

To,
BSE Limited
25th Floor, P J Towers,
Dalal Street,
Mumbai-400001, MH

Date: 24th May, 2023

Scrip Code: 532829

Subject: Investor Presentation for the Year Ended on March 31, 2023.

Dear Sir/Madam,

Please find enclosed Investor Presentation of the Company for Financial Year Ended on March 31, 2023.

We request you to take the same on record.

Thanking You

for Lehar Footwears Limited

RITIKA PODDAR
COMPANY SECRETARY & COMPLIANCE OFFICER
ICSI NO. A65615



LEHAR FOOTWEARS LIMITED

(Formerly known as Lawreshwar Polymers Limited)

A-243(A), Road No.6, V.K.I. Area, Jaipur (INDIA)

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Cares of Your Feet



LEHAR FOOTWEARS LIMITED

Corporate Presentation

SAFE HARBOR

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BRIEF INTRODUCTION



- Lehar Footwears Ltd is a leading mass-footwear manufacturer in Rajasthan, offering non-leather footwears across India.
- Lehar largely deals in open-footwear segment (slippers/sandals) and school shoes, with style ranges from casuals wear to formal wear, daily wear to sportswear for every member of family
- We have ~1,300 active SKUs, across men wear, women wear and kids wear

BUSINESS SNAPSHOT

Revenue {FY23}	INR 202.16 crore
PAT {FY23}	INR 5.13 crore
Incorporated	1995
Shares Issued	1,56,64,799
Current Mkt Price*	INR 131
Market cap*	INR 196 crore
52 Week High/Low*	INR 143/33
Shareholding (As on April 2023)	
Promoters	70.82%
Public	29.18%
Stock codes	
BSE	(LEHAR 532829 INE976H01018)
Reuters	LEHA.BO
Bloomberg	LEHAR:IN
Manufacturing Units	4 units in Rajasthan
Registered Address	A- 243(A), Road no. 06, VKI Area, Jaipur, Rajasthan 302013

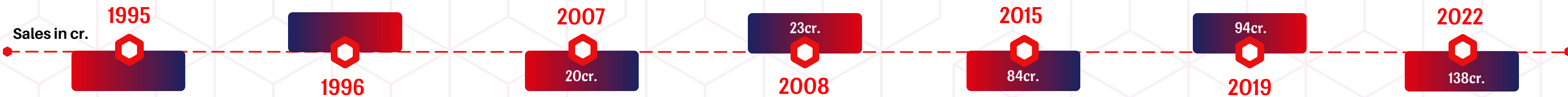
*As on May 23, 2023

COMPANY OVERVIEW

- A leading mass-footwear manufacturer in Rajasthan
- Incorporated in 1994 by Agarwal Family
- Production capacity of 3.9 crore pairs per annum.
- Products
 - Manufacturer of non-leather footwear, EVA/PVC/PU injected footwear
 - Open-footwears (slippers/sandals) ,School Shoes, Hawaii Chappal, Canvas Shoes and Sport Shoes
 - Range from Rs 99 to Rs 699
 - Style range from casuals wear to formal wear, daily wear to sportswear for men , women and kids
- Sales Channel
 - Trade distribution channel (wholesalers, distributors, etc.)
 - B2G: Sales to state governments under welfare schemes, particularly school shoes
- D2C channel
 - 2 retail stores (factory outlets) at Jaipur
 - Large Format Stores like Dmart, Firstcry, etc.
 - Online ecommerce websites of Reliance Retail, Bijnis, etc.



JOURNEY SO FAR



Established as Lawreshwar Polymers Pvt. Ltd. with production of canvas shoes, lightweight hawai chappals & EVA Injection footwears of 45 lakh pairs p.a.

Converted to Public Ltd company

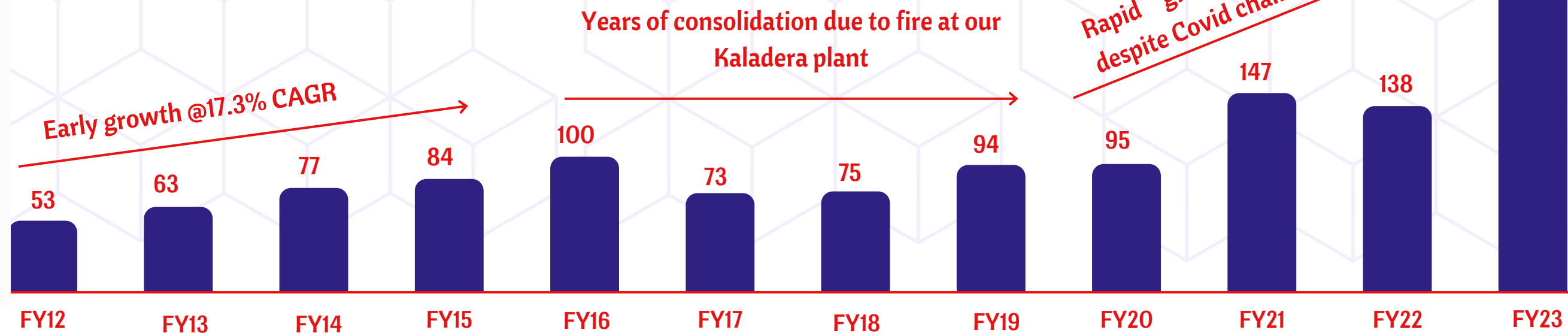
Awarded contract from GoI (Defence) for supply of rubber-sole canvas shoes

Name changed to Lehar Footwears Ltd.

Commenced production of PU and EVA footwears with capacity of 6 lakhs pairs p.a. each; Listed on BSE with an IPO of Rs.10 crs

Setup of new plant at Kaldera, (Chomu), spreading across 14,770 sq. mtrs.

