



Indian Footwear Industry Report

2015 | 160 Pages

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Detailed profiles of the following companies.

1. Action
2. Adidas
3. Bata
4. Catwalk
5. Crocs India
6. Khadim's
7. Lancer
8. Liberty
9. M & B
10. Metro
11. Nike
12. Paragon
13. Pavers England
14. Puma
15. Red Chief
16. Red Tape
17. Relaxo
18. Reliance Footprint
19. SSIPL Retail Limited
20. Tresmode
21. VKC
22. Woodland

Executive Summary

"A shoe has much more to offer than just to walk", perfectly sums up the Indian Footwear story. Last decade or so has witnessed a sea change in the footwear industry, from a basic need based industry to a fashion, style, quality and performance focused industry. These changes have been driven by a host of changing demographics and economic factors like growing young and working population, increasing disposable incomes, increased discretionary spending, growing fashion consciousness, increased media exposure etc.

Around 69% of India's population lives in rural areas. Though the number is gradually decreasing with increasing urbanization, a sizable population still stays in rural India. As per our estimates, an average rural consumer spends around Rs. 140 per annum on footwear as compared to an urban consumer which spends around Rs. 280 per annum on footwear.

The retail footwear market can be divided into Men, Women and Children's market. India is the only country where men's footwear is the biggest target category contributing around 50% followed by women's footwear contributing almost 40% and children's footwear contributing around 10%. In most of the countries in the world, women footwear dominates the footwear retail market whereas in India it is the men's category dominating the footwear retail market.

The size of the domestic footwear market in India was around Rs. 269 Bn in 2012, which has grown from Rs. 66 billion in 2005 at a CAGR of 22% p.a. The urban market has been growing at a faster pace of 24% p.a. (2005–2012) compared to the rural market which has been growing at a CAGR of 21%.

As per our estimates, the industry will grow at a CAGR of 32% p.a. to reach to Rs. 1,910 billion in 2019. The urban market is estimated to grow at a CAGR of 33% (2012-2019E) to reach Rs. 881 billion in 2019 from Rs. 121 billion in 2012.

The footwear market in urban cities (tier 1, 2 and 3 cities) is around Rs. 61 billion in 2012 with tier 1 cities constituting more than 49% of the total market in Tier 1, 2 and 3 cities.

Research Methodology

The report is based on information from both primary and secondary sources. Primary research includes interviews of stakeholders of industry – promoters, store managers, manufacturers, distributors etc. Secondary research includes desktop research, relevant publications like company annual reports etc.

Player Profiles (for 21 players)

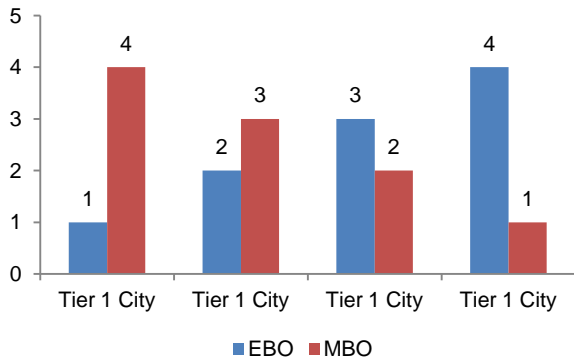
Overview

	Description
Company Name	
Company Profile	
Promoter	
Brands	
Year of Incorporation	
Production Facilities (Capacity and Sales)	
Distribution	
Raw Material	
Institutional Footwear	
Other Key Businesses	
Online Sales	
Future Plans	
Location	

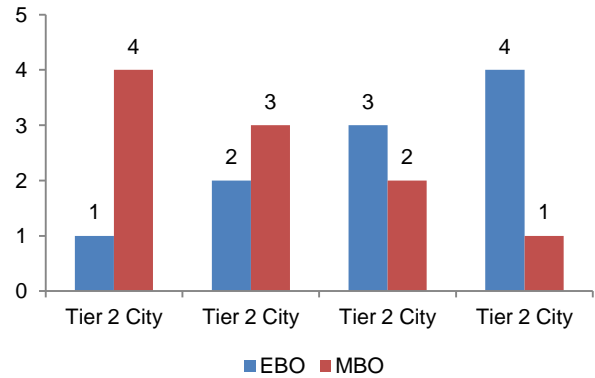
Source : Company Website and Reevolv Research

