



# [ TOURISTOR SHOES ]

## NOTHING SHOULD ADVERSELY IMPACT SALES AND SERVICE

We organize, manage and cope with new challenges with vision, guts and gumption. In the last two years we have added nine showrooms. We use innovative retail formats to enhance shopping experiences and our customer care assistance leaves no stone unturned to convert each footfall into sales.

Our constant endeavour is to provide durable footwear at affordable price while keeping up with current fashion and trends. Recognising the need to cater to the middle and upper middle class Indian youth, the brand positioned itself at a higher level. One has to study the flow pattern of consumers, the target consumer segment, age group,

buying capacity, spare income, the type of catchments area, neighborhood and many other parameters for a successful retail store. We have identified several locations in the mushrooming malls and other high street footfall places to open company-run and franchise stores to realise the maximum advantage of the resources and the experience of the regional entrepreneur.

We have studied various store display formats across the world and observed the behavior of Indian customers, to come up with the current format. Our growth strategy has been from east to central India and then onwards to south and west India, taking in to consideration the administrative and logistic feasibility. The stores are aesthetically designed

incorporating modern-day technology for product display backed by half a century of experience in retailing of footwear. Store appearance and ambience has been synchronized with that of the shopping mall. Its ambience lends itself to the unique experience a consumer wants while making a purchase.

Bharat group of companies, owned by Chhabra brothers, a well-known business house in eastern India started the Touristor range of footwear which are design driven, featuring the latest style and giving value for money to fulfil the gap in this mid-segment. In spite of having a vast variety of Touristor footwear for men, women and children, Touristor has also assembled the best of other leading brands.

The Touristor shoes collections have innovative footwear in terms of technology and quality. They are perfect for the urban customer who is discerning and does not compromise on comfort and style. Touristor brings designs together to create trend and range in fascinating designs of functional luxury combined with lifestyle and fashion. Ladies' designs are available in a variety of styles including peep toes, ballerina, stilettos, easy heels, wedges, buckled sandals, sporty casuals, flats and thongs. Designs for men showcase laced shoes, boots, moccasins, sandals, slippers, sports and casual shoes. Children's designs (newborns to teenagers) are available in playful, vibrant colours.

One successful product cannot ensure a company's continued health unless that company innovates design as a continuous process. Touristor shoes not only have the widest variety but also introduce new designs every month. Our slogan is comfort with style.

### Brand portfolio

Touristor, T Star, Tower, Blue Circle, Red Tape, Egoss, Hitz, Maco, Hush Puppies, Fila, Tracer, Lotto, Converse, Spiderman, Crocs, Dr. Scholl

## FACT SHEET

Started in: 2002

Minimum area required: 1000 sq. ft.

Total investment: Rs. 25,00,000

Return on investment: 24% and above

Commission to the franchisee: 22%

Additional incentive: Up to 5%

Marketing and advertisement support: Through print, electronic media and in-store promotions

Lock-in period: 2 years

Status of premises: High footfall area (rented or self-owned)

Rent: Franchisee

Targeted cities: State Capitals, All Leading Cities/Metros.

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