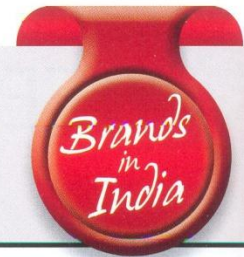


# TOURISTOR SHOES



Touristor Shoes was promoted to fill the gap of a format of footwear line which would meet the aspirations of the growing knowledgeable consumers. The retail chain has carved a new market in footwear industry with phenomenal growth since its inception. Touristor is constantly upgrading itself in the quest of becoming a major player in urban, mid-high, upper segment nationally. The footwear collections have innovative footwear in terms of technology and quality. They are perfect for the urban customer who are discerning and does not compromise on comfort and style. The brand combines designs to create trend and range in fascinating designs of functional luxury combined with lifestyle and fashion.

#### Brand mantra:

We are organising, managing and coping with new challenges, with vision, guts and gumption. We are implementing our business plan with greater aggressiveness.

#### Product assortment:

Men's formal, semi formal, partywear, casualwear, sportswear and women's regularwear, party wear, bridal collection, sportswear including an eye catching collection of infant and kidswear.

#### Targeted retail expansion:

The brand will soon be available in major cities in South India.

#### Target consumer:

The company products are targeted towards the urban upper middle class and upper class in metropolitan and tier II cities.

#### Turning point(s) in my brand's life:

It was in 2004 when the footwear industry and the national retail scenario was changing from basic to design oriented products. It was then that the brand decided to venture into the fashion footwear market opening the first up-market footwear store with Touristor Shoes in a newly opened mall at City Centre, Salt Lake, Kolkata. It never looked back after that.



#### UPDATES

Brand turnover: NA

Growth percentage: Over 50 per cent year-on-year

Any strategy change: Touristor has tied up with Big Life Ritu's Wear in Northern India and opened nine stores. It is also available in 15 MBOs of Reliance Footprint.

Retail presence: NA

Total no. of EBOs: 22

Total no. of MBOs: 24

No. of EBOs added in 2012: 7

No. of MBOs added in 2012: 24

Total no. of flagship store(s): 5

No. of flagship store(s) added in 2012: 2

Expansion/extension/diversification plan(s):  
The brand will expand further in South India.

New territory /region added: Maharashtra, Delhi, Haryana and Punjab.

Awards won at IFF - Category and year: ISAF Awards 2012, Most Admired Footwear Retailer (East India).