

Liberty Sales Zooms by nearly 50%

New Delhi, Oct 21, 2013: Liberty Shoes Ltd, India's leading footwear company, continues to grow at a rapid pace as its sales graph has moved up tremendously. The company, today announced its half-yearly results and despite people talking about the economic slowdown Liberty, witnessed its sales reaching at Rs 216 Crore as against Rs 153 Crores achived in the corresponding period. Liberty's sales in the second quarter increased by 46% and stood at Rs 108 Crore as compared to Rs 74 Crore in the corresponding Quarter ended Sep 30th 2012. The Company has also seen growth in its export which has increased substantially by 17% as against the corresponding previous year's six months.

The brief highlights of the half yearly results are:

	Ending Sep 30, 2013	Ending Sep 30, 2012	Increase %
Sales/Income	216	153	41
(Rs. in Crores)			
Net Profits (Rs. In	5.62	2.22	153%
Crores)			
No. of Pairs Sold (in	57.00	33.98	68%
Lacs)			

Liberty's growth has been mainly due to the fact that it caters to the need of the fashion-driven and quality-seeking customers. The continuous effort in providing new fashionable range and improvising on the product quality has made Liberty the prefered brand amongst today's youth. Brand endorsement by Bollywood celebtrity "HRITHIK ROSHAN" has given further filip.

briefingg the development, Mr. Adesh Gupta, CEO, Liberty Shoes Ltd, said, "Desipte the economic slow down, it has been milestone year for the company. Liberty has crossed the mark of Rs 215 crores in the first six months and continues to grow at a rapid pace mainly because of the trust and faith people have shown in the home grown multi national brand. We hope to see the branded export going up as more and more countries in Gulf, Africa & Asia pacific have started showing interest in India. We hope the market conditions to improve and we expect to end the fiscal year 2014 with highest growth ever in its history. Expanding in the untapped market, new product line up and investment in technology and product innovation has helped us reach where we are today. We would like to thank all the customers who have shown immense faith in one of the oldest footwear brand of India.

Liberty caters to the need of the fashion-driven and quality-seeking customers and it has recently revamped then entire range of collection. Products like Liberty Fortune, DIVA, Senorita Strings, Gliders, Force 10 Bolt etc have created an impact in the market and are considered as the popular selling products amongst the people.

Mr Anupam Bansal, Retail Head, Liberty Shoes Ltd, said, "Our strategy of introducing new range of products at a regular interval and expanding our retail footprint has earned us the image of a value for money brand. With festive season round the corner, Liberty is coming up with more trendy and vibrant footwear that will appeal to both men and women across age groups".

Liberty produces more than 50,000 pairs of footwear in a day and the range is amongst the largest in the industry, covering virtually every age group and income category from the price-conscious to the price-indifferent. Liberty is pacing up its strategy of expanding its retail stores and has added 25 new stores in the first half of 2013 to its existing kitty of over 400 exclusive showrooms and also strengthened its multi-brand outlets across India. These stores are spread across metros, tier 1 and tier 2 cities.

About Liberty Shoes Limited:

Liberty Shoes is the only Indian company which is amongst the top 5 manufacturers of leather footwear in the World. The company is producing more than 60,000 pairs of footwear a day covering virtually every age group and income category. Products are marketed across the globe through 150 distributors, 400 exclusive showrooms and over 6000 multi-brand outlets, and sold in thousands every day in more than 25 countries including fashion-driven, quality-obsessed nations like France, Italy, and Germany. The manufacturing facilities at Liberty are called 'Humantech Centres', where technology works in perfect tandem with human creativity. The company is equipped with Humantech centres at five locations in Haryana and Uttarakhand. Liberty has developed a spectrum of 10 exclusive brands, each of which has been specially designed to cater to a specific target group. The company has something for every occasion, for every age group.

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