Ref: MHL/Sec&Legal/2022-23/15 Date: May 24, 2022

To,

**Head, Listing Compliance Department** 

**BSE Limited** 

Phiroze Jeejeebhoy Towers Dalal Street,

Mumbai - 400 001.

**Scrip Code: 542650** 

**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 and year ended March 31, 2022.

You are requested to take the above information on record.

This is for your information and record.

Thanking you,

Yours faithfully

For Metropolis Healthcare Limited

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



#### **BLOOD TESTS • DIAGNOSTICS • WELLNESS**

**Head, Listing Compliance Department** 

Exchange Plaza, Plot No. C/1. G Block,

Bandra -Kurla Complex, Bandra (East),

**Scrip Symbol: METROPOLIS** 

Mumbai- 400051.

**National Stock Exchange of India Limited** 

#### **Metropolis Healthcare Limited**



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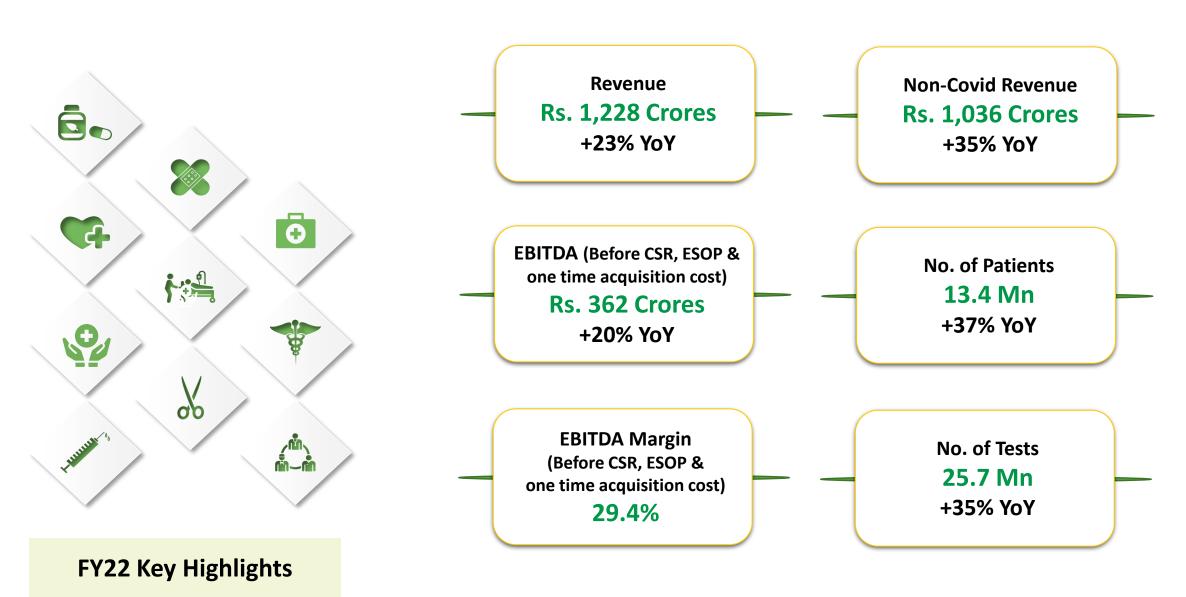
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### FY22 Performance Snapshot

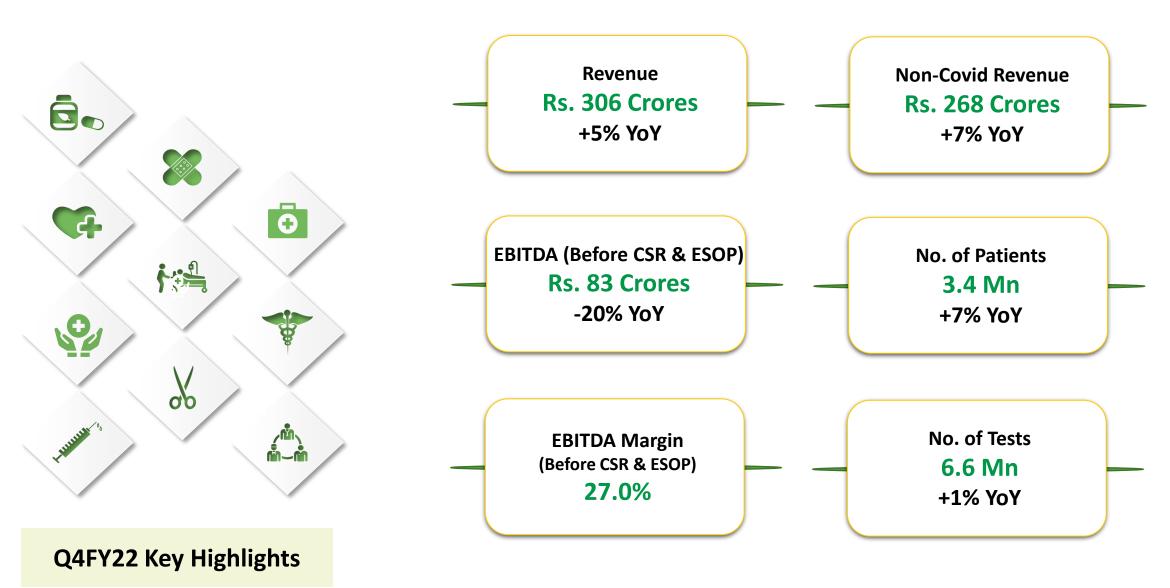




**Blood Tests | Diagnostics | Wellness** 

## Q4FY22 Performance Snapshot

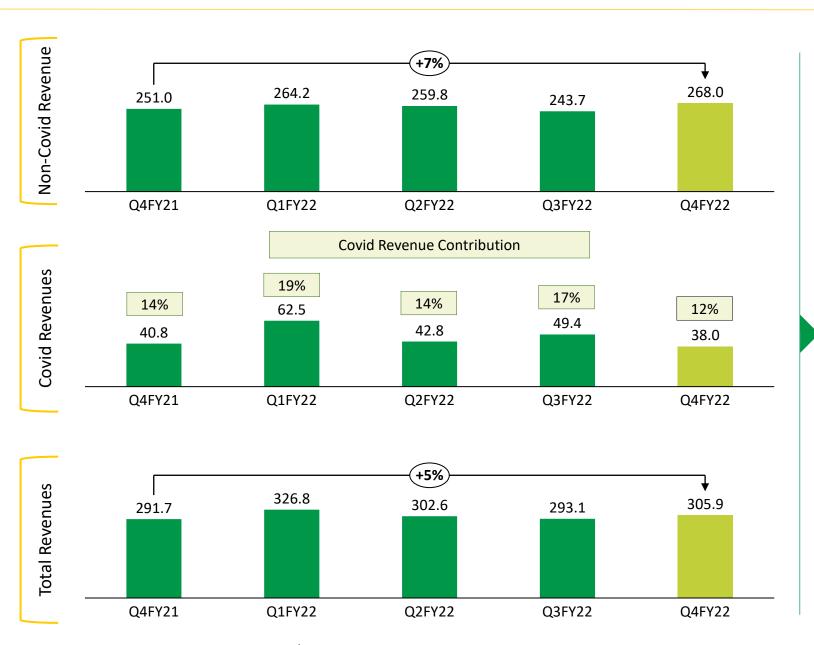




**Blood Tests | Diagnostics | Wellness** 

### Quarterly trend snapshot



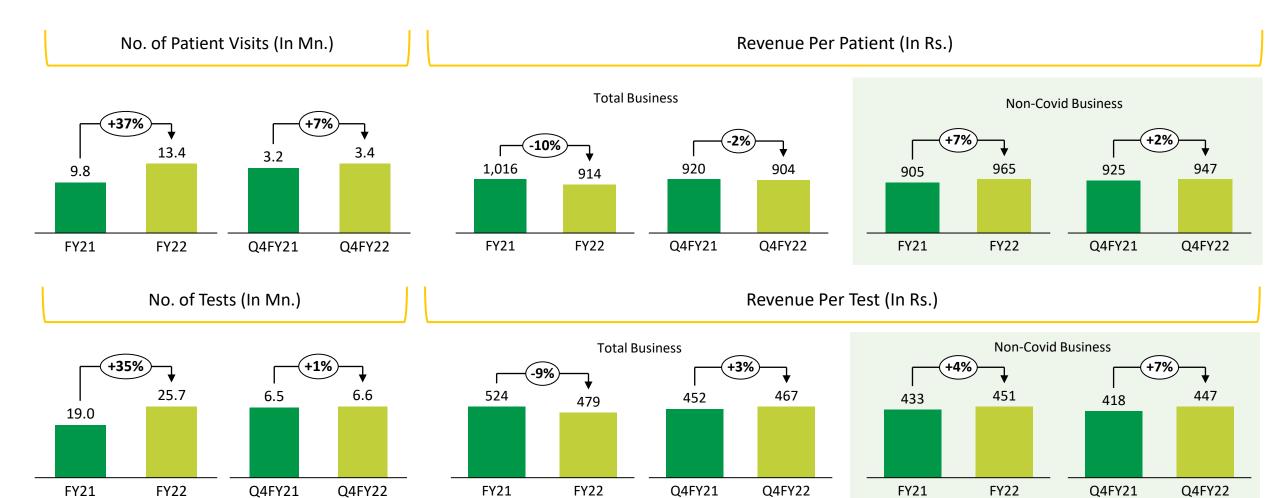


#### **Key Highlights**

- ✓ Q4FY22 witnessed a disruption in business on account of omicron variant in the month of January 2022
- ✓ Non-Covid business was impacted due to omicron disruption; Inpsite of the disruption Non-covid revenue grew by 7% on YoY basis in Q4FY22
- ✓ Covid RT-PCR revenue was impacted on account of shift to self testing at home during omicron wave in addition to lower pricing by Government on covid tests

### Operational metrics – Q4 & FY22





- ✓ Company recorded strong growth in No. of Patient visits & No. of tests on YoY basis led by covid as well as non-covid customers in FY22.
- ✓ Revenue per patient & Revenue per test for Non-Covid business grew on account of higher volume contribution of wellness tests in FY22
- ✓ Revenue per patient & Revenue per test for total business dropped primarily on account of sharp decrease in covid tests prices during FY22





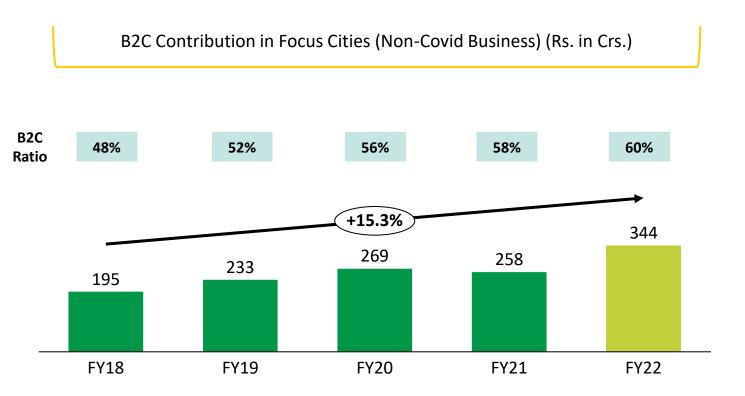
B2C Business Revenue (Non-Covid)