Raised capital through private placement of share warrants to promoters and non promoter investors by way of preferential issue



BRANDING TO COMPLIMENT DISTRIBUTION

- Lehar has a strong distribution set up with legacy of 25+ years
- Branding efforts to catalyze brand premiumization to increase margins
- Better terms of trade & strengthening distribution to improve working capital cycle of the business
- Lehar has budgeted a brand promotion campaign of Rs. 18 crores to be spent over next 3 years. The said project has received financial assistance of Rs. 9 crores from Government Of India.
- As a critical step towards the above campaign, Lehar has signed up Bollywood artist “**Govinda**” as a brand ambassador to promote Company’s products through electronic, print and digital media.
- The choice of artist is commensurate with the product & market segment of the company given its positioning in Hindi speaking north Indian geography.



OUR PRODUCT PORTFOLIO



LIGHT WEIGHT HAWAI
FLIP-FLOPS



Slippers & Sandals
(formal & casual)



Kids Shoes
(casual, school & canvas)



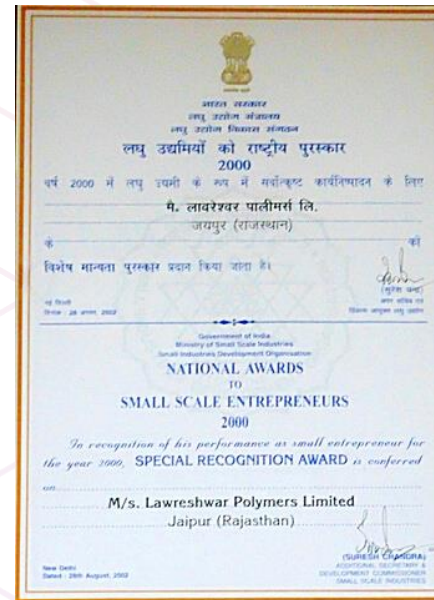
Formal and PVC Shoes (casual
& sports)



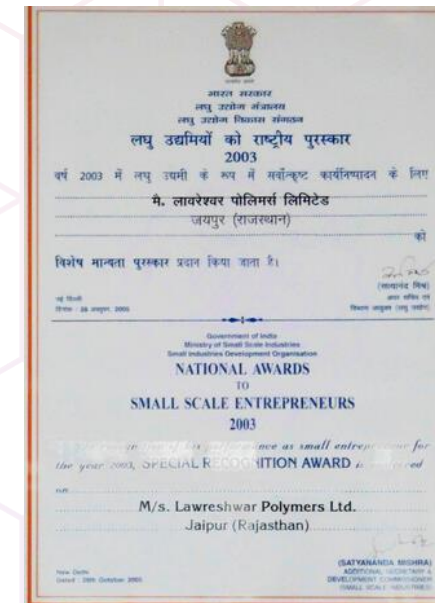
AWARDS & CERTIFICATIONS

20

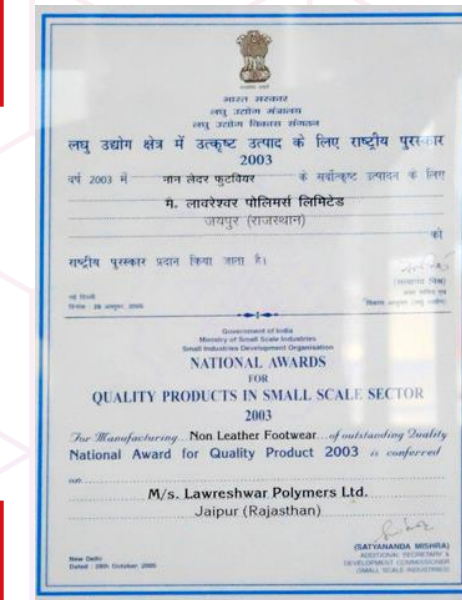
Years of Excellence



Received the National Award from Ministry of Small Scale Industry for Small Scale Entrepreneurs for the Year 2000



Received the National Award from Ministry of Small Industry for Quality products in SS1 Sector for the Year 2003.

