To,

Head, Listing Compliance Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001.

Scrip Code: 542650

Head, Listing Compliance Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1. G Block, Bandra -Kurla Complex, Bandra (East), Mumbai- 400051. Scrip Symbol: METROPOLIS

Sub: Intimation of Investor Presentation

Dear Sir/ Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Investor Presentation for the quarter ended December 31, 2021.

You are requested to take the above information on record.

Thanking you,

Yours faithfully

For Metropolis Healthcare Limited

Simmi Singh Bisht Head-Legal and Secretarial Membership No. A23360

Encl.a/a



BLOOD TESTS • DIAGNOSTICS • WELLNESS

Metropolis Healthcare Limited

Registered & Corporate Office: 250 D, Udyog Bhavan, Hind Cycle Marg, Worli, Mumbai - 400 030. CIN: L73100MH2000PLC192798 Tel No.: 8422 801 801 Email: <u>support@metropolisindia.com</u> Website: <u>www.metropolisindia.com</u>

Global Reference Laboratory: 4th Floor, Commercial Building-1A, Kohinoor Mall, Vidyavihar (W), Mumbai - 400 070.

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Reaching Out **RESPONSIBLY** Investor Presentation - February 2022

Safe Harbor



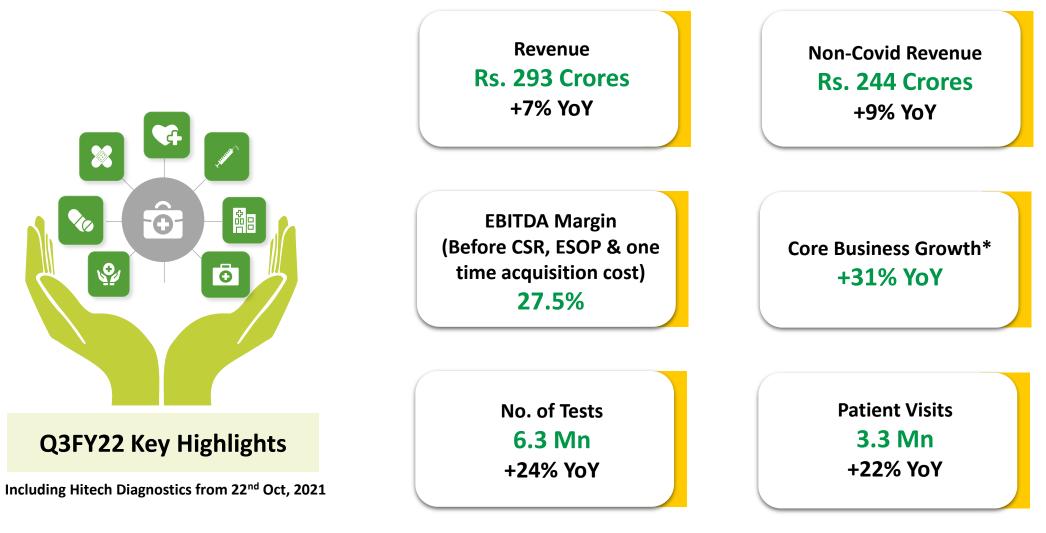
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Q3FY22 Performance...





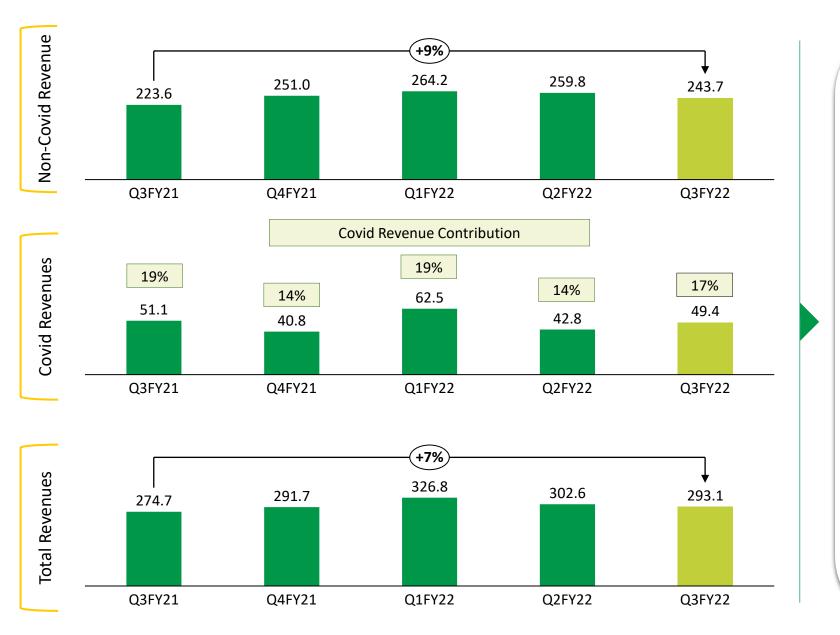
Interim dividend – Rs. 8/share

Better Care. Better Diagnosis. Better Treatment.

*Excluding covid, covid allied & government contract

Quarterly trend snapshot





Key Highlights

 Non-covid business could have grown faster, however the company witnessed sharp drop in volumes from a government contract. Company expects the testing volumes from Government to normalize in Q4FY22;

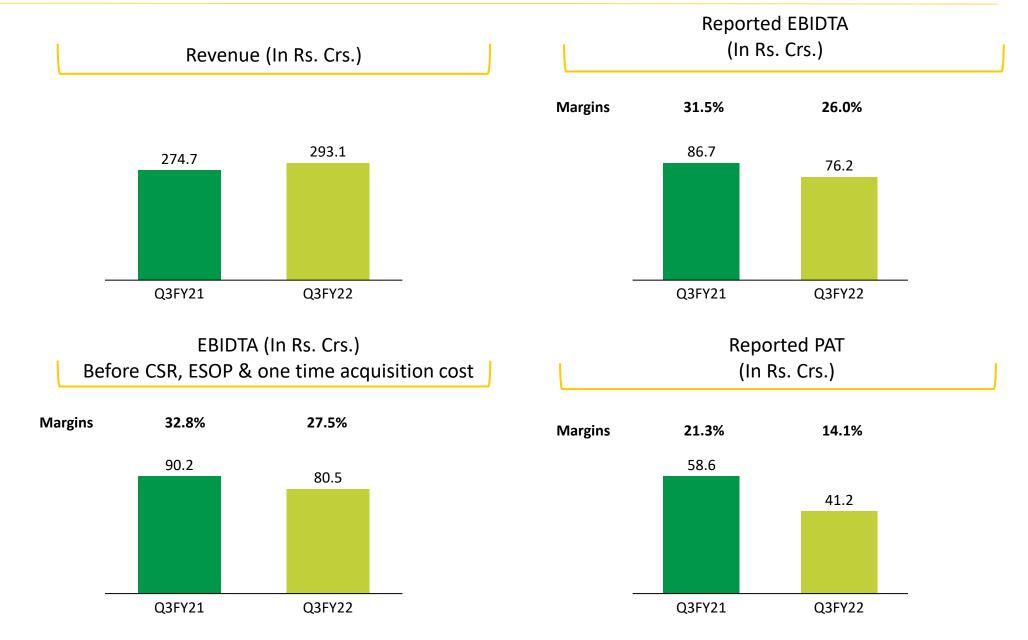
- ✓ Positive normalized Revenue growth YoY excluding Government contract. B2C noncovid grew 13% YoY in Q3FY22.
- ✓ Further, unseasonal heavy rains in South India impacted revenues.

Covid volumes witnessed significant growth
 YoY, however price capping for covid tests
 impacted on revenue growth.

Q3FY22 numbers are including Hitech diagnostics Revenues of Rs. 19.6 crores on account of consolidation w.e.f. 22nd Oct, 2021

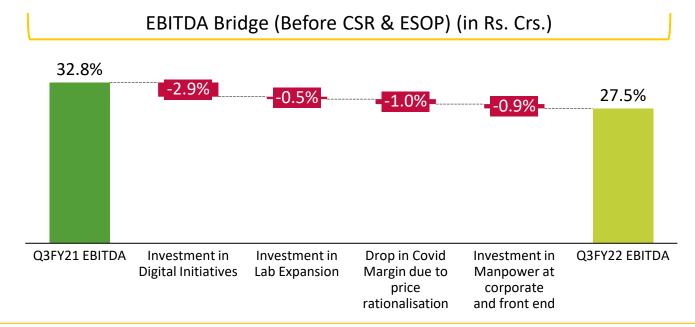
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Q3FY22 Consolidated Financial Performance



Q3FY22 numbers are including Hitech diagnostics Revenues of Rs. 19.6 crores on account of consolidation w.e.f. 22nd Oct, 2021





Key Highlights

✓ EBITDA was impacted by ~Rs. 17 Crs. on account of the following:-

✓ Investments in digitalization & marketing in a bid to improve customer experience and faster growth.

✓ Increase in employee cost on account of widening of leadership team and front-end staff

 \checkmark Lower volume throughput from large government contract

 \checkmark Drop in covid margins due to price rationalization

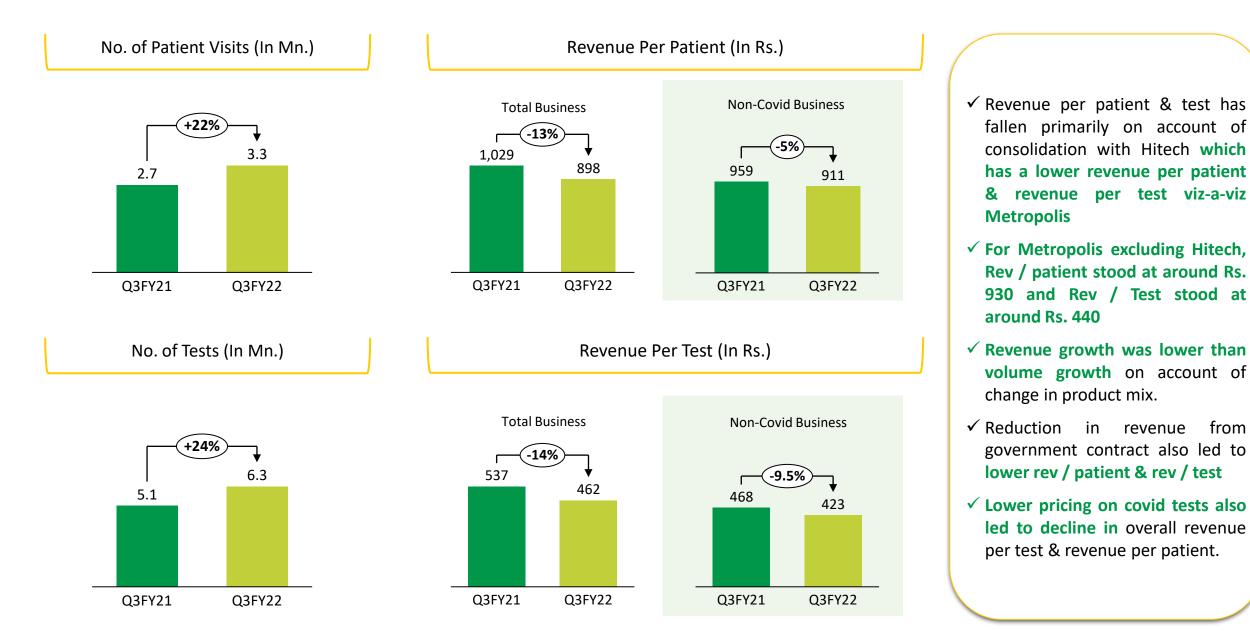
✓ In Q4FY22, the company expects better profitability on account of higher QoQ volumes from large government contract and benefits of investments in digitization and marketing

Costs related to investments in digitization and marketing to partly continue in Q4FY22

