

FROM THE MANAGING DIRECTOR'S DESK



Dear Stakeholders,

It gives me great pleasure to announce yet another year of healthy growth. FY19 was a crucial year for us, as we continued to focus on the growth agenda. We closed the fiscal year with increase in revenue by 17.63%, EBITDA by 7.36% and PAT by 8.92%. Your Company has shown strong growth in the top line during FY19, despite the uncertain market scenario and increasing competition.

During the year, your Company commenced commercial production at its new manufacturing plant at Bhiwadi for manufacturing flip flops, to cater to the growing demand. The Company continued to harness its past initiatives as MOST (Maynard Operation Sequence Technique), lean manufacturing and yield improvement along with positive financial advantage and people engagement. During the year, your Company has accorded special emphasis on occupational safety initiatives for its workforce and assets. In line with its environmental policy, your Company has switched over to green fuel in major manufacturing facilities.

Your Company has continued its effort to adapt its product portfolio with evolving consumer needs and trends enabling an impressive growth in top line in FY19. Our focus on in-season launches with an optimal product portfolio has helped us to keep abreast of consumer expectations. New products are the key to sustain any growth story and our in-house design team has maintained a refreshed product portfolio over the years.

Your Company continued its strategic initiative to strengthen the distribution network – especially in under penetrated markets. The field force was equipped with a mobile based solution for prompt on ground information enabling strategic decision making. During the year, Company focused on digital and on ground marketing initiatives while continuing its conventional branding activities.

We believe modern trade and e-commerce will continue to be the growth engines of the future and we are well placed to capitalise on it. In keeping with this reality, your Company strengthened its presence on major e-commerce portals and launched significant branding initiatives for drawing traffic.

During the year, the Company re-strategized its export presence from an opportunistic geographic footprint to a more focused international presence with nation-specific product portfolio and a dedicated on ground sales team.

The Company continued to expand its retail chain through COCO (Company owned Company operated) stores. The asset-light, FOFO model (Franchisee owned Franchise operated) has given a positive response encouraging your Company to venture into newer territories. As of the year end, your Company has clocked 343 Exclusive Brand Outlets and is planning to continue the expansion.

Your Company continued to extend its technology frontiers by adopting cutting-edge IT solutions. It launched mobile-enabled solutions for the field force and transferred the operating platform for the Retail division to SAP HANA streamlining its business processes. It also aligned its operations to the ISO 27001 standards by securing this certification in the current year.

Post GST, the Indian economy has witnessed a transition from an informal setup to a formal one. Indian footwear industry is also experiencing this transition which has created a level playing field for the organized sector.

We value our employees and have continued to strengthen our bond with them through various initiatives such as reward & recognition, trainings and ESOP plans.

I would like to thank all our stakeholders, customers, business partners, board of directors, bankers and employees for their valuable support and belief in the Company.

With Best Regards,

Ramesh Kumar Dua
Managing Director