Locations

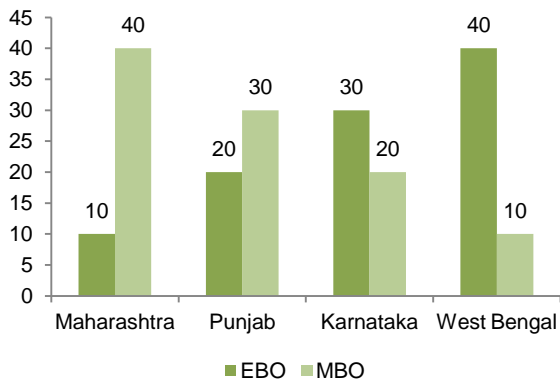
Tier I Cities



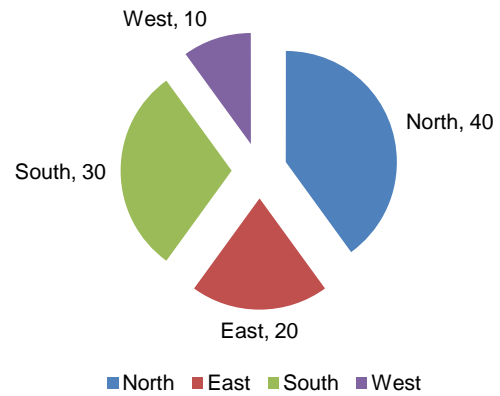
Tier II Cities



State Wise



Region Wise



Others include : XXXXXX

Source: Company Website and Reevolv Research

Target Customer Segment

	Men	Women	Kids
Formal			
Casual/ Semi Formal			
Sports			

Financials

Profit & Loss Account for the year ended 31st March (Rs. Mn)				
	FY2012	FY2013	FY2014	FY2015
Revenues from Operation	-	-	-	-
Other Income	-	-	-	-
Total Revenues	-	-	-	-
Cost of Materials Consumed	-	-	-	-
Rent, Rates and Taxes	-	-	-	-
Administrative and General Expenses (including Bank Charges)	-	-	-	-
Employee Expenses	-	-	-	-
Selling and Distribution Expenses	-	-	-	-
Advertisement & Business Promotion Expenses	-	-	-	-
Other Expenses	-	-	-	-
Total Expenditure	-	-	-	-
EBITDA	-	-	-	-
Depreciation	-	-	-	-
EBIT	-	-	-	-
Interest	-	-	-	-
Profit before Prior Period Items and Tax	-	-	-	-
PBT	-	-	-	-
PAT	-	-	-	-
PAT after minority Interest	-	-	-	-

Balance Sheet as at 31st March (Rs. Mn)				
	FY2012	FY2013	FY2014	FY2015
Share Capital	-	-	-	-
Share Application Money	-	-	-	-
Reserves & Surplus	-	-	-	-
Shareholders' Funds	-	-	-	-
Secured Loan	-	-	-	-
Unsecured Loan	-	-	-	-
Loan Funds	-	-	-	-
Deferred Tax Liability	-	-	-	-
Total Liabilities	-	-	-	-
Gross Block	-	-	-	-
Net Block	-	-	-	-
Capital work in progress	-	-	-	-
Investments	-	-	-	-
Inventories	-	-	-	-
Sundry Debtors	-	-	-	-
Other Current Assets	-	-	-	-
Total Current Assets & Advances excl. Cash & Bank	-	-	-	-
Current Liabilities	-	-	-	-
Provisions	-	-	-	-
Total Current Liabilities & Provisions	-	-	-	-
Net Working Capital excl. Cash & Bank	-	-	-	-
Cash & Bank	-	-	-	-
Net Working Capital incl. Cash & Bank	-	-	-	-
Total Assets	-	-	-	-

Key Ratios	FY2005	FY2006	FY2007	FY2008
Expenditure Ratios				
Cost of material consumed as a % of Total Revenues				
Rent, Rates and Taxes as a % of Total Revenues				
Administrative & Other Expenses as a % of Total Revenues				
Employee Expenses as a % of Total Revenues				
Selling and Distribution Expenses as a % of Total Revenues				
Profitability Ratios				
EBITDA %				
EBIT%				
PBT %				
PAT %				
Return Ratios				
ROCE %				
ROE %				
Financial Ratios				
Total Debt / Net Worth				
Secured Debt / Net Worth				
Total Debt / EBITDA				
Turnover Ratios				
Working Capital Turnover Ratio				
Net Fixed Assets Turnover Ratio				
Inventory Days				
Debtors Days				