

**AIMING TO GROW
WITH THE SPEED OF**

Uplifting Customer
Experience:

**New Retail
Design**
Underway

Enhancing Manufacturing
Infrastructure:

Introducing

NITPRO®

Technology

Upscaling
New Heights:

40%
Growth
in 2022-23



Liberty Shoes Ltd.

37th Annual Report 2022-23



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".

FLASHBACK

2022-23



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MARKING FOOTPRINTS

Last year, Liberty achieved several key milestones that propelled us forward and solidified our position in the market. These achievements were a result of our team's hard work, dedication, and strategic efforts.



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Ayushmann Khurrana and Rakul Preet Singh become the face of Leap7X by Liberty Shoes

The company stated that with this association, the brand plans to leverage khurana and singh's connect with young consumers.



Read by:
1349 Industry Professionals



BE Staff • ETBrandEquity

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Brand Ambassadors on Board

Brand has appointed Bollywood celebrities, Ayushmann Khurrana and Rakul Preet Singh as its new faces of the brand. This Collaboration is for two years 2022 September to 2024 September. With this association brand has a plan to leverage Ayushman's and Rakul's connection with young consumers and strengthen the brand's offline and online presence. Indian footwear company Liberty Shoes has roped in Bollywood actors Ayushmann Khurrana and Rakul Preet Singh as brand ambassadors for its athleisure brand 'Leap7x.'

With this association, the brand plans to leverage Khurana and Singh's connection with young consumers and strengthen the brand's online and offline presence, the company stated in the press release. Khurrana said, "I have grown up wearing Liberty Shoes, and I'm proud to be associated with this legacy brand



On the evening of the brand campaign launch Mr. Anupam Bansal said, "Liberty Shoes plans to focus intensely on its homegrown brand Leap7X, which is an athleisure-centric line. As statistically proven, athleisure as a category is rapidly growing in the Indian market, and thus, we believe Leap7X is going to perfectly fit the new lifestyle of Indian consumers. And, with this new association, I'm sure we will be able to take the brand to the next level. In the coming years, we are eying to become India's most trusted sports/athleisure brand



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Leap7X Brand Activation



Brand has launched a powerful campaign “Sitaare Aise Hi Nahi Bante, Mehnat Karni Padati Hai AM TO PM” to establish an emotional connection with the young consumers. The campaign has a very impactful storyline and, a well-narrated voice-over by Ravi Kisan. The campaign was strategically distributed with TV, Cinemas, Digital and print hoardings nationwide, Newspaper ads, Social media, and Whatsapp. Popular TV shows like The Kapil Sharma Show and Jhalak Dikhla Ja also promoted the campaign with nicely integrated concepts.

Sustainability In The Spotlight

These pair of shoes are made of recycled plastic waste. Plastic bottles, crushed into reusable synthetic yarn, and with those yarn this beautiful shoe upper is made.

#WECARE

Grey

I'm Recycled!

Beige

CHALLENGE-2
Sport - Lacing
₹1999/-

FLYING
Sport - Lacing
₹2499/-

Black 'S' Blue

1 RE-DO COLLECTION

Consumers are increasingly looking for products that align with their values and offer a more sustainable, eco-friendly alternative to traditional products. This trend is likely to continue as consumers become more educated and aware of the impact of their purchasing decisions on the environment and society as a whole. Recently we designed and developed a sustainable footwear collection called “ReDO”, which has been made using special yarn extracted from plastic bottles, one pair of shoes is made from using 8 bottles of plastic yarn. The collection is available at all exclusive showrooms and leading online platforms. Apart from this, the company is also committed to neutralizing chemical waste, adopting best manufacturing practices that prioritize waste management, and Minimizing the use of paper at stores, paperless digital invoicing is an example, which is successfully activated at all Liberty Showrooms.

Integrated Marketing and Customer Experience

Customer experience is the sum of all touchpoints, and being a customer-centric organization, this is one of the most important parts of marketing. Customers interact with brands at a range of channels, whether it may be social media, retail outlets, e-commerce, websites, etc.



We ensure that brand communication is uniformly available at all the channels, so that we deliver an integrated experience to our customers and brand recall lasts longer.