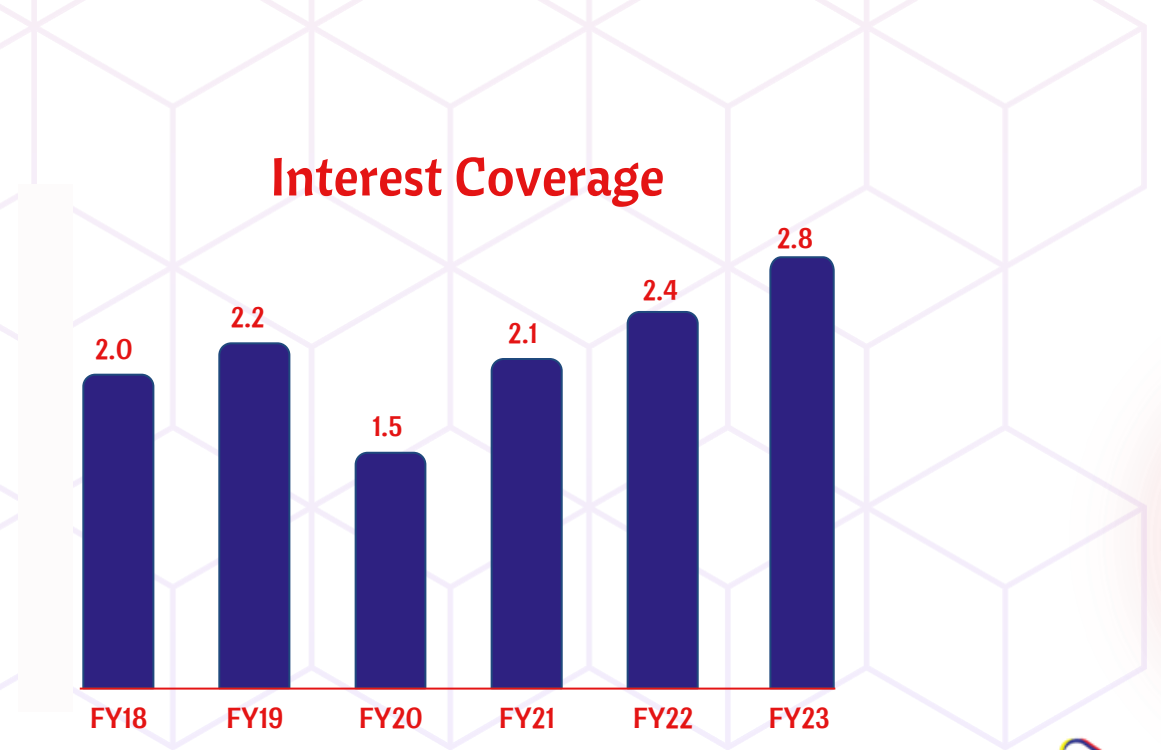
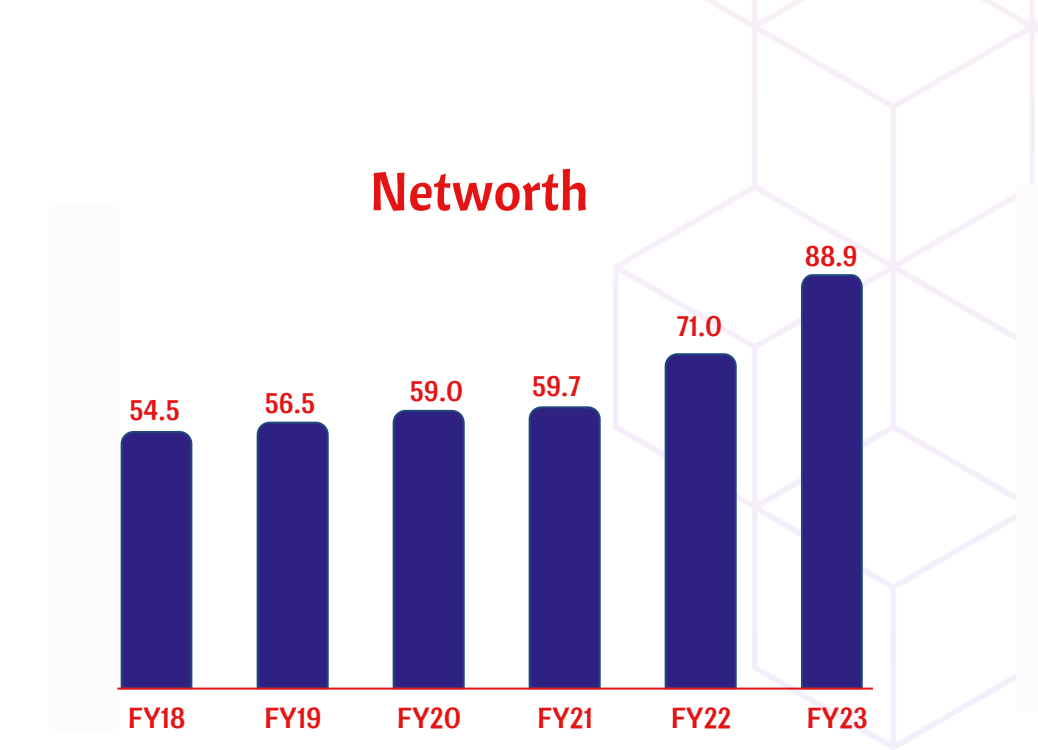
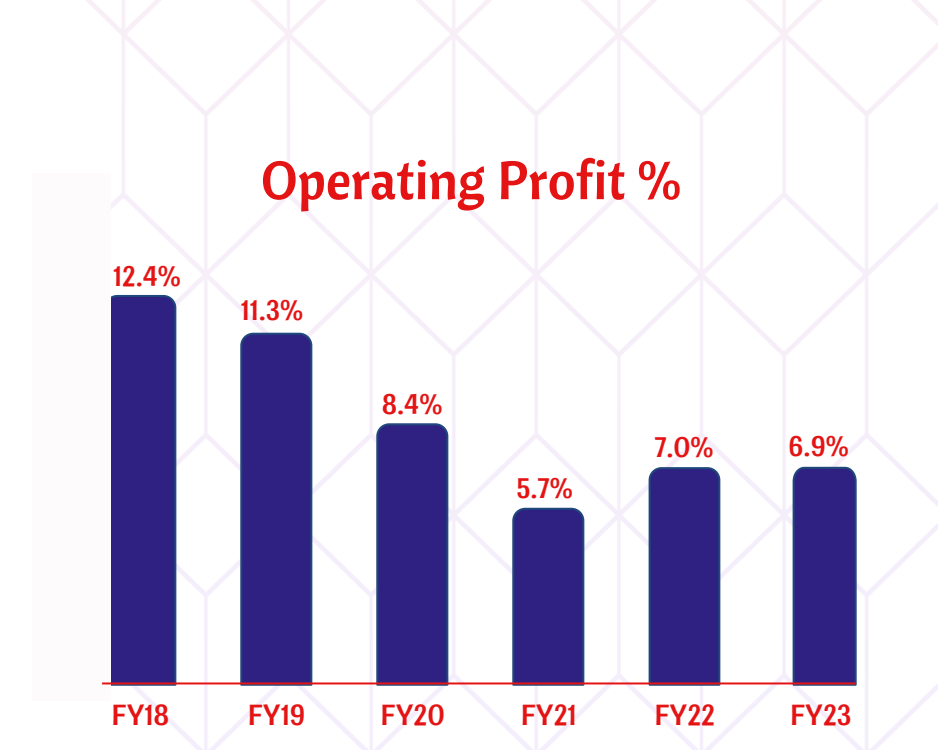