Our B2C business continue to witness robust growth on account of our customer first approach, digital & marketing initiatives

# Share of B2C Business in Focus Cities (Non-Covid) at 60% in FY22

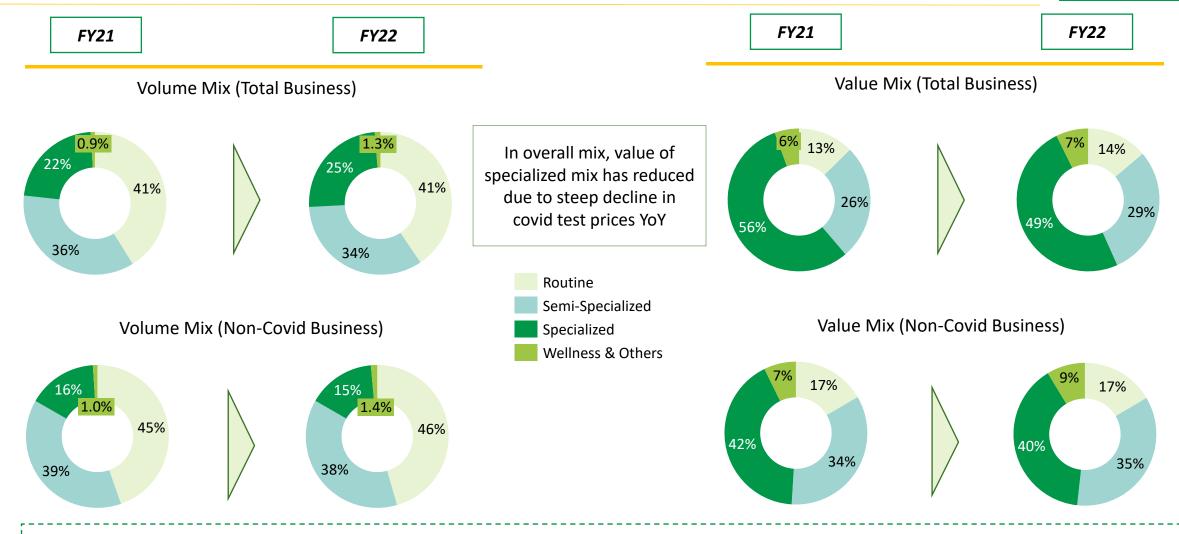




- Excluding Covid-19 revenues, our B2C contribution continues to increase
- ✓ Our aspirations is to achieve 65% B2C contribution in focused cities in coming years remains intact, driven by;
  - Aggressive network expansion to go closer to the patient
  - Integrated Brand building campaigns to establish 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...

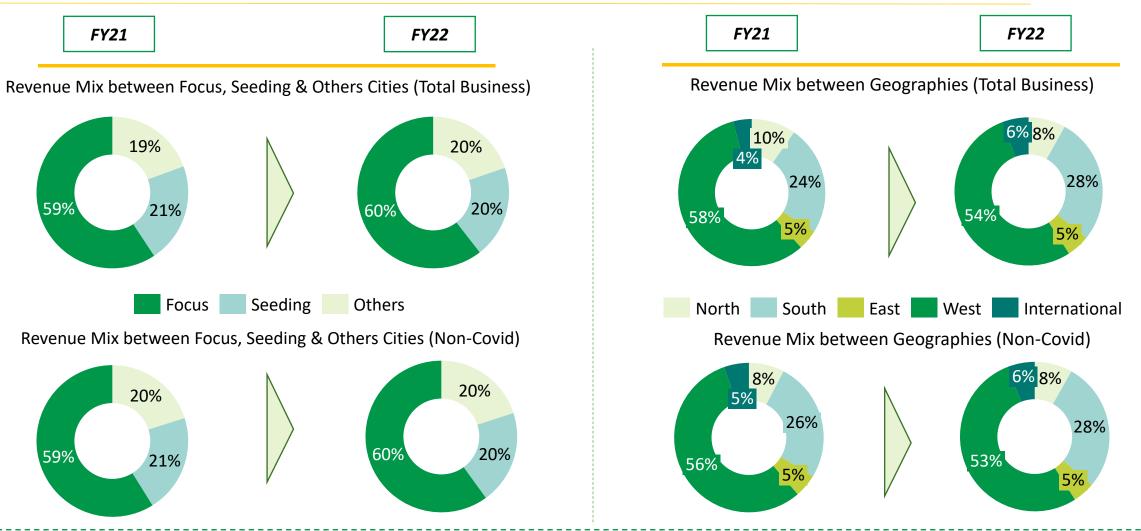




- ✓ Our focus on promoting preventive checkups has led to increased volumes & revenue contribution from wellness tests in FY22
- ✓ Our wide and extensive tests menu enables us to cater to every customer profile for routine to complex specialized tests

# Diversified Revenue contribution across Geographies...

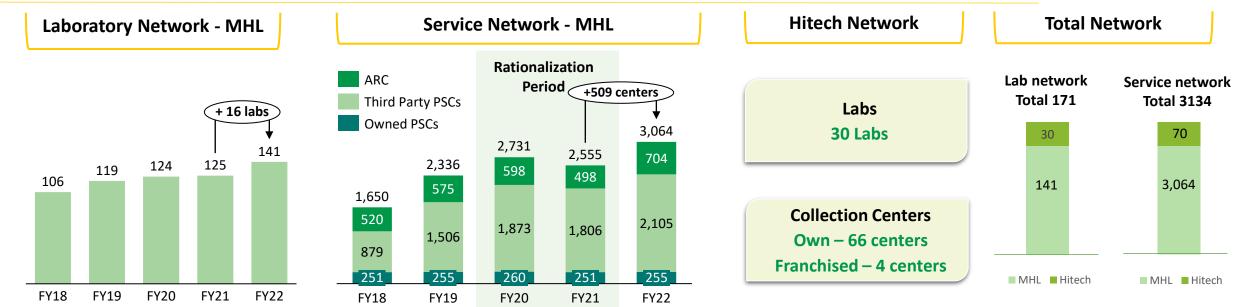




- ✓ Continue to focus on strengthening the Brand in Focus cities through increase in B2C share while improving the share of Seeding and Other cities through a healthy mix of B2B and B2C driven by our large Test menu
- ✓ **Opportunity to increase market share** in focus cities is very high especially 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

### **Network Strategy**





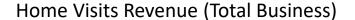
We are on course to add 90 labs & 1,800 service centers by FY24. Plan to add 30 labs in FY23.

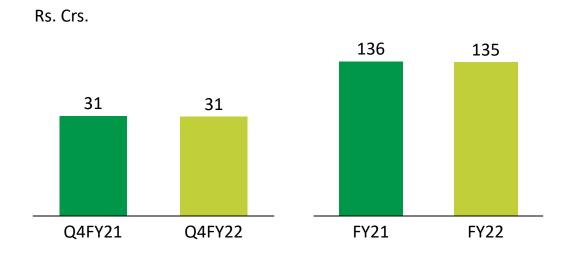
#### **Network Strategy**

- ✓ 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 During FY21, company optimized the service network leading to better productivity and efficiency as well as improvement in Management Bandwidth.
- ✓ Network Expansion Started expanding network to newer and strategic locations

### Home visits services now covered in 100+ locations...

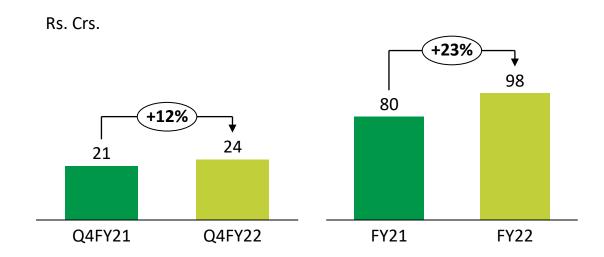






Total home visit revenue flattish on account of sharp drop in covid pricing despite increase in testing volumes

#### Home Visits Revenue (Non-Covid Business)



Increase in home visits service coverage to ensure healthy growth

#### **Increasing Coverage**



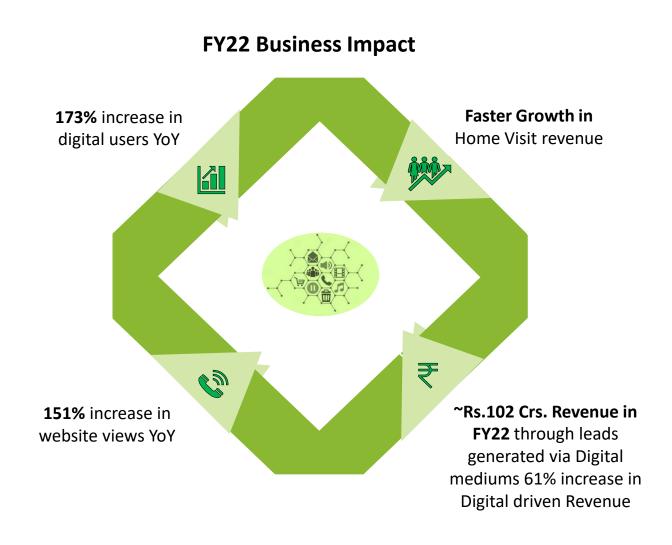
Home Visit services coverage extended to 100+ locations in Mar-22 from 60 locations in Mar-21

# Digital engagement driving huge growth in brand equity





**Digital strategy** is playing important role in consumer engagement.



## Creating a Digital Ecosystem for all stakeholders



#### **For our Customers**

- ✓ Improving brand and service discover across all digital platforms like Google search, Social media to reach maximum customers
- ✓ Providing omni-channel experience to our customers on digital touch points like Website, App, chatbot, WhatsApp & IVR
- ✓ Improving app and website experience by adding new features like quick home visit booking, Track phlebotomist, Test recommendations and so on.





