



# Relaxo Footwears Limited

Ramesh Kumar Dua, Managing Director

Dun & Bradstreet D-U-N-S® No 65-055-0940

### Top 500 Ranking

Income	383
Net Profit	296
Net Worth	435

### MD Message

At Relaxo our constant endeavor is to provide quality products at value pricing. Our philosophy is as simple as ABCD, i.e. to provide 'Affordable', 'Beautiful', 'Comfortable' and 'Durable' products. We aspire to be a pan India market leader across footwear categories and have grown aggressively in the last 4 years, while maintaining our focus on meeting consumer needs. From a topline perspective, our growth is driven by a healthy mix of volume growth and premiumization. This is largely a result of brand building, better products for our consumers, enhanced distribution and growth in new channels such as e-commerce and modern trade. In terms of bottom line, initiatives such as driving cost efficiencies in manufacturing, value engineering and managing fixed costs have helped deliver strong year-on-year bottom line performance. Lastly, we have invested a lot of effort and resources in building our people and systems in order to ensure that we are a future ready organization.

### About the Company

Relaxo Footwears Ltd (RFL) is one of the leading and most popular footwear companies in India. Headquartered in New Delhi, India, it manufactures footwear which are a fine combination of comfort, style, and workmanship and is embarking upon appreciable growth plans for the future. Being one of the widely celebrated Indian footwear brand, the company offers a wide collection of fashionable and comfortable products for women, men, and children. Since its inception, the company has gone on to become one of the largest producers of footwear in India with an estimated business value of ₹ 15 bn in 2015. The company offers quality footwear products and at affordable prices to the millions of customers in India and many countries around the world.

The company was incorporated in 1984 as a trading arm of the Relaxo group. Later it went public in 1995 and established its first manufacturing plant in Bahadurgarh. Today the company has eight manufacturing units spread in northern part of India with a production capacity of six lac pairs of footwear per day, catering to varied needs of consumers worldwide. Relaxo brings a fine combination of comfort, style and workmanship under its popular brands i.e. Relaxo, Flite, Bahamas, Sparx and Schoolmate. The footwear products offered under the brands signify extreme stylishness and come in varied alluring colours and exquisite designs.

### Relaxo Brands at a glance

**Relaxo:** Relaxo is the oldest brand in the company portfolio. The brand encompasses the company's popular Hawaii slippers which come in diverse shades and styles making them a favorite among all age groups. With an output of 300,000 pairs a day, the company is one of the largest manufacturers of Hawaii slippers in India.

**Flite:** Flite is Relaxo's most exclusive brand. Its unique "fashionable and lite" quality is ensured by its manufacturing process, involving cutting-edge EVA technology. Available in an array of colours and designs, it is among the most popular brands in the footwear industry.

**Bahamas:** These trendy slippers have been manufactured by giving a due consideration to the serenity, vibrancy, coolness and fun of Bahamas. The new range of Bahamas offers colours, designs and patterns that will enhance the cool quotient of the customers and provide an utmost comfort and style.

**Sparx:** Under this brand, the company manufactures a range of sports shoes and sandals that embodies the spirit of today's youth. The products under Sparx range are available in awe-inspiring colours and designs reflecting the verve and dynamism.

**Schoolmate:** Schoolmate is a range of school shoes manufactured by Relaxo for boys and girls and is an expression of Relaxo's faith and commitment towards the young leaders of tomorrow.

### Financial Snapshot (In ₹ mn)

Total Income	14,812.0
Net Profit	1,030.5
Networth	3,623.9
EBIDTA	2,002.8

### Ratios (%)

EBIDTA Margin	13.5
NPM	7.0
RONW	28.4

(As on Mar 31, 2015)

### Management Details

#### Managing Director

Ramesh Kumar Dua

#### Directors

Mukand Lal Dua

Nikhil Dua

Deval Ganguly

Vivek Kumar

Pankaj Shrimali

Kuruvila Kuriakose

Deepa Verma

### Address & Website

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Plot No. 10, Manglam Place,  
District Centre, Sector-3,  
Rohini, Delhi-110085 (India)

#### Website

[www.relaxofootwear.com](http://www.relaxofootwear.com)

#### Shop online at

[www.shopatrelaxo.com](http://www.shopatrelaxo.com)

[/relaxofootwears](https://www.facebook.com/relaxofootwears)

[@relaxofootwears](https://www.instagram.com/relaxofootwears)

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