efficient operating model leading to sustained profitable growth.
- Presence across multiple formats and channels.
- Platform of choice for third party brands looking to expand in India.
- Strong promoter background and an experienced and entrepreneurial management team with a proven track record and a high degree of employee ownership.
- Strong track record of growth and profitability and financial discipline.



Business Strategy

- Expand our store network in existing and new Indian cities.
- Leverage our multi-channel platform to pursue new business opportunities.
- Increase contribution of e-commerce and omni-channel sales as a proportion of our sales.
- Expand portfolio of accessories and grow other allied businesses.
- Evaluate accretive inorganic growth opportunities.
- Introduce and expand our portfolio of environmentally sustainable footwear.



Risks

- The company is dependent on third-parties for the manufacturing of all the products it sells. Any disruptions at such third-party manufacturing facilities or failure of such third-parties to adhere to the relevant quality standards may have a negative effect on the company's reputation, business and financial condition.
- A significant portion of the company's revenue (FY21 ₹ 1,895.38 million contributing 30.76% to the revenue) is generated from sale of third-party brands, and the loss of one or more such brands, or a reduction in demand for their products could adversely affect the company.

Promoters and Management Details

Rafique A. Malik - Chairperson

Farah Malik Bhanji - Managing Director

Mohammed Iqbal Hasanally Dossani - Whole-time Director

Utpal Hemendra Sheth - Non-Executive Director