



Lehar[®]
FOOTWEAR
चलती चले लहर



2022-23

ANNUAL
REPORT

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Know more about Lehar Footwears
www.leharfootwear.com



RIGHT FOOT FORWARD...

WITH EVERY STEP

At Lehar Footwear, we take great pride in maintaining our position as North India's leading mass footwear manufacturer and branded distribution company. We recognise that in an ever-evolving footwear industry, our customers prioritise style, comfort, and affordability. Our strategies at Lehar are intended to create a brand that is committed to product innovation, improving quality and design, driving effective branding and marketing, and ensuring operational efficiency in order to successfully serve our clients.

We understand that achieving success in this dynamic industry is a challenging journey, but with the "Right foot forward...with every step," we aim to become the brand of choice for every Indian customer, delivering consistent value and meeting their footwear needs.

LEHAR FOOTWEAR

INDIA'S LEADING MASS FOOTWEAR MANUFACTURER

Incorporated in 1994, Lehar Footwear is North India's leading mass-footwear manufacturer. We specialise in producing non-leather footwear, EVA/PVC/PU injected footwear products with a strong distribution network in the states of Gujarat, Rajasthan, Maharashtra, Madhya Pradesh, Uttar Pradesh, Haryana, Bihar, West Bengal, Tamil Nadu, Andhra Pradesh, Assam, Delhi and Jharkhand. Our extensive range of footwear includes slippers, school shoes and sandals, canvas, and sports shoes, with a special focus on the open-footwear segment.



Our integrated manufacturing facility meets worldwide standards and is outfitted with cutting-edge gear and technology. We have been able to expand our manufacturing capacity by investing in infrastructure on a regular basis.

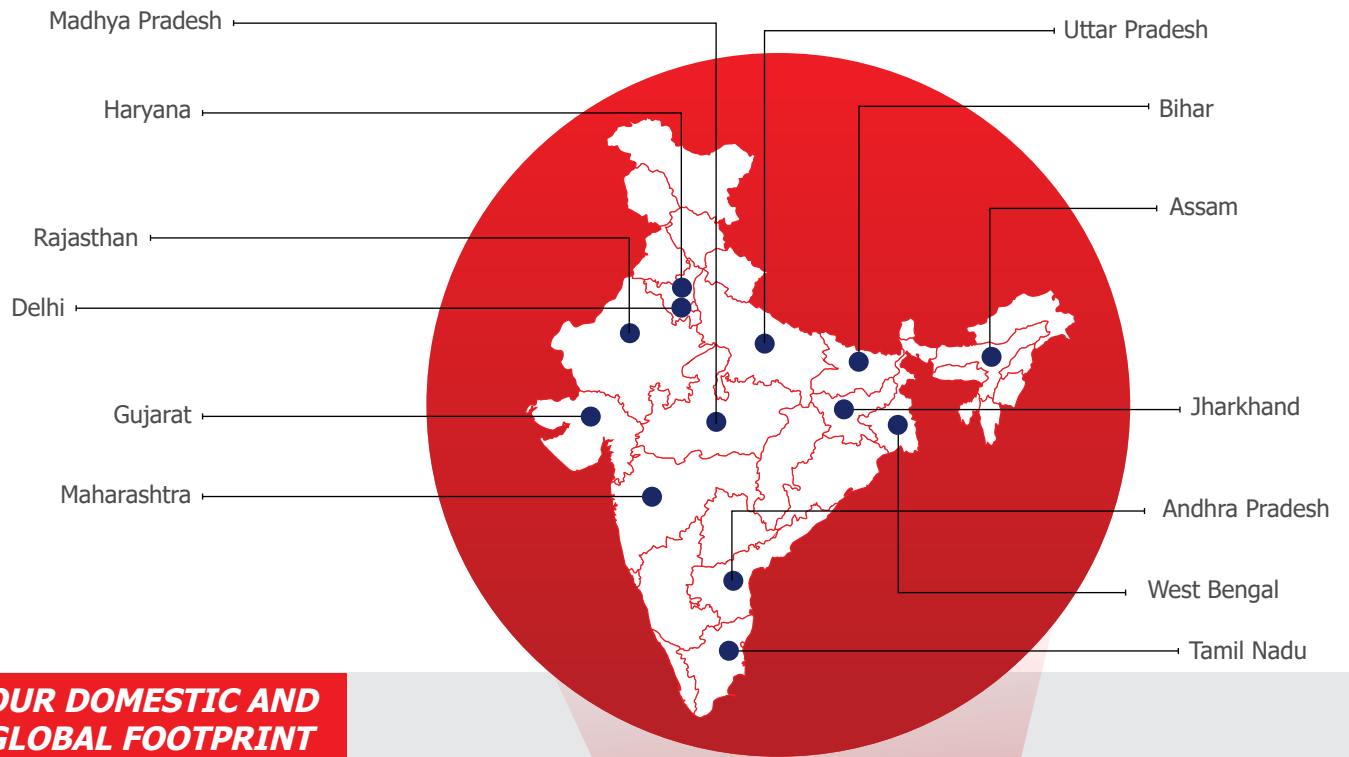
One of our key strengths lies in the trendy and eye-catching designs of our products. We prioritise staying updated with the latest fashion trends to ensure that our customers have access to stylish footwear options. Additionally, we place great emphasis on the quality of our products, ensuring durability and comfort for the wearer.