#### 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
- ✓ WhatsApp bot to provide best support for the partners





#### Participate in Health Ecosystem

- ✓ Strategic business tie up with healthcare startups and health aggregators to increase brand reach and revenue generation
- ✓ Strategic corporate tie up with leading corporates to offer best in class wellness / diagnostic services





#### For our Doctor Partners

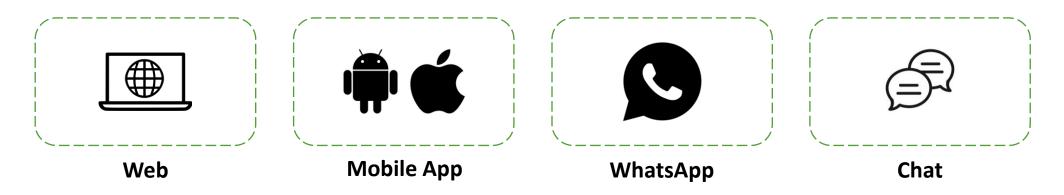
- ✓ Planning to roll out digital platforms like MetroBot to engage with Doctors fraternity
- ✓ Increase engagement with Doctors via online and offline mediums

#### Make Customer experience more seamless

- ✓ Improve Phlebotomist Home-Visit application by adding more features like Phlebo tracking
- ✓ Implementation of Salesforce CRM company-wide
- ✓ Implementing CDP platform to improve personalised communication with customers

### Enhancing patient experience with an automated multi-channel 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**

- <u>Automating patient queries</u> via alerts, notifications. For example – report status, Sample tracking feature, collection status etc.
- <u>Automating service request</u> response via app, chatbots, IVR. Avoiding manual interventions, wait-times etc.

#### **Experience Enhancement**

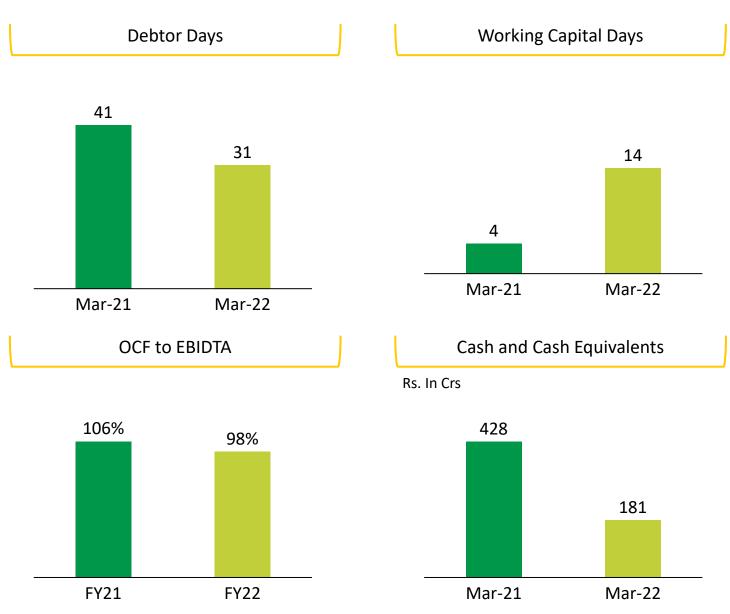
- Enhancing experience via <u>new</u>
   <u>capabilities</u> built across the technology interface
  - Phlebotomist Tracking
  - Real-time sample status
  - Self-serve demographic corrections
  - Easy to understand smart reports
  - Patient history graphs

#### Ease of Service Access

- Multi-modal service access across popular channels in addition to tele: Chat, Social, WhatsApp
- Automated responses to common queries for human-less closure
- Centralized <u>company-wide CRM</u> to ensure faster ticket resolution

### Steady Focus on Balance Sheet continues





- ✓ We have continued to focus on collection efficiency and improved our Debtor days
- ✓ Working capital days has increased slightly due to increase in inventory & decrease in creditors
- ✓ Cash & Cash Equivalents dropped on account of utilization of cash for Hitech Acquisition
- ✓ Company undertook debt of Rs. 300 crs to fund Hitech Acquisition. Repaid Rs. 41 crs during FY22. Gross debt stood at Rs. 259 crs as of Mar-22. Plan to repay by FY24.
- ✓ OCF to EBITDA stood at 98% in FY22 slightly lower than last year due to increase in Working Capital

### Consolidated Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	Q4FY22	Q4FY21	Y-o-Y	FY22	FY21	Y-o-Y
Total Revenue from Operations	305.9	291.7	5%	1228.3	998.0	23%
Cost of Raw Material Consumed	71.3	70.2		276.1	252.2	
Laboratory Testing Charges	1.4	1.6		6.9	5.4	
Employee Expenses	62.6	48.7		227.6	190.9	
Other Expenses	87.9	67.6		356.2	248.2	
EBIDTA (before CSR, ESOP & one time acquisition cost)	82.6	103.5	-20%	361.6	301.3	20%
EBIDTA (before CSR, ESOP & one time acquisition cost) Margin	27.0%	35.5%		29.4%	30.2%	
ESOP & CSR	3.2	6.7		11.3	13.0	
One time cost of acquisition	0.0	0.0		1.4	0.0	
Reported EBIDTA	79.4	96.8	-18%	348.8	288.3	21%
Reported EBIDTA Margin	26.0%	33.2%		28.4%	28.9%	
Depreciation	18.0	14.1		63.2	45.9	
Other Income	1.5	2.1		13.4	12.0	
EBIT	62.9	84.8	-26%	299.1	254.4	18%
Finance Cost	6.5	3.1		21.6	10.1	
Exceptional Item Gain / (Loss)*	0.0	0.0		15.9	0.0	
Profit Before Tax	56.5	81.7	-31%	293.4	244.3	20%
Current Tax	16.3	20.3		74.7	61.0	
Tax with respect to exceptional item	0.0	0.0		4.0	0.0	
Profit After Tax	40.1	61.3	-35%	214.7	183.3	17%
PAT Margin	13.1%	21.0%		17.5%	18.4%	
Profit After Tax (Normalised)	40.1	61.3	-35%	202.8	183.3	11%
PAT Margin (Normalised)	13.1%	21.0%		16.5%	18.4%	

- ✓ EBITDA was impacted by 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
- Investment in lab expansion
- Drop in covid margins due to price rationalization by Government
- ✓ Costs related to investments in digitization and marketing to partly continue in FY23

<sup>\*</sup>Exceptional Item is on account of settlement with Global Hospital of past dues

# Consolidated Balance Sheet



Assets (Rs. Crs.)	Mar-22	Mar-21
Non-current assets	1,137.2	396.0
Property, Plant and Equipment	139.2	115.1
ROU Assets	355.5	103.1
Goodwill	454.7	90.3
Other intangible assets	109.5	34.6
Intangible assets under development	5.8	0.0
Financial Assets		
(i) Investments	1.8	1.8
(ii) Loans	0.0	0.1
(iii) Other Financial Assets	34.7	12.6
Deferred Tax Assets (Net)	9.8	17.1
Other non-current assets	0.3	0.7
Non-current tax assets (net)	25.8	20.7
Current assets	393.1	608.5
Inventories	51.1	40.5
Financial Assets		
(i) Investments	13.8	8.3
(ii) Trade receivables	135.5	123.0
(iii) Cash and cash equivalents	66.0	386.6
(iv) Bank balances other than (iii)	101.0	33.1
(v) Loans	0.1	4.1
(vi) Other Financial Assets	11.5	0.6
Other Current Assets	14.3	12.2
TOTAL - ASSETS	1,530.3	1,004.4

Equity & Liabilities (Rs. Crs.)	Mar-22	Mar-21	
Equity	888.2	708.1	
Equity Share capital	10.2	10.2	
Other equity	876.0	696.4	
Non Controlling Interest	2.0	1.5	
Non-current liabilities	340.6	92.4	
Financial Liabilities			
(i) Borrowings	158.7	0.0	
(ii) Lease Liabilities	82.6	78.9	
(ii)Other Non-Current Liabilities	0.9	1.2	
Provisions	11.7	8.1	
Deferred tax liabilities (Net)	86.7	4.2	
Current liabilities	301.5	204.0	
Financial Liabilities			
(i) Borrowings	99.9	0.0	
(ii) Lease Liabilities	37.4	33.3	
(iii) Trade Payables	103.2	110.6	
(iv) Other Current Financial Liabilities	23.7	25.3	
Other Current Liabilities	5.4	14.6	
Provisions	8.9	7.6	
Current tax liabilities (Net)	23.2	12.5	
TOTAL - EQUITY AND LIABILITIES	1,530.3	1,004.4	

# Consolidated Cash Flow



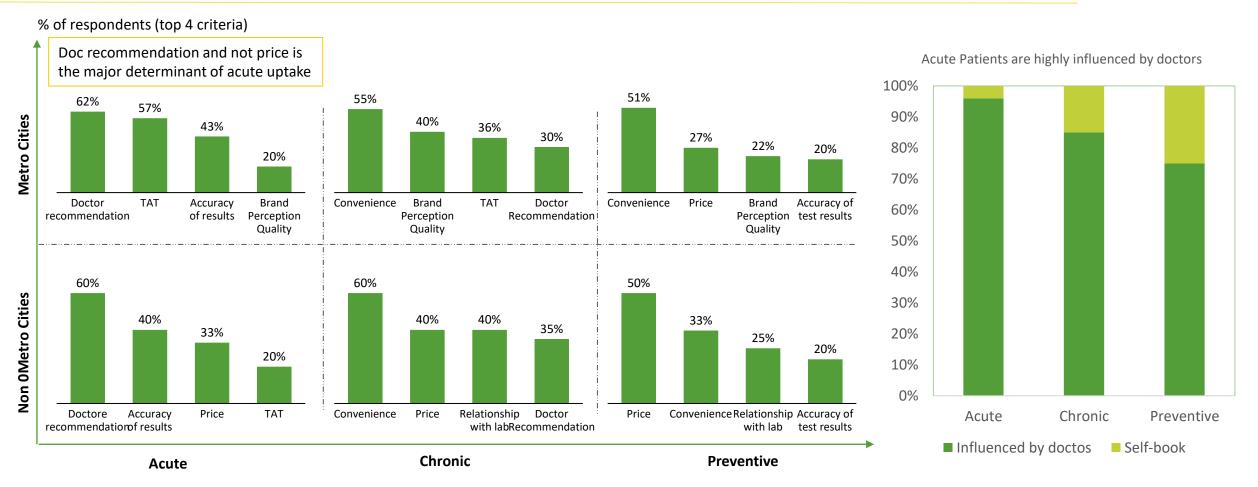
Cash Flow Statement (Rs. Crs)	FY22	FY21	
Profit Before Tax	293.4	244.3	
Adjustments for Depreciation and other items	58.8	76.8	
Operating profit before working capital changes	352.2	321.2	
Changes in working capital	-16.4	-15.3	
Cash generated from operations	335.8	305.9	
Direct taxes paid (net of refund)	-82.5	-56.8	
Net Cash from Operating Activities (A)	253.3	249.0	
Net Cash from Investing Activities (B)	-737.6	61.7	
Net Cash from Financing Activities (C)	162.5	-32.7	
Net Change in cash and cash equivalents	-321.8	278.0	



Metropolis is well placed

## Doctor recommendation & not price is the key determinant for acute patients





- Acute Patients are the most influenced by doctors and least influenced by price
  - ✓ Chronic Patients are moderately influenced by doctors as well as price
- ✓ Wellness Customers are the least influenced by doctors and most influenced by price