Strengthened LSL Brands

Taken Leap7X to the Next Level of Sales with New MRPs and Introduction of Technology i.e., ETPU, NITPRO, etc..
Achieved exponential growth numbers in School Shoes hike after Lift up of Lockdown

Least Discounts in Primary & Secondary Sales in comparison to the previous 5 years

A strategic Increase in ASP was planned and executed which resulted in growth in Quantity & Value both

Using AI and data intelligence to streamline the whole
Taken Leap7X to the Next Level of Sales with New MRPs and Introduction of Technology i.e., ETPU, NITPRO, etc..

Using AI and data intelligence to streamline the whole merchandising process (with Incrif)



CRM Activation and Revenue Growth

We have been effectively using CRM as a marketing tool to boost our relationship with our customer database, it is helping us centralize, optimize and streamline our communications with customers, It is also helping us in

making Better segmentation of our customer database and design marketing campaigns more effective which is rewarding us with improved repeat shoppers and better customer retention.

Digital Interactive Customer Smart Receipt

Revolutionizing Customer Engagement with our Interactive Smart Receipts At Liberty Shoes, we are proud to introduce our cutting-edge solution: the Interactive Customer Smart Receipt. With our interactive smart receipt, we have reimagined the traditional transaction experience, transforming it into a powerful tool for customer engagement. By seamlessly integrating features such as Net Promoter Score (NPS) and Customer Satisfaction (CSAT) surveys, along with promotion gamification and product feedback, we empower businesses to unlock a wealth of valuable data and insights. It is also our contribution to the environment. By transitioning from conventional paper receipts to electronic versions, we strive to save paper and promote sustainability. Together, let's embrace a greener future.

Customer Engagement and Experience.

Amid the COVID-19 pandemic, customer engagement and experience have become even more critical for businesses worldwide. In the traditional way, our customer connections were primarily physical. However, in this learning phase for enterprises during the pandemic, it is crucial to find alternative ways to connect with customers. The most effective and efficient method we have found is through digital mediums, which allows us to build a better customer experience.

To achieve this, we have developed a customer engagement and experience application that brings together all customer channel data from different silos. We recognized the importance of having a holistic, 360-degree view of our customers' interactions across various touchpoints. This



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comprehensive understanding of the customer journey is vital for us to improve our services and offerings.

Incorporating artificial intelligence (AI) and machine learning (ML) is key to achieving these goals. With AI and ML, we can personalize customer engagements in ways that were previously impossible. We have implemented an AI model for customer segmentation, allowing us to engage customers with personalized promotions and recommendations. This approach has resulted in significant growth in our business, as our customers feel more connected and valued.

Ideation to Revamp the Retail Experience of the Brand

Decluttering and Architectural Framing of Brand Mix



Liberty has a mix of multiple sub-brands, catering to multiple target groups and categories. Several strategic discussions lead us to prioritize the brand frame. Identifying the most promising categories where growth is anticipated, the top 4 brands are prioritized as – **Healers | Leap7x | AHA | Lucy & Luke**.

The merchandise plan and brand communication will be more centered around these brands.

Manufacturing Excellence

We intend to deliver consumer delight. By ensure that the quality of our products is maintained to the astringent norm and each product is scanned through systems and processes that ensure the highest degree of deliveries. Whether it is in the making or in the selling. We are known to have the best Global technologies at the state of the artHumantechCentres. Robotic precision machines, Artificial Intelligence sensors, and the HawkEyes of experienced technology experts ensure we produce the finest in the category. We invest in our people to ensure a sense of pride in the 4000strong team that makes Liberty one of the strongest and most respected brands in the market.





Online is the future

Liberty's online business partners



In today's rapidly evolving digital landscape, businesses must adapt and thrive in the online vertical to remain competitive and relevant. At Liberty, our journey in the online vertical has been nothing short of remarkable, marked by substantial growth and unwavering commitment to serving our customers in the digital realm. Here's how we've achieved our phenomenal business growth online:

1. Digital Transformation Pioneers:

We recognized the transformative power of the internet early on and made strategic investments in digital transformation. Embracing the latest technologies, we transitioned our operations, customer engagement, and sales channels to the online sphere. Our e-commerce platform is a testament to our commitment to providing exceptional online shopping experiences. We've created an intuitive, user-friendly platform that allows customers to seamlessly browse, select, and purchase our products and services from the comfort of their homes.

2. E-commerce Excellence:

Our e-commerce platform is a testament to our commitment to providing exceptional online shopping experiences.

3. Digital Marketing Mastery:

Effective digital marketing has been a cornerstone of our online success. We've honed our skills in areas such as search engine optimization (SEO), social

media marketing, pay-per-click advertising, and content marketing to reach and engage our online audience effectively.