Q3FY22 numbers are including Hitech diagnostics w.e.f. 22nd Oct, 2021

Operational metrics

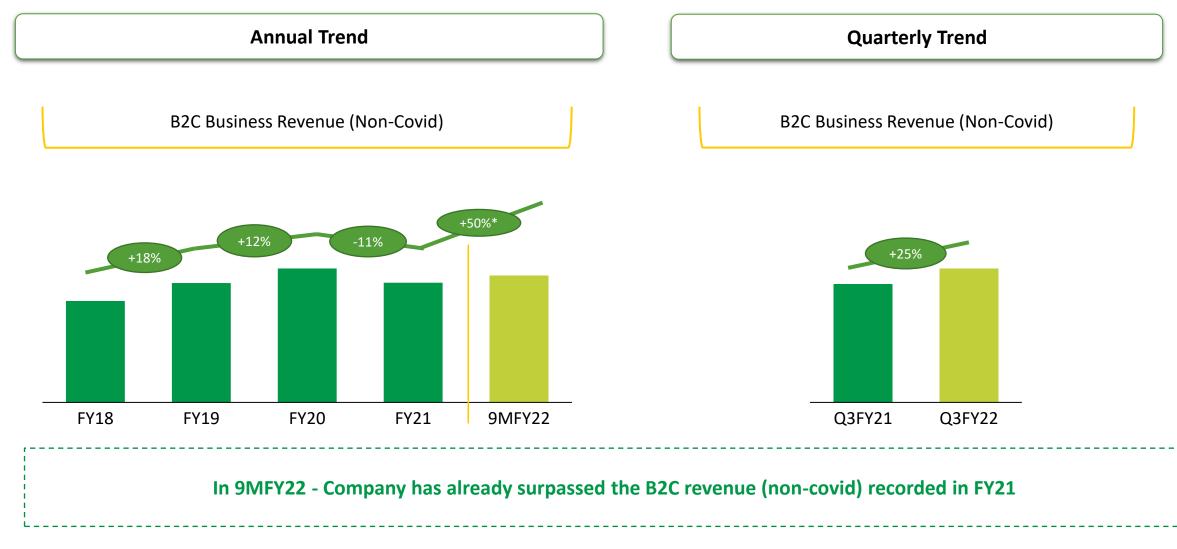




Q3FY22 numbers are including Hitech diagnostics w.e.f. 22nd Oct, 2021

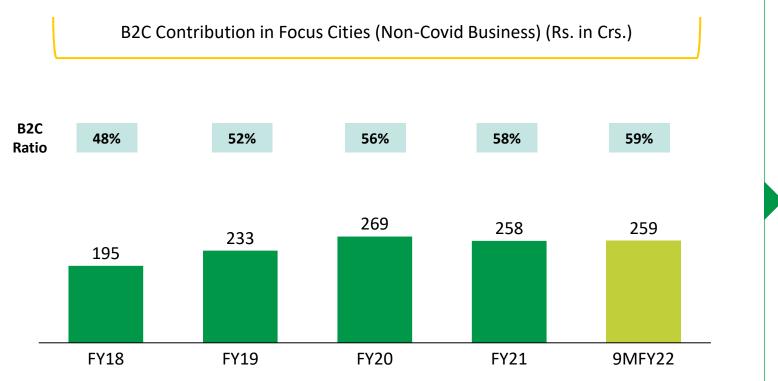
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Above numbers are including Hitech *Expected growth in B2C for Full year FY22 @50%.

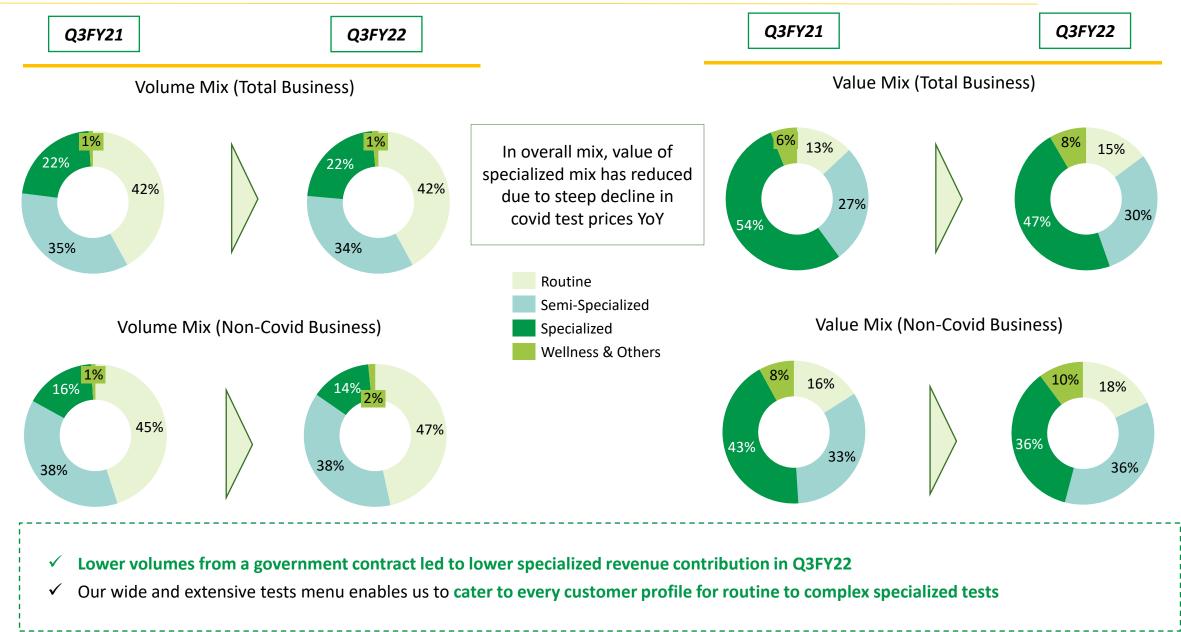




- Excluding Covid-19 revenues, our B2C contribution continues to increase
- Our aspirations is to achieve 65% B2C contribution in focused cities in coming years remains intact, driven by;
 - Aggressive network expansion to go closer to the patient
 - Integrated Brand building campaigns to establish Metropolis as a trusted brand in the mind of consumer and the doctor
 - Building awareness amongst doctors for quality and service differentiators of Metropolis vs the unorganized sector.
 - Obsessively monitoring customer experience and generating a Net Promoters Score (NPS)

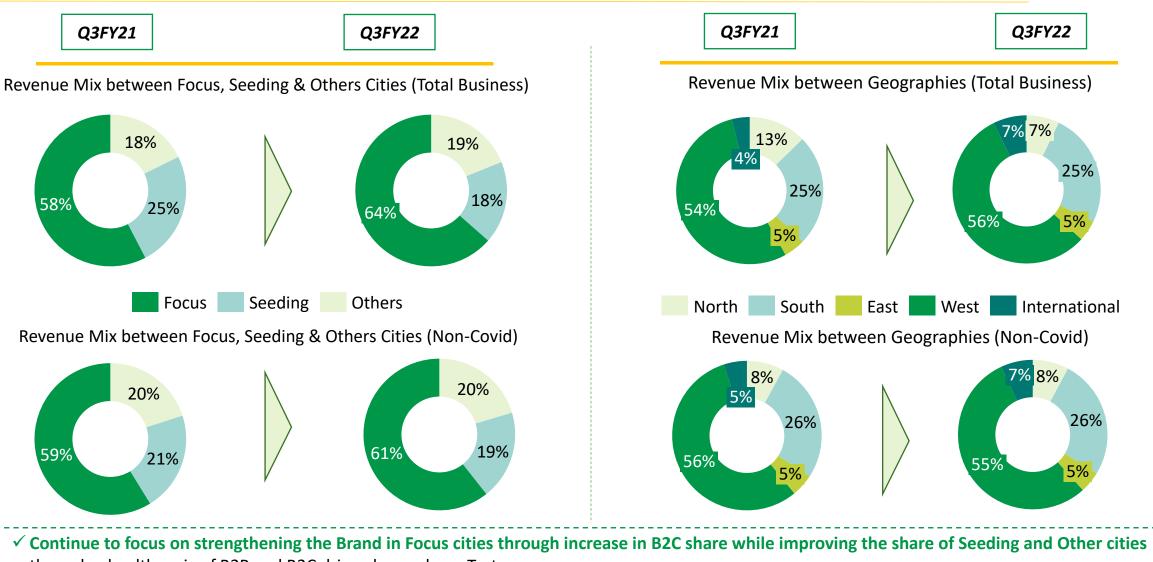
Well diversified test volume and value mix...





Diversified Revenue contribution across Geographies...

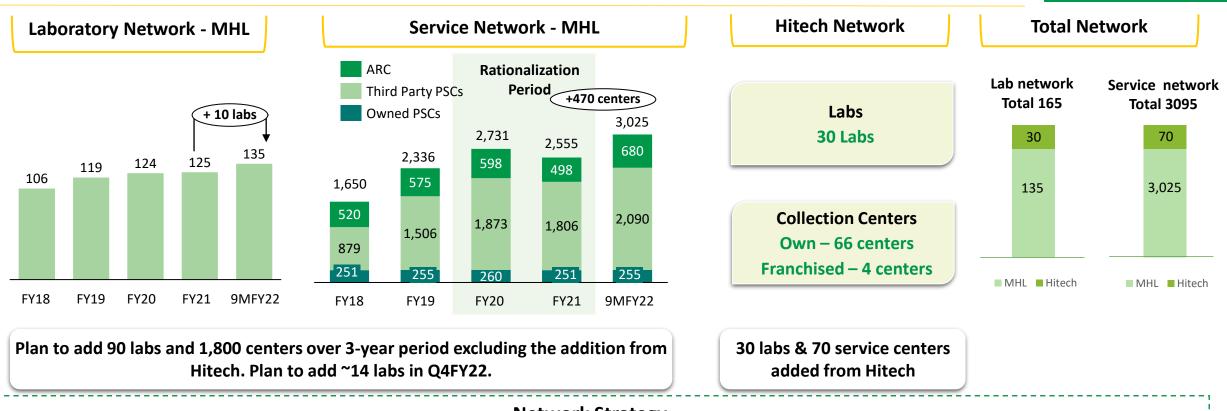




- through a healthy mix of B2B and B2C driven by our large Test menu
- ✓ **Opportunity to increase market share** in focus cities is very high especially through the B2C route and a combination of our young network along with improving revenue per center; this will create a long runway for growth
- Above numbers are only for Metropolis excluding Hitech

Network Strategy

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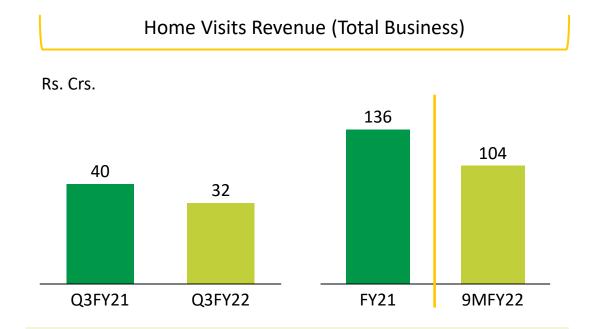


Network Strategy

- Young Individual Patients Network The average retail centre matures in five years. As the network matures, it is expected to contribute to short and mid term future growth. There is an opportunity for our franchisee network which is opened in last four years to grow as per matured centres.
- Asset Light Network 92% of the centre network and 17% lab network is asset light. Major addition in the labs in the recent years has been through lab on lease model which is asset light with no capital requirement.
- Rationalization of Service Network Completed Service Network reduced by ~10% between Apr to Sep-20 to optimise the service network. Rationalization exercise is completed and will lead to better productivity and efficiency as well as improvement in Management Bandwidth. Revenue contribution from closure of the Service network was less than 0.5% of total revenue.

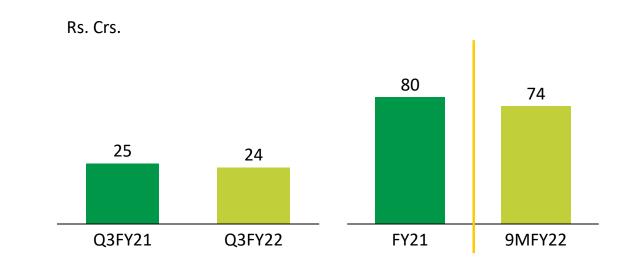
✓ Network Expansion - Started expanding network to newer and strategic locations increasing the service network by ~18% in FY22 YTD





Total home visit revenue is down primarily on account of lower visits for covid testing

Home Visits Revenue (Non-Covid Business)



Non-Covid Home Visits Revenue as a % of Non-Covid B2C business in Q3FY22 stood at 22%. Increase in home visits service coverage to ensure healthy growth.

Increasing Coverage



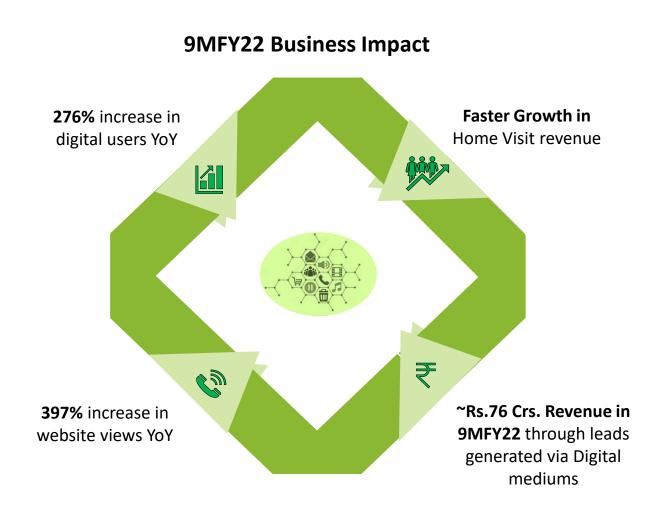
Home Visit services coverage extended to 103 locations as of Dec-21 vs. 89 as on Sep-21

Digital engagement driving huge growth in brand equity





Digital strategy is playing important role in consumer engagement.