Source – Bain & Company

### Metropolis is well placed



#### **Category**

**Doctor Influence** 

**Price Factor** 

Online aggregators Impact



Well placed to tackle increased competition

#### **Acute Patient**

Highest

Lowest

Lowest

- ✓ Appx. 80% of the volumes at Metropolis comes from acute patients which are highly influenced by doctors where we have a strong foothold
- ✓ Acute patients are least concerned about pricing as improvement in their health is their immediate priority
- ✓ Hence, a major chunk of revenue for metropolis is stickier & sustainable in nature

#### **Chronic Patient**

Moderate

Moderate

Moderate

- ✓ Appx. 18% of the volumes at Metropolis comes from chronic patients which are moderately influenced by doctors and price
- ✓ Our strategy to protect disruption in this segment is to launch loyalty benefits for chronic customers as they require tests at regular intervals
- ✓ Loyalty benefits will help us to make our chronic patient business stickier in nature as they will find no value by switching over to other player

#### **Preventive Customers**

Lowest

Highest

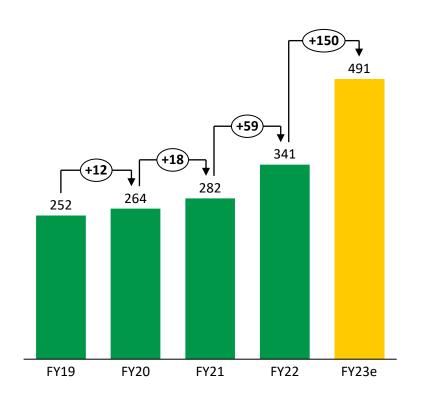
Highest

- ✓ Appx. 2% of the volumes at Metropolis comes from preventive customers who opts for wellness tests
- ✓ The segment within wellness which
  is facing highest disruption is
  budget wellness while Metropolis
  has always focused on premium
  wellness
- ✓ Premium wellness customers tend to go for quality and not price. Hence, we expect our premium wellness segment to grow sustainably

### Mumbai continues to be a key market for us



#### **Service Network in Mumbai**



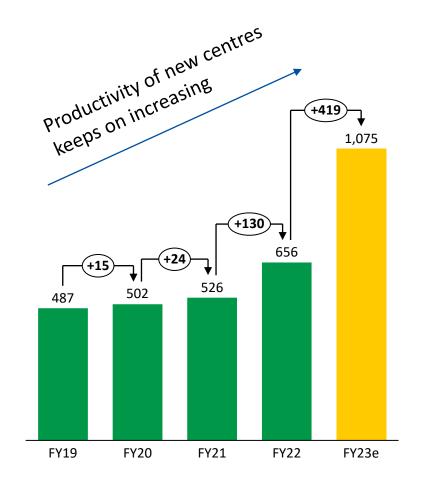
# Mumbai is a key market for Metropolis with strong doctor & customer connect

- ✓ Centres in Mumbai continue to be highly profitable even after increasing competition in the city in FY22
- ✓ Expect strong profitability in Mumbai to continue given the strong brand visibility we enjoy in the city
- ✓ Plan to add 150 service centers in FY23 in Mumbai to further strengthen our foothold in the city and go nearer to our customer

# Strong Productivity from new centres in focus cities



#### **Service Network in Focus Cities**



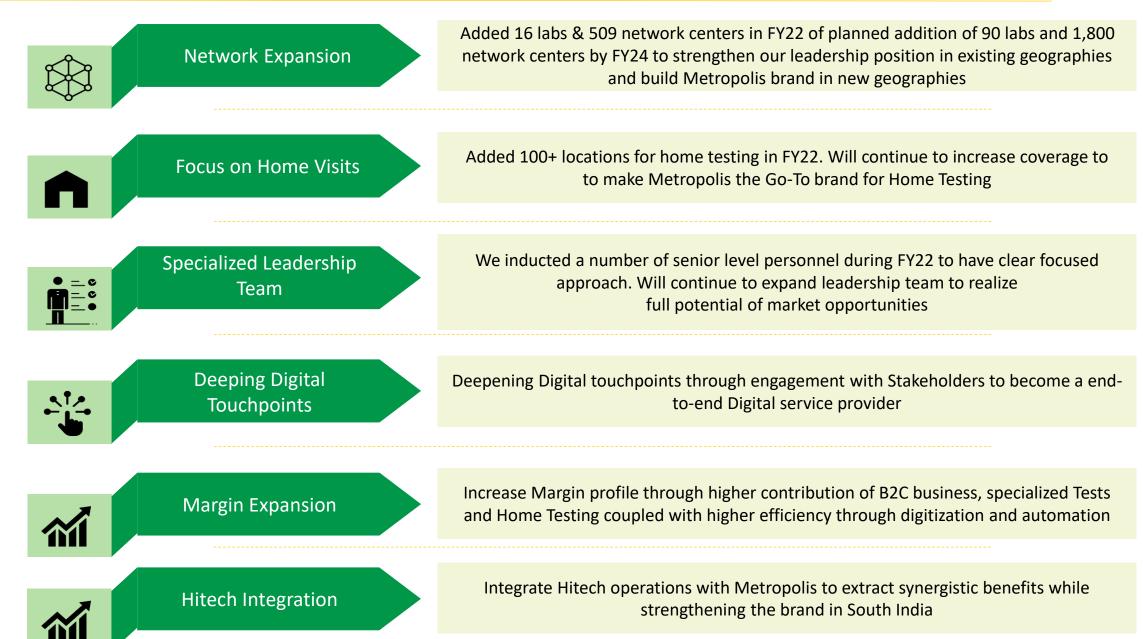
#### Strong expansion plan across focus cities

- ✓ Focus cities for Metropolis include Mumbai,
   Pune, Chennai, Bengaluru & Surat
- ✓ Productivity for new centers in its first 12 months continue to increase in most of the focus cities where competition intensity has increased the most
- ✓ Plan to add 419 service centers in FY23 in the focus cities to capture the growth opportunity across the focus cities



### Way Forward...

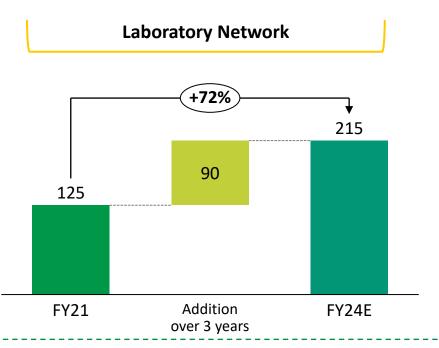


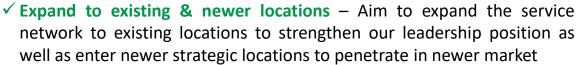


### 1. Network Expansion Plan – 90:30 Project\*

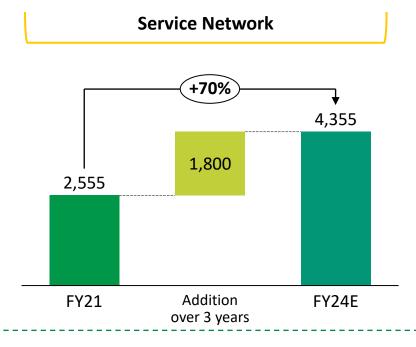


#### **Metropolis Network Expansion Plan**





- ✓ 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

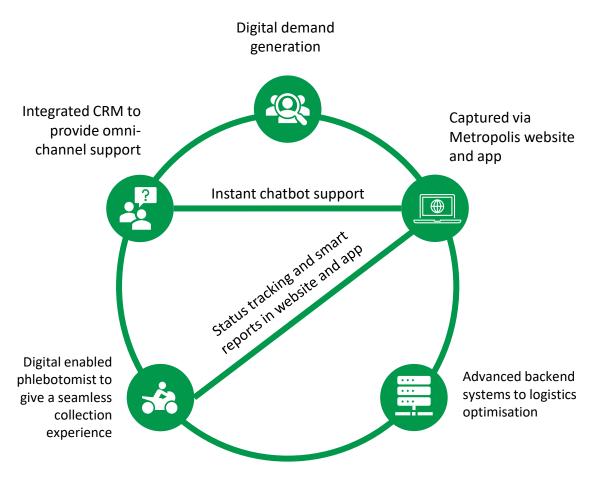


#### **Benefits of 90:30 Project:**

- ✓ 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

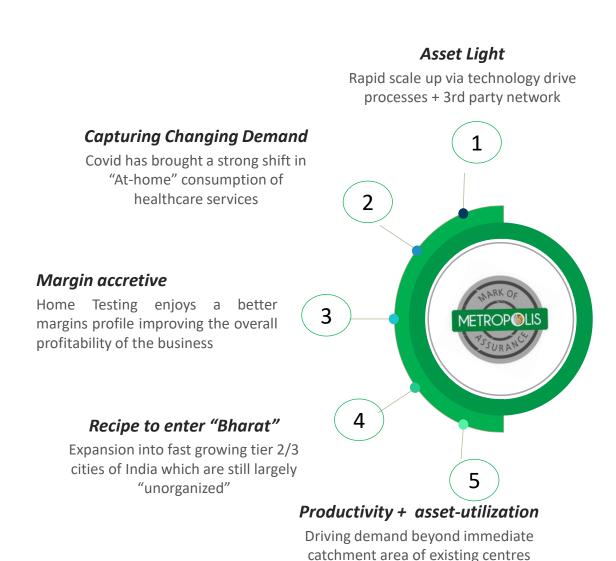
# 2. Driving growth via digitally driven, asset-light home-visit segment





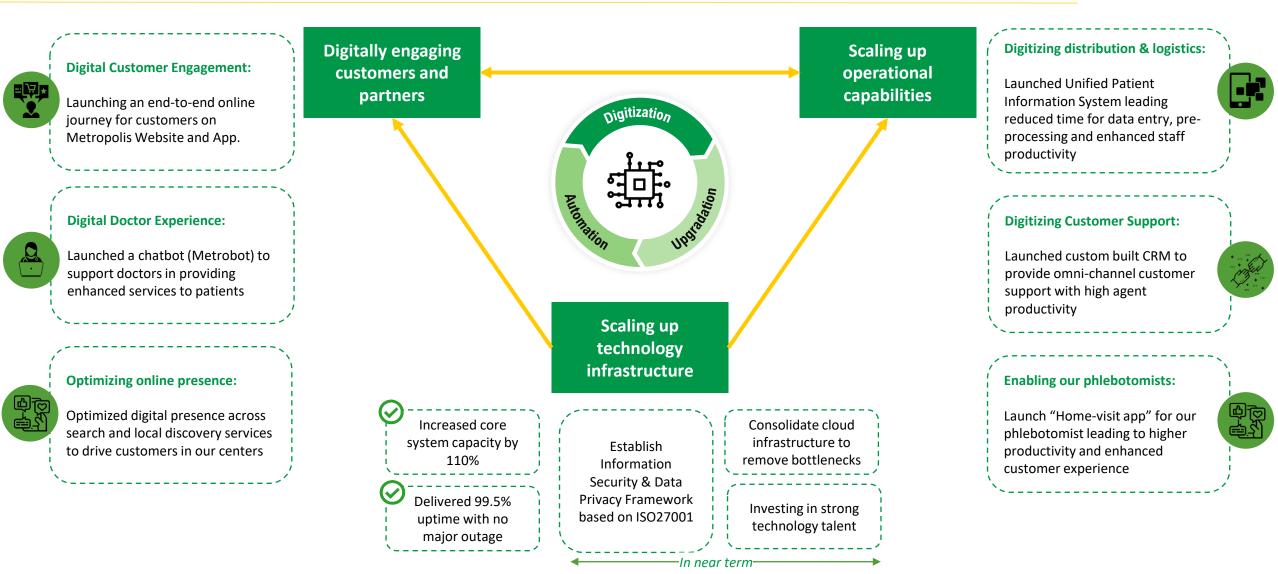
End-to-end digitally enabled home-visit

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



# 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

# 4. Levers for Margin Improvement & Cost Efficiencies



#### **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

# 01 05 02 **Levers for** Margin **Improvement** 03 04

#### **Cost Efficiency Initiatives**

Encouraging innovation and critical thinking leading to operational & cost efficiency

