

Date: 10<sup>th</sup> September, 2024

To,  
**BSE LIMITED**  
25<sup>th</sup> Floor, P J Towers,  
Dalal Street,  
Mumbai-400001, MH

**Scrip Code: 532829**

**Subject: 30<sup>th</sup> Annual General Meeting Presentation.**

Dear Sir/Madam,

With reference to captioned subject, please find enclosed 30<sup>th</sup> Annual General Meeting (AGM) presentation of the Company.

We request you to take the same on record.

Thanking You

Yours faithfully,  
for **Lehar Footwears Limited**

**Ritika Poddar**  
Company Secretary & Compliance Officer  
ACS No. A65615



## LEHAR FOOTWEARS LIMITED

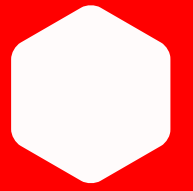
A-243(A), Road No.6, V.K.I. Area, Jaipur (INDIA)  
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W.- [www.leharfootwear.com](http://www.leharfootwear.com), E.-[info@leharfootwear.com](mailto:info@leharfootwear.com) •  
CIN No. : L19201RJ1994PLC008196

ISO 9001 (QMS)  
ISO 14001 (EMS)  
ISO 18001 (OHSAS)  
REGISTERED FIRM



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Doctor of Your Feet



# LEHAR FOOTWEARS LIMITED

Corporate Presentation  
2023-24

# SAFE HARBOR

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# BRIEF INTRODUCTION



- Lehar Footwears Ltd is a leading non-leather mass-footwear manufacturer
- Lehar's mainstay products include open-footwear segment (slippers/sandals) and school shoes, with styles ranging from casuals wear to formal wear, daily wear to sportswear for every member of family
- We have ~1,300 active SKUs, across men wear, women wear and kids wear
- 500+ distributors across India
- Exports to 20+ nations under its own brand

# BUSINESS SNAPSHOT

Revenue {FY24}	INR 194.26 crore
PAT {FY24}	INR 6.56 crore
Incorporated	1994
Shares Issued	1.77 crores
Current Mkt Price*	INR 232
Market cap*	INR 410 crores
52 Week High/Low*	INR 267.45/117.05
Shareholding (As on June 2024)	
Promoters	72.90%
Public	27.10%
Stock codes	
BSE	(LEHAR   532829   INE976H01018)
Reuters	LEHA.BO
Bloomberg	LEHAR:IN
Manufacturing Units	4 units in Rajasthan
Registered Address	A- 243(A), Road no. 06, VKI Area, Jaipur, Rajasthan 302013

*\*As on September 9, 2024*



# COMPANY OVERVIEW

- Incorporated in 1994 by Agarwal Family
- BIS compliant products manufactured across 4 plants at Jaipur
- Production capacity of 6.94 crore pairs per annum.
- Products
  - Manufacturer of non-leather footwear, EVA/PVC/PU injected footwear
  - Open-footwears (slippers/sandals) ,School Shoes, Hawaii Chappal, Canvas Shoes and Sport Shoes
  - Price ranging from Rs 99 to Rs 699
- Sales Channel
  - Trade distribution channel (wholesalers, distributors, etc.)
  - Exports
  - B2G: Sales to state governments under welfare schemes, particularly school shoes
- D2C channel
  - 2 retail stores (factory outlets) at Jaipur
  - Large Format Stores like Dmart, Firstcry, etc.
  - Online ecommerce websites of Reliance Retail, Bijnis, etc.



Years of Excellence



# JOURNEY SO FAR

**1995**  
Established as Lawreshwar Polymers Pvt. Ltd. with production of canvas shoes, lightweight hawai chappals & EVA Injection footwears of 45 lakh pairs p.a.

