

# Redefining themselves in a booming footwear industry

**B**orn in 1951 in Agra, a place famous for its footwear manufacturing industry, Ved Vyas Chhabra completed schooling in Sainik School in Rewa, Madhya Pradesh, and aimed to become a doctor. However, a division of the family business and the deteriorating health of his father directed him to join the family business of footwear, even as he pursued graduation in commerce and completed a year in law studies. After selling footwear for a few years, he diversified into footwear manufacturing and set up a unit in Noida to make shoes for a few companies like Bata, Carona and Liberty. From the year 1997 onwards, he moved into footwear retail

## Touristor Shoes



**VED VYAS CHHABRA, Managing Director of the company, shares his extensive knowledge and industry insight in the excerpt that follows...**

By Vedkanya Biswas

once again, this time to embark on the memorable journey of taking Bharat Shoes to the next level with Touristor. Apart from establishing a chain of Touristor Shoes showrooms, Ved Vyas Chhabra has been instrumental in opening several stores for leading footwear brands of Indian and multinational origin, such as Nike, Reebok, Planet Sports, Liberty and Woodland in Eastern and Central India.

The Indian footwear industry is emerging in its new avatar with lots of international brands entering the market and national footwear brands turning towards organized retail. This has led to an increase in footwear franchising. Let us explore the plethora of franchise opportunities in this industry.

Ved Vyas Chhabra, Managing Director Of Touristor



Touristor showroom at Mani Square Mall in Kolkata