#### **Automation**

Automation & Digitization across all processes to control unnecessary costs

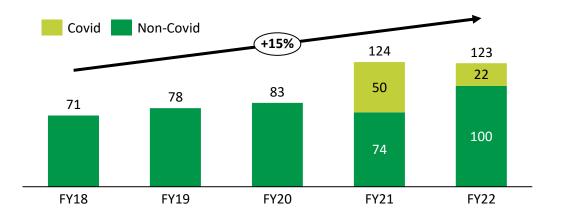
#### **Increased Revenue & Throughput**

Increased revenues leading to economies of scale benefits consequently leading to robust margins

### 5. Hitech Integration



# Hitech Diagnostic Centre Revenue Rs. (In Crs.)



#### **Key Financial Highlights of Hitech Diagnostic Centre**

- ✓ Hitech's non-covid business grew by 35% in FY22 to Rs. 100 crs while covid revenue dropped by 56% in FY22 to Rs. 22 crs.
- ✓ Non-covid revenue contribution stood at 82% of the total revenue in FY22 which is sustainable in nature
- ✓ This robust performance is on the back of its strong B2C connect

#### 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 7% 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%.



# **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



**INTEGRITY** 

is in our

**VEINS** 



### **EMPATHY**

is in our

**BLOOD** 



### **ACCURACY**

is in our

**DNA** 





Leading Diagnostic player in India



4,000+ Tests & Profiles



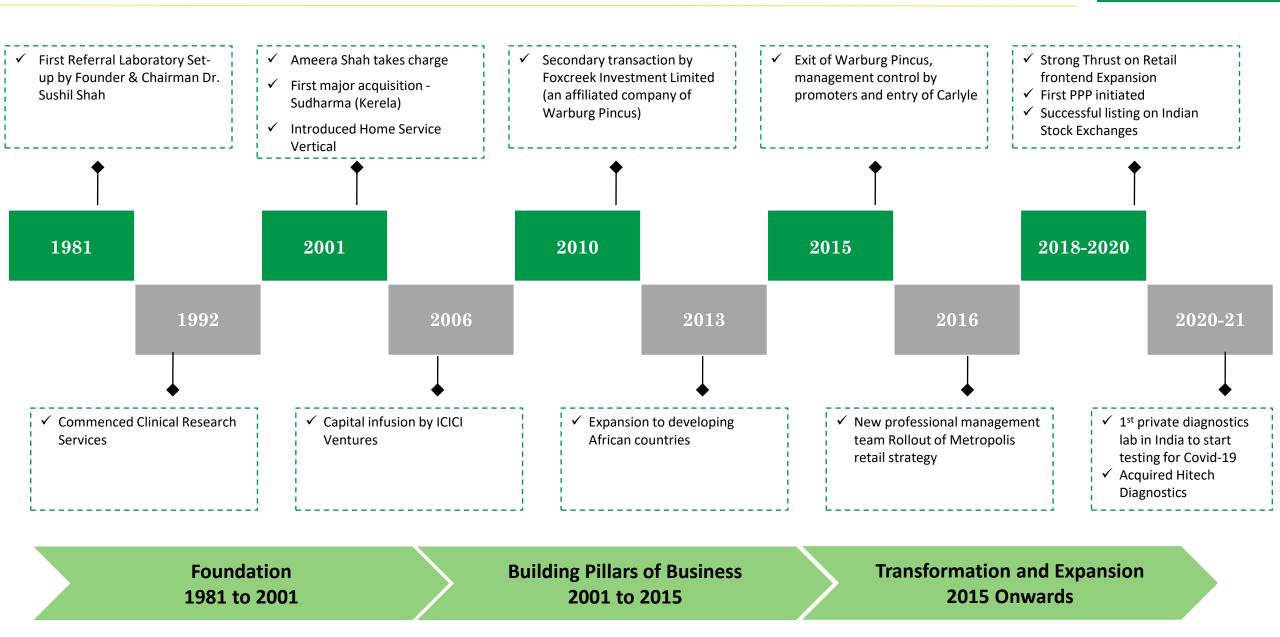
Presence in 19
States & 210 Cities



19 Mn Tests & 10 Mn Patient Visit in FY21

## Journey to Leadership Position





# Three decades of Delivering Value to Stakeholders





# Leadership Position Across Industry



TEST MENU













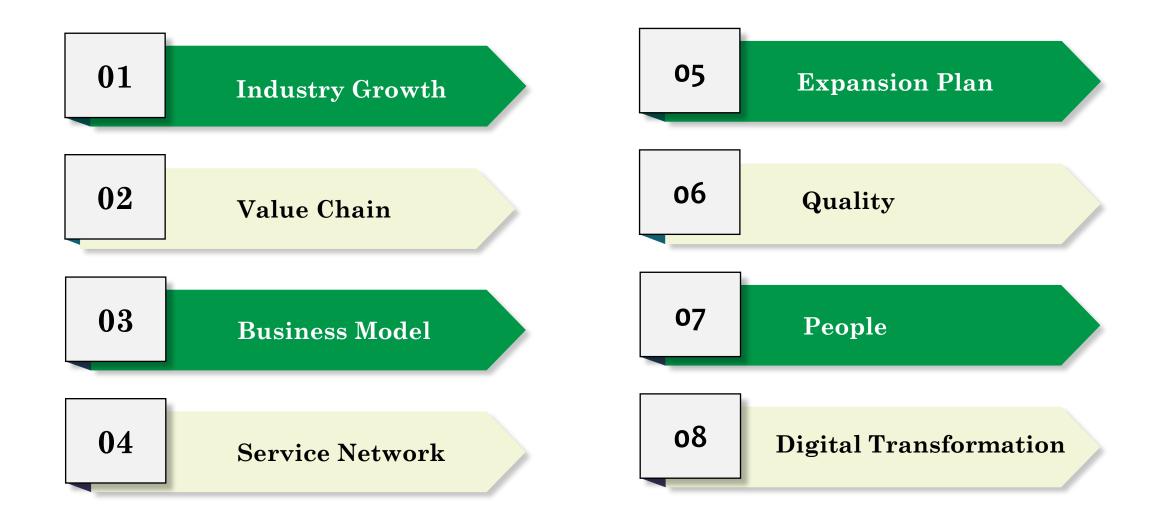
## **METROPOLIS Focus Area**











# 1a. Diagnostic Industry Poised to grow...

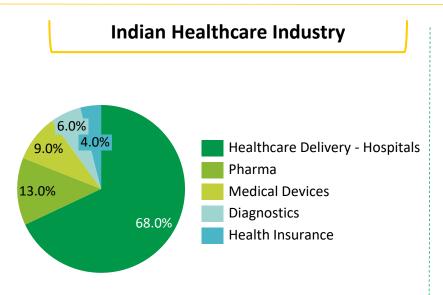


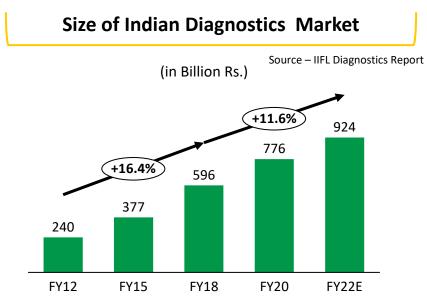
Pathology

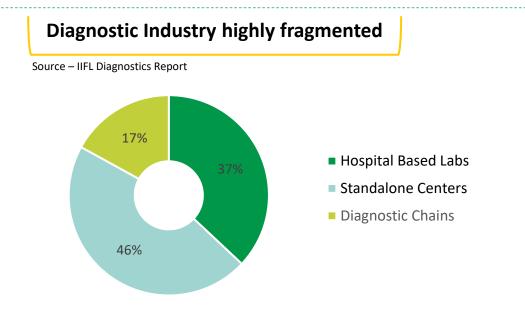
Radiology

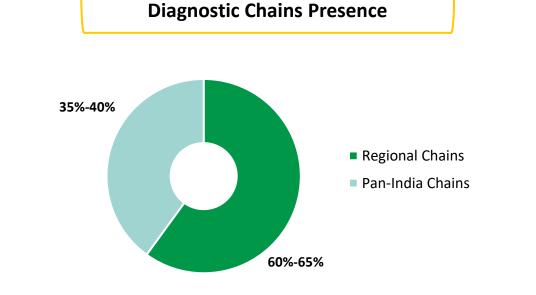
**Indian Diagnostics Industry Breakup** 

58%





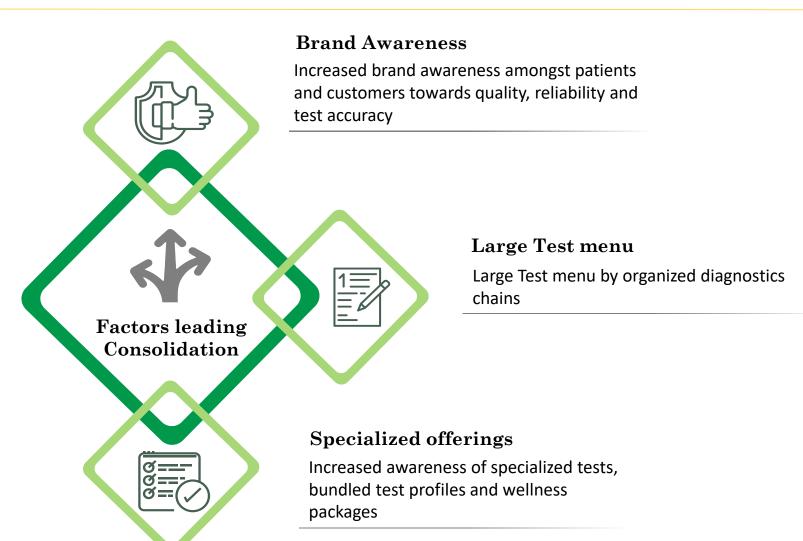




42%

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





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





Metropolis is amongst the Front runners for Consolidation

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

# 2. Presence in key pockets of Value Chain



#### Diagnostic Industry - Fragmented

Highly Fragmented Market Low Quality Standard



**Technician** Run Lab

Low on Technical Qualifications & Accreditations (99.9% labs remain un-accredited)



