



**MARCHING AHEAD
WITH CONFIDENCE**

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Annual
report site

Visit our online annual report at www.mirza.co.in
Each section of the annual report can be downloaded
in pdf format.

**GETTING TO THE TOP IS
HARD WORK.**

**STAYING THERE TAKES
EVEN HARDER WORK.**



WE

**HAVE PUT IN THAT
EFFORT, AND CONTINUE
TO DO SO NOT JUST
EVERY DAY, BUT
EVERY MOMENT. OUR
REWARD IS THE NO. 1
SPOT AMONG LEATHER
FOOTWEAR EXPORTERS
AND MANUFACTURERS
IN INDIA.**



REDTAPE

The stylish brands we have created hold their own among the best of the best. Some of the most lucrative markets in several continents have grown to recognize, respect and eagerly embrace our products.

It is a matter of great pride – and also of great thankfulness – that our flagship brand REDTAPE has stormed overseas markets like the United Kingdom and United States, and it is now capturing the market closest to our heart, that is India.

With state-of-the-art design and manufacturing facilities, and impeccable environmental credentials, Mirza International Ltd. has redefined the Indian leather industry.

We believe in winning by delivering the best. And we are marching ahead with confidence - at home and across the world.

 **REDTAPE**



MIRZA INTERNATIONAL OVERVIEW

OWN BRANDS



DESIGN & MANUFACTURING

2

in-house design
studios

6

integrated manufacturing
facilities (from leather to
footwear)

1

tannery fully equipped
with state-of-the-art
effluent treatment plant

EXPORT PRODUCTS



Tanned leather



White label footwear



Branded footwear



PRESENCE IN INDIA



We have

120

brand shops in

69

cities in India, alongside

185+

shop-in-shop

PRESENCE ONLINE



We have

WWW.REDTAPE.COM



PRESENCE OVERSEAS

We sell in

25

countries

We sell

REDTAPE brand in

1200+

multi-brand outlets
in the UK and

500+

multi-brand outlets
in the US





HIGHLIGHTS FOR THE YEAR 2015-16

**MIRZA INTERNATIONAL'S
OVERALL SALES TOUCHED
₹ 928.72 CRORE**

**WORLDWIDE SALES OF THE
FLAGSHIP BRAND REDTAPE
WENT UP BY 31.85% TO
REACH ₹ 253.49 CRORE**

**ANNUAL FOOTWEAR
PRODUCTION
CAPACITY WENT
UP TO 6.4 MILLION
PAIRS OF SHOES IN
6 INTEGRATED IN-HOUSE
FACILITIES**



**TOTAL REVENUE FROM
FOOTWEAR SALES IN THE
OVERSEAS MARKET STOOD
AT ₹ 636.14 CRORE**

**TOTAL REVENUE
FROM REDTAPE SALES
(FOOTWEAR, GARMENTS
& ACCESSORIES) IN THE
DOMESTIC MARKET WENT
UP BY 26.6% TO REACH
₹ 175.32 CRORE**

**A STATE-OF-THE-ART
70,000 SQ. FT. WAREHOUSE
WAS SET UP IN NOIDA, UP
TO SERVE E-COMMERCE
CHANNELS**





**20 YEARS OF
REDTAPE**



REDTAPE

**EVERY MAJOR
CONSUMER PRODUCT
COMPANY HAS ONE
BRAND THAT TAKES
CENTER STAGE IN
THE LIFE OF ITS
BUSINESS. FOR US,
IT IS REDTAPE.**

First launched in 1996, REDTAPE was a unique product from the very beginning – it put world-class lean in men's footwear at a time when international brands were yet to make a beeline for the Indian consumer. Bridging the gap between formal and casual, REDTAPE was for the emerging new generation of world citizens. Like its wearers, REDTAPE design and quality would be at home at any part of the globe.

Over these years, REDTAPE has had exceptional success. It is the only brand by a footwear company headquartered in India to be sold with its own name in the United Kingdom and the United States. These are mature and extremely competitive markets, where buyers have choice of best quality available anywhere. It is quite a feat for Mirza International Ltd. to have had 36 percent of its total sales of REDTAPE footwear in FY 2015-16 coming from these two markets.

In the UK, REDTAPE is sold through the top chain stores and multi-brand outlets. We also maintain a significant online presence, as that is the future.

Apart from this, Mirza International Ltd. is pushing REDTAPE deeper into the high-traction markets of the US and Europe.

The US as a territory we entered three years ago, and the returns from that investment have been high. Now we have tied-up with five major chains of American retailers, each with high number of stores, which means that REDTAPE will be available in many more stores in the US. A big feat by any measure.

During the year under review, the most remarkable aspect of REDTAPE sales was how fast it was growing in India. We have reinforced our marketing initiatives in India and made REDTAPE shoes available on all major online platforms. Our branded REDTAPE footwear sales in India grew by 30 percent during the year under review, an endorsement of the confidence, style and comfort our brand offers in every stride.

**As long as value and quality
are in demand among
consumers, our edge will
remain sharp.**