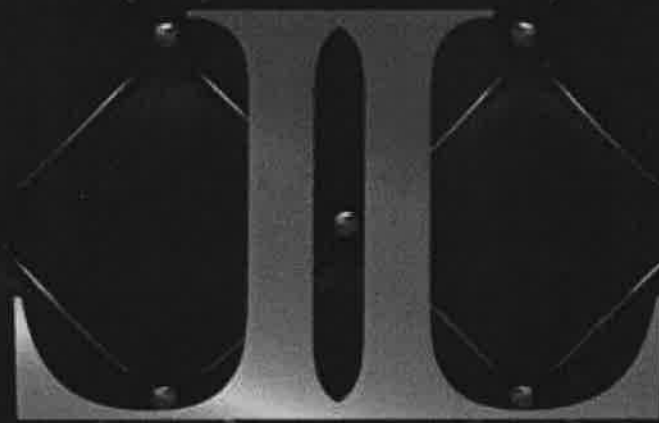


LIBERTY



DISCOVER THE SCENT OF FREEDOM

33rd Annual Report 2018-19

Liberty Shoes Ltd.

C R E D O

To ensure that the method we use is the latest technology the World over. To follow the highest standards of honest workmanship in whatever we make. To walk the extra mile to ensure customer satisfaction worldwide. To remain a true cosmopolitan to the spirit. To remain a great corporation to associate with, to work for. To know that **"We are about people"**.

CONTENTS

Company Information	2
Exploring New Horizons	4
Notice	30
Directors' Report	47
Secretarial Audit Report	76
Corporate Governance Report	78
Management Discussion and Analysis Report	108
Independent Auditors' Report	111
Balance Sheet	118
Statement of Profit & Loss	119
Statement of Changes in Equity	120
Cash Flow Statement	121
Notes to the Financial Statement	122
Attendance Slip/Proxy Form/E-Communication Registration Form	-

COMPANY INFORMATION

Board of Directors

Adesh Kumar Gupta
CEO & Executive Director
(DIN - 00143192)

Shammi Bansal
Executive Director
(DIN- 00138792)

Sunil Bansal
Executive Director
(DIN - 00142121)

Adish Kumar Gupta
Executive Director
(DIN - 00137612)

Ashok Kumar
Executive Director
(DIN - 06883514)

Raghubar Dayal
Independent Director
(DIN - 00481803)

Amitabh Taneja (up to 15th March, 2019)
Independent Director
(DIN-00031257)

Ramesh Chandra Palhan
Independent Director
(DIN - 05241019)

Pushpinder Singh Grewal
Independent Director
(DIN- 06364475)

Lovelena Mody
Women Independent Director
(DIN- 01279148)

Company Secretary & Compliance Officer

Munish Kakra
Chief Financial Officer & Company
Secretary

Audit Committee

Raghubar Dayal
Ramesh Chandra Palhan
Sunil Bansal

Nomination and Remuneration Committee

Raghubar Dayal
Ramesh Chandra Palhan
Pushpinder Singh Grewal

Management Committee

Adesh Kumar Gupta
Shammi Bansal
Adish Kumar Gupta
Ramesh Chandra Palhan
Raghubar Dayal

Stakeholders Relationship Committee

Sunil Bansal
Adish Kumar Gupta
Ramesh Chandra Palhan

Corporate Social Responsibility Committee

Shammi Bansal
Adish Kumar Gupta
Raghubar Dayal
Ramesh Chandra Palhan
Lovelena Mody

Registrar & Share Transfer Agent

Link Intime India Private Limited
Noble Heights, 1st Floor, C-1 Block
Near Savitri Market, Janakpuri,
New Delhi-110058
Tel.: (91) - 11- 41410592 -94
Fax: (91) - 11- 41410591
E-mail: delhi@linktime.co.in

Registered Office

Libertypuram, 13th Milestone,
G. T. Karnal Road, Kutail, P.O. Bastara,
Distt. Karnal - 132114, Haryana
Tel.: (91) - 1748 - 251101 – 03
Fax: (91) - 1748 – 251100
E-mail: lpm@libertyshoes.com
Website: www.libertyshoes.com
CIN: L19201HR1986PLC033185