**Pathologist Run Lab** 

Non-Compliant: Governance, Legal, Medical



Hospital **Run Lab** 

No Technology Up-gradation **No Customer Service** 

Un-sustainable and un-scalable business model



Leading **Diagnostics Chains** at an advantage

Years of experience, brand value and delivering value to all stakeholders

High Quality Standards with Large Test Menu

**Customer Convenience** 

Highly Compliant w.r.t Governance, Legal & Medical regulations

Sustainable and Scalable **Business Model** 

#### **Routine Test**

**Majority Diagnostic Players** 

**Moderate Competition** 

High Margins in %

#### Semi-Specialized Test

Few Focused Players

**Intense Competition and Highly** 

Packages and Test Menu is Key

Commoditized

#### **Specialized Test**

Few Players as market demands high accuracy and Quality Parameters

**Low Competition** 

High absolute margin but low volumes

#### **Metropolis Focus**

Presence across Value Chain as we are a **National Player** 

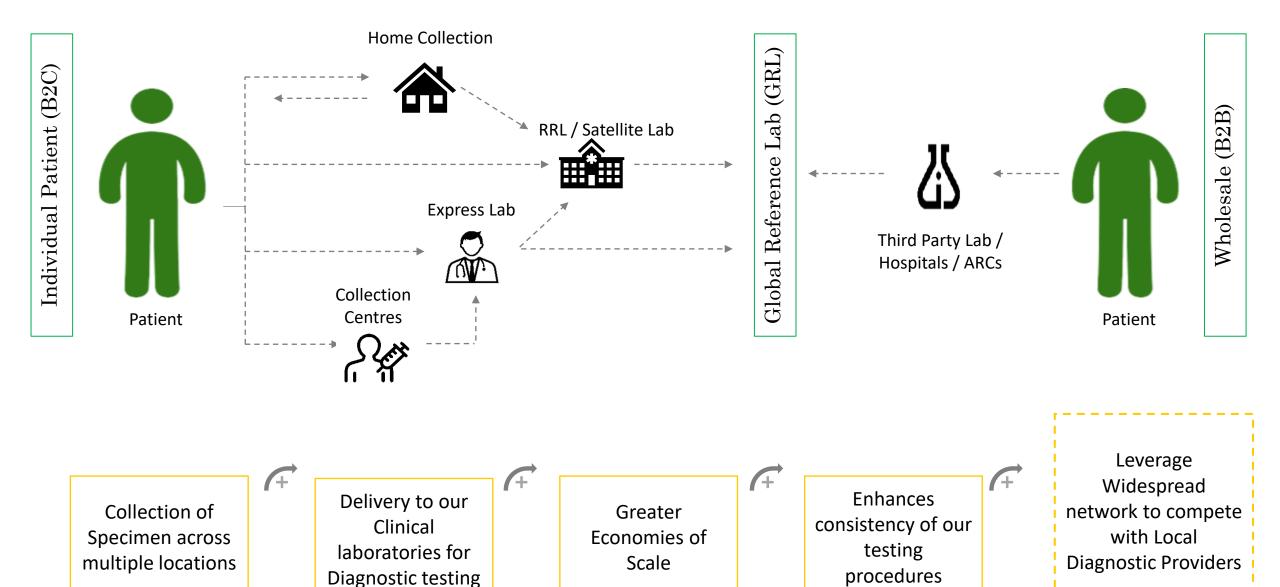
> **Focus on High** Value added **Specialized Test**

> > **Resulting High Quality Earnings** and Profitability

Metropolis - Test	FY22			
Mix Total Business	Volumes Mix	Value Mix		
Routine	41%	14%		
Semi Specialized	34%	29%		
Specialized	25%	49%		
Wellness	1%	7%		

# 3. Hub & Spoke Model to scale efficiently





## 4. Patient Centric Network



More than  $\sim 4,000$ Test's & Profiles Present in 19 States & 210 cities

Global and
National
Quality
Accreditations

Over 10,000 Patient Touch Points

40+ Years

of Credible Operations



**1**Global Reference Lab in Mumbai

Routine + Semi-Specialized + Specialized

> ~4,000+ Test ~40,000 Sq. Ft



13 Regional Labs

10 in India; 3 Outside India

Routine + Semi-Specialized + Few Specialized

~500+ Test ~8,000 – 10,000 Sq. Ft



171 Labs 141

Labs - Metropolis

**30** 

Hitech

Routine Tests

~25-150 Test ~1,000-2,500 Sq. Ft



**3,134** Collection Centers

255

Owned PSC's

2,105

3rd Party PSC's

704

ARC's

**70** 

Hitech

Collection Centers

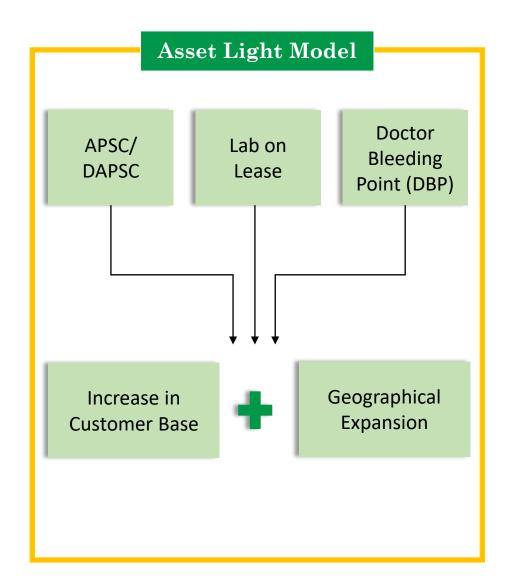
~200 - 1,000 Sq. Ft

#### Why Metropolis?

- Conclusive Diagnosis with Large test Menu backed by Highest standards of Quality
- ✓ Customer Focused Services with convenience and test accuracy at the core of service standard
- ✓ Large Un-Paralleled Service network with Pan India Presence
- Consistency in operations in every single visit from seamless blood collection, hygienic collection setup to timely report delivery

# 5. Asset Lite Expansion Plan



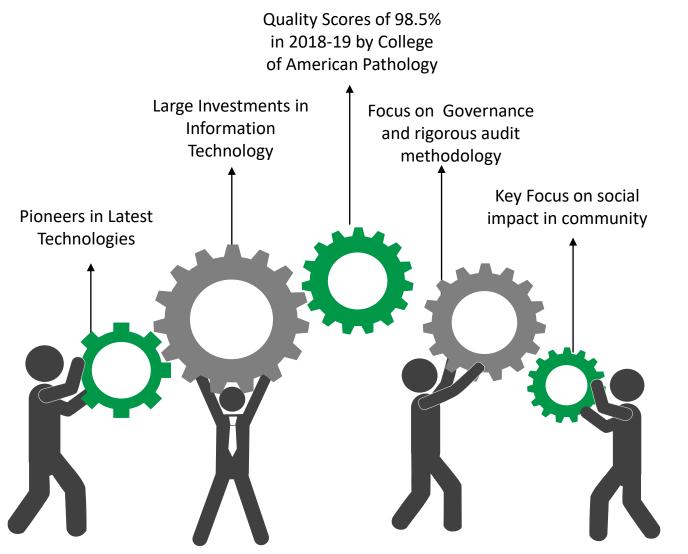


#### **Network Expansion Strategy**

- ✓ 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





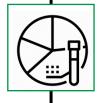
#### **Quality protocols following global standards**

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

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

# 6b. Globally Compliant Quality Standards



#### "Global Lab Accreditations"





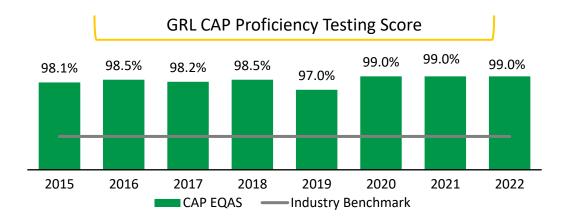


- ✓ Mumbai Lab is CAP accredited since 2005 \*(College of American Pathologists, global gold standard in laboratory accreditations)
- ✓ NABL Accreditation follows ISO-15189 Standard and is recognized by ILAC & APLAC
- ✓ GRL and 11 RRLs have NABL accreditation.
- ✓ More than 75% reports are generated 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 Audits Conducted by PAC Team FY 18-19 19-20 20-21 21-22 1312 1,057 583 988