**1996**  
Converted to Public Ltd company

**2007**  
Commenced production of PU and EVA footwears with capacity of 6 lakhs pairs p.a. each; Listed on BSE with an IPO of Rs.14 crs

**2008**  
Awarded contract from GoI (Defence) for supply of rubber-sole canvas shoes

**2015**  
Setup of new plant at Chomu (Dist. Jaipur), spreading across 14,325 sq. mtrs.

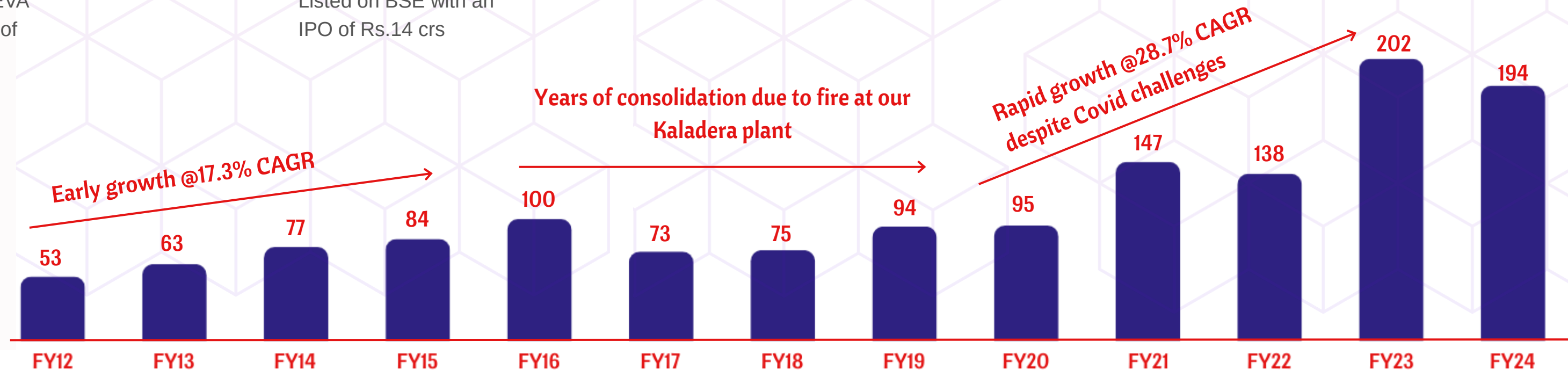
**2019**  
Name changed to Lehar Footwears Ltd.

**2022**  
Raised capital through private placement of share warrants to promoters and non promoter investors by way of preferential issue

**2023**  
Received BIS certification for multiple product lines under our manufacturing units

**2024**  
Agreement worth Rs. 298 Crs. from National Small Industries Corporation (NSIC) under PM Vishwakarma Scheme

Sales in Rs. Crs.





# BRANDING TO COMPLIMENT DISTRIBUTION

- ◆ Lehar has a strong distribution set up with legacy of 25+ years
- ◆ Branding efforts to catalyze brand premiumization leading to incremental margins
- ◆ Better terms of trade & strengthening distribution to improve working capital cycle of the business
- ◆ As a critical step towards the above campaign, Lehar signed up Bollywood artist “**Govinda**” as a brand ambassador to promote Company’s products through electronic, print and digital media
- ◆ The choice of artist is commensurate with the product & market segment of the company given its positioning in Hindi speaking Indian geography



# DRIVERS FOR GROWTH

## Core Business

Wholesale exports of Footwear

Manufacturing, branding and distribution of footwear under the brand LEHAR

Supply of footwear and related products (school shoes, socks, bags, etc.) under various government schemes



## Growth Strategies

Establishing a deep rooted global distribution network

Establishing a Pan India network of distribution warehouses  
Setting up multi location manufacturing in key markets

New product development and branding of our products in international markets  
Entering into new geographies, thereby increasing company's TAM

Focus on LFS & Modern Retail Chains  
Strengthening the distribution channel  
Identification of Key Growth Markets

Agreement with NSIC for supply of tool kits under PM Vishwakarma Scheme worth Rs. 298 crs  
Outsourcing production to deal in multiple product categories  
Leveraging govt. track record

LFS: Large Format Stores

SUSTAINABLE AND LARGE GOVT. BUSINESS OPPORTUNITY



# OUR PRODUCT PORTFOLIO



LIGHT WEIGHT HAWAII  
FLIP-FLOPS



Slippers & Sandals  
(formal & casual)



Kids Shoes  
(casual, school & canvas)