Participate in Health Ecosystem

Increase our participations in the growth as health-tech ecosystem expands & in active conversation with all leading platforms and aggregators for connectivity
 Launched E-commerce capabilities on web platform

For our Customers

- \checkmark Driving digital discovery of our services so that customers can reach us easily
- ✓ Revamping our customer experience with the launch of capabilities like sample tracking and customer-friendly smart reports
- ✓ Launched a WhatsApp and Chatbot channel for enhancing customer experience

For our Partners

- Recently rolled out a "partner platform" for our B2B partners and franchisors to get ready access to services from Metropolis
- ✓ Roadmap to build home-visit, material and training modules

For our Doctor Partners

✓ Providing digital experience to doctors to provide an enhanced service to their patients

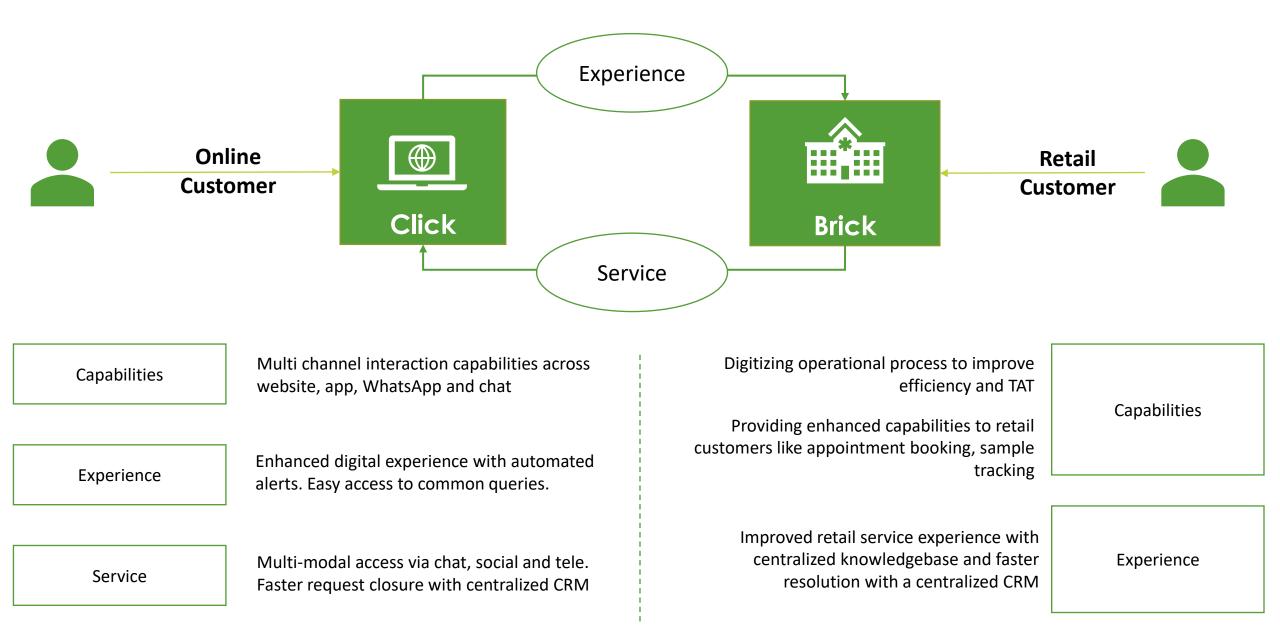
Make consumer experience more seamless

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- ✓ Launched a new Phlebotomist Home-Visit application
- \checkmark Launched a new logistics applications for automating our logistics pickup and scheduling
- ✓ Implementing Salesforce CRM company-wide

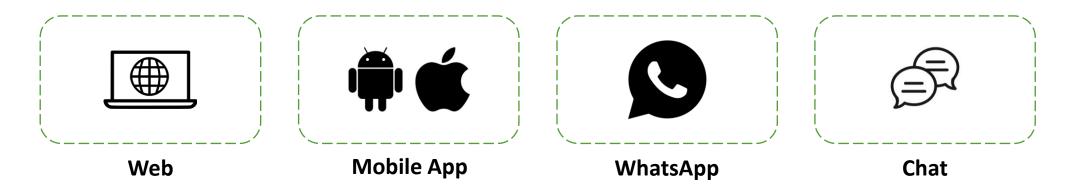
Building towards a seamless Omni Channel Experience: Click <> Brick





Enhancing patient experience with an automated multi-modal experience



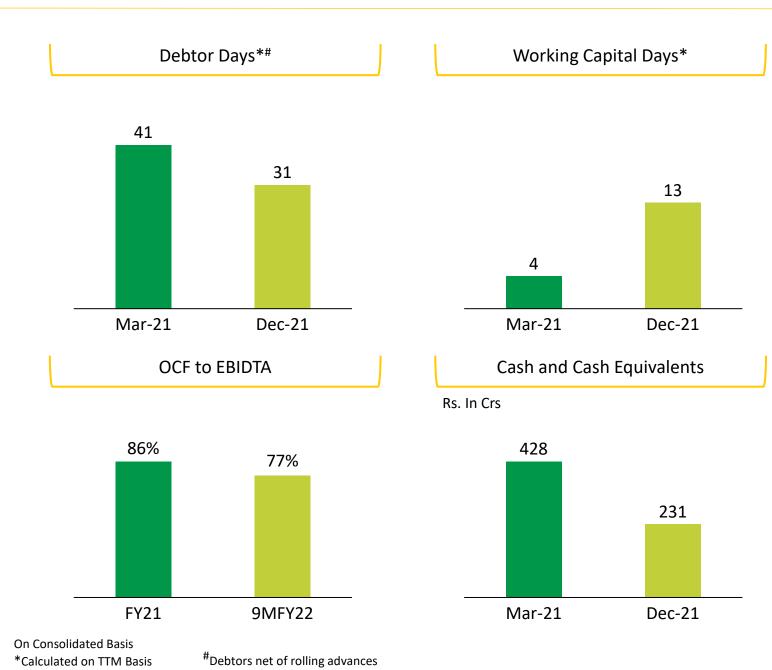


Increased focus on driving enhanced patient experience via technology channels with a target to improve service levels and reduce service costs for Metropolis

Experience Automation	Experience Enhancement	Ease of Service Access		
 <u>Automating patient queries</u> via alerts, notifications. For example – report status, collection status etc. 	 Enhancing experience via <u>new</u> <u>capabilities</u> built across the technology interface Philabotomist Tracking 	 <u>Multi-modal service access</u> across popular channels in addition to tele: Chat, Social, Whatsapp 		
 <u>Automating service request</u> response via app, chatbots, IVR. Avoiding manual interventions, wait-times etc. 	 Phlebotomist Tracking Real-time sample status Self-serve demographic corrections Easy to understand smart reports Patient history graphs 	 <u>Automated responses</u> to common queries for human-less closure Centralized company-wide CRM to 		

ensure faster ticket resolution





✓ We have continued to focus on collection efficiency and improved our Debtor days

✓ Working capital days has increased primarily on early payment to creditors.

✓ Debt taken for the Hitech acquisition was Rs. 300 Crs of which Rs. 15 Crs is repaid in Q3FY22. Current debt stood at Rs. 285 Crs.

 Company plans to repay the acquisition debt withing 3 years

✓ Cash & Cash equivalents stood at Rs. 231
 Crs as on Dec, 2021

✓ OCF to EBITDA has gone down from 86% to 77% due to increase in working capital amount.

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Consolidated Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	Q3FY22	Q3FY21	Y-o-Y	9MFY22	9MFY21	Y-o-Y
Revenue from Operations - Metropolis	273.4	274.7		902.7	706.3	
Revenue from Operations - Hitech	19.6	-		19.6	-	
Total Revenue from Operations	293.1	274.7	7%	922.4	706.3	31%
Cost of Raw Material Consumed	63.0	69.3		204.8	181.9	
Laboratory Testing Charges	2.0	0.9		5.5	3.8	
Employee Expenses	60.1	50.5		165.0	142.1	
Other Expenses	87.5	63.8		267.9	180.6	
EBIDTA (before CSR, ESOP & one time acquisition cost)	80.5	90.2	-11%	279.3	197.8	41%
EBIDTA (before CSR, ESOP & one time acquisition cost) Margin	27.5%	32.8%		30.3%	28.0%	
ESOP	2.4	2.5		7.4	5.4	
One time cost of acquisition	1.4	0.0		1.4	0.0	
CSR	0.4	1.1		0.7	0.8	
Reported EBIDTA	76.2	86.7	-12%	269.8	191.5	41%
Reported EBIDTA Margin	26.0%	31.5%		29.3%	27.1%	
Depreciation	16.9	11.0		45.2	31.9	
Other Income	2.6	3.7		11.9	10.0	
EBIT	61.9	79.4	-22%	236.5	169.6	39%
Finance Cost	5.8	1.7		15.5	7.0	
Exceptional Item Gain / (Loss)*	0.0	0.0		15.9	0.0	
Profit Before Tax	56.1	77.7	-28%	236.9	162.7	46%
Current Tax	14.9	19.1		58.3	40.6	
Tax with respect to exceptional item	0.0	0.0		4.0	0.0	
Profit After Tax	41.2	58.6	-30%	174.5	122.0	43%
PAT Margin	14.1%	21.3%		18.9%	17.3%	
Profit After Tax (Normalised)	41.2	58.6	-30%	158.2	122.0	43%
PAT Margin (Normalised)	14.1%	21.3%		17.2%	17.3%	

*Exceptional Item is on account of settlement with Global Hospital of past dues Q3FY22 & 9MFY22 numbers are including Hitech diagnostics w.e.f. 22nd Oct, 2021

Consolidated Balance Sheet



Mar-21

708.1 10.2 696.4 1.5

92.4

0.0 78.9 1.2 8.1 4.2

204.0

0.0 33.3 110.6 25.3 14.6 7.6 12.5

1,004.4

Assets (Rs. Crs.)	Sep-21	Mar-21	Equity & Liabilities (Rs. Crs.)	Sep-21
Ion-current assets	400.0	396.0	Equity	846.5
Property, Plant and Equipment	117.6	115.1	Equity Share capital	10.2
ROU Assets	104.5	103.1	Other equity	834.6
Goodwill	90.3	90.3	Non Controlling Interest	1.6
Other intangible assets	32.2	34.6		
Financial Assets				
(i) Investments	1.8	1.8	Non-current liabilities	95.6
(ii) Loans	0.0	0.1	Financial Liabilities	
(iii) Other Financial Assets	23.4	12.6	(i) Borrowings	0.0
Deferred Tax Assets (Net)	9.1	17.1	(ii) Lease Liabilities	80.3
Other non-current assets	0.0	0.7	(ii)Other Non-Current Liabilities	1.3
Non-current tax assets (net)	21.0	20.7	Provisions	9.8
			Deferred tax liabilities (Net)	4.3
Current assets	761.3	608.5		
Inventories	52.1	40.5	Current liabilities	219.2
Financial Assets			Financial Liabilities	
(i) Investments	8.6	8.3	(i) Borrowings	0.0
(ii) Trade receivables	129.2	123.0	(ii) Lease Liabilities	34.8
(iii) Cash and cash equivalents	142.4	386.6	(iii) Trade Payables	121.7
(iv) Bank balances other than (iii)	400.5	33.1	(iv) Other Current Financial Liabilities	20.1
(v) Loans	0.1	0.1	Other Current Liabilities	14.0
(vi) Other Financial Assets	6.1	4.7	Provisions	7.0
Other Current Assets	22.3	12.2	Current tax liabilities (Net)	21.5
	1,161.3	1,004.4	TOTAL - EQUITY AND LIABILITIES	

Completed acquisition of Hitech Diagnostics



About Hitech Diagnostics

Established in 1986, Hitech Diagnostic Centre is a well-known Diagnostics laboratory chain in the South India market with a network of 30 laboratories including 3 NABL and ICMR accredited laboratories and 70 collection centres strategically spread across the states of Tamil Nadu, Karnataka, Kerala, Andhra Pradesh and the Union Territory of Pondicherry.



Presence

Hitech is the 2nd largest player in Chennai behind Metropolis and is a leader in non-Chennai markets in the state of Tamil Nadu. It is a significant player in Bengaluru market.



Customer Profile & Test Menu

Hitech caters to the mid-segment of the market and has a large B2C footprint. It has a Test menu of 1,100+ tests ranging from routine to highly impenetrable molecular & genetic assays.



Management

Hitech Diagnostics was founded by Dr. SP. Ganesan in the year 1986. Dr. Ganesan is an industry veteran with a diploma in clinical pathology and has scaled up this business over last 3 decades



Customer Centric Organization

Focus on providing highest quality pathology services, wide tests portfolio, accuracy in testing in a costeffective manner keeping the customer focus at the centre.



Metropolis acquires Hitech Diagnostics Centre

Metropolis has acquired 100% equity of Dr. Ganesan's Hitech Diagnostic Centre Pvt. Ltd. & its subsidiary Centralab Healthcare Services Private Limited in all cash deal for Rs. 636 Crores. Acquisition has been funded through internal accruals and Debt of Rs. 300 Crores.