- ✓ 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



# 7. People are our greatest asset



### **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.
- 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





# 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

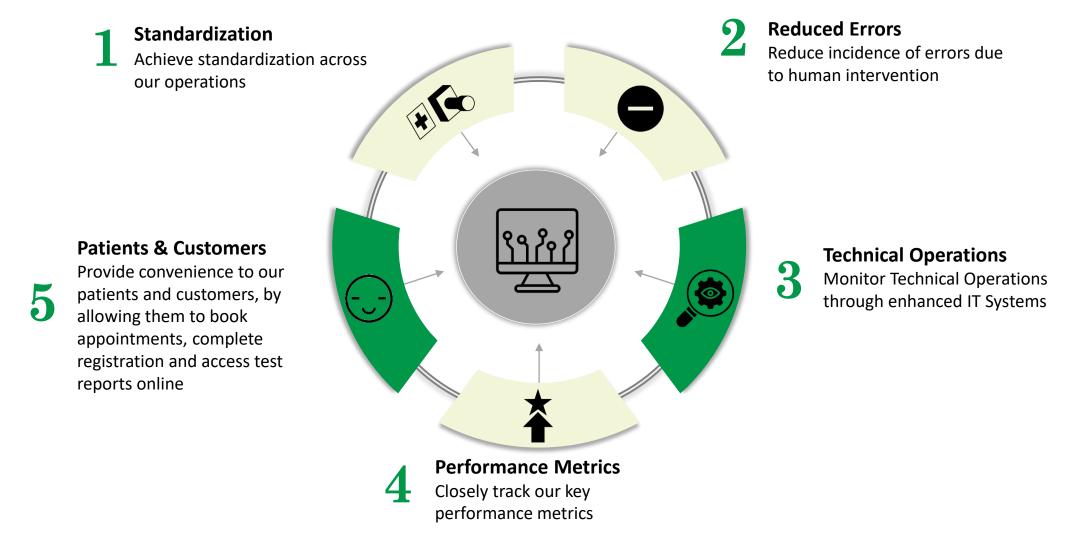


# Improve Customer Experience

- ✓ 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

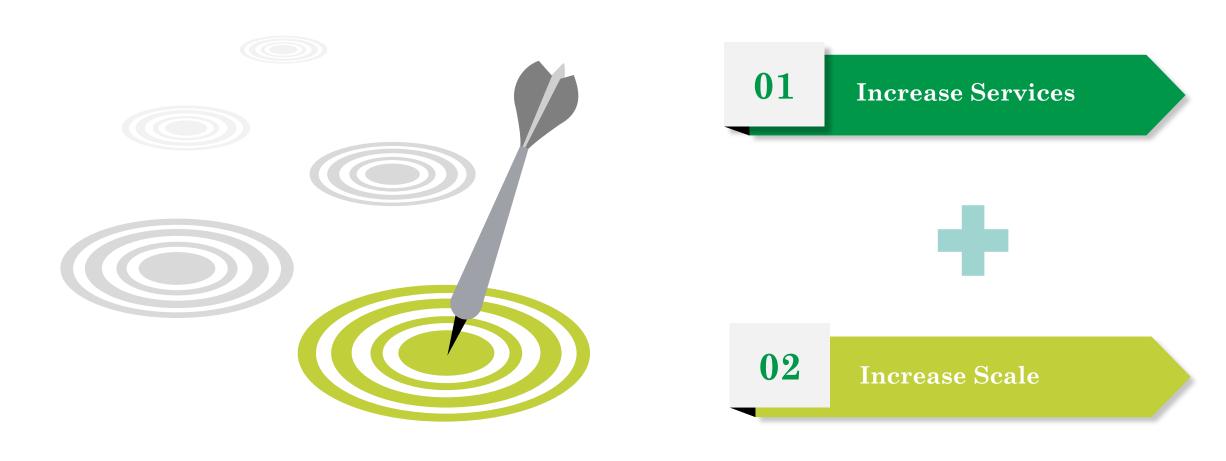
# 8a. Digital Transformation to improve efficiency





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



#### Criteria

# Network of 210 Cities % of Revenue for FY22 (Total Business)

#### Strategy

✓ Increasing productivity of Collection Centers

- ✓ High Potential Market
- ✓ Metropolis has significant presence and operational experience in these cities

Focus
Cities
Profitable
Engines
61%
(Mumbai, Pune, Chennai,
Bangalore, Surat)

- ✓ Enhancing our Laboratory Capacity and Test Menu by adding Latest Machines and Technology
- ✓ Expanding B2C share of Business
- ✓ Enhance customer experience via new value-added initiatives
- ✓ Doctor Engagement through medical awareness initiatives

- ✓ High Growth Potential Market
- ✓ Core focus of Metropolis medium to long term growth
- ✓ Potential to become 'Focus Cities'

Seeding Cities
High Growth Engines
19%

- ✓ Combination of B2B / B2C strategy to nurture seeding cities into focus cities over time
- ✓ Huge potential for Metropolis to increase the number and productivity of Patient Touch Points
- ✓ Targeted marketing activities to strengthen the Metropolis Brand

✓ Tier II / Tier III Cities

Other Cities
Future Growth Engines
20%

(Lab Towns + Non-Lab Towns)

- ✓ Intend to leverage the **Asset Light Model** for expanding service network
- ✓ Focus to grow ARC Network to service institutional customers
- ✓ Nurture to Seeding Cities



## Increase B2C sales mix





in Focused Cities on back of strong brand recognition to drive Individual patients to Metropolis Centres by promoting convenience.

Strengthen Metropolis Brand



Expand Branded thirdparty PSCs to help create increased visibility and presence with limited investments and do a Direct to Patient approach. Productivity of existing young network



Increase number of referring doctors through a more efficient sales force leading to higher number of footfalls per centre.

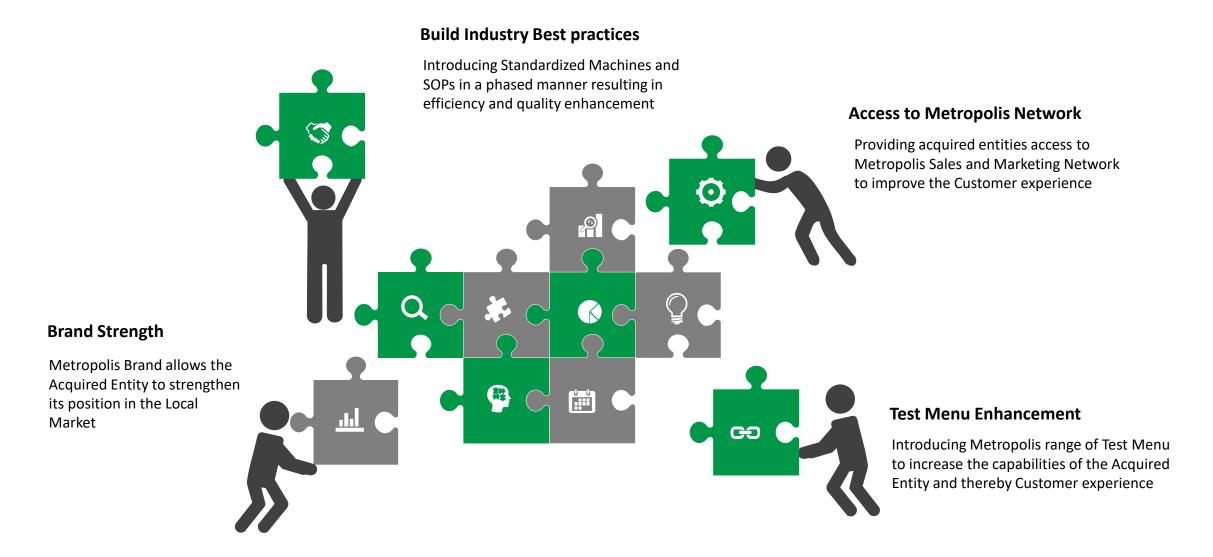
Wellness initiatives for consumers



Creating an easy and engaging way for consumers to directly interact with Metropolis and start making decisions about their own inner health.

# Growing Inorganically – A Win-Win Strategy





**Established Track Record of Successful Acquisition and Integration** 

# Successful Track Record of Inorganic Strategy: 24 Acquisitions in 18 years



Few of the Acquired Companies	Year of Acquisition	Location	Revenue at the time of acquisition	Revenue for FY22
Sudharma Metropolis Health Services Private Limited	2003	Kerala	Rs. 1.8 Crores	Rs. 58.9 Crores
Golwilkar Metropolis Health Services (India) Private Limited	2006	Pune	Rs. 3.9 Crores	Rs. 64.4 Crores
Desai Metropolis Health Services Private Limited	2008	Surat	Rs. 3.4 Crores	Rs. 47.0 Crores
R.V. Metropolis Diagnostics & Healthcare Centre Private Limited	2008	Bangalore	Rs. 3.6 Crores	Rs. 51.6 Crores
Dr. Patel Metropolis Healthcare Private Limited	2012	Nasik	Rs. 1.8 Crores	Rs. 18.6 Crores
Sanjeevani Rajkot	2017	Rajkot	Rs. 12.0 Crores	Rs. 26.4 Crores
Hitech Diagnostics	2022	Chennai	Rs. 124.0 Crores (Non-Covid – Rs. 74 Crs.)	Rs. 123.0 (Non-Covid – Rs. 100 Crs.)

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

# Plenty of Opportunities for Growth...





**Test Packages** 

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



**Expansion** 



**Scientific Upselling** 

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

Aggressive Network Expansion to go closer to Patient

+

Seeding Cities emerging as New Focused Cities



**Public Private Partnership** 

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 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



Preventive and Wellness Services 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

STRENGTHEN METROPOLIS BRAND TO

'BE THE ONLY CHOICE OF PATIENTS'

#### **CSR Activities**

#### **MEDENGAGE**

Metropolis awarded 122 Scholarships to Medical Students in FY21-22 worth 90+ Lakhs under its flagship initiative MEDENGAGE. Over 1500 students applied for MedEngage benefits from 200+ institutes across the country





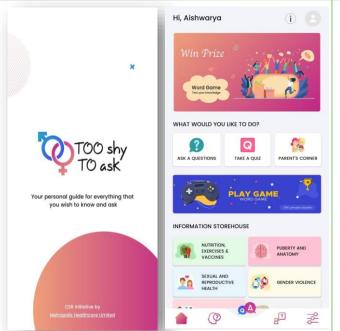
#### **HEALTHCARE HEROES – 2<sup>nd</sup> Edition**

**Healthcare Heroes – 2<sup>nd</sup> Edition:** The Healthcare Heroes 2<sup>nd</sup> Edition was launched in December 2021 to recognize healthcare professionals & institutions with a strong sense of purpose and commitment towards patient care. The awards are being extended from doctors to nurses, ward boys, hospitals municipal corporations, corporates and NGOs. We will be recognizing contributions of individuals & institutions with award category titles as Self Service, Healthcare Pinnacle, such Nightingale, White Knight, Legacy, Impactful CSR, Pride and Profession, Public Health, Municipal Excellence, Pride in Profession and Healthcare Luminary.



#### **TOO SHY TO ASK**

Our app for adolescent and reproductive sexual health education titled TOOSHYTOASK reached over 165,000+ installs. Our regular education column in Mid-Day had a reach of over 2,50,000+ every week. In addition, our experts answered over 10,000+ queries from April 2021- March 2022. We launched the new and upgraded version of App in Android and iOs platform to enhance better user experience and have started building a flexible platform with capabilities to build future learning/course management modules.



#### **MEDENGAGE DESU\***

DESU has initiated a course for Medical Laboratory Science aimed at preparing students for employment in the roles of Phlebotomists, Lab Attendants, Lab Assistants, Lab Technicians, etc.

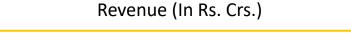
Metropolis Labs India be the industry partner for the course being offered by DSEU. Metropolis to jointly certify the program along with DSEU. Metropolis under its CSR initiative to fund the setup of practical and lab training requirements. MEDENGAGE DSEU is a multiyear project which will be implemented over the next three years.

