

Date: 23<sup>rd</sup> June, 2025

To,  
**The Manager**  
**Listing Department**  
**BSE Limited,**  
Phiroze JeeJeeBhoy Towers,  
Dalal Street, Mumbai – 400001 (E)  
Maharashtra, India  
**Scrip code: 543426**

To,  
**The Manager**  
**Listing Department**  
**National Stock Exchange of India Ltd,**  
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400051  
Symbol: **METROBRAND**

**Subject: Press Release**

**Ref: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“Listing Regulations”)**

Dear Sir/Madam,

In continuation to our disclosure under Regulation 30 of Listing Regulations dated 23<sup>rd</sup> June, 2025, regarding entering a long-term exclusive Distribution Agreement with Clark Parties namely, C. & J. Clark International Limited and Clarks India Services Private Limited for distribution and sale of Clarks Products, we are enclosing herewith the Press Release titled ***“Clarks announces an exclusive partnership with Metro Brands Limited.”***

The same is also available on the website of the Company at [www.metrobrands.com](http://www.metrobrands.com).

We request you to take the above information on record.

**For and on behalf of Metro Brands Limited,**

**Deepa Sood**  
**Senior VP Legal, Company Secretary & Compliance Officer**  
**Membership No: 16019**  
**Encl: As above**



## **Clarks announces an exclusive partnership with Metro Brands Limited**

***The partnership marks a strategic move to transform the comfort footwear segment in India and cater to the premium preferences of the next-generation shopper.***

**National, 23<sup>rd</sup> June 2025:** In a significant move for footwear lovers and style-conscious consumers, Clarks, the iconic British footwear brand known for its legacy of craftsmanship and comfort, has announced a strategic partnership with Metro Brands Limited (Metro Brands), one of India's leading footwear and accessories retailers. This exclusive partnership marks Clarks' official comeback to the Indian market, with Metro Brands chosen as the trusted partner to lead the brand's new chapter in the country. Together, Clarks and Metro Brands aim to redefine the comfort footwear experience in India, blending timeless design with the evolving preferences of today's discerning Indian consumer.

Under the terms of a long-term distribution agreement, Metro Brands is appointed as Clarks exclusive Retail and Digital Partner for India & neighboring countries including Bangladesh, Bhutan, Nepal, Maldives and Sri Lanka. Metro Brands will manage Clarks' e-commerce operations in India, the official Clarks India website and all digital commerce platforms, and has exclusive right to sell Clarks in all offline channels including Clarks mono-branded stores.

A global leader and pioneer in comfort footwear, Clarks has firmly established itself as a brand that combines timeless craftsmanship with modern style, delivering exceptional comfort and quality to discerning customers worldwide. Renowned for its dedication to innovation and heritage, Clarks is the preferred choice for those seeking premium footwear that supports both everyday wear and self-expression. With a carefully curated collection, Clarks continues to cater to the evolving tastes of India's next generation of consumers who value style, comfort, and durability.

**Joe Ulloa, Clarks President – UK & EMEA,** said "We are excited about our new partnership with Metro Brands, who have extensive retail expertise and a strong understanding of the Indian consumer. India has always been a market with deep appreciation for quality and timeless style, and we are confident this collaboration will bring the best of Clarks' legacy in comfort and craftsmanship to a new generation of customers. This partnership marks a significant step in our journey to connect with Indian shoppers and play a leading role in the premium comfort footwear sector."



**Nissan Joseph, CEO, Metro Brands Limited**, added, “At Metro Brands, our vision is to bring the finest global brands to India and offer a complete footwear wardrobe that blends comfort, style, and quality. Our partnership with Clarks is a significant step in that direction. With our deep-rooted understanding of India’s diverse retail landscape and consumer preferences, we are committed to partner with Clarks in a way that’s more relevant, resonant, and retail-focused than ever before. Clarks’ new journey with Metro Brands will be backed by our expansive retail network, data-driven merchandising, and proven capabilities in brand building. We will ensure the brand reaches its full potential in the country through thoughtfully curated product selections, premium store formats, and a seamless omnichannel experience.”

Metro Brands recently marked the momentous occasion of launching its 900th store in India. Within the Metro Brands family, an array of brands, including iconic Indian labels like Metro Shoes, Mochi and popular international choices like Crocs, FitFlop, Fila & Footlocker have prospered.

**About Metro Brands Limited (BSE: 543426; NSE: METROBRAND)**

[www.metrobrands.com](http://www.metrobrands.com)

Metro Brands is one of the largest Indian footwear specialty retailers and is amongst the aspirational Indian brands in the footwear category. The Company opened its first store under the 'Metro' brand in Mumbai in 1955 and have since evolved into a one-stop shop for all footwear needs, by retailing a wide range of branded products for the entire family including men, women, unisex and kids, and for every occasion including casual and formal events. In addition to men's, women's, and kid's footwear, it also has a wide range of handbags, belts, wallets, etc. Metro Brands retails footwear under its own brands of Metro, Mochi, Walkway, Da Vinci and J. Fontini, as well as certain third-party brands such as Footlocker, Crocs, Fitflop, Fila, Skechers, Puma, New Balance, Nike and Adidas which complement its in-house brands. The Metro footwear range is specially curated based on the regional sensitivity to cater to the needs of different regions. As of March 31, 2025, the Company operated 908 Stores across 205 cities spread across 31 states and union territories in India.

#### **About Clarks**

Clarks, based in Somerset, England, has been at the forefront of innovative shoemaking since its foundation in 1825, when brothers Cyrus and James Clark made a slipper from sheepskin cut-offs. At the time it was groundbreaking: a combination of invention and craftsmanship that's remained at the heart of what the brand does now. In the Clarks archive of more than 22,000 pairs are shoes that have sparked revolutions and defined generations. From the original Clarks Desert Boot, first designed by Nathan Clark and launched in 1950, to the iconic Wallabee, each design has an instantly recognizable signature that makes it unmistakably Clarks. Clarks is a global business operating retail, wholesale, franchise, and online channels in over 100 markets.