

26th September, 2018

<p>The Manager Listing Department The National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, Bandra - Kurla Complex, Bandra (E) Mumbai - 400051 Tel. No.: 022-26598100`14 Fax No.: 022-26598273-38 Scrip Code: LIBERTSHOE ISIN No. : INE 557B01019</p>	<p>The Manager Listing Department Bombay Stock Exchange Ltd. Phiroza Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Tel: 022 – 22722375, 2066 Fax : 022 – 22722037, 39, 41,61 Scrip Code: 526596 ISIN No. : INE 557B01019</p>
---	--

Sub: Press Release- Footwear Major Liberty Sets Foot in the Lifestyle Segment with new fragrance line for both men and women

Compliance Officer: Munish Kakra (CFO & Company Secretary)

Contact Address: Libertypuram, 13th Milestone, G.T. Karnal Road, Kutail, P. O. Bastara, Distt. Karnal 132114 (Haryana), Ph. 01748 – 251101 – 03, 9313601387

Dear Sir/Madam

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by the Company on the above subject, the content of which is self explanatory.

This is for the information of the Exchange(s), Members and other stakeholders.

Thanking you

Sincerely yours

For Liberty Shoes Ltd.



Munish Kakra

CFO & Company Secretary

Encl: a/a



Liberty Shoes Limited,

Corporate Office : Ground Floor, Building No-8, Tower-A, DLF Cyber City, Phase-II, Gurugram-122002, Haryana, India
Ph.: +91-124-4616200, 3856200, Fax: +91-124-4616222. Email: mail@libertyshoes.com www.liberty.in

Registered Office : Libertypuram, 13th Milestone, G.T. Karnal Road, P.O. Box Bastara, Distt. Karnal-132 114, Haryana, India
Tel.: +91-1748-251101~3, Fax: +91-1748-251100. E-mail: lpm@libertyshoes.com

CIN No. L19201HR1986PLC033185



Footwear Major Liberty Sets Foot in the Lifestyle Segment

Announces a new fragrance line for both men and women

New Delhi, September 26th, 2018 – Liberty Shoes Limited, one of the leading manufacturers in the footwear industry in India, known for its fashionable and comfortable footwear today announced its foray into lifestyle retail and unveiled its new business venture, **Liberty Lifestyle**. The brand has taken a step forward to widen its portfolio and establish itself as a complete lifestyle brand.

Riding on India's growing demand for fragrances, Liberty Lifestyle launched its first range of perfumes, commencing its entry into the segment. With the launch of the new line of fragrances, Liberty Lifestyle will not only tap into the increasing demand for premium perfumes by the Indian customers, but also aim to differentiate the brand from other mass-market competitors.

Liberty has ensured premium standards in terms of design and quality, keeping the price range starkly below the global brands and making it pocket friendly for Indian customers. The new line is imagined in India and crafted in France in one of the best perfumeries of the world. The perfumers have married the notes perfectly, giving a global look and feel to each bottle at a price fitting our consumers' budget. The entire range is priced between INR 1699 and INR 2499.

"The Fragrance segment currently occupies 5% share of the total lifestyle market in India giving us a huge window for growth. We aim to establish the brand as the most preferred and recognized luxury perfume brands by 2020. Also, we are hoping to get a tremendous response from the millennial and are targeting sales of over 2 Lakh bottles by the end of next year. This launch is only the beginning for us and we are also looking at expanding our product portfolio by the end of next year," said **Adesh Kumar Gupta, CEO, Liberty Shoes Limited**.

The new EDP (Eau de Parfum) collection consists of twelve fragrances, which has six perfume options for men and six perfume options for women. In addition to this, the brand will also offer an aftershave for men and the entire product range will be available at select Liberty outlets across the country from mid-October onwards and at multiple leading e-commerce platforms and leading retail outlets soon after. Further to this, Liberty Lifestyle is also setting up an e-commerce website where consumers have an option of choosing and purchasing their favorite perfumes.

He further added, *"We want to establish a brand that is for confident yet rooted young millennial. Our thought behind this new launch was not just restricted to increasing the turnover but also steering shoppers from smaller cities by giving them access to a classy range of fragrances at affordable prices and expanding our footprints further."*



LIBERTY
LIFESTYLE

About Liberty Lifestyle

With a history of over 60 years in retail, the Liberty Group proudly announces its foray into the world of luxury lifestyle retail with its new business vertical - Liberty Lifestyle. Our foray into the world of luxury this festive season will be marked with the unveiling of a collection of Fine Fragrances and Perfumes imagined in India, and thoroughly crafted in France.

Press Contacts:

Divij Krishna | 9654776017 | divij.k@prpundit.com

PurnimaGureja | 9873688601 | purnima.g@prpundit.com