At Lehar Footwear, we understand the diverse needs and preferences of our customers. That is why our product line encompasses a wide range of footwear suitable for all members of the family. Whether it's casual wear, daily wear, formal shoes, or sportswear, our comprehensive collection has something for everyone.

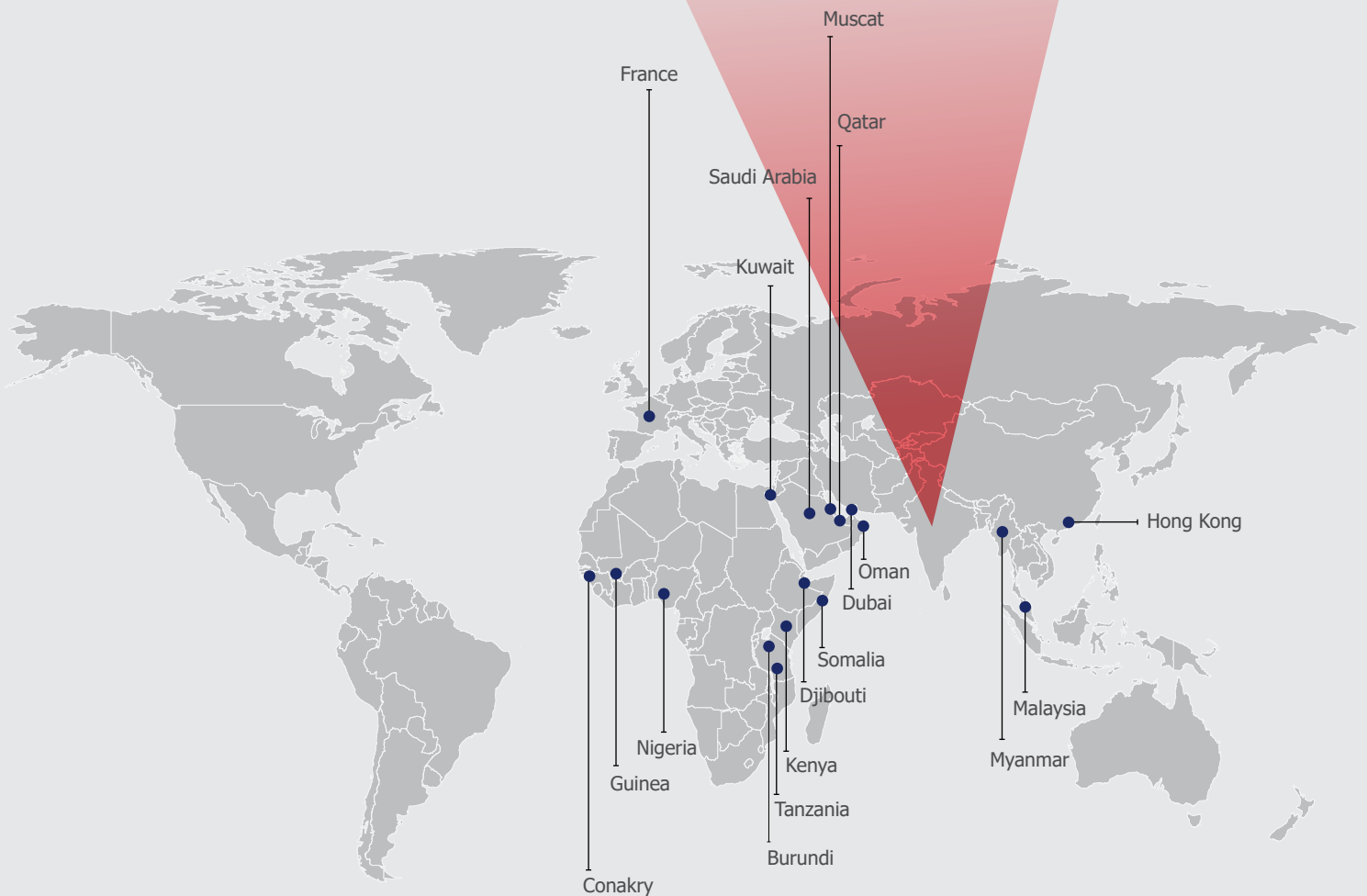
To cater to our growing customer base, we have established a strong distribution network across India. Our products are available through various channels, including distributors, retail outlets, and large format stores like