5. Data-Driven Decisions:

Data is our ally in the digital realm. We've invested in robust data analytics tools to gain insights into customer behavior, trends, and preferences. This data-driven approach has allowed us to fine-tune our online offerings and marketing strategies.

6. Mobile Optimization:

With the rise in mobile internet usage, we've optimized our online presence for mobile devices. Our mobile-responsive website and apps ensure a seamless experience for customers on smartphones and tablets.

7. Rapid Adaptation to Trends:

The online landscape is constantly evolving. We've demonstrated agility by staying up-to-date with the latest industry trends and technologies. This adaptability has allowed us to pivot quickly and take advantage of emerging opportunities.

8. Countrywide Reach:

Through our online presence, we've expanded our reach far beyond limited geographical boundaries. We've successfully catered to a countrywide audience, reaching customers in diverse markets.

9. Innovation Hub:

We foster a culture of innovation, encouraging our teams to explore new ideas and technologies. This innovative spirit has led to the development of cutting-edge digital solutions that keep us at the forefront of our industry.

10. Commitment to Security:

We prioritize the security and privacy of our online customers. Robust cybersecurity measures and data protection protocols are in place to ensure their safety.

Our business growth in the online vertical is a testament to our adaptability, innovation, and



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Our business growth in the online vertical is a testament to our adaptability, innovation, and unwavering dedication to providing the best possible online experiences for our customers. As we look to the future, we remain committed to staying at the forefront of digital trends, embracing emerging technologies, and continuing to provide exceptional value to our online customers.

Proudly making in India

India is the second largest global producer of footwear after China, according to an MSME report. The footwear industry also generates maximum employment opportunities, especially for the weaker sections, and therefore is an important part of the Indian economy.

Liberty has been a firm believer in strengthening the 'Make In India' movement, we have been successfully able to reduce the dependency on imports and maximize our in-house manufacturing efficiency. Today, urbanization, higher disposable incomes, and media influence are changing the needs of consumers and creating a high demand for quality footwear. Today Liberty is not only producing its own products but for many other well-known brands too.

Zudio, Fila, HRX, Lee Cooper, and first cry are a few names to mention.

Liberty has recorded impressive growth in its OEM verticals also over the last year.

Liberty manufacturing for -



We are Turning young again

It is not surprising that the brand has been a favorite of millions. While banking on the loyalists, we also look at the young India with high potential. Our recent launches have been strategically targeted to attract young customers, brand 'Leap7x', which carries the image of a modern, youth-oriented brand. We keep collaborating with young influencers and celebrities for brand promotions. Recently we collaborated with Vikrant Massey and Sanya Malhotra to promote our Leap7x design collection. They carry a great influence on the younger generation, who follow these influencers not just for what they say on social media, but they look very closely at what they wear and how they style themselves.



Sanya Malhotra



Vikrant Massey



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A happy customer is the best business strategy



Liberty as a brand is widely known and acknowledged as the "People's brand for the worldwide shoe industry". A majority of the population extensively likes it and that makes it one of the most common and well-known shoe brands of modern times. Customer experience is a fundamental aspect of success for us. It not only directly impacted sales and customer retention but also shaped Liberty's brand image and reputation. Providing exceptional customer experiences and making sure their belief in the brand grows at all interfaces, are a central focus for us.

Customer's Feedback, an essential part of Liberty's business strategy

Customer feedback is not just important; it's essential for our businesses to thrive and evolve. It empowers us to make informed decisions, enhance products and services, build stronger customer relationships, and stay competitive in an ever-changing business landscape. Gathering, analyzing, and acting on customer feedback has been an integral part of Liberty's business strategy. Social Media Listening is a great platform to gain insights into customer conversations and opinions. It provides a real-time and direct channel to interact with our customers and gather feedback. Apart from that, we are actively listening to customer service channels and in-store interactions as well. We also pay great attention to all kinds of online ratings and reviews. These reviews offer valuable insights into customer experiences, satisfaction levels, and areas for improvement.



Institutional landscape

At Liberty, we take great pride in our longstanding tradition of excellence in serving the institutional sales vertical for numerous reputed brands. Over the years, we have solidified our reputation as a trusted partner for institutions across various industries, delivering unparalleled value and unwavering dedication to our clients.

As we continue to serve the institutional sales vertical, our commitment remains unwavering. We are dedicated to upholding the highest standards of professionalism, integrity, and innovation. Our goal is to continue being the