

RELAXO

10th June, 2020

BSE Ltd. Corporate Relationship Department 1st Floor New Trading Rotunda Building, P J Towers Dalal Street Fort, Mumbai-400001 Scrip Code – 530517	National Stock Exchange of India Ltd Listing Department, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051 Scrip Code – RELAXO
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Sub: Press Release regarding revamping of "FLITE" logo

Dear Sir,

Please find enclosed Press Release regarding revamping of "FLITE" logo.

The same is for your information and record.

Thanking You,

For Relaxo Footwears Limited,


Vikas Kumar Tak
Company Secretary

Encl. as above

RELAXO FOOTWEARS LIMITED

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FLITE ANNOUNCES ITS NEW BRAND LOGO

---Unveiling of a visual identity around the concept of “flight of dreams” ---

Flite, India's leading footwear brand has refreshed itself with a contemporary, new visual identity. Most popular among the middle class driving the India growth story, this brand transformation reflects the aspirational and youthful imagery of its consumers.

Upon enquiry into the landscape of value range of footwear, user research revealed that choice of accessories like footwear has evolved from merely being functional to a catalyst of their dreams and aspirations. Based upon this insight, the exercise was focused on developing a contemporary, aspirational and youthful imagery. Visual identity was created around the concept of “flight of dreams”. The concept resonates well with the target group, which has high aspirations, is ambitious and believes in the idea of “now is the time for me to soar high”.

Continuing with the existing color palette for familiarity, the logo attempts to embody an iconic visual element, which, while being integral with the brand, can be used independently as well. An abstract version of a bird taking flight has been crafted as the iconic emblem represented in brand colors. Flite logotype was refined to reflect the brand confidence that would mirror the ambitious mindset of Indian youth.

Commenting on the same **Mr. Gaurav Dua, Executive Vice President (Marketing), Relaxo Footwears Ltd** – “Flite is a brand of semi-formal footwear from the house of Relaxo. Positioned as youthful, stylish and comfortable, the concept resonates well with the target group, which has high aspirations, is ambitious and believes in the idea of now is the time for me to soar high. What has been remarkable in the new identity is the fact that it ticks all the requisite dimensions of brand expression without diluting the essence that current audience was familiar with for decades”

The brand, which entered Indian market about 15 years ago, offers a range of footwear for men, women and children. All these years it has excelled in strengthening its position in the markets while adapting itself to be relevant for the younger generations as well through product innovation and unparalleled quality.

With actor superstar Ranveer Singh as the brand ambassador, Flite plans to reinforce its leadership position in the open footwear category with an exciting new product range and aggressive marketing campaigns.

About Flite

Flite is household name which offers a range of slippers and sandals for the entire family for their everyday use. Keeping in mind the aspirations and value for money mind-set of its consumers, Flite is available in a wide choice of innovative designs at most competitive prices at most footwear outlets.

***About Relaxo:-**

Incorporated in 1984, Relaxo is the largest footwear manufacturer in India, serving the nation since four decades, and is today ranked among the top 500 Most Valuable Companies.

A Fortune 500 (India) company, synonymous with quality products & affordable prices, it manufactures slippers, sandals and sports & casual shoes.

Its most popular brands – Relaxo, Sparx, Flite & Bahamas are a leader in their space.

Relaxo, an iconic brand synonymous with rubber slippers, is the most versatile footwear for all segments of society while Flite is a popular range of fashionable and semi-formal slippers.

Sparx reflects the attitude, style, dynamism and spirit of young India and offers sports shoes, sandals & slippers and the colorful range of Bahamas casual flip flops exude the spirit of freedom, fun and modernity of youth.

Having a pan India distribution footprint, Relaxo also operates a 350+ strong network of own retail outlets, with availability on all major e-commerce portals as well.