Key Highlights of the Acquisition 01

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02

03

04

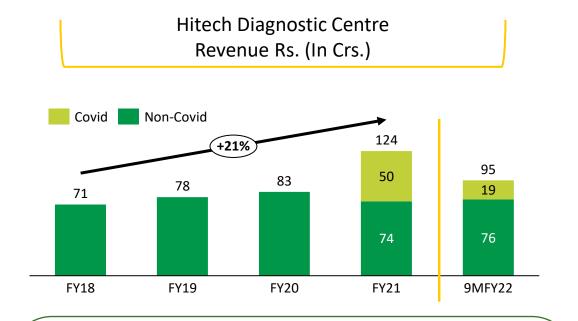
Company enjoys superior ROCE profile of upwards of 30% in past few years; better than most regional players on back of its high quality B2C business and leadership position across its cities of presence

Dr. Ganesan, Promoter and Founder, will be part of the Leadership team for next few years to enable a smooth transition and integration with Metropolis.

Acquisition will allow Metropolis to increase its B2C business in focus cities of Chennai and Bengaluru and enhance its profitability through revenue & cost synergies.

Metropolis will get access to 30 laboratories including 3 NABL and ICMR accredited laboratories and 70 collection centres of Hitech.





Key Financial Highlights of Hitech Diagnostic Centre

- ✓ Strong business momentum continues in FY22 with robust growth across all parameters
- ✓ 9MFY22 non-covid business has already surpassed FY21 noncovid business
- ✓ Non-covid revenue contribution stood at 80% of the total revenue in 9MFY22 which is sustainable in nature

Revenue strategy to aid double digit growth

- ✓ Dual brand strategy in Chennai while single brand in rest of TN & Karnataka. Plan to launch 100 centers in FY23
- ✓ Increasing contribution of speciality tests by Widening the Test Menu and improve the Product mix.
- Boost sales by extending Metropolis' digital marketing, app, website and other tools to enhance effectiveness of Hitech's sales effort
- ✓ Using Hitech's local lab infra, improve TAT for customers.
- ✓ Wellness is a small portion in Hitech currently as against around 8% wellness contribution of Metropolis. Target to increase wellness to Metropolis level.

Key levers to increase margins

- ✓ Increase B2C revenue mix from current 65% to over 70%
- Raw Material cost synergies in procurement with economies of scale
- ✓ Better Lab utilization with higher volumes
- Rationalization in Infrastructure, manpower, admin & logistic costs
- Usage of Metropolis IT systems and processes to improve productivity
- ✓ Margin is expected to grow by 3-4%.



Acquisition of Hitech Diagnostics will lead Metropolis to...



Strengthen the Leadership Position

With the acquisition of Hitech Diagnostics, Metropolis will strengthen its position as 2nd largest Diagnostics company in India and largest brand in South and West India. Combined entity will enjoy ~30% market share in Chennai and penetrate into tier 2 and tier 3 cities in India where Metropolis has limited presence.

Increased B2C Contribution in Focus Cities

Hitech is a focused B2C player with 65% revenue contribution from B2C business. Hence, acquisition will allow Metropolis to increase its B2C business in focus cities of Chennai and Bengaluru enhancing the brand equity of Metropolis and the overall profitability of the company.

Deeper Penetration in mid-segment of the market

Hitech has been catering to the mid segment of the market while Metropolis has been focused on the premium end of the market. This enables Metropolis to get access to large customer base in the mid segment without impacting the premium segment leading Metropolis to directly expand its addressable market size.

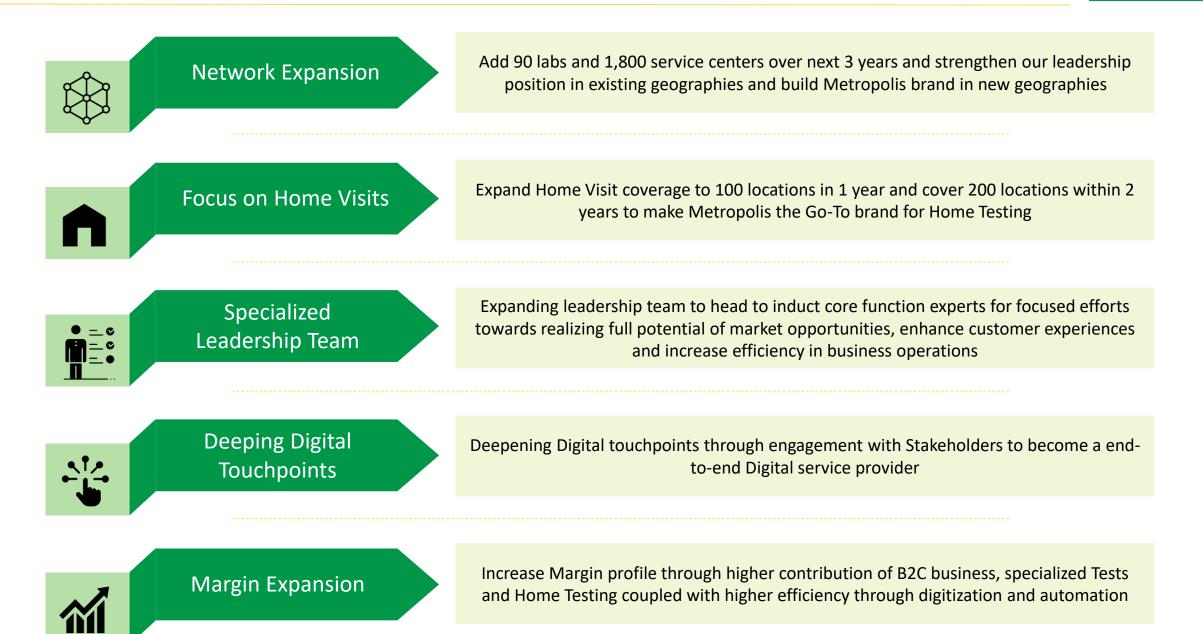
Enhance Profitability through revenue and cost synergies

We expect gradual revenue uptick through product offering of the combined business. On the overhead cost front, we expect significant cost synergies through optimization of operational costs in the areas of procurement, better efficiencies in supply chain, administration and support resource, laboratory network and back office infrastructure.

FY22 and beyond...

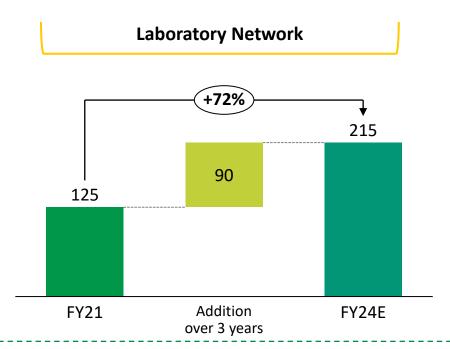
Way Forward for FY22 and beyond...

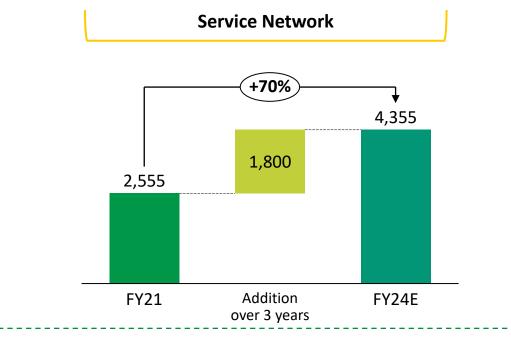






Metropolis Network Expansion Plan





- Expand to existing & newer locations Aim to expand the service network to existing locations to strengthen our leadership position as well as enter newer strategic locations to penetrate in newer market
- ✓ Focus locations for expansion Fill vacuums in the state of MP, Maharashtra, Gujarat, UP, Orissa, Jharkhand, Telangana and AP.
- ✓ Dedicated team A separate team to implement the project
- ✓ Make Metropolis a nation-wide Brand Vision to make Metropolis a Go-To-Brand for customers any testing needs

Benefits of 90:30 Project:

- \checkmark Faster commissioning of labs leading to early monetization
- ✓ Availability of larger test menu to wider & newer market
- ✓ Increasing the visibility & penetration of Metropolis Brand
- ✓ EBIDTA margins back to Group level in 2.5 years through better productivity which was earlier at 4 to 5 years for greenfield labs

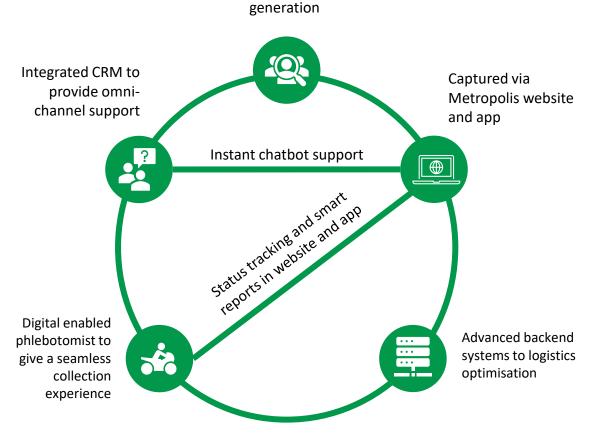
*90:30 Project means 90 labs in 30 months

2. Driving growth via digitally driven, asset-light home-visit segment





Rapid scale up via technology drive processes + 3rd party network



Digital demand

Targeting 15% contribution from digital channels by end of FY22, increasing to 33% over next 3 years

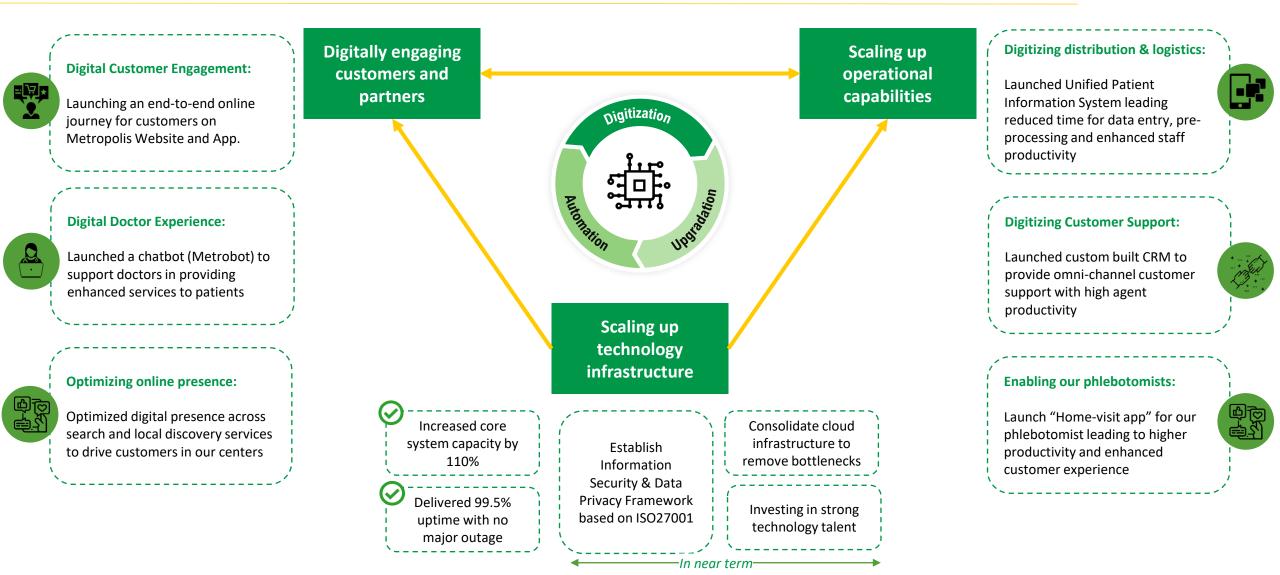
Capturing Changing Demand Covid has brought a strong shift in "At-home" consumption of healthcare services 2 Margin accretive Home Testing enjoys a better 3 IFTROP margins profile improving the overall profitability of the business 4 Recipe to enter "Bharat" Expansion into fast growing tier 2/3 cities of India which are still largely 5 "unorganized" **Productivity + asset-utilization** Driving demand beyond immediate catchment area of existing centres

Expand Home Visit services to 100 locations in 1 year and cover 200 locations within 2 years to make Metropolis the Go-To brand for Home Testing

End-to-end digitally enabled home-visit

3. Deepening our digital touch points, capability throughout our value chain





Our focus is to become an end to end digital service provider not only for our customers, but for all our stakeholder including doctors, vendors and healthcare partners



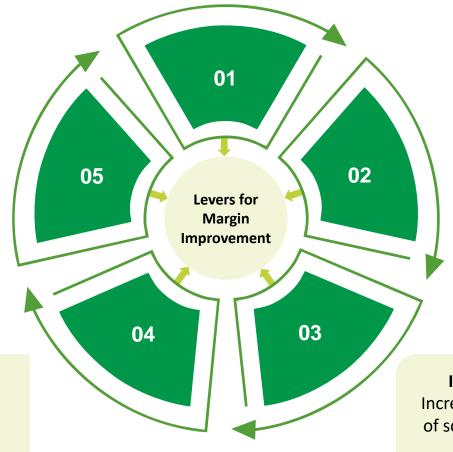
Increased Utilization and Product Mix Higher utilization of Labs and increase in patient visits coupled with superior product mix