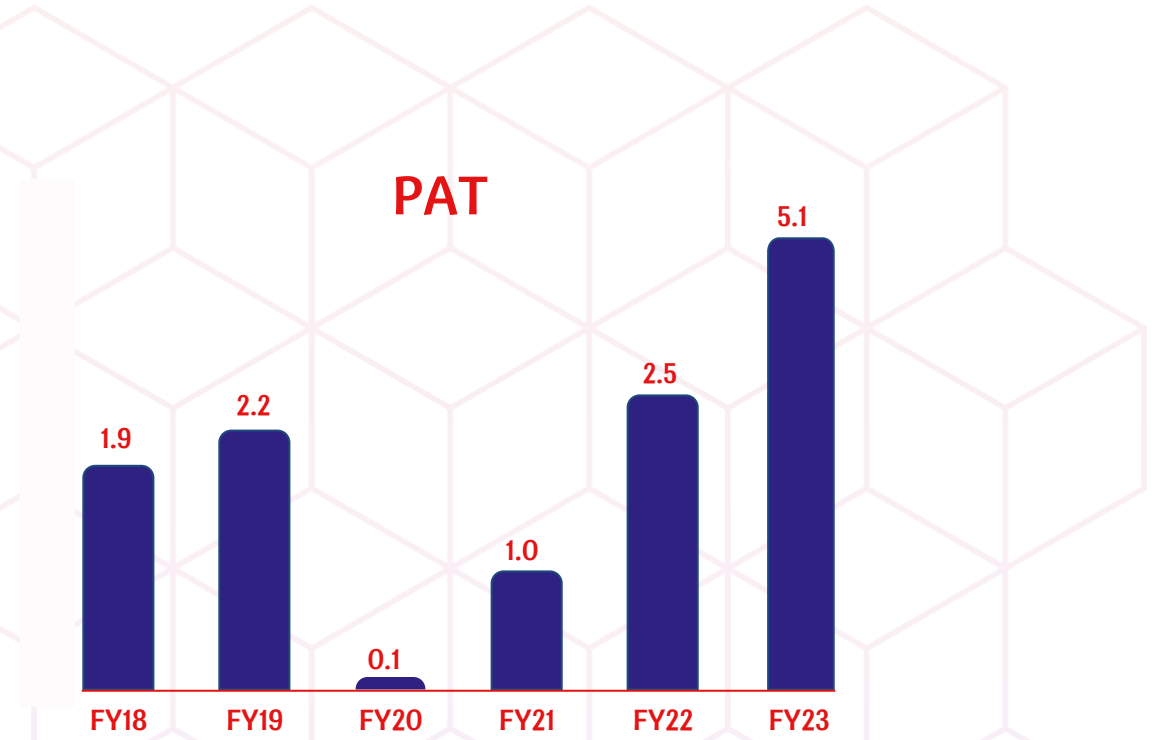
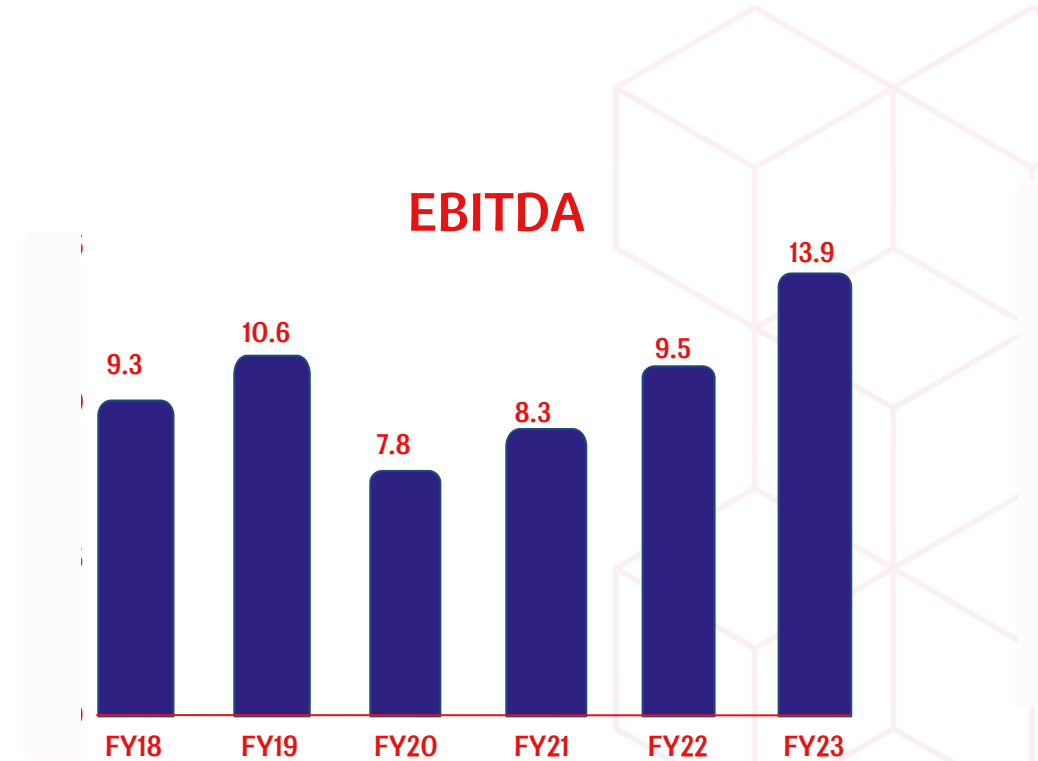
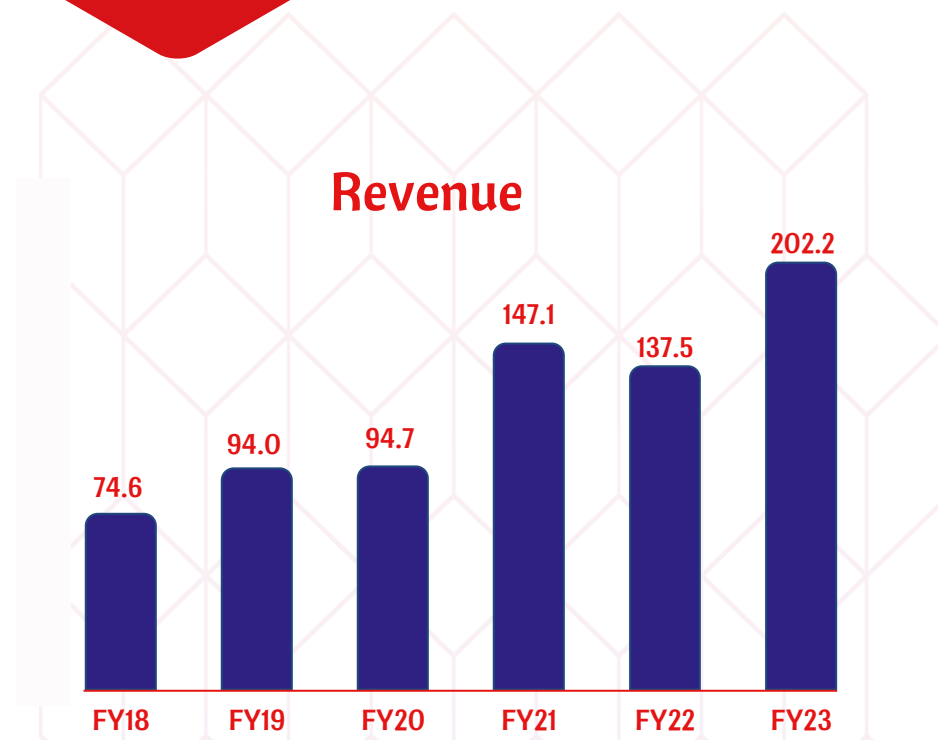