Corporate Office

Ground Floor, Tower - A, Building No. 8, DLF
Cyber City, Phase - II,
Gurugram - 122002, Haryana
Tel.: (91) - 124 – 4616200
Fax: (91) - 124 – 4616222
Email: corporate@libertyshoes.com

Bankers

Corporation Bank
DBS Bank Ltd.
HDFC Bank Ltd.
IndusInd Bank Ltd.
State Bank of India

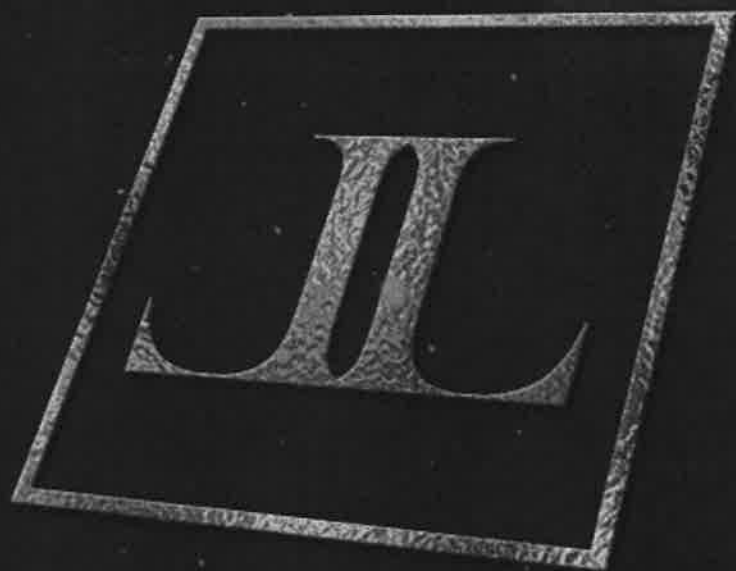
Auditors

M/s U. Shanker & Associates
Chartered Accountants
303, Vikas Surya Shopping Mall,
Manglam Place,
Sector 3, Rohini, Delhi-110085

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EXPLORING NEW HORIZONS

Liberty, the brand that has always been synonymous with fashionable and comfortable footwear, unveiled its new business venture this year, Liberty Lifestyle, with a new brand identity. The brand took a step forward to widen its portfolio and establish itself as a complete lifestyle brand. Riding on India's growing demand for fragrances, the brand commenced its entry into this luxury segment, when Liberty Lifestyle launched its first range of perfumes.

Liberty Lifestyle launched its fragrance line with 12 new perfumes and an aftershave, premium fragrances for both men and women. A global look and feel was given to each fragrance. Inspired by the unconventional spirit to live free, the brand plans to tap the millennial market as these products fit their budget and their modern lifestyle. The range is called the Scent of Freedom, which encapsulates the idea of breaking free from the stereotypical, and charting an unconventional path while still rooted to one's values and ethos. Crafted in France, the French perfumers have created and married the notes perfectly, keeping India's weather conditions in mind, with a global look for packaging.

THE BRAND SPIRIT

Liberty Lifestyle perfumes reflect the adventurous, the romantic, the awe-inspiring, the sophisticate. In short, our perfumes reflect you. You have travelled all over the world, you have lived life to the fullest, your experiences are as unique as you are, yet you retain your distinctive Indian identity, an identity that makes you stand out head and shoulders above the rest, yet makes you feel at home anywhere in the world.

Liberty Lifestyle is an extension of that extraordinary life- a life that is about exploring, discovering, learning, feeling, experiencing something special. Every day. Every moment. In whatever part of the globe you call home.



"The fragrance segment currently occupies 5 percent share of the total lifestyle market in India giving us a huge window for growth. We aim to establish the brand as one of India's most preferred brands in the years to come. We are hoping to get a tremendous response from the millennials and are targeting sales of over 2 lakh bottles per annum in the near future.

This launch is only the beginning for us and we are looking at expanding our product portfolio by next year. We have been in the footwear business for a long time and it's time we offer final touches to one's outfit and what better than launching a nice perfume range to complete the look.

We want to establish a brand that is for the 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 footprint further."

MR. ADESH GUPTA
Chief Executive Officer



CRAFTED IN FRANCE