Increased Home Visits Increase Home Visits revenue with focused marketing initiatives and expanding the service coverage

Automation

Automation & Digitization across all

processes to control unnecessary costs



Cost Efficiency Initiatives

Encouraging innovation and critical thinking leading to operational & cost efficiency

Increased Revenue & Throughput Increased revenues leading to economies of scale benefits consequently leading to robust margins

Overview

We are Metropolis: The Pathology Specialist

Vision	To be a respected healthcare brand trusted by clinicians, patients and stakeholders. Positively impact lives of patients in their most anxious times and turn their anxiety in to assurance.	
Mission	Helping people stay healthy, by accurately revealing their inner health	35 Credi
		Leading Diagnostic



INTEGRITY is in our VEINS



EMPATHY

is in our **BLOOD**



ACCURACY is in our

DNA





+ Years of ole Operations

player in India



Presence in 19 States & 210 Cities

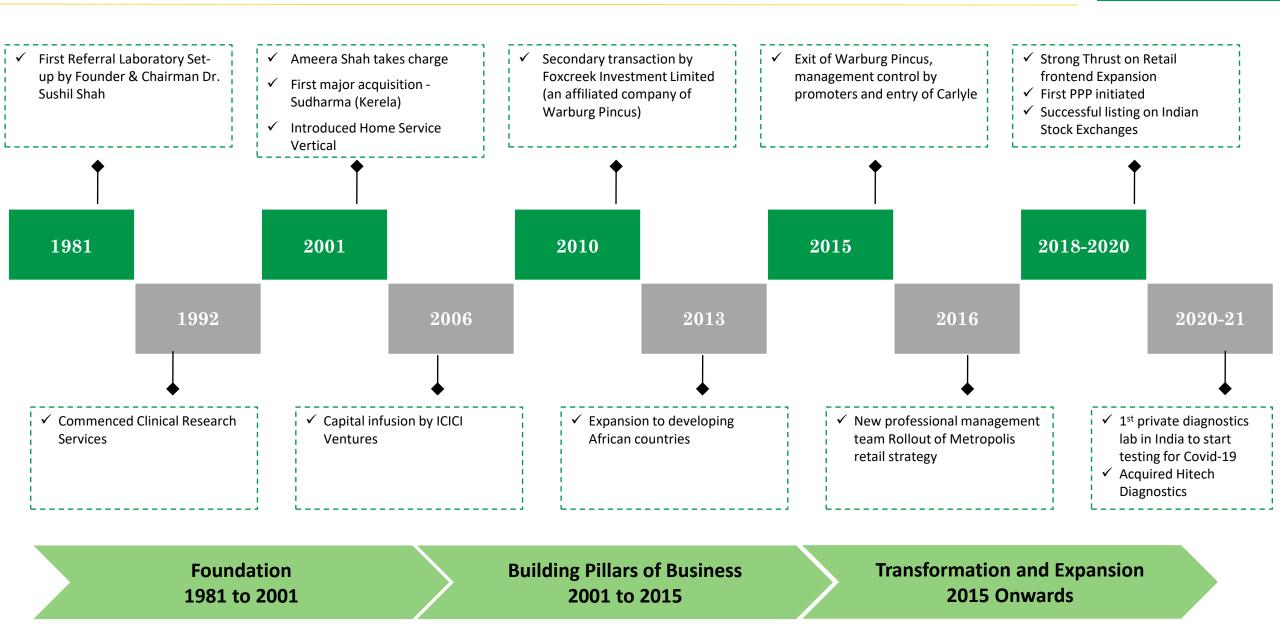


4,000+ Tests & Profiles



19 Mn Tests & 10 Mn Patient Visit in FY21



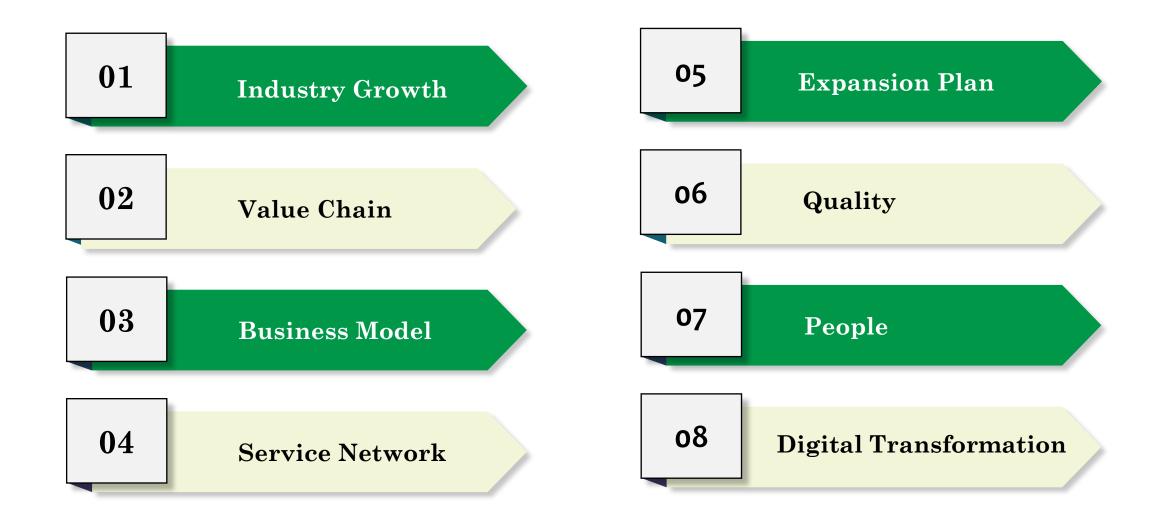


Three decades of Delivering Value to Stakeholders



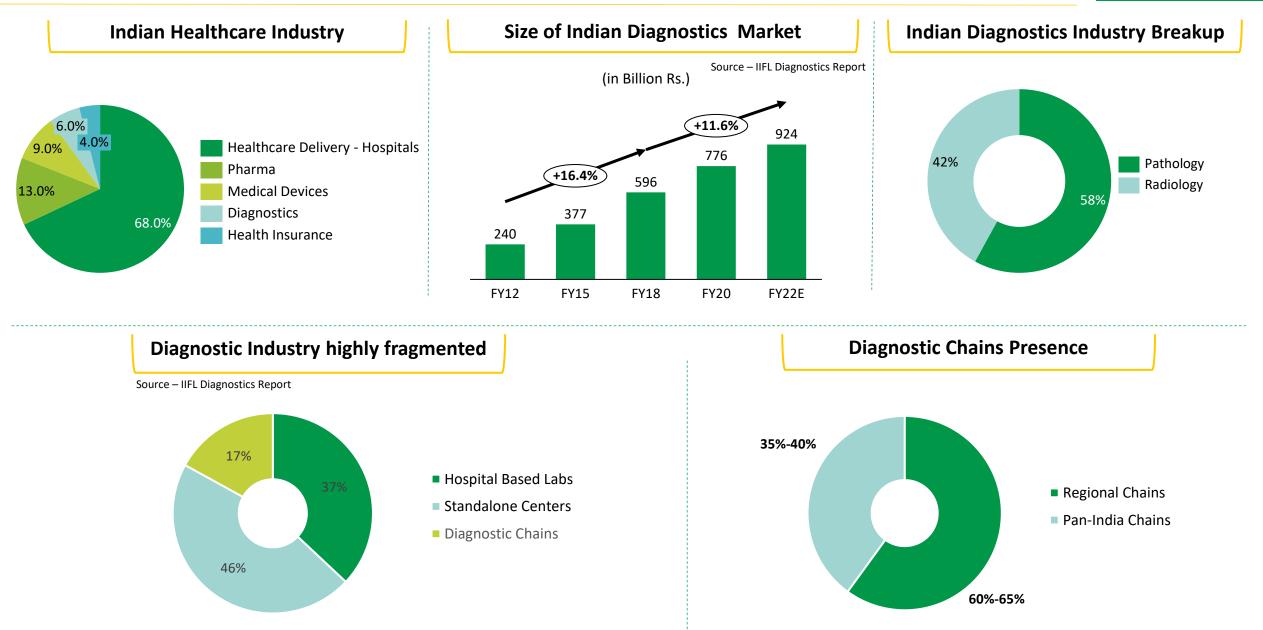






1a. Diagnostic Industry Poised to grow...





1b. Top players to continue to acquire market share of standalone centers



Brand Awareness

Increased brand awareness amongst patients and customers towards quality, reliability and test accuracy

Large Test menu

Large Test menu by organized diagnostics chains

Factors leading Consolidation

Specialized offerings

Increased awareness of specialized tests, bundled test profiles and wellness packages

Less than 20% of the Diagnostics Sector in India is organized with limited Pan India presence and focus on Quality Parameters in Testing



Service

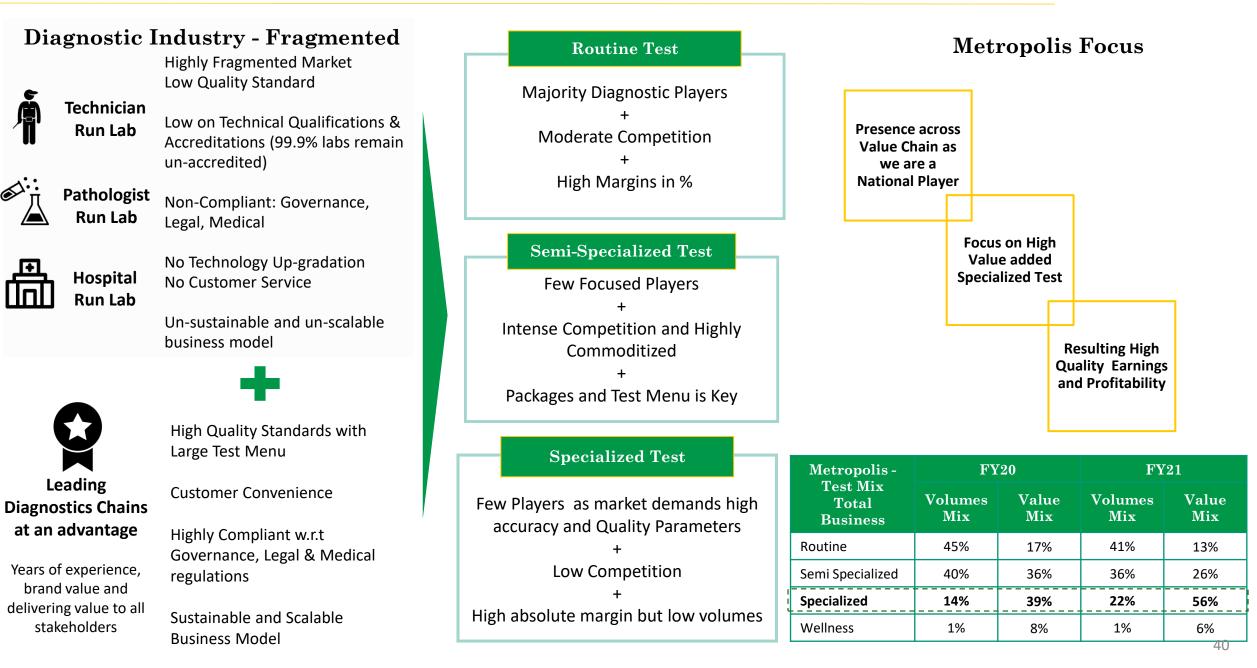
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Scale

Metropolis is amongst the Front runners for Consolidation

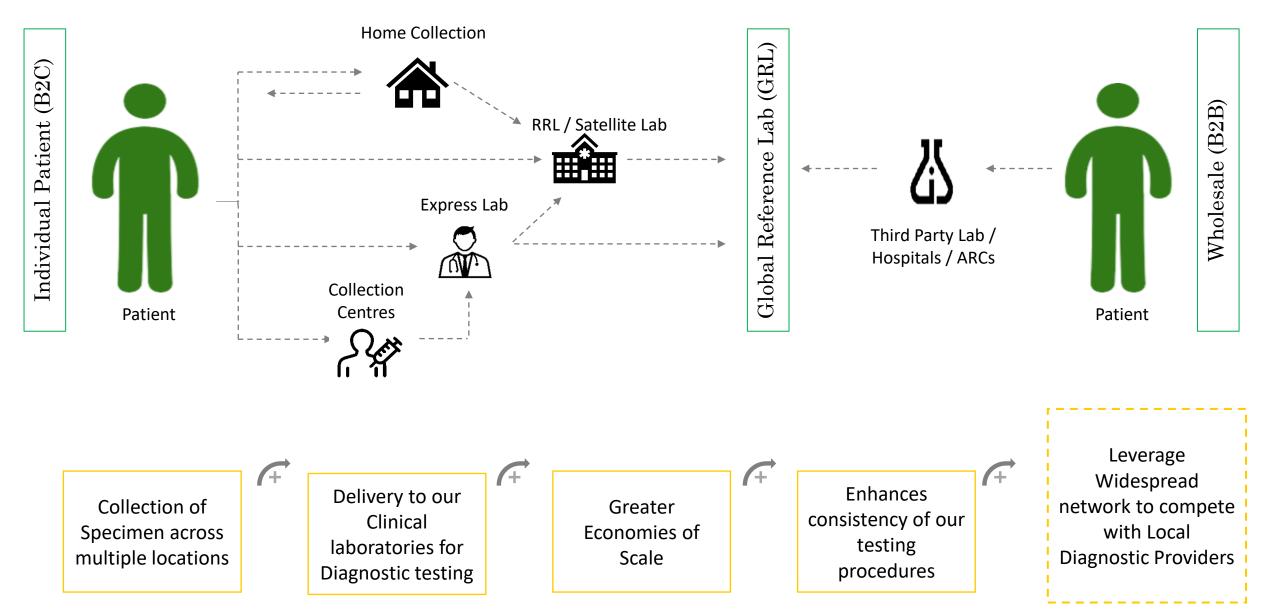
Established track record of successful acquisition and integration in India and overseas





