

## COMMITTED TO PROVIDE BEST-IN-CLASS FOOTWEAR

ANNUAL REPORT 2022-23 RELAXO FOOTWEARS LIMITED

# COMMITMENT OF BEST IN CLASS

When it comes to achieving the best, we don't rest. We keep striving ahead and stop at nothing, as we believe that the best is always next. This belief and our commitment in moving forward has made us India's best-in-class footwear manufacturer. We continue to excel in all our endeavours, from procuring best raw materials, innovating latest designs to making footprints in new territories. We at Relaxo aim to revolutionise the footwear industry by continuously innovating and excelling each and every day!

## **CORPORATE INFORMATION**

## **BOARD OF DIRECTORS**

Ramesh Kumar Dua Mukand Lal Dua Nikhil Dua Gaurav Dua Deval Ganguly Vivek Kumar Pankaj Shrimali Deepa Verma Rajeev Rupendra Bhadauria Kuldip Singh Dhingra

**CHIEF FINANCIAL OFFICER** Sushil Batra

#### AUDITORS

Gupta & Dua Chartered Accountants 415, Ansal Chambers-II 6, Bhikaji Cama Place New Delhi - 110066

#### BANKERS

State Bank of India HDFC Bank Standard Chartered Bank Kotak Mahindra Bank Yes Bank

#### PLANTS

RFL-I & II	326-327, MIE, Bahadurgarh, (Haryana)
RFL-III	A-1130 & 1130 (A), RIICO Industrial Area, Phase-III, Bhiwadi, (Rajasthan)
RFL-IV	30/3/2, Mooja Hasanpur, Tikri Border, Bahadurgarh, (Haryana)
RFL-V	83-92, SIDCUL Industrial Area BHEL, Haridwar, (Uttarakhand)
RFL-VI	342-343, Footwear Park, Industrial Estate, Sector 17, Bahadurgarh, (Haryana)
RFL-VII	328-329, MIE, Bahadurgarh, (Haryana)
RFL-VIII	37, Sector 4B, Bahadurgarh, (Haryana)
RFL-IX	Plot No. SP-6 & 7 Kaharani, Bhiwadi Extn., (Rajasthan)

# Whole time Director Whole time Director Whole time Director Independent Director Independent Director Independent Director Independent Director COMPANY SECRETARY Ankit Jain

Managing Director

Whole time Director

SHARE TRANSFER AGENT M/s Kfin Technologies Limited Selenium Building Tower-B, Plot No. 31-32, Gachibowli Financial District,

Hyderabad, Telangana - 500 032

### REGISTERED OFFICE

Aggarwal City Square, Plot No. 10, Manglam Place, District Centre, Sector 3, Rohini, Delhi – 110 085 CIN: L74899DL1984PLC019097

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## FROM THE MANAGING DIRECTOR'S DESK

Dear Stakeholders,

I am pleased to announce that despite market uncertainty, volatile raw material prices and dampened consumer sentiment, your Company managed a moderate revenue growth of 5% to ₹ 2783 Crore with EBITDA and PAT at ₹ 336 Crores and ₹ 154 Crores respectively. Continuing its commitment to shareholders, your Board of Directors has recommended a final dividend of 250%, i.e. ₹ 2.50/- per fully paid up equity share of ₹ 1/- each for FY23.

Owing to supply chain disruptions and high inflationary pressures, your Company's performance was subdued in initial quarters of FY23. However, your Company quickly realigned itself in response with a strategic price correction, aided by a mature distribution network and strong brand equity which helped to recover market share during the last quarter of the year without resorting to short term trade incentives.

During the year, your Company continued with efforts to enhance consumer experience at its Exclusive Brand Outlets by building on sales capability and implementation of innovative marketing practices. As of March 31, 2023, your Company's Exclusive Brand Outlet network stands at 387 outlets.

Sustained efforts in strengthening distribution channels and launching new products resulted in significant growth in exports, earning 2 Star Export House status for your Company, encouraging further marketing investments during FY23.

Your company is well aware of the changing ecosystem and has been actively working towards harnessing the digital space, both with respect to brand equity as well as

sales performance during FY23. This will help your Company to quickly transcend geographical boundaries, showcase its latest range and tap into the new age consumer.

To stay relevant to evolving consumer preferences, during the year your Company has regularly conducted market sensing exercises for new product development and adopted latest technological upgrades for improving customer service.

As a socially committed corporate citizen, your Company has continued to adopt various measures to reduce its carbon footprint without compromising operational efficiency.

Your Company recognises employees among its core assets and, during the year has continued to strengthen bond with them through reward & recognition initiatives, training programs while creating and nurturing a talent pool.

With a robust cash flow and debt free operations, we have a positive outlook for the industry and believe that your Company is well-positioned to capitalize on opportunities arising due to the increased per capita footwear consumption and growing share of the organized market. We are confident that our efforts will continue to yield positive results.

I would like to thank all our Stakeholders, Customers, Business Partners, Board of Directors, Bankers and Employees for their valuable support and belief in the Company.

With Best Regards,

Ramesh Kumar Dua Managing Director



BEST IN PERFORMANCE

A journey that has moved upwards and touched many new milestones successfully year after year. This journey comprises a series of possibilities, overcoming challenges and achieving a collective brilliance. And yet, every success is still part of our learning curve.