Received the National Award from Ministry of Small Industry for Small Scale Entrepreneurs for the Year 2003.

Certifications



FINANCIAL HIGHLIGHTS - ANNUAL

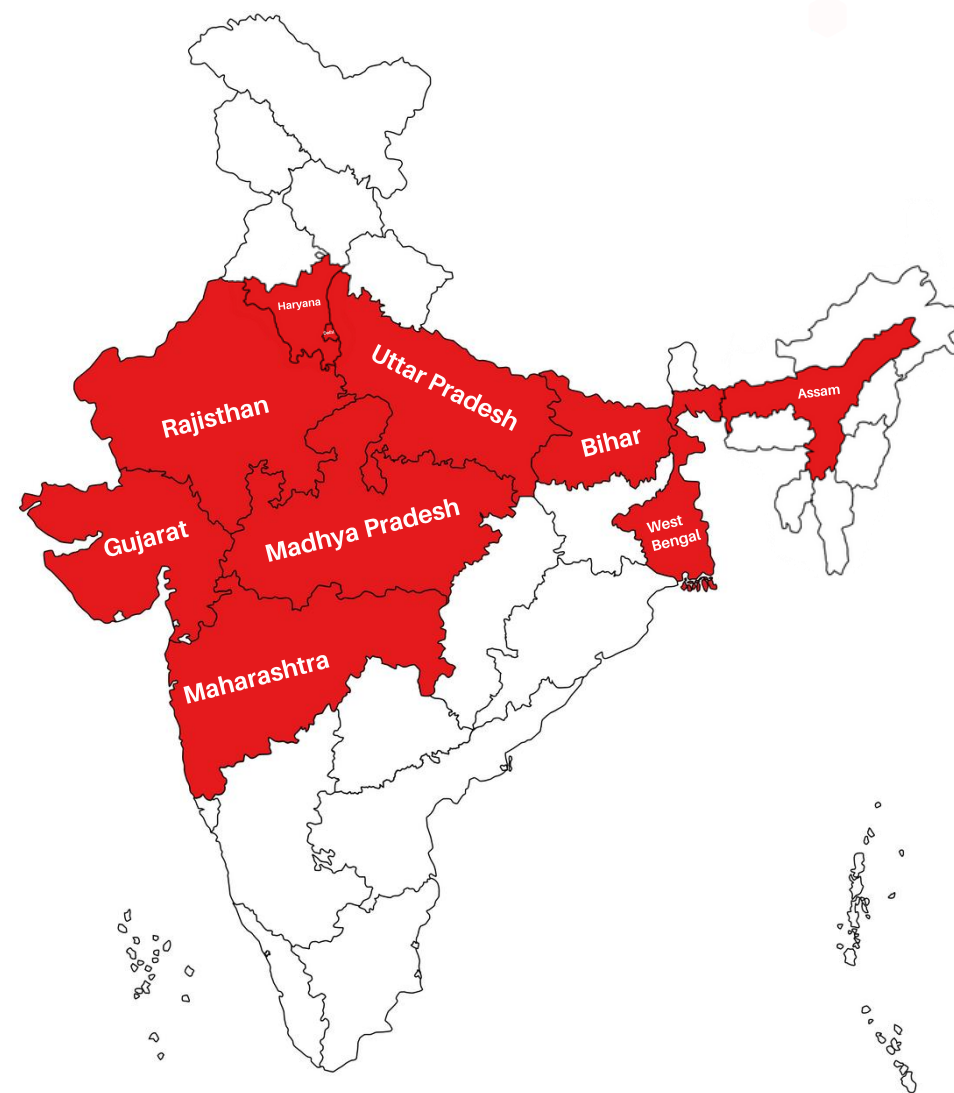


*in Rs. crores

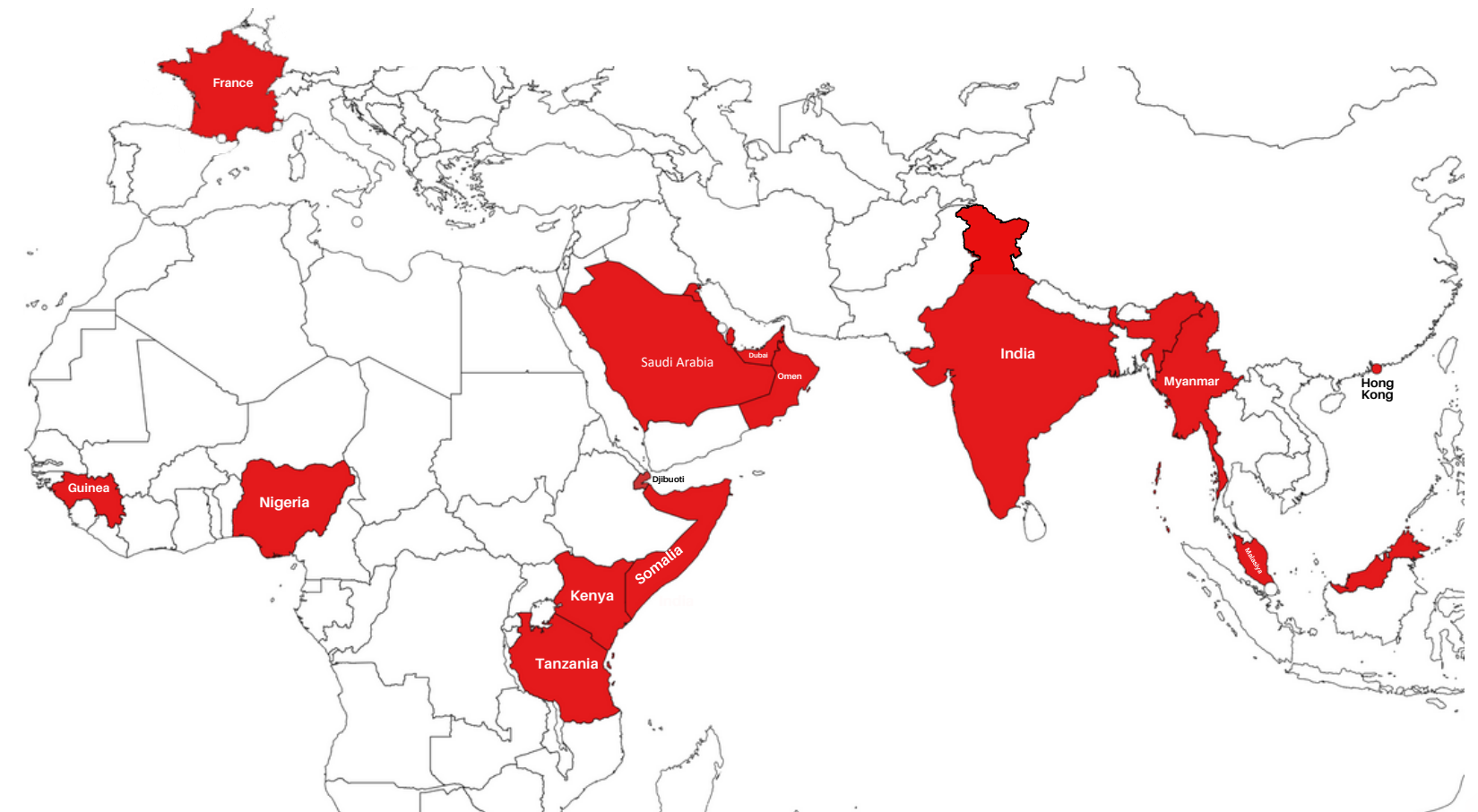
SALES FOOTPRINT