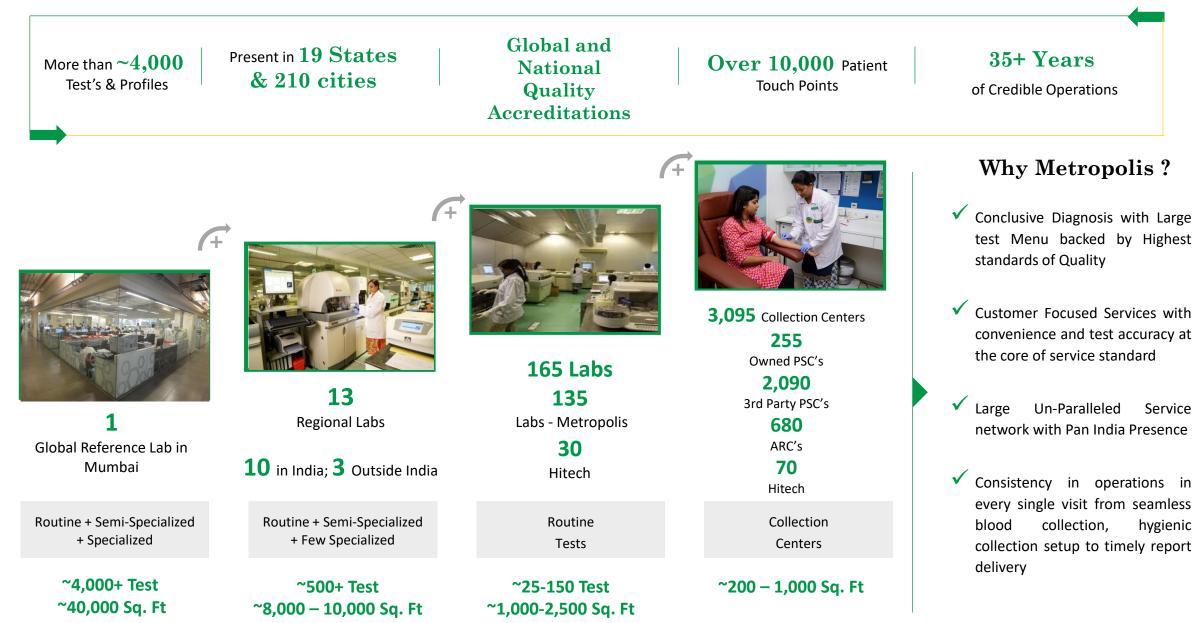
3. Hub & Spoke Model to scale efficiently



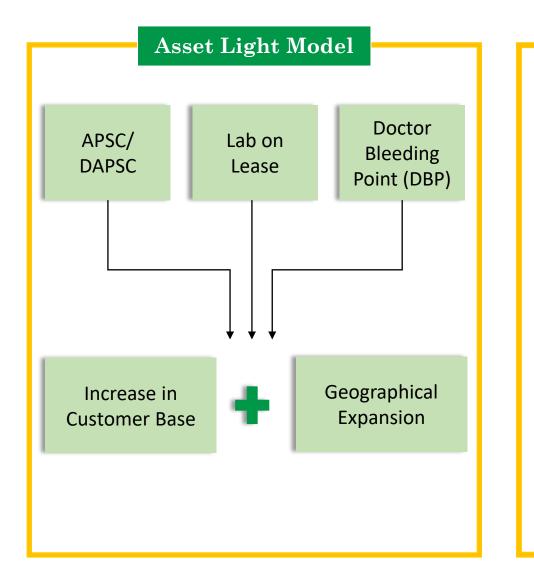


4.Patient Centric Network







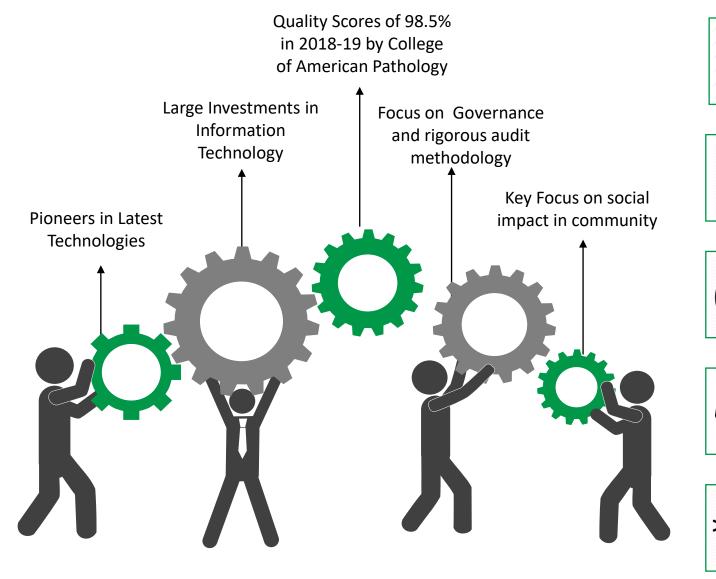


Network Expansion Strategy

- ✓ Focus on Asset Light Model to achieve Geographic Expansion with High Scalability
- ✓ The A-PSC and D-APSC Model allows us to grow our revenues by providing management and branding support while continuing to focus on increased penetration in our PSCs
- ✓ Better Leverage of our Existing Infrastructure by establishing a wider geographic reach which will enable customer base expansion and improvement in profitability matrix
- ✓ Establish strategic partnerships with **3rd Party Patient Service Centers** in India, Africa and Middle East to boost our Geographic reach

6a. Quality in Core





Trust & Sustainability of our Brand is "CRITICAL TO OUR SUCCESS"



Quality protocols following global standards

99.9% of industry labs remain un-accredited with lack of minimum standards in the industry

Best medical talent trained in the Metropolis way

Talent in the industry remains un-trained with no benchmarks of minimum standards

Quality of materials used are USFDA or CE marked

Commonly used materials by industry labs are low quality

Patient experience score as per NPS is at 91%

Patient experience in industry labs is of poor infrastructure, lack of hygiene and safety and un-professional service

Ethical philosophy of putting patient first

Common practice in industry is to take shortcuts to enhance profit





"Global Lab Accreditations"



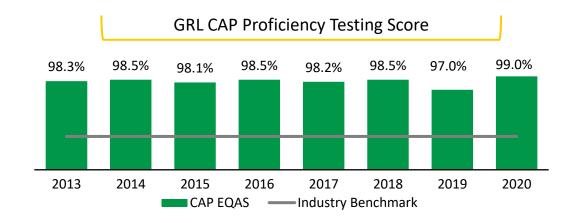


- ✓ Mumbai Lab is CAP accredited since 2005 *(College of American Pathologists, global gold standard in laboratory accreditations)
- \checkmark NABL Accreditation follows ISO-15189 Standard and is recognized by ILAC & APLAC
- $\checkmark\,$ GRL and 11 RRLs have NABL accreditation.
- ✓ More than 75% reports are generated by accredited labs. Many of our doctor's are assessors, lead assessors for NABL.
- ✓ Some senior doctors are committee members of NABL, WHO, Government & NGO committees.



	No. of Audit	s Conducted by	PAC Team	
FY	17-18	18-19	19-20	20-21
	665	1,312	1057	583

- ✓ PAC Team: Special Pre Analytical Care Team constituted as part of the Quality Assurance Team
- ✓ This team conducts thorough internal audits as per NABL Checklist to ensure compliance for our collection centres and facilities





Organization Strength



Leadership Team aligned to vision of the company.

Business models at par with changes in the fields of Technology & Healthcare and agile structures supporting the operating model.

3

Challenging Work environment. Clear aligned Performance and Purpose

Strong scientific team lead by MD Doctors & Pathologist.

HR Management system for automated process ensuring real time employee related data. Learning management system for upskilling the talent



Strong Culture and Equal opportunity workplace.



4300+ Skilled Member Base | Female Male Ratio- 40:60 | 214 Doctors | 2048 Scientific & Technician Team | Over 60% Millennial workforce

Organizational Imperative



Investment in future leaders across levels and ahead of time.



Strengthening Structures to support objectives. Clear roles and accountabilities



Upgrade Capabilities & Skills create Talent Edge for MHL Business



Leverage Technology and Innovation at every stage. Superior execution of programmatic work processes



Build shared purpose and highperformance behaviors. Leverage People, Process & Platform capabilities as unique differentiators for change

8. Leveraging IT for Competitive Advantage







3

Improving Business revenue generation capabilities

- ✓ IBM Watson Campaign Automation will help improve in additional leads and tracking
- ✓ Lead Management system will help improve lead conversion rate
- ✓ Data Analytics model on customer data will improve Cross-Sell and Upsell

Cost Saving & Optimization

- ✓ Launching a Pricing Engine for better Revenue Assurance
- ✓ Payment Platform improving controls in Cash Management Process
- ✓ Network Bandwidth Optimization (SD-WAN)

Improved Operational Efficiency

- ✓ Zero Data Loss; 100% data replication in remote location
- Implementation of Sample tracking process to Improve Visibility of Customers & Turn Around Time (TAT) of reports.
- ✓ Automating HR processes through HRMS for better tracking and possible productivity.
- ✓ Introduction of Learning Management System to training and development goals.
- ✓ Automated Quality System to track quality standards across the group



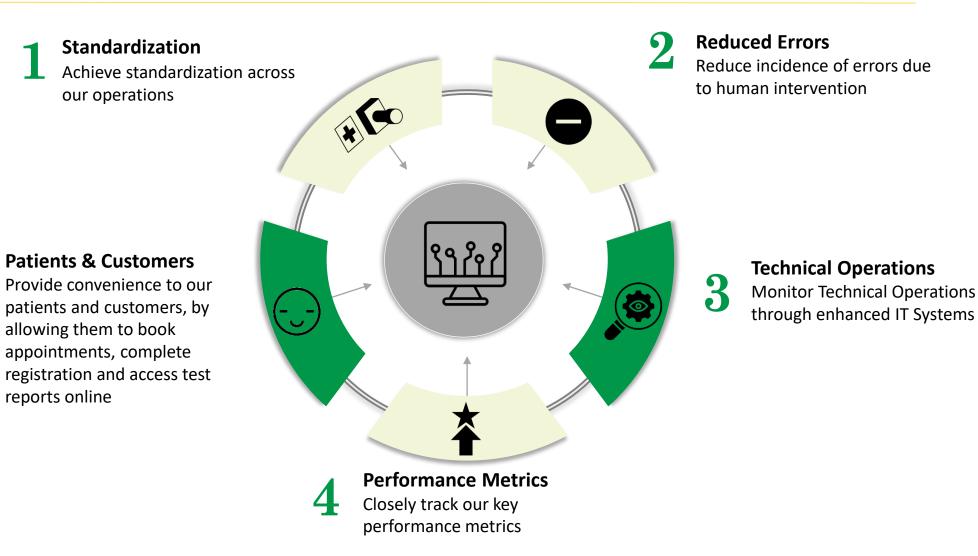
Improve Customer Experience

- ✓ Mobility Applications for consumer's ease of access
- ✓ Service CRM implementation will help improve NPS
- Feedback Management will increase percentage of patient providing instant feedback and rating

8a. Digital Transformation to improve efficiency

5





Our information technology system allows us to fully Integrate and Automate processes ranging from **Registration, Bar-Coding and Billing of specimens to Analysis and Reporting of Test Results**







Customer Centricity: In everything we do







Easy to Interpret Test Report

We offer our patients a Detailed Test Report which covers Result Trend Analysis and Patient Specific Interpretations and comments by our Doctors for certain tests and conditions



Sample Collection from Doorstep

We have increased scope of our Home Collection service to ~200 cities in India



Conclusive Diagnosis

We also have a policy of ensuring Conclusive Diagnosis to our patients, even if it involves incurring additional costs for us, by way of Re-Checks and Reflex testing on alternate technology



