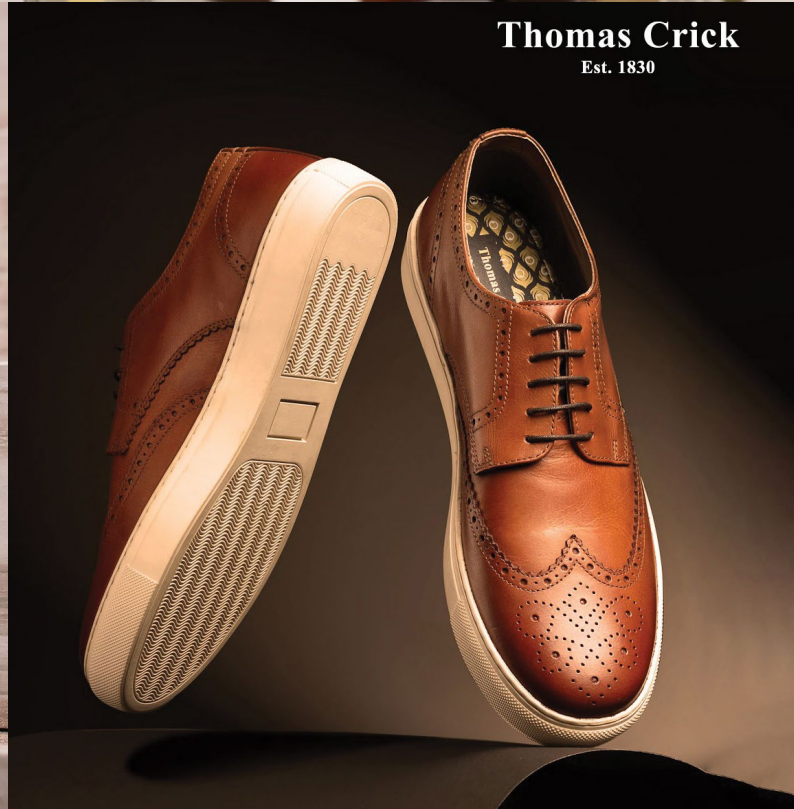




*Off The Hook*  
LONDON



**Thomas Crick**  
Est. 1830

ANNUAL  
REPORT  
2022-23

**FORTIFYING  
MANUFACTURING.  
FOSTERING  
PARTNERSHIPS.**



For further information, please log on to  
[mirza.co.in](http://mirza.co.in)

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# FORTIFYING MANUFACTURING. FOSTERING PARTNERSHIPS.

Being acknowledged as a global destination for finished leather and leather footwear is a testament to Mirza International's manufacturing capabilities and product quality. Our focus on enhancing manufacturing capabilities, product innovation, and expanding geographical presence demonstrates our commitment to growth and staying competitive in the market. By acquiring new clients in new geographies, we have been able to tap into new markets and diversify our customer base.

The demerger of the Company and the subsequent focus on contract manufacturing highlight our strategic approach to business. By partnering with reputed footwear brands such as Steve Madden, Lucky Brand, Camuto Group, DSW, Crown Vintage, Kenneth Cole, Next, Marks & Spencer, and many others, has solidified our position in the industry and propelled our growth.

Our recent long-term partnerships with the US-based major footwear retailer Marc Fisher heralds the start of a new chapter in Mirza's illustrious journey as a footwear manufacturer. These partnerships not only signify trust and recognition but also open new vistas for further expansion.



By fortifying manufacturing capabilities and fostering strong partnerships, Mirza International emphasises its commitment to delivering the highest quality products and services to its partners and customers.



MIRZA INTERNATIONAL LIMITED

## WORLD'S LEADING LEATHER MANUFACTURER



Starting with a small tannery unit in Magarwara, Uttar Pradesh, in 1979, Mirza International has grown to become India's leading leather footwear manufacturer, marketer, and exporter.

Our integrated operations, which involve sourcing raw materials from our own tannery, in-house design and manufacturing capabilities, and extensive global partnerships, have helped us establish ourselves as a preferred supplier for leading international brands. We are proud to be recognised as one of the largest suppliers from India of finished leather to overseas markets.



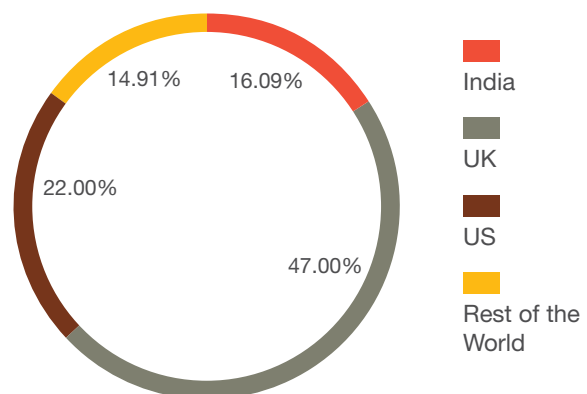
Expanding our horizons, we recently ventured into the furniture domain by supplying upholstery and sofa leather to leading furniture brands in the world market. A significant milestone in this journey was our collaboration with India's leading furniture brand, Stanley, for the supply of finished leather.