> IPO, to set up a plant in Haryana Revenue: ₹38.17 Crore

> > 1995

Launched 'Flite' and 'Sparx' brands First COCO store launched
Commenced Exports
Revenue: ₹235.93 Crore
2005-07

2000

Expanded Capacity in Haryana

Revenue: ₹124.24 Crore

1984 Relaxo Footwears Limited was

Launched Relaxo brand **Revenue: ₹0.12 Crore** 

976

incorporated

Revenue: ₹1.78 Crore

## Business Transformation Initiatives

- Signed top-notch celebrities as brand ambassadors
- Strengthened distribution and supply chain management
- Launched e-commerce platform
- Increased people engagement
  New product development
  - & portfolio strategy

## Revenue: ₹ 1,214.61 Crore



'MPPL' with your Company Revenue: ₹2,782.77 Crore

2018-23

• Set up 8<sup>th</sup> plant

in Rajasthan

• Merger of 'RRPL' and

Renewable power capacity of 6.00MW **Revenue:** 

2010

₹553.70 Crore

## **2017**

Corporate identity revamped

Revenue: ₹1,651.97 Crore



# BEST IN BRANDS

Proud to be the largest footwear manufacturer in India, Relaxo has been helping India strive ahead, since the last four decades. Today it is ranked among the top 250 Most Valuable Companies, an achievement that is no less than an incredible feat.

Our brands offer an array of footwear at compelling prices for consumers seeking comfort, style and durability, placing them in a position of reckoning and winning trust of millions of customers worldwide. RELAXO

Think of trust and durability. Think of Relaxo. With over four decades of consumer trust across age, gender and economic class has made Relaxo an iconic household brand.



When you are confident, when you look stylish, you can achieve the unachievable. Flite, India's leading footwear brand most popular among middle class reflects this spirit and aspiration of today's youth. A popular range of fashionable and semiformal slippers for everyday wear, Flite enables people to take on the day with style and confidence.





Sparx is all about attitude, style, taking on life and coming out as a winner. It connects with the youth and pushes them to challenge their inner potential. Endorsed by Bollywood's fitness hero Akshay Kumar, Sparx offers a range of sports shoes, sandals and slippers.



Times are changing. So are the styles. Stay ahead with the times with Mary Jane, a range of stylish and comfortable footwear for the modern woman to put her best foot forward, with panache'.

## BOSTON

When it comes to dressing up as a gentleman, you need to step into Boston, a brand that offers excellent craftsmanship and comfort to men who like to turn heads wherever they go.



Boredom and simple, have no place in the kids world. KidsFun range of footwear is exciting, brimming with colours, full of fun and high on energy just like the Li'l champs.





When every day can be challenging and tiring, you need to give comfort to your feet. Casualz offers foot-hugging, all-day comfort that make your feet cruise along.

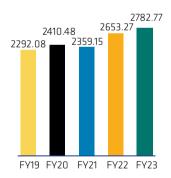


## FINANCIAL HIGHLIGHTS

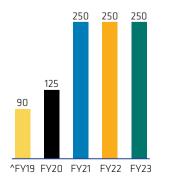
FINANCIAL HIGHLIGHTS					(₹ in Crore)
Particulars	FY 23	FY 22	FY 21	FY 20	FY 19
No. of Pairs sold (in Crore)	17.08	17.46	19.07	17.92	18.39
Revenue from Operations	2782.77	2653.27	2359.15	2410.48	2292.08
EBITDA	335.78	415.75	495.49	408.95	324.31
Finance Costs	19.24	15.33	17.08	16.87	6.90
Depreciation and Amortisation Expense	125.10	113.54	110.02	109.42	62.41
Tax Expense	55.54	77.92	99.60	65.46	92.54
Net Profit before OCI	154.47	232.68	291.56	226.25	175.44
Equity Share Capital	24.89	24.89	24.84	24.82	12.40
Net Worth	1855.05	1760.12	1572.41	1272.40	1105.07
Net Fixed Assets (Tangible and Intangible)	1043.60	946.91	872.41	836.67	859.54
Capital Employed	1876.51	1799.97	1595.21	1316.31	1226.43
Capital Expenditure	174.35	145.87	101.36	94.77	258.91
Revenue Growth (%)	4.88	12.47	(2.13)	5.17	17.63
EBITDA (%)	12.07	15.67	21.00	16.97	14.15
Face Value per Share (in ₹)	1.00	1.00	1.00	1.00	1.00
EPS - Basic (in ₹)	6.21	9.36	11.74	9.12	^7.07
EPS - Diluted (in ₹)	6.21	9.35	11.72	9.10	^7.06
Dividend(%)	250	250	250	125	^90
Book Value per share (in ₹)	74.52	70.71	63.29	51.26	89.08
ROCE(%)	12.47	19.20	28.04	24.27	25.70
Market Capitalisation (As on March 31)	21183.43	26544.23	21773.47	14868.72	9561.22

^ Post Bonus

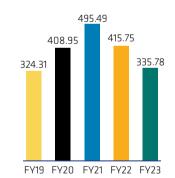
Revenue from Operations (₹ in Crore)



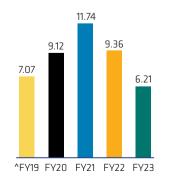
Dividend (%)



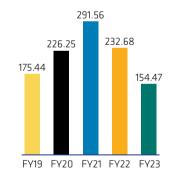
EBITDA (₹ in Crore)



#### EPS - Basic (in ₹)



Net Profit (₹ in Crore)



Net Worth (₹ in Crore)