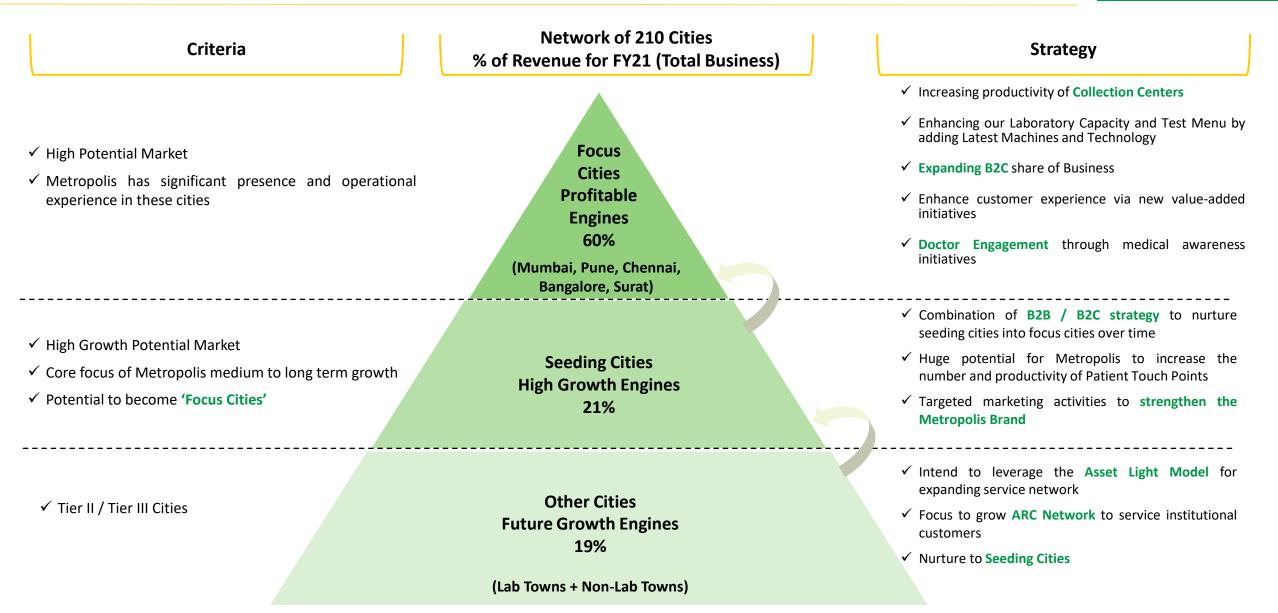
Digital Access

We have developed a Mobile Application

- ✓ For scheduling house calls
- ✓ Accessing Test reports
- ✓ Receiving Test Reminders
- ✓ Online requests for Billing Information

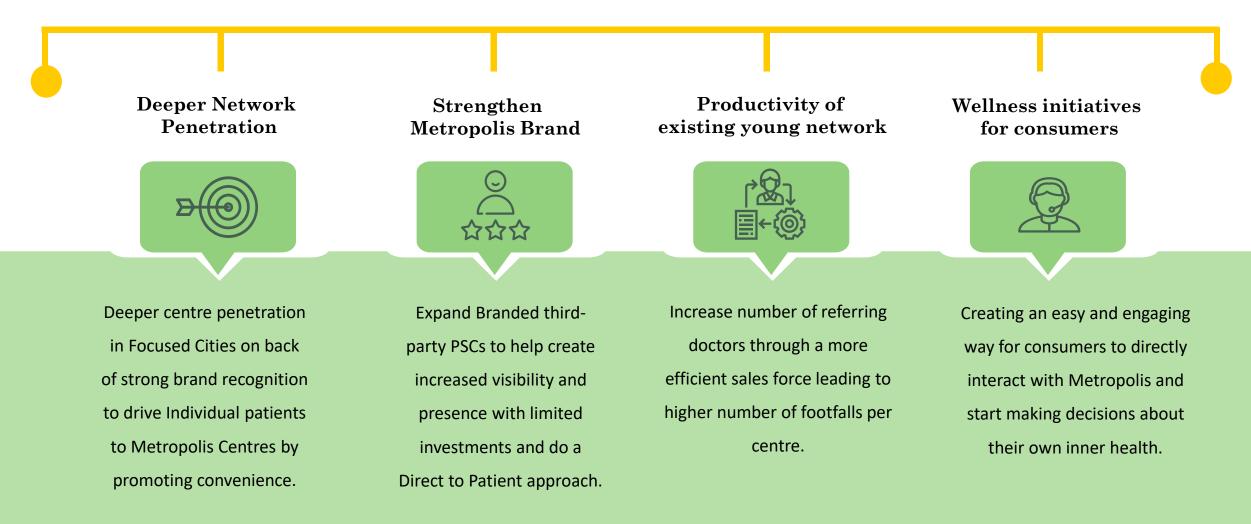
Sustainable Growth across Network





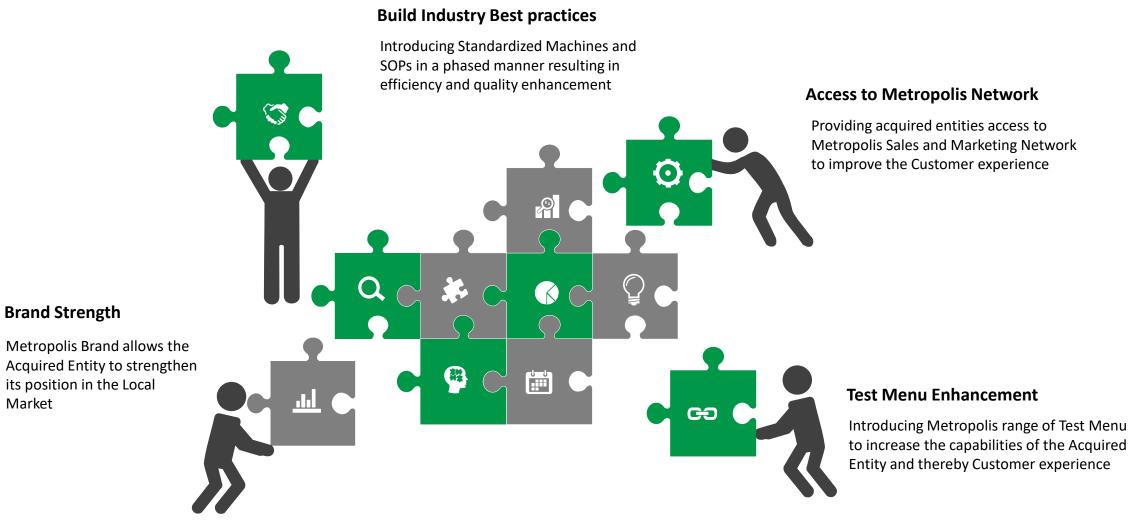


Increase B2C sales mix



Market





Established Track Record of Successful Acquisition and Integration

53

Successful Track Record of Inorganic Strategy : 23 Acquisitions in 16 years



Few of the Acquired Companies	Year of Acquisition	Location	Revenue at the time of acquisition	Revenue for FY21
Sudharma Metropolis Health Services Private Limited	2003	Kerala	Rs. 1.8 Crores	Rs. 44.9 Crores
Golwilkar Metropolis Health Services (India) Private Limited	2006	Pune	Rs. 3.9 Crores	Rs. 48.9 Crores
Desai Metropolis Health Services Private Limited	2008	Surat	Rs. 3.4 Crores	Rs. 38.3 Crores
R.V. Metropolis Diagnostics & Healthcare Centre Private Limited	2008	Bangalore	Rs. 3.6 Crores	Rs. 41.6 Crores
Dr. Patel Metropolis Healthcare Private Limited	2012	Nasik	Rs. 1.8 Crores	Rs. 25.1 Crores
Sanjeevani Rajkot	2017	Rajkot	Rs. 12.0 Crores	Rs. 18.8 Crores

Metropolis has successfully improved the Performance of the Acquired Businesses as well as grow scale of operations, achieve economies of scale and increase operating efficiency thereby improving Market Position





Growing our offering of Test Packages to Increase Revenue Metrics. Customized packages to Institutional Customers and Personalized Packages to Individual Patients are key

Leverage our vast capabilities in Molecular Diagnostics, Oncology, Cytogenic where there is Less Competition and Higher Margins due to Advanced Technology, Skilled Manpower and Complex Processes Involved

Selectively Participate in PPP Tenders in India by leveraging our experience with the execution of the NACO Order. Large opportunities exist in African markets on PPP basis

Targeting healthy individuals with sedentary lifestyles are prone to diseases such as cardiovascular and diabetes ailments. Precision medicine, focus on preventive care, walk-in/direct-to-customer services to drive growth



Expansion

Aggressive Network Expansion to go closer to Patient + Seeding Cities emerging as New Focused Cities

67% of Existing Patient Touch Points added during FY17-21. Maturity of this Young Network will fuel growth

Inorganic Strategy of Expanding Metropolis Reach to more locations in existing cities of presence and new cities

STRENGTHEN METROPOLIS BRAND TO 'BE THE ONLY CHOICE OF PATIENTS'

CSR Activities



Nutrition Box Project

✓ Nutrition boxes delivered to doctors and healthcare workers posted in COVID Care Centers, Municipal Corporations and COVID Hospitals by Metropolis with the help of WE Foundation

Covid Testing Projects

- Project Ummeed In association with Citibank & CIPLA Foundation and United Way of Mumbai, completed 1.25 lk RT-PCR Tests in 22 Municipal Corporations across Maharashtra
- Tie up with DBS Bank and ICICI Prudential for COVID testing of underprivileged citizens and frontline workers including Bus Drivers, Sanitization workers, Police officers etc.
- ✓ Millions of tests across 15+ COVID approved labs. Other tie-ups include HUL and MSL Driveline

CSR – Covid Projects









TOO shy TO ask



MEDENGAGE - Metropolis awarded 90+ Scholarships to Medical Students in FY20-21 worth 50 Lakhs under its flagship initiative MEDENGAGE. Over 1200 students applied for Medengage benefits from 200+ institutes across the country

TOO SHY TO ASK - Our app for adolescent and reproductive sexual health education titled TOOSHYTOASK reached over 80,000+ installs. Our regular education column in MidDay had a reach of over 1,50,000+ every week. In addition, our experts answered over 20,000 queries from April 2020 to March 2021.

METHEALTH - Under METHEALTH, our initiative for Health Awareness and education, we reached out to over 25,000+ women and facilitated online doctor consolations during the lockdown. 25+ Live Instagram Sessions for PCOS were conducted in association with the PCOS Society of India. PCOS Management tools were built online to assist women with PCOS amidst the pandemic.

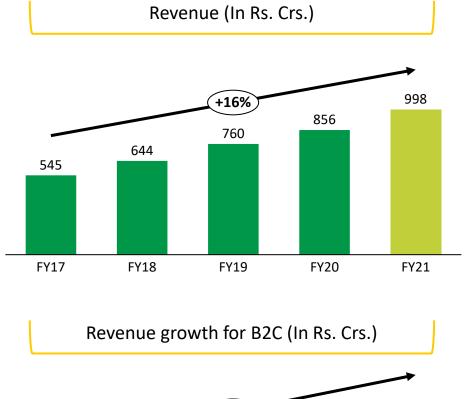
EMPOWERESS - Empoweress, our initiative to empower women business owners included fortnightly focus group chats between entrepreneurs and we facilitated 15+ Live Leadership talks to help women business owners tide over the challenges posed by the pandemic.