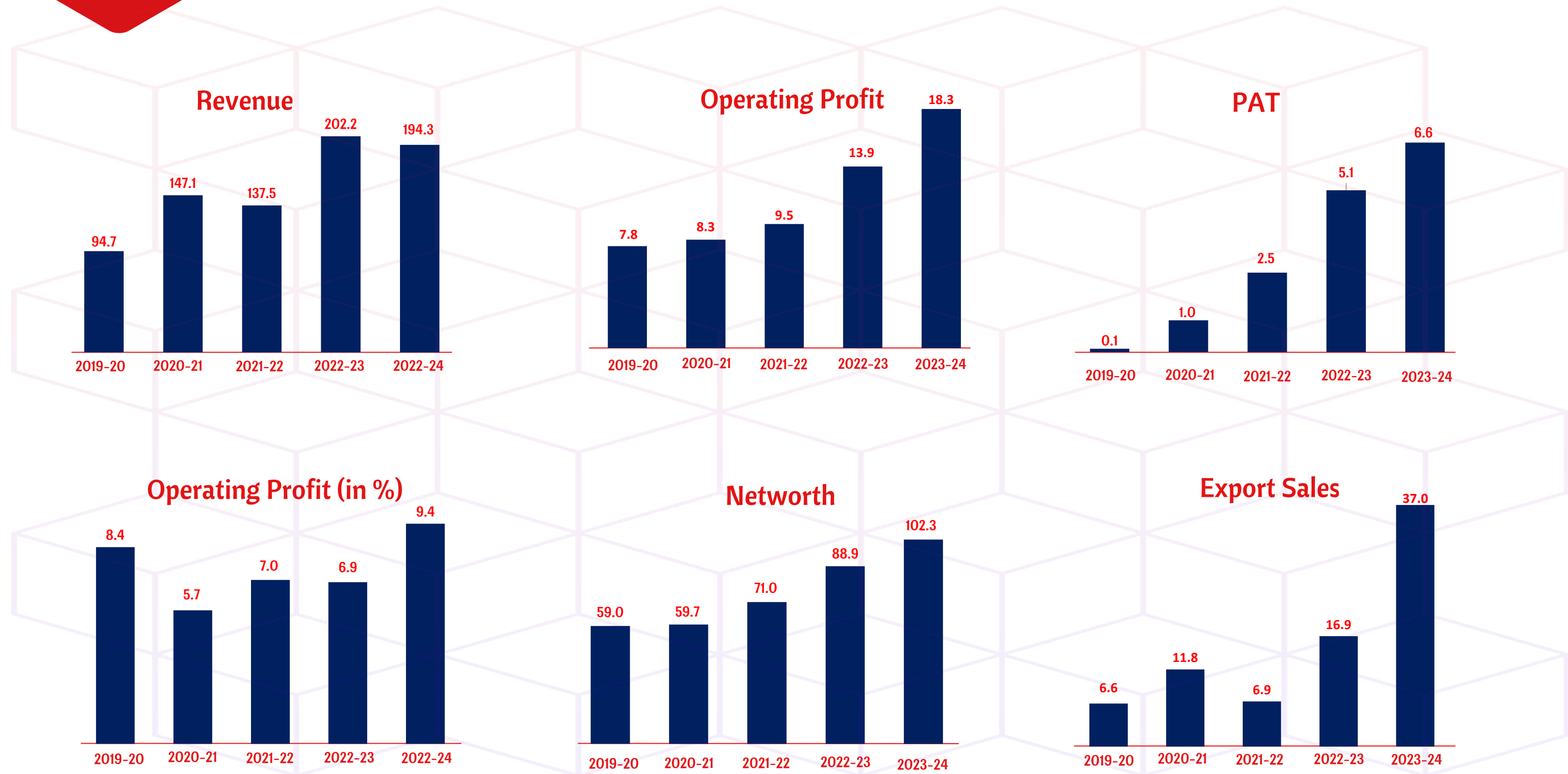
Formal and PVC Shoes (casual  
& sports)

## NEW PRODCUTS & DESIGNS





# FINANCIAL HIGHLIGHTS - ANNUAL



\*in Rs. crores

# SALES FOOTPRINT

List of states and countries : 

