



# Strong Brands. Stronger Business.



Annual Report 2017-18



# Follow us

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# Strong Brands.

That's what we have built. That's what drives our business. That's how we will seize the opportunities ahead....





India's consumption growth is expected to be one of the world's most compelling. Behind the growth headlines is an even more important story: consumer behaviour is evolving with rise in incomes and increasing urbanization.

The new-age Indians seek quality and stylish products but at the same time have a strong value-for-money orientation. Brands that meet these high purchasing aspirations will command mindshare and market share.

**Just like our brands.**







After capturing global fashion capitals, our flagship brand REDTAPE has impressed the affluent young consumers in India, driving strong sales. Further, in just over a year of their launch, our new brand Bond Street and extension in REDTAPE Athleisure have won the hearts of aspirational consumers, especially those residing in smaller towns and cities. The response for our branded offerings has been so overwhelming that we are now on a focused mission to achieve rapid and closer reach among the urban youth.

Backed by state-of-the-art design, integrated manufacturing facilities, robust supply chain, strong retail and online presence, and impeccable environmental credentials, Mirza International has taken big strides across India and the world. Our aspirations have only got bigger as we identify huge opportunity to expand our market share. Powered by our strong brands, we are confident of winning more customers and making our business even stronger.



## About Mirza International Ltd.

Mirza International Limited is India's foremost leather footwear manufacturer and exporter. We are among the select Indian footwear companies to sell under our own brand name in the international markets. We are also the preferred supplier of leather footwear to leading international brands. Our global footprint spans across 26 countries. We are now focusing on high market penetration in the Indian market through our strong brands in the categories of footwear, garments and accessories. Backed by state-of-the-art design and manufacturing facilities, robust supply chain, efficient distribution network and one of the biggest effluent treatment plant in the country, our operations are world-class, agile and environment-friendly.



### REDTAPE

REDTAPE is a premium lifestyle brand offering style, quality and comfort at competitive prices. REDTAPE footwear is sold across the global markets and in India. Leveraging the strong brand equity of REDTAPE, the brand offerings have been extended to garments and accessories.



### REDTAPE Athleisure

REDTAPE Athleisure offers quality sports shoes for men at attractive prices and is targeted to meet the aspirations of young Indians who are always on-the-go and also those who have embraced sports and fitness as part of their lives.





**BOND STREET**

Bond Street provides footwear in the polyurethane (PU) segment. The brand seeks to have a mass appeal by providing fashionable footwear at very low price points.

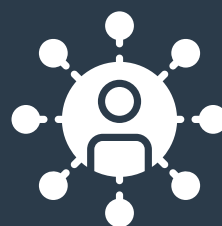
**Oaktrak**

The brand stands for style and comfort and is targeted at the niche customer base of senior professionals.

**MODE**

MODE by the house of RED TAPE is an exclusive women's wear brand. It will cover a range of product from footwear to clothing. An eclectic mix of elegance and sophistication, MODE is a brand which stands for being effortlessly stylish. Fashion-forward designs are both clean and uncomplicated, marrying feminine allure with modern strength.

Our multi-brand category and diversification into new product categories has enabled us to increase our addressable market and build a stronger business.





## Our Branded Segment took Big Strides in FY 2017-18

Share of Branded Revenue in Total Revenue increased to **~46% from ~35%** in the previous year



Domestic Revenue from Branded Footwear surged by

**74% y-o-y**



**to ₹ 290.36 Crore**



New brands **Bond Street** and extension in **REDTAPE Athleisure** contributed

**~27%**

to domestic branded footwear revenue, underlining their strong acceptance



Domestic Revenue from  
Branded Garments &  
Accessories surged by

**73% y-o-y to  
₹ 99.62 Crore**



Total Domestic  
Revenue from Branded  
footware, garments and  
accessories surged by

**74% y-o-y to  
₹ 389.98  
Crore**



Launched our new

**brand 'MODE'**  
for Women's Shoes





## On a Solid Footing

### Our Infrastructure

6

integrated  
manufacturing  
facilities

2

in-house  
design  
studios

1

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

#### Our Domestic Presence

**159**  
exclusive  
REDTAPE shops  
in  
**88**  
cities

**1250+**  
multi-brand  
outlets and chain  
stores

**210+**  
shop-in-shop

#### Our Overseas Presence

**25**  
countries across  
**5** continents

**1200+**  
multi-brand outlets in  
UK selling REDTAPE

**500+**  
multi-brand outlets in the  
US selling REDTAPE

Store count figures are (as on March 31, 2018)