



OPENING OF 100TH EXCLUSIVE MC OUTLET

As a part of its newly evolved marketing and distribution strategies aimed at strengthening brand's presence in national market, the Monte Carlo today announced opening of its 100th exclusive outlet at Pitampura, New Delhi. Being opened on the pattern of franchise model following a "machine to Man" initiative, the proposed showroom is located in city's elitist shopping junction in heart of city at HD-1, MAIN ROAD, OPP. METRO PILLAR NO.-361.

Company spokesperson Mr.Sandeep Jain EXECUTIVE DIRECTOR told reporters that showroom was planned in Pitampura (7th EBO in Delhi NCR) as a part of Company's national level policy seeking wider presence of brand and improvement in distribution and marketing policy. " We target opening of 25 more such showrooms by end of March 2010 so as to have a total of 125 exclusive outlets across the nation. Such outlets not only help us growing marketwise but provide a window for frank and honest feedback of our clientele on routine basis", spokesperson said, adding that the retail expansion would be carried out through a mix of Company owned and the franchisee stores. Besides EBO's, Company has strong presence in 800 Multi-Brand Outlets (MBO's) and Shop-in-Shop across the Country. Recently, "Company has tied up with Madura Garments to Retail MonteCarlo Collections at their Planet Fashion Stores available at pan India", added Mr.Jain. Oswal Woollen Mills (OWM), the leader in the woollen knitwear market with about 50% share **(IN PREMIUM SEGMENT)** (Source: DFU'S Inside Fashion), has extended its premium brand Monte Carlo to cover a range of all-season apparel for adults and kids. The Monte Carlo collection also comprises summer (shirts, T-Shirts, light casuals trousers and Denims) and sports wear. The Brand has emerged as the number one brand in the Menswear Category in a survey conducted in the summer 09, 2009 by Images Fashion Magazine.

The Ludhiana based Nahar Group, which has diversified its business into various quarters mainly including spinning, knitting, fabrics, hosiery garments and sugar, owns the top brands like Monte Carlo and its premium brand Canterbury. With a turnover of Rs.2500 crore including Rs 700 crore of export turnover.

Talking about the latest range of products under most popular brand MonteCarlo , Mr.Jain added that the newly opened showroom would be offering the exciting latest collection from Monte carlo with a huge range of fashion wear in both men and women category.

He said the entire range of brand's Fall / Winter 2009-10 collection would be showcased at outlet and would offer a larger option to choose from Cardigans, pullovers, tracksuits, casuals, jackets, sleeveless jackets, semi formal jackets and thermals apart from exotic range of Shawls and Lohis. Besides the latest in long coats, capes available under Alpha product range would be made available to clientele. "we at Monte carlo believe in epitomizing superior quality and international styling at affordable prices and that's why our every outlet and product is shaped to match the standards which we have set up over the years since the inception of Monte Carlo brand", said Mr. Jain.

Monte Carlo has also introduced higher premium brand Canterbury formal suits during this winter season. Suits are the expressions of men's formal clothing, exhibiting the etiquettes of good dressing sense; perhaps the best apparel among the collections that enhance a gentleman's wardrobe, which already has Cardigans and Pullovers in its kitty.