DMart and FirstCry. We have also embraced the digital era by partnering with e-commerce websites such as Reliance Retail and Bijnis, making our products easily accessible to customers nationwide.





**OUR DOMESTIC AND
GLOBAL FOOTPRINT**



AWARDS AND CERTIFICATIONS



Received National Award
for Small Scale
Entrepreneurs - 2000



Received National Award
for Small Scale
Entrepreneurs - 2003



Received National Award
for Quality products in SSI
Sector - 2003



CERTIFICATIONS



NUMBERS THAT DEFINE US



4

**NUMBER OF
MANUFACTURING
UNITS**



6.94 CRORES

**PAIRS PER ANNUM
PRODUCTION
CAPACITY**



279

**TOTAL NUMBER OF
EMPLOYEES**



₹ 202 CRORES

ANNUAL TURNOVER



2.02 CRORES

**NO. OF PAIRS
SOLD**



459

**NO. OF
DISTRIBUTORS**



7

**NO. OF MODERN
TRADE CUSTOMERS**

OUR GLORIOUS LEGACY

From humble beginnings, Lehar Footwear has grown to become one of India's leading mass footwear manufacturers. Founded in 1994 by Mohan Lal Agarwal and Ramesh Chand Agarwal, our founders have played a significant role in guiding the company's growth and success. Our journey has been marked by our ability to adapt to changing times while maintaining a strong foundation.



MARCH 1994

Company was founded in the Year 1994 in the name of Lawreshwar Polymers Private Limited
Started business of manufacturing of Footwears under the brand name of "Lehar" Footwear

MAY 1996

Converted from Private Limited company to Public Limited company and name changed from "Lawreshwar Polymers Private Limited" to as "Lawreshwar Polymers Limited"

MARCH 2003

Our Company brought Italian technology and EVA Machine first time in Rajasthan

MARCH 2007

Became the first footwear manufacturing company of Rajasthan whose securities was listed on the Bombay Stock Exchange on the main board on March 19, 2007

SEPTEMBER 2007

Installed PU Pouring Machine and fully automatic computerised EVA Injection Moulding Machine and commenced production with the Annual Capacity of 6.00 lakh pairs per annum

JUNE 2018

Awarded a Rate contract for the supply of schools shoes from Government of Uttar Pradesh and since then regularly supplying Schools for various state governments such as: Government of U.P., West Bengal, Andhra Pradesh and Tamil Nadu

MAY 2015

Inaugurated a new plant at SP-41D, RIICO Ind. Area Kaladera, Tehsil - Chomu, Distt - Jaipur (Raj.) for further expansion

NOVEMBER 2013

Acquired a Factory Land & Building measuring about 14,770 sq. mtrs. situated at Kaladera, Jaipur for expansion of manufacture of footwears of latest technology

APRIL 2008

Awarded a Rate Contract from Government of India for supply of Shoe Canvas Rubber Sole for Defence

NOVEMBER 2007

Signed Letter of Intent with the Government of Rajasthan for setting up of EVA Footwear, PU Footwear, Sports Footwear, Leather Footwear, Sports Goods and Apparels at Jaipur

OCTOBER 2019

As the company was known in the market as Lehar, so company has changed its name from Lawreshwar Polymers Limited to Lehar Footwears Limited from October 10, 2019

NOVEMBER 2022

Raised growth capital of ₹ 20.8 crores by way of preferential allotment (issued 40 lakh warrants convertible into equity shares) at ₹ 52 per share to investors and promoter group

MAY 2023

Received financial assistance from the Government of India of ₹ 9 crores for a period of 3 years, as per the guidelines under the 'Brand Promotion of Indian Brands in Footwear and Leather Sector' a sub-scheme of Indian Footwear and Leather Development Programme (IFLDP)

Signed agreement with Bollywood artist Govind Arun Ahuja popularly known as "Govinda" as a brand ambassador to promote Company's products through electronic, print and digital media

JULY 2023

Appointed Bollywood Known Stars 'Mahima Choudhary' along with 'Charu Asopa' for creation of print and audio-video content to be used in branding and promotional activities.