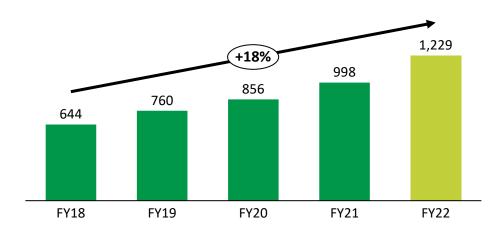


Historical Financial & Operational Performance

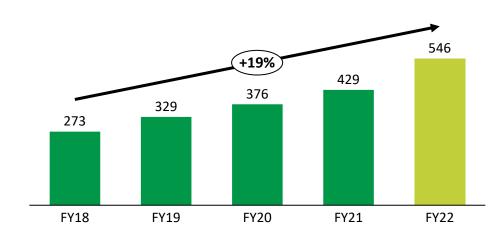
# Better than industry growth







#### Revenue growth for B2C (In Rs. Crs.)



#### **Bolstering Growth in Wellness Segment**



Metropolis Wellness revenue contribution for Metropolis is 7% in FY22



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



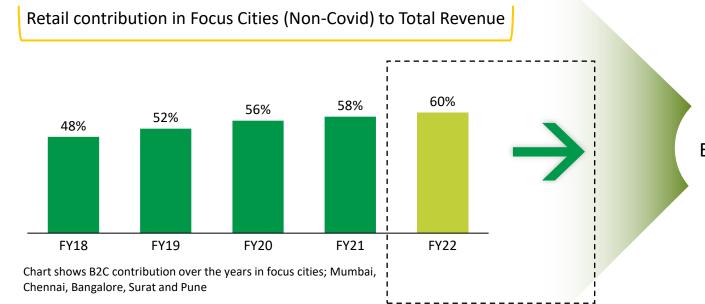
This segment is termed as wellness as opposed to the illness wherein the patient has to undergo tests when they are prescribed tests during sickness



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

# Well growing B2C Mix





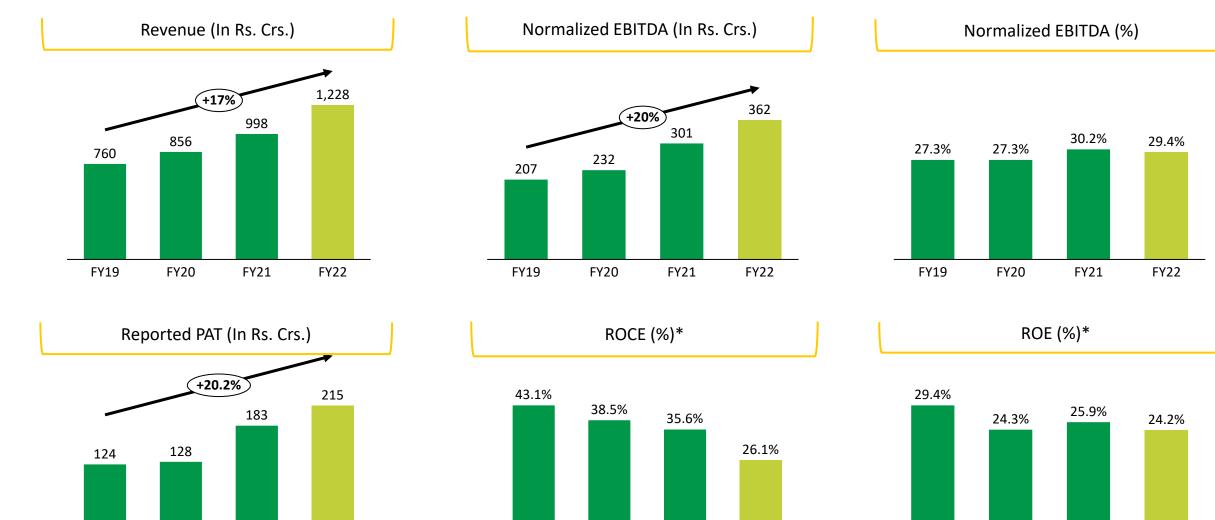
Efforts to increase the Retail share in focus cities to 65%

#### 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

# Financial Highlights





FY20

FY21

FY22

FY19

FY20

FY21

FY22

FY19

FY20

FY21

FY22

FY19

<sup>\*</sup>ROCE = EBIT / (Networth + Total Debt)
ROE = PAT / Networth

# Consolidated Profit & Loss Statement



Profit & Loss (Rs. Crs.)	FY22	FY21	FY20	FY19	FY18
Revenue from Operations	1,228.3	997.8	855.5	760.1	643.6
Cost of Material Consumed	276.1	252.2	204.1	173.5	145.9
Laboratory testing charges	6.9	5.4	6.9	5.6	5.7
Gross Profit	945.3	740.1	644.5	581.0	492.0
Gross Profit (%)	77.0%	74.18%	75.33%	76.44%	76.44%
Employee Expenses	238.9	206.4	190.2	172.7	145.8
Other Expenses	357.6	245.7	222.4	202.8	173.7
EBIDTA	348.8	288.0	231.9	205.4	172.5
EBIDTA (%)	28.4%	28.9%	27.1%	27.0%	26.8%
Other Income	13.4	10.0	8.3	8.8	11.3
Depreciation	63.2	45.9	39.3	20.1	19.2
EBIT	299.1	252.1	201.0	188.4	164.6
EBIT (%)	24.3%	25.3%	23.5%	24.8%	25.6%
Finance Cost	21.6	7.8	7.2	0.5	1.2
Exceptional Items	15.9*	0.0	24.5	6.3	-
Share of Profit/Loss from JV	0.0	0.0	-0.5	-1.4	-
Profit Before Tax	293.4	244.3	168.7	186.5	163.4
Tax	78.7	61.0	41.2	62.9	51.8
Profit After Tax	214.7	183.3	127.6	123.6	111.6
Profit After Tax (%)	17.5%	18.4%	14.9%	16.4%	17.3%

<sup>\*</sup>Exceptional Item is on account of settlement with Global Hospital of past dues

# Consolidated Balance Sheet



Assets (Rs. Crs.)	Mar-22	Mar-21	Mar-20	Mar-19	Mar-18
Non-current assets	1 127 2	206.0	355.2	247.9	220.1
	<b>1,137.2</b> 139.2	<b>396.0</b> 115.1	121.2	116.7	<b>230.1</b> 112.3
Property, Plant and Equipment ROU Assets	355.5	103.1	59.7	0.0	0.0
Goodwill		90.3	90.3	78.6	78.4
	454.7				
Other intangible assets	109.5	34.6	25.2	17.6	16.8
Intangible assets under development	5.8	0.0	3.0	5.8	0.0
Equity accounted investees	0.0	0.0	0.0	0.5	0.0
Financial Assets					
(i) Investments	1.8	1.8	1.8	1.8	1.8
(ii) Loans	0.0	10.4	5.5	4.2	3.3
(iii) Other Financial Assets	34.7	2.3	12.4	10.2	8.3
Deferred Tax Assets (Net)	9.8	17.1	13.9	3.7	5.3
Other non-current assets	0.3	0.7	6.4	1.6	2.0
Non-current tax assets (net)	25.8	20.7	15.9	7.5	1.9
Current assets	393.1	608.5	397.1	304.7	300.4
Inventories	51.1	40.5	24.4	26.1	21.2
Financial Assets					
(i) Investments	13.8	8.3	12.6	31.0	100.4
(ii) Trade receivables	135.5	123.0	128.2	136.8	100.7
(iii) Cash and cash equivalents	66.0	386.6	107.2	51.4	43.5
(iv) Bank balances other than (iii)	101.0	33.1	103.3	28.9	16.7
(v) Loans	0.1	4.1	11.2	15.1	10.8
(vi) Other Financial Assets	11.5	0.6	2.2	8.4	1.4
Other Current Assets	14.3	12.2	8.0	7.0	5.7
TOTAL - ASSETS	1,530.3	1,004.4	752.2	552.6	530.5

Equity & Liabilities (Rs. Crs.)	Mar-22	Mar-21	Mar-20	Mar-19	Mar-18
Equity	888.2	708.1	525.2	420.0	429.1
Equity Share capital	10.2	10.2	10.1	10.0	9.5
Other equity	876.0	696.4	513.4	408.5	405.2
Non Controlling Interest	2.0	1.5	1.7	1.4	14.4
LIABILITIES					
Non-current liabilities	340.6	92.4	57.6	8.2	10.5
Financial Liabilities					
(i) Borrowings	158.7	0.0	0.0	0.0	0.2
(ii) Lease Liabilities	82.6	78.9	45.8	0.0	0.0
(iii)Other Non-Current Liabilities	0.9	1.2	4.7	2.1	2.4
Provisions	11.7	8.1	5.4	3.2	3.5
Deferred tax liabilities (Net)	86.7	4.2	1.7	2.9	4.4
Current liabilities	301.5	204.0	169.5	124.5	90.9
Financial Liabilities					
(i) Borrowings	99.9	0.0	0.0	17.6	0.4
(ii) Lease Liabilities	37.4	33.3	20.9	0.0	0.0
(iii) Trade Payables	103.2	110.6	85.0	53.4	35.4
(iv) Other Current Financial Liabilities	23.7	25.3	34.4	31.3	34.8
Other Current Liabilities	5.4	14.6	18.8	8.0	7.8
Provisions	8.9	7.6	6.6	4.9	4.4
Current tax liabilities (Net)	23.2	12.5	3.7	9.3	8.1
TOTAL - EQUITY AND LIABILITIES	1,530.3	1,004.4	752.2	552.6	530.5



**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



Non-Executive Non-Independent Director

Holds BA in Political Science from Delhi and is an Alumni of Harvard Business School. He is a first-Generation Entrepreneur with business interests in Retail, Distribution and Education



Vivek Gambhir Independent Director

Holds a bachelor's degree in Science & Arts from Lafayette College, 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 in business 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

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



Ameera Sushil Shah Managing Director



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.

# Recent Awards and Accolades





Period	Particulars Particulars Particulars Particulars
May 2022	<b>Metropolis</b> bagged the award for <b>Innovation in Patient Centricity and Advocacy at the Patient First Summit 2022</b> ., hosted by IHW (India Health & Wellness Council) for introducing the holistic comprehensive package 'PREGASCREEN'
April 2022	Metropolis awarded with the 'Most Popular Diagnostic Laboratory Award' at the Healthcare Excellence Awards, hosted by Connect and Heal – CNH Care. This award was given for demonstrating excellence in customer service based on user reviews.
April 2022	Metropolis honoured with the 'Best of Bharat – Pride of India Brands' Award from Exchange4media.
April 2022	Our MD, Ms. Ameera Shah honoured with the 'Outstanding Healthcare Leader of the Year' Award at the Women Achievers Award 2022, hosted by Abhyudaya Vatsalyam, acknowledging contribution and efforts in the healthcare sector.
March 2022	Our CFO, Mr. Rakesh Agarwal honoured with the FE CFO Year of the Award at the 5th edition of FE CFO Awards for his outstanding achievements, best practices and excellence.
March 2022	Metropolis honoured with the Best Organizations for Women, 2022 by the Economic Times.
March 2022	Our MD, Ms. Ameera Shah honoured with the 'Most Powerful Woman in Business Award by Business Today
January 2022	Our MD, Ms. Ameera Shah has won the Women Entrepreneur Award in Organizational Segment - Health & Wellness category at the Express Awards for Women Entrepreneurs (ExpressAWE), instituted by the Financial Express and FICCI FLO
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
March 2021	Our MD, Ms. Ameera Shah has been awarded as EY Entrepreneur of the Year in Life Science and Healthcare
February 2021	Metropolis Healthcare won the Leading Diagnostic Chain of the Year award at the Elets Diagnostics Leadership Summit, 2021



#### For further information, please contact:

Company:

#### **Investor Relations Advisors:**



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

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