List of states and countries : 

Domestic Presence

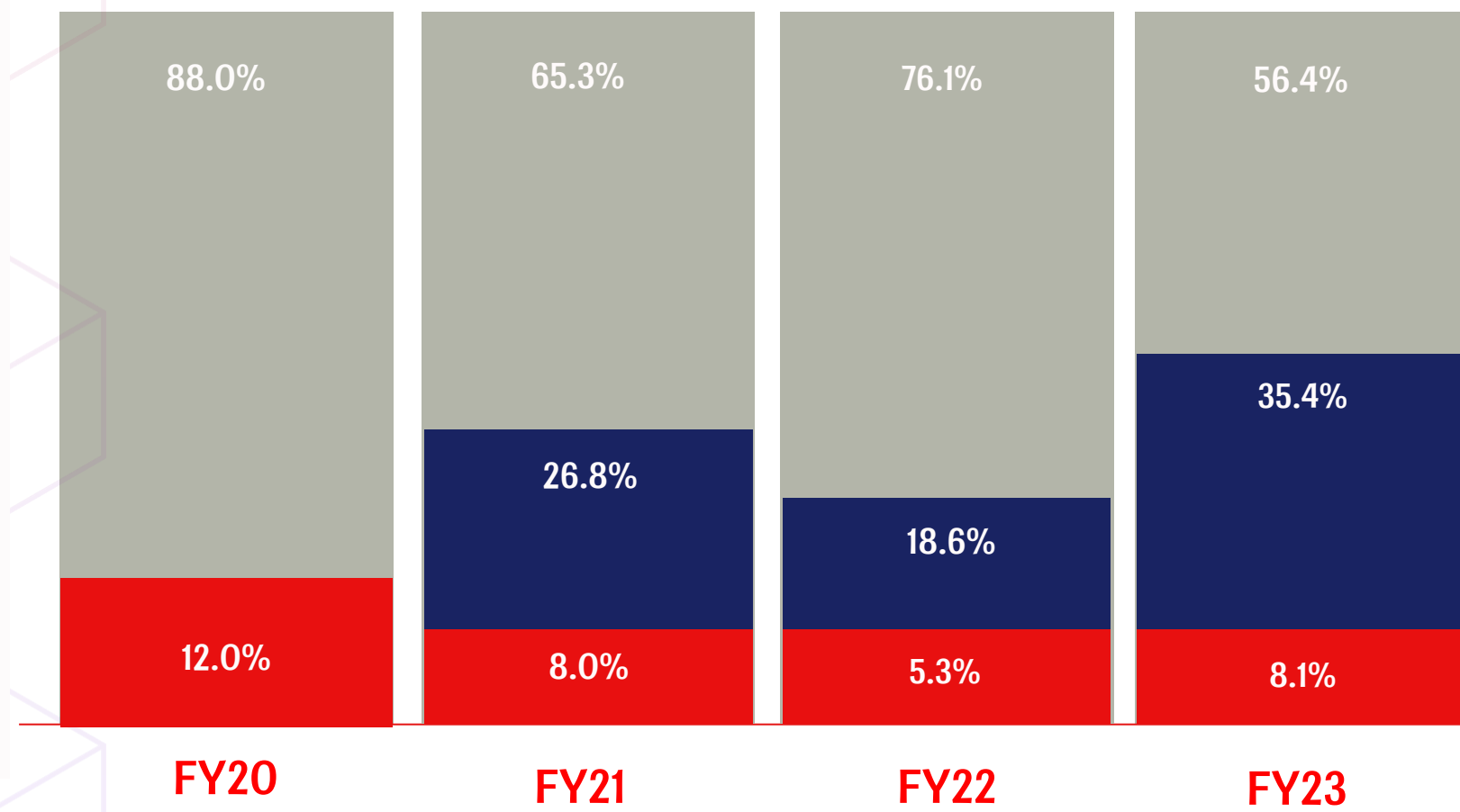


Export Presence



- Burundi
- Conakry
- Djibouti
- Dubai
- France
- Guinea
- Hong Kong
- Kenya
- Kuwait
- Malaysia
- Muscat
- Myanmar
- Nigeria
- Oman
- Qatar
- Somalia
- Saudi Arabia
- Tanzania