Mirza International continues to embrace opportunities for growth and innovation, cementing our position as a prominent player in the leather industry and beyond.

#### OUR BRANDS



#### REVENUE SHARE BY GEOGRAPHY



#### GLOBAL PRESENCE

**1,000+**

MULTIBRAND OUTLETS

Selling Thomas Crick,  
Off The Hook and Oaktrak

#### OVERSEAS ONLINE PRESENCE

##### UNITED KINGDOM

Ebay Amazon Debenhams

**3**

GLOBAL ONLINE PORTALS





## OUR BRAND OFFERINGS



Creating world-class brands that strike a balance between design and comfort is crucial in the footwear industry, as customers seek both style and functionality in their shoes. At Mirza, we are committed to understanding the market and continuously rejuvenating our brand portfolio to meet the evolving needs and preferences of customers.

With our relentless pursuit of excellence, we have successfully established a strong presence in the niche UK market as a B2B seller through our premium luxury brand, Thomas Crick. In addition, we have ventured into the B2C business with Off the Hook, a trendy and fashion-forward brand that resonates with the modern consumer.

The success of our brands Thomas Crick, Crick, and Off The Hook is evident through their offline and online presence in key markets such as the UK. Our commitment to producing high-quality products with unique and eye-catching designs has been well-received, even in the face of fierce competition.



NUMBER OF  
BRANDS

3

PRESENCE IN

6

CONTINENTS

In India, Thomas Crick has also established a significant presence both online and offline, further strengthening our position as a reputable player in the domestic market.

At Mirza International, we remain dedicated to creating world-class brands that consistently deliver style and comfort, meeting the diverse expectations of our global customer base. Our passion for innovation and customer-centric approach drive us forward as we continue to make our mark in the footwear industry.



Thomas Crick

## Thomas Crick

Thomas Crick is one of the UK's oldest luxury leather shoe companies. The legendary Thomas Crick was regarded as the pioneer of the Leicester shoe industry revolutionised and modernised shoe-making by using innovative techniques. We acquired the brand in 2019 and launched it in FY 2021-22 to cater to the aspirations of customers who look for premium 100% leather brands known for timeless elegance, quality and fashion-forward footwear design.

### SALES

# 3,37,449

PAIRS

## £ 4.02 Mn approx.

### BRAND VALUES



#### AFFORDABLE AUTHENTICITY

Original, yet on trend designs that are affordable and accessible to everyone. Heritage with a twist, styles to suit all occasions.

Offering great value, our product balances high quality with accessible price points to a wide demography.



#### HIGH QUALITY

With decades of experience in shoe manufacturing, the Thomas Crick brand combines high quality leather shoes and boots with uncompromised comfort.

Utilising our state-of-the-art manufacturing techniques and the best materials, we are able to deliver high standards across our range.



#### GREAT CUSTOMER EXPERIENCE

Appealing to and appreciating customers from all walks of life. Fully understanding the target audience and the direct consumer needs.

With seasonal collections, we endeavour to react and deliver on the latest trends, while continuing to grow our overall range.



Off The Hook  
LONDON

## Off The Hook London

Stylish, sophisticated, authentic and of high quality, Off The Hook London is crafted for the modern man and woman. Our leather boots, sandals and casual heels can be worn for any occasion, formal or informal. The waterproof leather boots provide protection and comfort during unpleasant weather conditions and are available at affordable prices. The sheer versatility of this brand allows customers to express their personal style and elevate their outfits effortlessly.



### BRAND VALUES



#### AFFORDABLE AUTHENTICITY

We create luxury, trendsetting designs that are both affordable and accessible to everyone.

Off The Hook encourages women to express themselves in the way they feel most comfortable – allowing you to stand up for what you love and complement your unique narrative.



#### HIGH QUALITY

Using our decades of experience in shoe manufacturing and design for luxury retailers, we promise high quality, high fashion footwear.

At Off The Hook, we guarantee inspiring designs and expertise, paired with exemplary customer service; after all it's all about you.



#### GREAT CUSTOMER EXPERIENCE

Whichever walk of life you're on, we want you to feel confident in your aspirations. Off The Hook can support you throughout your personal and professional goals, empowering you to take the next step, whilst being on trend at all times, day or night.





# Oaktrak

Designed exclusively for men, Oaktrak is a name that represents comfort and style. The brand's elegantly-designed shoes are intended for young visionaries and top executives who wish to be at the top of the fashion game in the professional world.



CLASSIC FORMAT



ICONIC CHELSEA  
BOOTS



CASUAL WEAR





## FROM THE MANAGING DIRECTOR'S DESK

At Mirza International, we have played a crucial role in establishing India as a global destination for finished leather and leather footwear.