## Domestic Presence



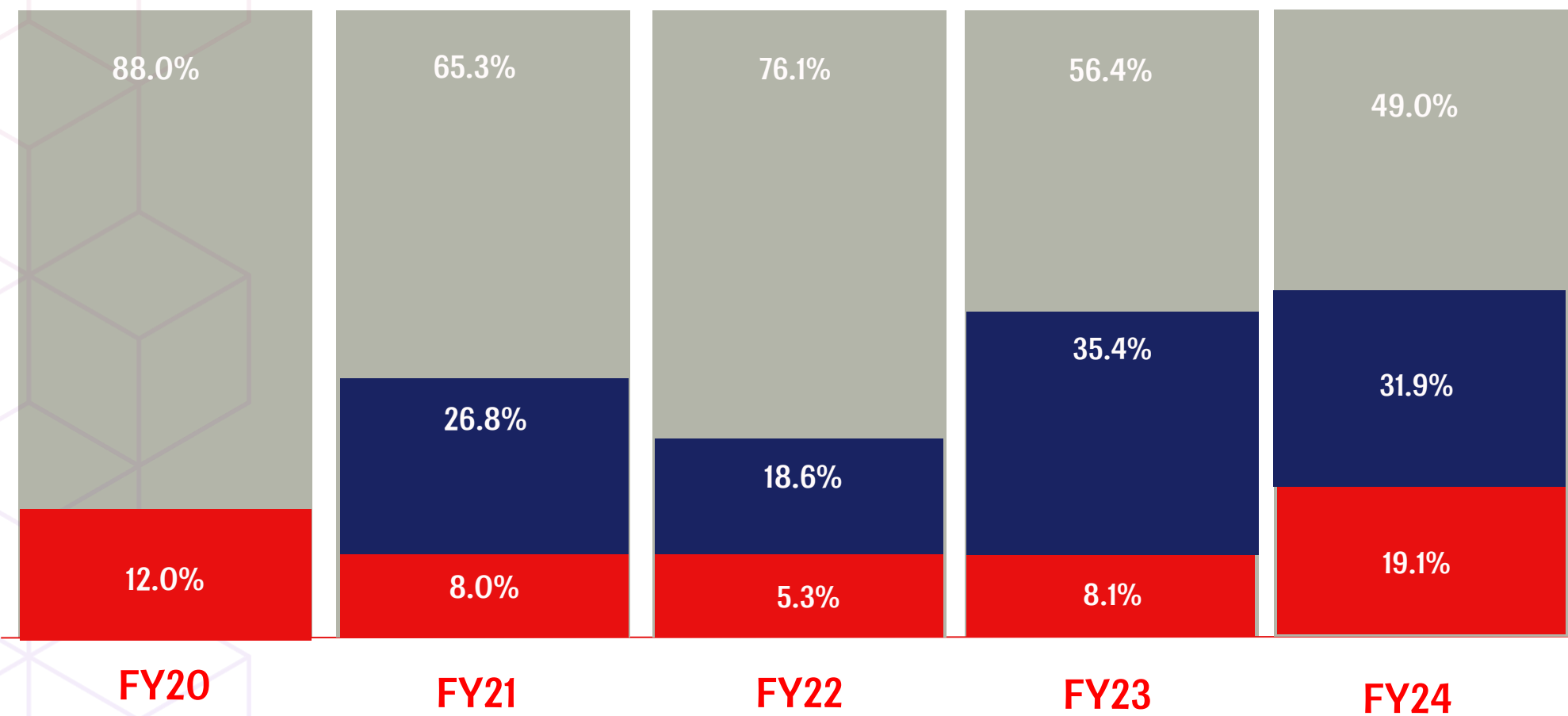
- ◆ Andhra Pradesh
- ◆ Arunachal Pradesh
- ◆ Assam
- ◆ Bihar
- ◆ Chhattisgarh
- ◆ Delhi
- ◆ Goa
- ◆ Gujarat
- ◆ West Bengal
- ◆ Haryana
- ◆ Himachal Pradesh
- ◆ Jammu & Kashmir
- ◆ Jharkhand
- ◆ Karnataka
- ◆ Kerala
- ◆ Madhya Pradesh
- ◆ Maharashtra
- ◆ Meghalaya
- ◆ Odisha
- ◆ Punjab
- ◆ Rajasthan
- ◆ Tamil Nadu
- ◆ Telangana
- ◆ Tripura
- ◆ Uttarakhand
- ◆ Uttar Pradesh