REVENUE MIX

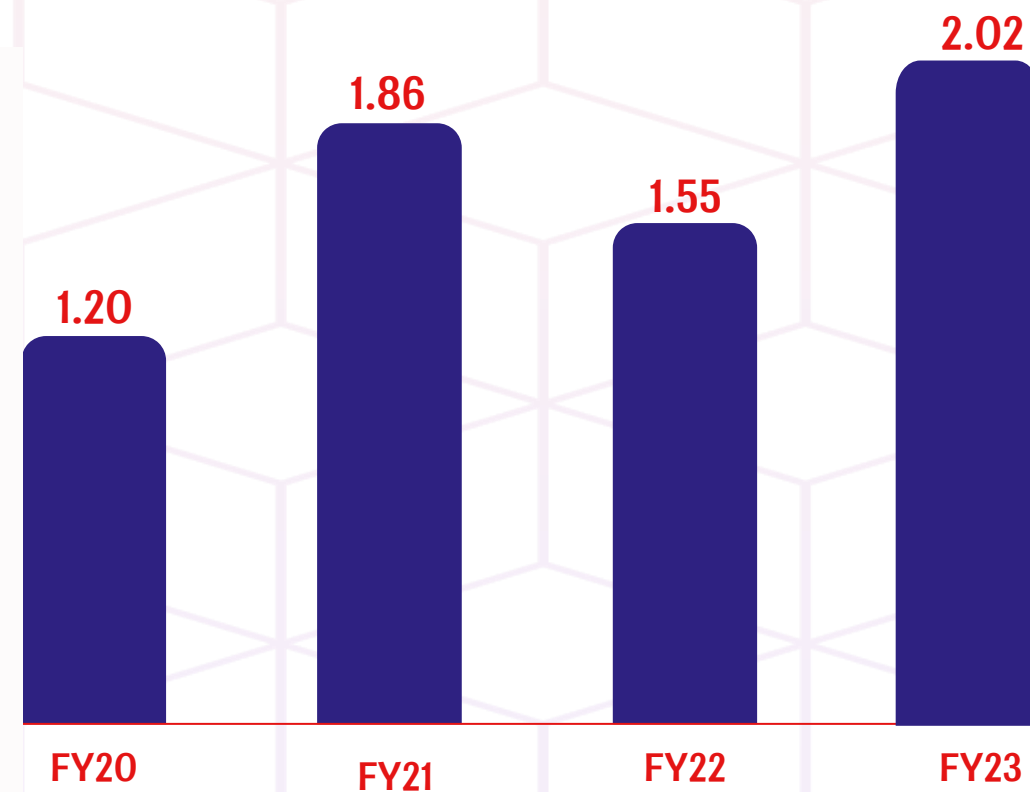


Trade distribution Government Tender Exports

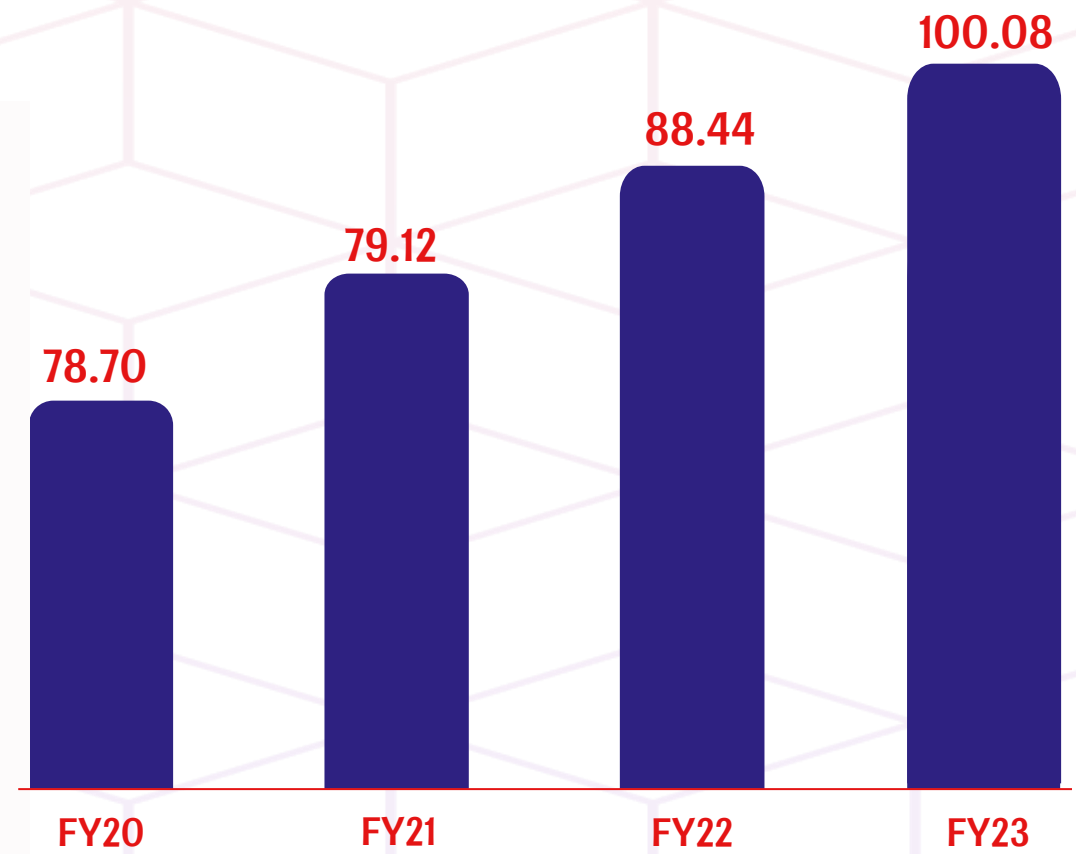


OPERATIONAL HIGHLIGHTS

Number of pairs sold (in cr pairs)



Average Realisation (in Rs. Per pair)



MANAGEMENT COMMENTARY

Commenting on the performance , Mr. Raj Kumar Agarwal, Managing Director at Lehar Footwears Ltd. said :

I am pleased to report that on back of our robust capabilities we were able to deliver a strong performance in FY 2022-23 with regard to improving market sentiments and focus on profitability alongside business growth and premiumization of brand. Our performance was driven by operational improvement as a result of lean manufacturing practices, selecting the right set of business, cost optimization, and increase in productivity.

