

# My Stride **My Pride**



ART No. 1388



ART No. 275



ART No. 637



## About us



- Over 30 years of experience in foot wear industry
- No.1 PU Footwear Manufacturer in India
- Leading brand in South India and preferred brand across rest of India, Middle East etc
- Pan India network of 300 dealers and 65000 retailers
- Production capacity of 7.5 mn footwear per month
- Product portfolio of 500 SKUs in 7 categories
- State of the art production capabilities
- Technology enabled business processes for enhanced efficiency

- India has been known as an Emerging Market for last 2 decades
- As just a "market", India was the chosen destination for everything the rest of the world produced in excess.
- Make in India is all about investing more resources in India to meet demands of Global Market.
- We are now getting ready to add value to global market.
- Already made a mark in Automotives, Refining, Telecom etc

- Typical concept of Frugal Innovation
- For producing for Global Market, some sophistication need to be there but the basic concept of frugality need not change.
- Typically, our market is more characterised by the “bottom of pyramid” concept but there is no let up on value for money. The same value which any discerning customer will look for.
- So catering to Indian market is a plus in meeting the expectations of bigger global markets

# Going Global in Footwear Business



- Unlike China, footwear market in India is consumption driven
  - 14% of global production but 17% of global consumption in India
- vs
- 67% of global production but 14% of global consumption in China
- VKC group - kept pace with capacity addition for local market
- Exports predominantly to meet EPCG obligation.
- Brands from emerging markets considered poor in quality and hence cheap in price
- Brand building - a resource intensive initiative.

# Going Global – VKC experience



- Inspiration derived from Havaianas of Brazil – cultural identity as the USP
- Started on a cultural affinity route banking on overseas indian population to initiate the export business.
- The middle east market was the first and the most apt – creating a gateway for entry into exports
- The indian community continued to be the bigger customers for a while until the rest of the population started trying out our products.
- More business enquiries and dealers with major business plans followed.



- Today
  - Share of exports is still in single digits
  - Market across 10 countries with good growth potential
  - Growth rate of over 50% year on year the reach.
- Benefit of managing export growth without making a compromise in meeting growing local demand



# Thank you

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