



RELAXO FOOTWEARS LIMITED

Press Release

7/11/2012

Relaxo Footwears Limited announces results for the quarter ended 30th Sept 2012

Total Revenue crosses Rs 490 crore for half year ended 30th Sept 2012

Financial Highlights for Quarter ended 30th Sept 2012 (y-o-y)

- Total Revenue achieved Rs 243.27 Crore which is up by 21%.
- EBIDTA of Rs 25.24 Crore which is up by 50 %.
- Net Profit of Rs 10.29 Crore which is up by almost 139 %.
- Earning Price Share increased from Rs 3.58 to Rs 8.57 on Equity Share of Rs. 5/- each.

OTHER HIGHLIGHTS

- To take Corporate Governance to the next level at **Relaxo**, the company has appointed Mr. Kuruvila Kuriakose, an experienced Finance Professional from Footwear Industry and Mr. Umesh Nath Kapur who has vast experience in Banking Sector as Additional Independent Directors w.e.f 5th Nov 2012 till the date of next annual general meeting.
- To enhance the Brand Value of "**Relaxo**" the company has engaged Mr. Akshay Kumar and Ms. Katrina Kaif for its premium category segment **SPARX & FLITE** respectively.
- The Company has increased Production capacity by 35000 pairs per day in an existing Plant.
- The Company has initiated steps for strengthening Supply Chain Management by opening three Regional Warehouses (RWH) covering states of Maharashtra, Karnataka and Bihar. These initiatives would improve service level to the Distributors and would boost sales in the coming months.
- Advantage of Raw Material prices were partially offset by additional cost in Advertisement and other initiatives in Sales & Marketing. The additional expenses will boost the Company's growth in the coming times.
- Increase in Inventory in this Quarter is due to change in business Strategy of carrying inventory instead of scaling down the production in lean season.

For Relaxo Footwears Limited

Company Secretary

Manufacturers and Traders of all kinds of Footwear and Allied Products

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