Cognizant of the external challenges and rising inflationary pressures, we remain agile and nimble with our business portfolio and growth plans. Our strategic initiatives with regard to new product development, branding & promotion and exports will fuel our growth engine going ahead. We are focused on deploying consistent efforts towards introduction of newer product designs as well as extension of our core products. Going forward we aim to keep our product relevant , competitive and value for money for customers which will further enable us to penetrate deeper in our target market and expand our topline and bottom line

BOARD OF DIRECTORS

Executive Directors

Raj Kumar Agarwal, Managing Director

Experience: 30 years

A commerce graduate, he brings his expertise in finance, accounting, and marketing and has been instrumental in transforming the company into a leading player in the industry and extending its reach across India

Pramod Kumar Agarwal, Executive Director

Experience: 26 years

A commerce graduated in, he has been leading the company in the field of Finance, Accounts & Marketing

Naresh Kumar Agarwal, Whole-time Director

Experience: 30 years

A commerce graduate. he has a rich experience in various fields of finance, accounts and marketing. He looks after production, research & development, purchases and day to day affairs of the company

Independent Directors

Preeti Goyal, Non-Executive Independent Director

Experience: 05 years

First women independent director of the Company, a Finance Graduate has a vast knowledge in the field of Finance and accounts. She is also part of Audit Committee, NRC Committee and Stakeholders Committee.

Sandeep Kumar Jain, Non-Executive Independent Director

Experience: 20 years

A Fellow member of the Institute of Company Secretaries of India (ICSI). He is well exposed in dealing with various regulatory authorities like Registrar of Companies, Official Liquidator, Regional Director, Ministry of Corporate Affairs, Company Law Board, Stock Exchanges, Reserve Bank of India, Securities and Exchange Board of India and other Government Authorities.

Saral Sudhir Saraf, Non-Executive Independent Director

Experience: 05 years

Has working experience in various industries like Steel Manufacturing & Processing, Music & Entertainment, Garment Manufacturing & Exports, etc. and he is Currently working in a Startup called The Yarn Bazaar as VP Sales.

STRONG MANAGEMENT TEAM

KMPs

Sanjay Kumar Agarwal, CEO

Experience: 15 years

Mr. Sanjay Kumar Agarwal joined "Lehar" in March 2016 as a Chief Executive Officer. He is a commerce graduate from University of Mumbai and having more than 15 years of experience in footwear industry and expertise in the field of marketing and overall operations of the company.

Rakesh Kumar Soni, CFO

Experience: 15 years

Commerce graduate from University of Rajasthan and member of the Institute of Chartered Accountants of India (ICAI) and have experience of more than 15 years in footwear industry and expertise in the field of finance & accounts. Over the years, he has made immense contribution to the company's growth, and has taken the company to the new heights.

Ritika Poddar, Company Secretary; Compliance Officer

Experience: 02 years

M.Com from University of Rajasthan and an Associate member of the Institute of Company Secretaries of India (ICSI). She has an immense experience and specialize in dealing with matters relating to Company Law, Securities Laws, Corporate Governance matters and Legal Due Diligence and well exposed in dealing with various regulatory and government authorities

Naveen Kumar Agarwal, Executive VP - Manufacturing

Experience: 20 years

Graduate having over 20 years of experience in Manufacturing

Pankaj Agarwal, Executive VP - Finance

Experience: 12 years

MBA having over 12 years of experience in Finance

Prateek Agarwal, Assistance Executive VP- Manufacturing

Experience: 7 years

MBA having over 7 years of experience in Manufacturing

Vinod Kumar Mishra, VP - Sales Marketing

Experience: 30 years

Graduate having over 30 years of experience in Sales Marketing

STRENGTHS



Development of products

Transformed from only *Blue-White* Hawaii Chappal to a full range of footwears like casual and formal slippers, sandals, kids canvas shoes, as well as sports shoes for men, women, for every occasion, gender and age of customers

Focusing on govt. business

Actively pursue government tender business to increase sales of footwears (boots, school shoes, PVC shoes, etc.) and accessories (socks, etc.)

Extending reach

Widen reach through factory outlets, Large Format Stores like Dmart, Firstcry, etc and exploring new export markets

Expansion of manufacturing units

Increasing manufacturing capabilities from existing to 3.9cr pairs p.a.

STRATEGY



Premiumization :

Through branding and promotional activities introduce premium series of footwears



Penetrating the market through D2C channel:

Planning of retail footprint : Launch of EBOs in-line with existing two factory outlets
Extending reach through LFS: Through Large Format Stores like Dmart, Firstcry, etc



Increasing share of govt. business

Actively pursue government tender business to increase sales of school focused footwears and accessories



Focus on growth in exports :

Increasing brands' reach to penetrate in the existing export markets and target newer markets



Expansion of manufacturing units

Increasing manufacturing capabilities from existing 3.9 cr pairs



Operating efficiencies

Achieving operational efficiencies through working capital rationalization and operating leverage

SHAREHOLDING PATTERN

Lehar raised growth capital of Rs 20.8 cr by way of preferential allotment (issued 40 lakh warrants convertible into equity shares) at Rs. 52 per share to investors and promoter group during November 2022. Out of total 40 lakhs warrants 19.86 lakhs warrants has already been converted into equity shares


Particulars	April - 2023	Post conversion of warrants
Promoters (Agarwal Family)	70.82%	72.90%
Public and Others	29.18%	27.10%
Total	100.00%	100.00%

THANK YOU



 **Lehar**
FOOTWEAR

ISO 9001 & ISO 14001 & 18001 Certified Company

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