Manufacturing capacity expansion to 6.94 crore pairs per annum

OUR PRODUCT PORTFOLIO

For the last 28 years, we have maintained high standards in footwear manufacturing by using the latest technology and machinery. We understand the importance of delivering footwear that not only meets but exceeds customers' expectations. Our focus on quality ensures that our products provide the utmost comfort, style, and overall

performance, fulfilling the desires of our customers. Our Research and Development (R&D) team works diligently to drive innovation in design and continuously improve our products to meet global standards.

At Lehar Footwear, we take great pride in maintaining our commitment to excellence. By utilising the latest

technology, adhering to stringent quality control processes, and fostering a culture of innovation, we continue to deliver footwear that meets the highest standards of quality, craftsmanship, and durability. Our dedication to these principles has solidified our position as a trusted brand in the footwear industry.

LIGHT WEIGHT HAWAII FLIP- FLOPS



SLIPPERS & SANDALS (FORMAL & CASUAL)



KIDS SHOES (CASUAL, SCHOOL & CANVAS)



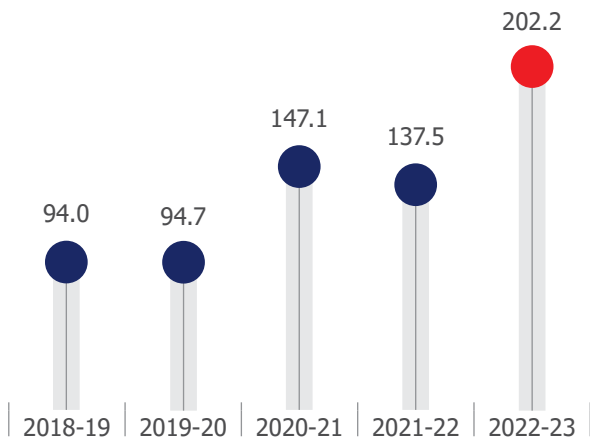
FORMAL AND PVC SHOES (CASUAL & SPORTS)



OUR TRACK RECORD

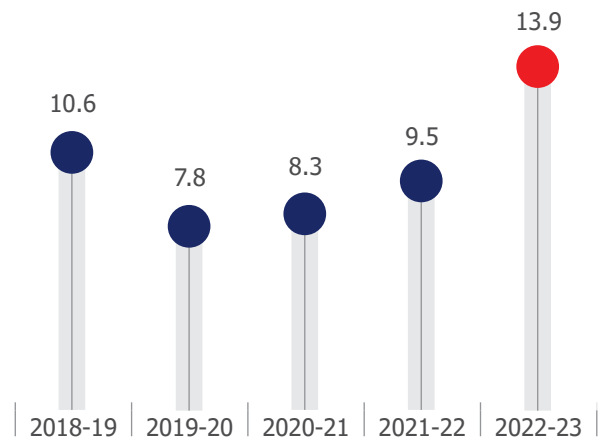
REVENUE

(₹ Crores)



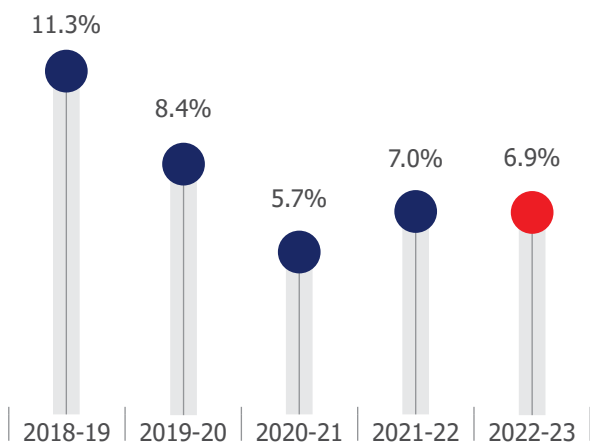
EBITDA

(₹ Crores)