## Export Presence



- ◆ UAE
- ◆ Guinea
- ◆ Malaysia
- ◆ Djibouti
- ◆ Thailand
- ◆ South Sudan
- ◆ Chad
- ◆ Qatar
- ◆ Muscat
- ◆ Myanmar
- ◆ Yemen
- ◆ Nigeria
- ◆ Angola
- ◆ France
- ◆ Tanzania
- ◆ Oman
- ◆ Kuwait

# REVENUE MIX



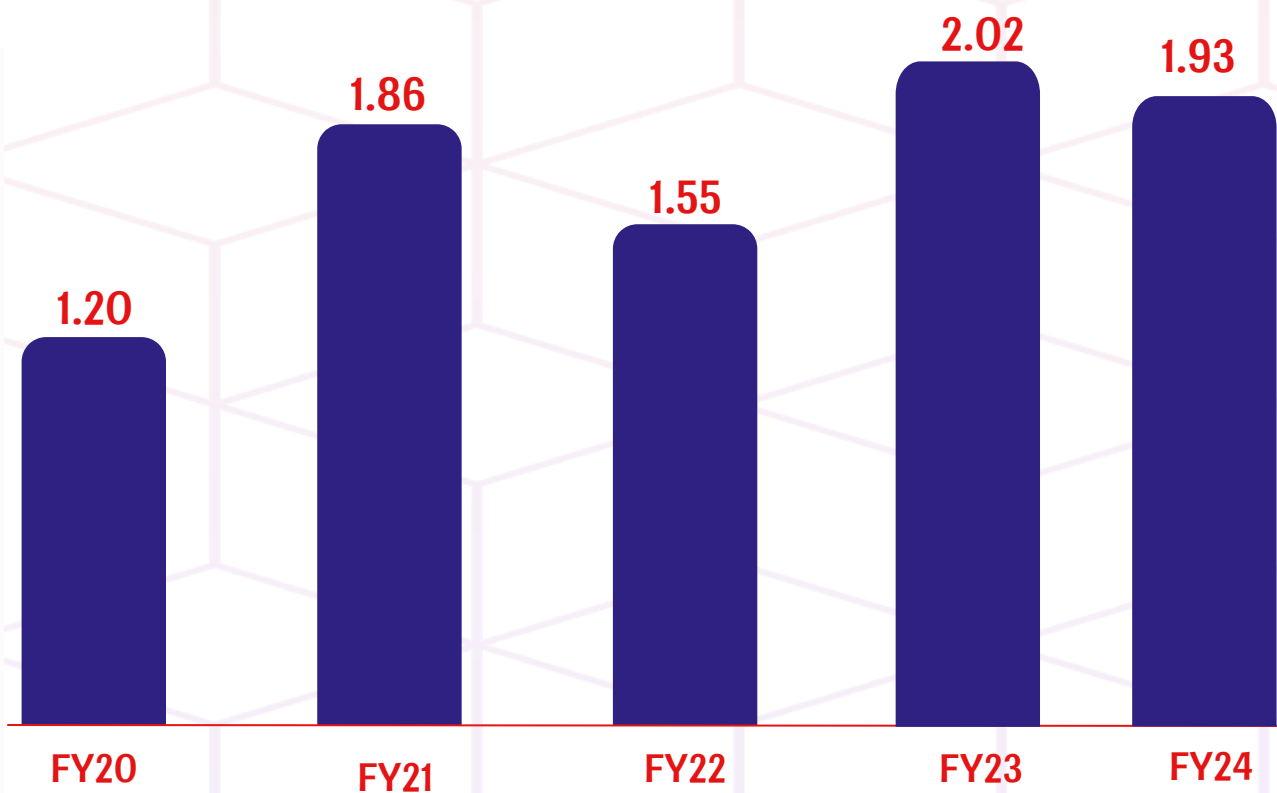
Domestic distribution Government Sales Exports



