

TOURISTOR



Ved Vyas Chhabra, CEO & MD



Bharat Shoe Group

Market share claimed

The domestic footwear market is the second largest in the world after China. However, its share of organised retail amounts to only about ₹9 billion, about one-third of the industry's total size. Our share in the market is very miniscule at 0.002 per cent.

Plans by 2015

Open 125 EBOs, and also establish our presence at largeformat stores. In the next six months, more stores will come up in Dhanbad, Asansol, Nagpur, Baroda, Raipur and Kolkata.

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

- ▶ The exorbitant property rates. The solution to this is perhaps establishing one's self in largeformat stores to share selling space and cut costs.
- ▶ Handling customers by sales staff during peak hours, which could be redressed by hiring students as part time employees.
- ▶ The cost of capital required for the growth of business, which can be solved by encouraging the sharing of equities to avoid incurring debt.

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

- ▶ Footwear and accessories consumption will see a paradigm shift from necessity to fashion.
- ▶ In keeping with the change in lifestyle, footwear trends will transition from formal to casual and lifestyle footwear in the men's category; while dominant footwear trends for women will include western and formal footwear. Sports and casual footwear will be the popular choices in the kids category.
- ▶ The industry on the whole will evolve, and newer categories will emerge.
- ▶ Largeformat stores would devote more space to footwear.

Product profile: Footwear for men, women and children, as well as bags.

Retail presence

Business model: The Bharat Touristor group has been around in the footwear industry for over 50 years.

In the large domain of footwear retailing, the focus has been on promoting our own brands—Touristor and Bharat. Both the brands retail through EBOs. We also stock other leading brands like Reebok, Nike, Woodland, Liberty, Disney, Lee Cooper, Red Tape, Egoss, among others.

No. of EBOs: 15

No. of MBOs: One

No. of company-owned stores: 14

No. of franchise stores: 2

Percentage of footwear in total product portfolio: 90 per cent

Percentage of accessories in total product portfolio: 10 per cent

Price points of footwear: ₹249-3999