Metropolis CSR Projects

Historical Financial & Operational Performance

Better than industry growth





+19% 429 376 376 215 376 FY17 FY18 FY19 FY20 FY21

Bolstering Growth in Wellness Segment



Metropolis Wellness revenue contribution for Metropolis is 6% in FY21



This market is expected to grow at a CAGR of 20% over next 3 financial years (Frost & Sullivan)



Customers today are serious about wellness and choose to undergo preventive screening to safeguard their health and diagnose conditions before they turn in to complications



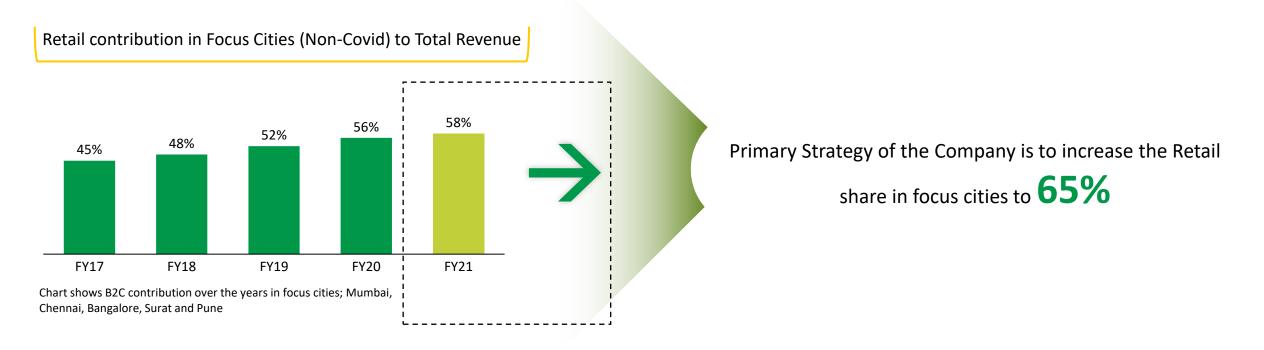
This segment is termed as wellness as opposed to the illness wherein the patient has to undergo tests when they are prescribed tests during sickness



Wellness & Preventive Diagnostics market is 7% to 9% in FY2018 (Frost & Sullivan)

Well growing B2C Mix





B2C contribution in the last few years has seen an upward trend owing to:-

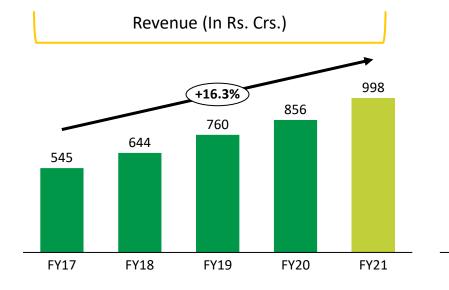
- ✓ Aggressive network expansion to go closer to the patient
- ✓ Integrated Brand building campaigns to establish Metropolis as a trusted brand in the mind of consumer and the doctor
- ✓ Building awareness amongst doctors for quality and service differentiators of Metropolis vs the unorganized sector
- ✓ Obsessively monitoring customer experience and generating an NPS (*Net Promoters Score) of 91 across the group

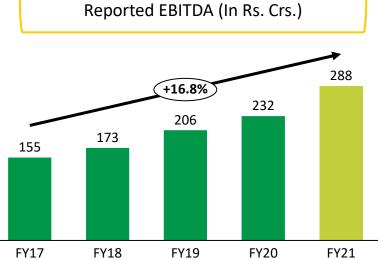
On Consolidated Basis

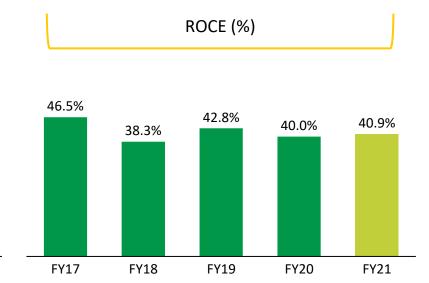
*Net Promoter Score is a management tool that is used to gauge the loyalty of a firm's customer relationships

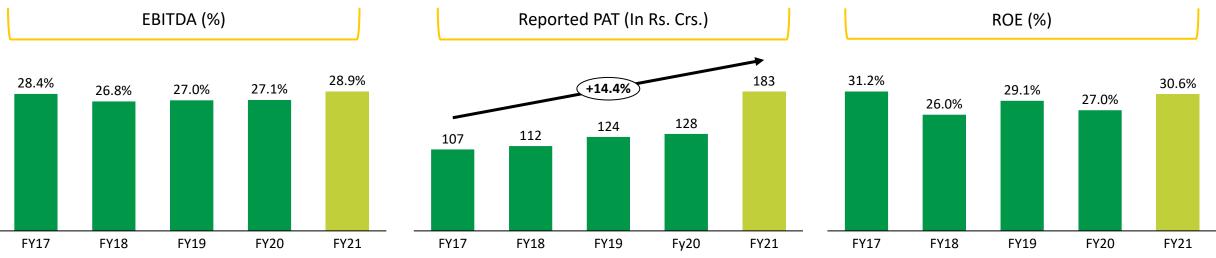
Financial Highlights

METROP US The Pathology Specialist









Profit & Loss Statement



Profit & Loss (Rs. Crs.)	FY21	FY20	FY19	FY18	FY17
Revenue from Operations	997.8	855.5	760.1	643.6	544.7
Cost of Material Consumed	252.2	204.1	173.5	145.9	135.1
Laboratory testing charges	5.4	6.9	5.6	5.7	2.5
Gross Profit	740.1	644.5	581.0	492.0	407.1
Gross Profit (%)	74.18%	75.33%	76.44%	76.44%	74.74%
Employee Expenses	206.4	190.2	172.7	145.8	127.7
Other Expenses	245.7	222.4	202.8	173.7	124.8
Reported EBIDTA	288.0	231.9	205.4	172.5	154.6
Reported EBIDTA (%)	28.9%	27.11%	27.04%	26.80%	28.38%
Other Income	10.0	8.3	8.8	11.3	22.9
Depreciation	45.9	39.3	20.1	19.2	17.2
EBIT	252.1	201.0	188.4	164.6	160.3
EBIT (%)	25.27%	23.49%	24.79%	25.57%	29.43%
Finance Cost	7.8	7.2	0.5	1.2	0.4
Exceptional Items	0.0	24.5	6.3	-	-
Share of Profit/Loss from JV	0.0	-0.5	-1.4	-	-
Profit Before Tax	244.3	168.7	186.5	163.4	159.9
Profit Before Tax (%)	24.49%	19.72%	24.54%	25.39%	29.36%
Тах	61.0	41.2	62.9	51.8	52.7
Profit After Tax	183.3	127.6	123.6	111.6	107.2
Profit After Tax (%)	18.38%	14.91%	16.36%	17.34%	19.68%

Balance Sheet



Assets (Rs. Crs.)	Mar-21	Mar-20	Mar-19	Mar-18	Mar-17
Non-current assets	396.0	355.2	247.9	230.1	230.1
Property, Plant and Equipment	115.1	121.2	116.7	112.3	105.2
Capital Work In-Progress	0.0	0.0	0.0	0.0	1.0
Goodwill	90.3	90.3	78.6	78.4	82.5
Other intangible assets	34.6	25.2	17.6	16.8	14.7
Intangible assets under development	0.0	3.0	5.8	0.0	0.0
ROU Assets	103.1	59.7	0.0	0.0	0.0
Equity accounted investees	0.0	0.0	0.5	0.0	6.0
Financial Assets					
(i) Investments	1.8	1.8	1.8	1.8	1.8
(ii)Loans	10.4	5.5	4.2	3.3	3.7
(iii) Other Financial Assets	2.3	12.4	10.2	8.3	2.2
Deferred Tax Assets (Net)	17.1	13.9	3.7	5.3	3.4
Other non-current assets	0.7	6.4	1.6	2.0	8.6
Non-current tax assets (net)	20.7	15.9	7.5	1.9	1.0
Current assets	608.5	397.1	304.7	300.4	285.1
Inventories	40.5	24.4	26.1	21.2	14.1
Financial Assets					
(i) Investments	8.3	12.6	31.0	100.4	134.1
(ii) Trade receivables	123.0	128.2	136.8	100.7	80.3
(iii) Cash and cash equivalents	386.6	107.2	51.4	43.5	25.5
(iv) Bank balances other than (iii)	33.1	103.3	28.9	16.7	15.0
(v) Loans	4.1	11.2	15.1	10.8	9.6
(vi) Other Financial Assets	0.6	2.2	8.4	1.4	0.5
Current tax assets (net)	0.0	0.0	0.0	0.0	0.1
Other Current Assets	12.2	8.0	7.0	5.7	5.9
TOTAL - ASSETS	1,004.4	752.2	552.6	530.5	515.2

Equity & Liabilities (Rs. Crs.)	Mar-21	Mar-20	Mar-19	Mar-18	Mar-17
Equity	708.1	525.2	420.0	429.1	344.1
Equity Share capital	10.2	10.1	10.0	9.5	9.5
Other equity	696.4	513.4	408.5	405.2	313.6
Non Controlling Interest	1.5	1.7	1.4	14.4	21.0
LIABILITIES					
Non-current liabilities	92.4	57.6	8.2	10.5	19.3
Financial Liabilities					
(i) Borrowings	0.0	0.0	0.0	0.2	0.4
(ii) Lease Liabilities	78.9	45.8	0.0	0.0	0.0
(iii)Other Non-Current Liabilities	1.2	4.7	2.1	2.4	8.7
Provisions	8.1	5.4	3.2	3.5	3.2
Deferred tax liabilities (Net)	4.2	1.7	2.9	4.4	7.0
Current liabilities	204.0	169.5	124.5	90.9	151.8
Financial Liabilities					
(i) Borrowings		0.0	17.6	0.4	0.4
(ii) Lease Liabilities	33.3	20.9	0.0	0.0	0.0
(iii) Trade Payables	110.6	85.0	53.4	35.4	35.9
(iv) Other Current Financial Liabilities	25.3	34.4	31.3	34.8	88.3
Other Current Liabilities	14.6	18.8	8.0	7.8	14.1
Provisions	7.6	6.6	4.9	4.4	3.7
Current tax liabilities (Net)	12.5	3.7	9.3	8.1	9.4
TOTAL - EQUITY AND LIABILITIES	1,004.4	752.2	552.6	530.5	515.2

Board of Directors and Management Team





Dr. Sushil Kanubhai Shah Chairman & Executive Director

Holds a bachelor's degree in Medicine and Surgery and a degree of Doctor of Medicine in Pathology and Bacteriology from University of Bombay. More than 3 decades of experience in Pathology business

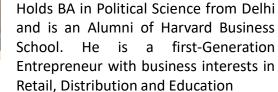


Ameera Sushil Shah Managing Director

Holds a bachelor's degree in Business Administration from the University of Texas and also completed Owner-President Management Programme from Harvard Business School. More than 2 decades of experience in Pathology business



Hemant Sachdev Non-Executive Non-Independent Director





Vivek Gambhir Independent Director

Holds a bachelor's degree in Science & from Lafayette College, Arts Pennsylvania and a master's degree in Business Administration from Harvard University



Sanjay Bhatnagar **Independent Director**

Holds a master's degree in Engineering from Stanford University and also master's degree business in administration from Harvard University



Anita Ramachandran Independent Director

MBA (Finance) from the Jamnalal Bajaj Institute, Mumbai and has won several academic honours



Milind Shripad Sarwate Independent Director

Holds a bachelor's degree in Commerce from University of Bombay and is an associate of the ICAI, **ICSI & ICWA**

Management Team





Vijender Singh Chief Executive Officer



Ameera Sushil Shah Managing Director

Holds a bachelor's degree in Science from Kurukshetra University and completed an Executive Education Programme from the Indian School of Business, Hyderabad. More than 30 years of experience in business operations & Business Development



Dr. Nilesh Shah President and Chief of Science & Innovation

Holds a master's degree in Engineering from University of Mumbai and a Diploma in Medical Laboratory Technology from K.J Somaiya College of Science. More than 30 years of experience in science & innovation



Rakesh Agarwal Chief Financial Officer

Holds a Master's in Business Administration with Finance Specializations from AIM Institute and CS from ICSI. He has over 20 years of progressive experience in Finance Domain including Business Finance, Financial Management & Operations Management.



Ishita Medhekar Chief Human Resource Officer

She has 20+ years of experience in varied industries such as telecom, Consultancy and Pharma with 15 years of experience in strategy and system designing and operations. In her recent assignments she has been associated with other organizations like Bharti Airtel, Avaya Global Connect, AF Ferguson & Co.

Period



	January 2021	Health & Wellness category at the Express Awards for Women Entrepreneurs (ExpressAWE), instituted by the Financial Express and FICCI FLO
	December 2021	Our MD, Ms. Ameera Shah has been featured among the 'Most Powerful Women in Business in India' in 2021 by Business Today for the third time.
	November 2021	Our MD, Ms. Ameera Shah has been featured among the Most Powerful Women in Business by Fortune India for the fifth consecutive year
	September 2021	Our MD, Ms. Ameera Shah was awarded the Iconic Personality of the Year award at the Mid-Day International Health and Wellness Awards
	August 2021	Our MD, Ms. Ameera Shah has won the Woman of the Year award by the Ladies Wing of IMC Chamber of Commerce and Industry
	July 2021	Our MD, Ms. Ameera Shah has won the Mumbai Ratna Award at the Mumbai Ratna Awards in July 2021 for her exceptional contribution during the pandemic
	March 2021	Our MD, Ms. Ameera Shah has been awarded as EY Entrepreneur of the Year in Life Science and Healthcare
	March 2021	Our CFO, Mr. Rakesh Agarwal was awarded at the 11th Annual CFO Awards for his exceptional contribution to the world of finance
	February 2021	Metropolis Healthcare won the Leading Diagnostic Chain of the Year award at the Elets Diagnostics Leadership Summit, 2021
	January 2021	Metropolis Healthcare wins GOLD Award in two categories (COVID Diagnostic Brand Category and Health Awareness Campaign) at India Health and Wellness Award 2020

Particulars

Our MD, Ms. Ameera Shah has won the Women Entrepreneur Award in Organizational Segment -



For further information, please contact:

Company :

Investor Relations Advisors :



 $\mathbf{SGA}^{\mathtt{Strategic Growth Advisors}}$

Metropolis Healthcare Ltd. CIN – L73100MH2000PLC192798 Mr. Rakesh Agarwal - CFO Email Id – <u>rakesh.agarwal@metropolisindia.com</u>

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Strategic Growth Advisors Pvt. Ltd. CIN - U74140MH2010PTC204285 Mr. Shogun Jain / Mr. Shrenik Shah <u>shogun.jain@sgapl.net</u> / <u>shrenik.shah@sgapl.net</u> +91 77383 77756 / +91 96647 64465 www.sgapl.net