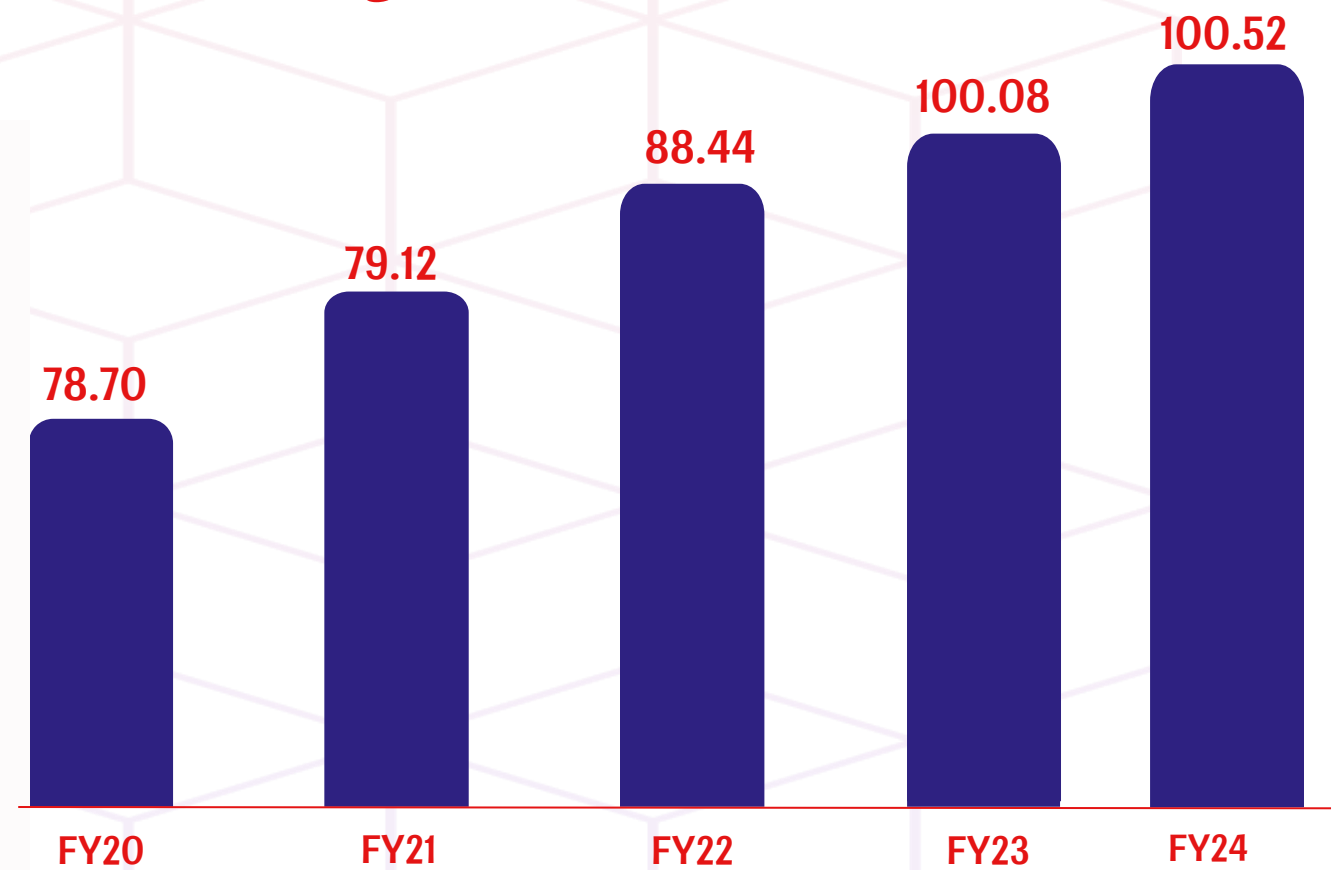


# OPERATIONAL HIGHLIGHTS

**Number of pairs sold** (in cr pairs)



**Average Realisation\*** (in Rs. Per pair)



\* Ex-Factory realisation

# BOARD OF DIRECTORS

## Executive Directors

### **Raj Kumar Agarwal,** Chairman & Managing Director

a commerce graduate, has been associated with the company since its incorporation. He brings his expertise in finance, accounting, and marketing and has been instrumental in transforming the company into a leading player in the industry and extending its reach across India.

