



## FROM THE MANAGING DIRECTOR'S DESK

Dear Stakeholders,

I am pleased to announce that despite the challenges of abnormally high inflationary pressures, supply chain disruptions and the on-going Covid-19 pandemic during Financial Year 2021-22, your Company, banking on its inherent resilience and position of strength, managed a revenue growth of 12.47% to ₹2653 Crores with EBITDA and PAT at ₹416 Crores and ₹233 Crores respectively. Continuing its commitment to shareholders, your Board has recommended a final dividend of 250%, i.e. ₹2.50/- per fully paid up equity share of ₹1/-, for the Financial Year 2021-22.

The current pandemic has disrupted industrial climate and adversely impacted business performance globally for most industries. Even as footwear industry was anticipating a comeback in 2022 a second wave of COVID-19 emerged, furthering the sense of uncertainty. Nonetheless, in later part of the year Indian economy recovered well from these disruptions aided by India's commendable COVID vaccination coverage. Subsequently, revenues started improving in tandem with the gradual unlock process, giving hope that your Company, with four decades of successful experience will be able to come out of this quicker and stronger.

Keeping a steadfast focus on the consumer during the uncertainties of the year, your Company proactively optimised its product portfolio across business verticals, etched a sharper, more relevant product positioning for its top brands Sparx and Flite, with continued marketing investments and expansion of retail footprint to maintain its leadership position.

With a strategic view to harness the growing digital space your Company pioneered its own D2C channel and launched aggressive marketing campaigns to strengthen its

presence across leading marketplaces with resultant growth, encouraging sustained investment in this direction.

Strengthening of distribution channels, a sharper product portfolio and strategic marketing investments helped your Company to garner considerable growth from export markets with revenues exceeding ₹100 Crores in FY '22.

Despite periodic lockdowns and subdued consumer sentiments, your Company undertook an extensive in-store branding refresh exercise for its Exclusive Brand Outlets (EBO) and implemented a regimented placement planogram for effective product showcasing. As of March 31<sup>st</sup>, 2022 your Company's Exclusive Brand Outlet network stands at 394.

As a socially responsible corporate, your Company has adopted green fuel technology and switched over to PNG among other initiatives for energy conservation and cost rationalisation across manufacturing locations. Continuing with its objective of enhancing industrial safety and good practices your Company has now embarked upon SHE (Safety, Health & Environment) pillar of TPM.

Technology is the key to successful decision making in today's challenging and ever evolving business environment and so, during the year your Company improved upon its IT security posture by maintaining ISO 27001:2013 certification and implementing robust security solutions like DLP (Data Leak Protection) and CASB (Cloud Access Security Broker). Your Company also implemented SAP-ARIBA application for better transparency and efficiency in material sourcing.

Your Company recognises employees among its core assets and as a welfare measure provided necessary medical and financial aid to the affected families during testing times of the current pandemic.

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