

# TOURISTOR



**VED VYAS CHHABRA**  
CEO & Managing Director, Touristor

In the family footwear retail trade since 1970, Ved Vyas Chhabra has in the course of his journey manufactured, traded, and marketed various footwear brands. The turning point in his business was when he launched the brand Touristor and began opening standalone stores. The first 2,500 sq. ft. Touristor store, launched in 2004, came up at the City Centre I Mall in Kolkata. The retail brand claims trendy shoes in a huge range and variety, and at affordable prices as its USP.

## My family

Three of us

## Hobbies

Reading and travelling

## Someone in the business of shoes and accessories I look up to

Jimmy Choo

## Number of pairs of footwear on my shoe rack

Five

## Two brands I aspire for

Jimmy Choo and Gucci

## My favourite workwear brand

Hush Puppies

## My favourite homewear brand

Maco

## Number of pairs on my wife's shoe rack

25

## Number of pairs on my child's shoe rack, and his fave brand

25; Aldo, Gucci, Nike, Puma.

## Three main problems hampering growth of footwear industry

- Multiple taxation and high rate of cumulative taxation
- Anti-dumping duty on sports shoes
- Weight and measurement department



## Business of footwear: The future

Organised retail and manufacturing will grow 15-20 per cent annually.

## Store Watch

### Sq. ft. area

Average area of each store is 1000 sq. ft. for display

### Brands stocked

Apart from own brand Touristor, also in stock are Red Tape, Lee Cooper, ID, Egoss, Hitz, Hush Puppies, Maco, Converse, Fila, Lotto, Tracer, Carlton London.

### Bestselling brands

Red Tape, Egoss, Hush Puppies, Converse, Fila, Lotto, Maco.

### Bestselling price points

**Men:** Rs. 800-2000

**Women:** Rs. 300-800

### Bestselling styles

Casual, formals

### Private label and price points

Touristor, Blue Circle, Arcade, Tower

**Men:** Rs. 800-2000

**Women:** Rs. 300-800

### Space allocated

**Men:** 40 per cent

**Women:** 50 per cent

**Children:** 10 per cent

### Better returns from

Women's footwear