### **Pramod Kumar Agarwal,** Executive Director

A commerce graduated in, he has been leading the company in the field of Finance, Accounts & Marketing bringing expertise in driving growth and innovation

### **Dr. Naresh Kumar Agarwal,** Whole-time Director

A commerce graduate, has been associated with he company since its incorporation and brings 31 years of experience in the footwear industry. He is responsible for overall strategic decision-making and provides leadership to all operations. He embodies a balanced leadership approach, valuing decisive action, people development, clarity of thought, and strong team collaboration.

## Independent Directors

### **Preeti Goyal,** Non-Executive Independent Director

Preeti Goyal joined Lehar in March 2015 as an independent director. With over 10 years of experience in the industry and extensive knowledge of finance, she has played a pivotal role in the company's development and strategic planning. Her expertise and unique perspective have been invaluable assets to Lehar's leadership team. She is also part of Audit Committee, NRC Committee and Stakeholders Committee.

### **Sandeep Kumar Jain,** Non-Executive Independent Director

A Fellow member of ICSI (Institute of Company Secretaries of India), brings vast experience in dealing with various regulatory authorities. His expertise and knowledge have been instrumental in guiding the company through complex regulatory landscapes and ensuring compliance with industry standards..

### **Dileep Kumar Jain,** Non-Executive Independent Director

He holds a Bachelor's degree in Commerce (Honors), a Bachelor's degree in Law, and a Master's degree in Arts (Economics) from the University of Rajasthan, Jaipur. He is an associate of the Indian Institute of Banking and Finance. His diverse academic background and professional expertise significantly contribute to the company's strategic initiatives and operational excellence.

# STRONG MANAGEMENT TEAM

## KMPs

### **Sanjay Kumar Agarwal, CEO**

Mr. Sanjay Kumar Agarwal joined "Lehar" in March 2016 as a Chief Executive Officer. He is a commerce graduate from University of Mumbai and having more than 15 years of experience in footwear industry and expertise in the field of marketing and overall operations of the company.

### **Rakesh Kumar Soni, CFO**

Commerce graduate from University of Rajasthan and member of the Institute of Chartered Accountants of India (ICAI) and have experience of more than 15 years in footwear industry and expertise in the field of finance & accounts. Over the years, he has made immense contribution to the company's growth, and has taken the company to the new heights.

### **Ritika Poddar, Company Secretary; Compliance Officer**

M.Com from University of Rajasthan and an Associate member of the Institute of Company Secretaries of India (ICSI). She has an immense experience and specialize in dealing with matters relating to Company Law, Securities Laws, Corporate Governance matters and Legal Due Diligence and well exposed in dealing with various regulatory and government authorities

## SMPs

### **Naveen Kumar Agarwal, VP - Manufacturing**

a graduate with over 21 years of experience in manufacturing, brings extensive expertise and knowledge to the industry. His two decades of hands-on experience have equipped him with a deep understanding of manufacturing processes and operational efficiencies, making him a valuable asset to any organisation.

### **Pankaj Agarwal, VP - Finance**

An MBA with over 13 years of experience in finance, brings a wealth of expertise to the field. His extensive experience spans various aspects of financial management, making him a vital asset to our organisation.

### **Prateek Agarwal, VP- Operation**

An MBA with over 8 years of experience in operations. His expertise and knowledge make him a valuable asset to the company, contributing significantly to operational efficiency and effectiveness.

### **Vinod Kumar Mishra, VP - Sales Marketing**

Graduate having over 30 years of experience in Sales and Marketing, brings unparalleled expertise and insight to the field. His extensive background and proven track record make him an invaluable asset in driving sales growth and crafting effective marketing strategies.



# STRENGTHS



## Product Development

Transformed from only *Blue-White* Hawaii Chappal to a full range of footwears like casual and formal slippers, sandals, kids canvas shoes, as well as sports shoes for men, women, for every occasion, gender and age of customers



## Govt. business track record

One of the few companies with an established experience of working with multiple government/quasi government institutions under various government schemes in the footwear segment



## Compliant Products

Received required BIS certification products at our manufacturing units, positioning us at an advantageous position against the unorganized players




## Extending reach

Widen reach through factory outlets, Large Format Stores like Dmart, Firstcry, etc and exploring new export markets

# THANK YOU



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