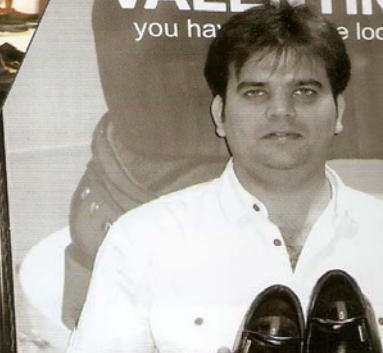


SHOES & ACCESSORIES

VALENTINO



Chandra Daultani, Director
VALENTINO
you have all those looks!



Guru Shoe Tech Pvt. Ltd.

Market share claimed

The domestic footwear market is estimated to be close to ₹16,000 crore and is a highly competitive one with a host of domestic and international players. As a new brand, our focus for now is on creating brand awareness, rather than higher sales volumes. Our target consumers are those who value quality and style over all else.

Plans by 2015

- ▶ We aspire to be major players in the high-end leather footwear market, and would like to see our two brands—Valentino and Westport, as amongst the most desirable premium leather footwear brands in the country.
- ▶ We are also fast expanding our retail network through both EBOs and MBOs, and plan on opening 25 EBOs in cities like Jaipur, Indore, Pune and Chandigarh by 2012. We also plan on tapping the potential of tier II and tier III towns, as it comprises 60 per cent of our customers.
- ▶ To meet our growing demand, we are in the process of setting up a second manufacturing unit to be equipped with the latest technology, and spread across 1800 sq. mtrs., at EPIP in the Sikandra Industrial Area of Agra.
- ▶ We plan on soon stepping into the women's and kids categories as well.

The biggest hitch that market India presents today and ways to overcome it

- ▶ The biggest problem is the low level of modernisation, as well as the slow pace at which most local players adopt the latest technology.
- ▶ To address these problems, we are introducing the latest technology and machinery in our plant, and are making use of IT and decision support software to help eliminate the length of the production cycle of different products. We also constantly keep updating our organisational standards.
- ▶ We are also focusing on the training and development of our workers and other employees.

The major changes that the footwear and accessories industries will undergo in the country by 2015

- ▶ With multinationals setting up shop in the country, the scope for supplying finished leather to these companies will multiply.
- ▶ There will be increased scope for product diversification, namely in categories like leather garments, leather goods, etc.
- ▶ Increased brand loyalty, as a more organised market is forecast for 2015, in turn improving the quality of products and also ensure timely deliveries.

Product profile: Premium leather shoes for men

Retail presence

Business model: MBOs and EBOs
No. of EBOs: One
No. of MBOs: 800
Price points of footwear: ₹1699-2499