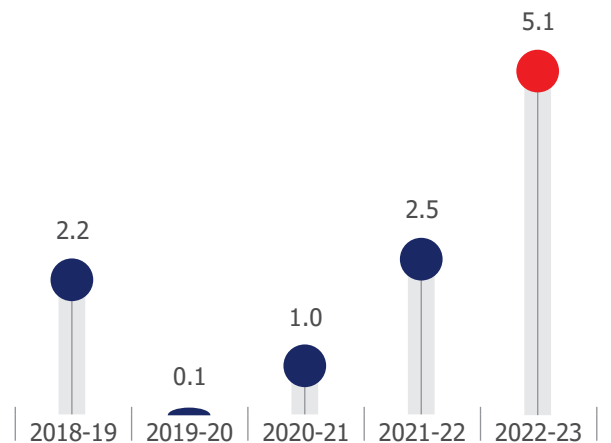
OPERATING PROFIT MARGIN

(%)



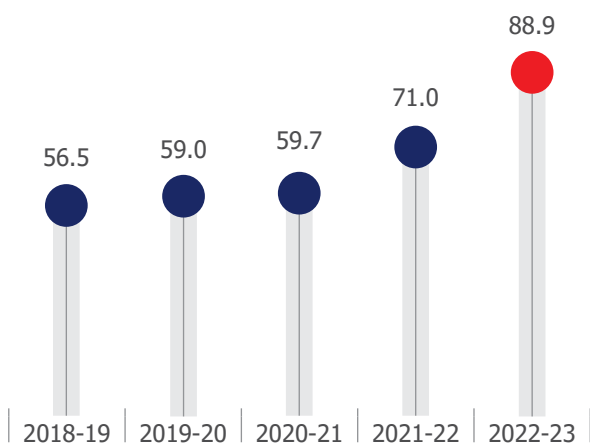
PAT

(₹ Crores)



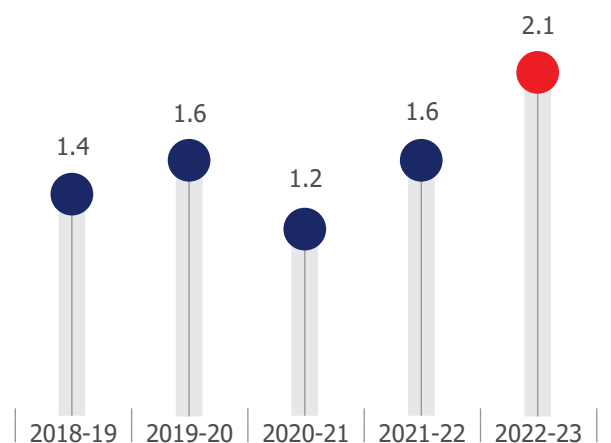
NETWORTH

(₹ Crores)



INTEREST COVERAGE

(times)



STEPPING UP. SCALING GROWTH.

As we enter a new financial year, Lehar is committed to exploring new growth opportunities and implementing clear business strategies.



DRIVING PREMIUMISATION

Recognising the growing consumer trend towards premiumisation, we are slowly altering our product portfolio to cater to this consumer segment. We intend to introduce our premium series of footwear through strategic branding and promotional activities.

ENHANCING MARKET PENETRATION THROUGH THE D2C CHANNEL

We will be launching EBOs along with our existing two factory outlets. These EBOs will offer experiential touchpoints to our customers, thus creating an engaging shopping experience. Additionally, we hope to enhance our geographic reach and make our products more accessible by partnering with large format stores like DMart and FirstCry.

INCREASING SHARE OF GOVERNMENT BUSINESS

We plan to actively pursue government tender business to boost sales of school-focussed footwear and accessories across India. By leveraging our expertise in this segment, we aim to secure more contracts and increase our market share in the government procurement sector.

DRIVING GROWTH THROUGH EXPORTS

We export footwear to countries in Asia, Africa, and the Middle East. We will continue to explore new opportunities, target newer markets, and increase market penetration in the existing export markets. This strategic approach will help us expand our global and domestic footprint and drive growth.

EXPANDING MANUFACTURING

We plan to expand our manufacturing footprint and meet the growing demand for our footwear products. This expansion will enable us to increase our manufacturing capacity to 6.94 crore pairs, ensuring that we can meet customer demands and seize market opportunities.

OPERATING EFFICIENCIES

We are committed to achieving operational efficiency by rationalising working capital and leveraging operational synergies. By streamlining our processes and optimising resources, we will enhance productivity and improve overall profitability.

