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**Woodland laces up to consolidate, step up exports**

**Plans to open 50 more company owned stores in 2017**

Adventure gear, shoe and apparel brand Woodland is in the process of consolidating its business post demonetisation, which has temporarily impacted sales volumes.

The company plans to take to expansion next year by setting up 50 more stores up over the current 600; it is also seeking to step up export volumes.



**Mr. Harkirat Singh,  
Managing Director,  
Woodland**

Mr. Harkirat Singh, Managing Director of Woodland, said: "The sales volumes have been impacted by about 15-20 per cent post the demonetisation announcement. The past few days have been better. We expect business to get back to normalcy in the first quarter of 2017."

"The focus now will be on consolidation during the remaining part of this fiscal, and expansion in the next fiscal. We had set a growth target of about 15 per cent this fiscal on business of Rs. 1,200 Crore. However, with correction during the demonetisation period, there could be some impact on the growth numbers," he said.

Good thing about the adventure sports category is that a major chunk of sales is

through digital payments, be it in brick-and mortar-stores or online sales — the latter now accounts for about 15 per cent of total business volumes.

"Outdoor sports products and gear is a growing segment, and we have meticulously expanded to a network of company-owned stores of over 600 in the country. We expect to add another 50 stores next year."

Referring to the company's exports, Mr. Singh said: "About 20 per cent of business comes from exports. The company is gradually strengthening presence in South-East Asia, West Asia, Europe and the US. The best part is, in these areas we need not set up physical stores, we can ride on our online partners for growth."

While the e-commerce business was seen to be disruptive initially, it has gradually grown to be a big component of Woodland sales.

"Apart from our own site, several online retailers market our range of products, thereby adding to volumes," Mr. Singh explained.

The mix of domestic sales versus exports is currently in the ratio of 80:20, and Woodland is consciously trying to increase the contribution of exports.

"Four-five years from now, we hope to make it a 50:50 business."



## Ban on Export of Exotic Skins

In a landmark decision that will spare the lives of tens of thousands of animals from the exotic leather industry, the Directorate General of Foreign Trade has banned the import of skins of reptiles and fur of minks, foxes and chinchillas.

### 'Cruelty-free' alternatives

Animal rights bodies have hailed the decision by the Centre to ban such imports, saying that the country is now emulating other nations across the world in adopting "cruelty-free" alternatives to exotic skins.



**NO MORE:** The government has banned the import of skins of reptiles and fur of minks, foxes and chinchillas

The notification issued on January 3 comes in the wake of campaigning for a ban by People for Animals (PFA), Humane Society International/India (HSI/India) and People for the Ethical Treatment of Animals (PETA).

Union Cabinet Minister of Women and Child Development Maneka Gandhi wrote to Nirmala Sitharaman, the Minister of State (Independent Charge) for Commerce and Industry on banning import of exotic skins. The Ministry of Environment and Forest and Climate

Change, and the Animal Welfare Board of India had supported the ban proposal.

### 'Animals not fabric'

The trustee of PFA and HSI/India's government liaison, Gauri Maulekhi, said: "We commend the Directorate General of Foreign Trade and MoEF for its commitment in abolishing import of exotic skins."

"With so many alternatives available ... there is no need or justification for wearing animal skins or fur. Animals are not fabric and we commend the government for recognising that," said Nikunj Sharma of PETA India.

(Source: The Hindu)

## Chumbak Designs Applies for Single Brand Retail Licence

Chumbak Designs, that sells Indian-inspired wallets, bags and other accessories and apparels, has applied to the government for single brand licence to operate a combination of its own stores and ecommerce website.

A person familiar with the development said the Bengaluru-based company has filed its single brand application with the Department of Industrial Policy and Promotion (DIPP) late last month.

Chumbak, which is funded by Matrix Partners and SeedFund, becomes the latest among the foreign-funded homegrown single brand companies, including Fabindia and online furniture seller Urban Ladder, to seek single brand licence that allows them to carry out retailing through brick-and-mortar as



well as online stores. Chumbak declined to comment on its DIPP application.

In November 2015, India allowed foreign-funded local manufacturers that are controlled by Indians to sell their products through company-owned ecommerce platforms, provided such firms manufacture 70% of their total products themselves and source the rest from local companies.

This has been a long-standing demand of ethnic products retailer Fabindia which has FDI and wanted to sell online. Prior to that, such companies could sell online only if they manufactured 100% of their products themselves.

Currently, a unified single brand permission allows such companies that sell a host of products under a single label to sell through various retailing options including wholesaling, own stores, franchisees and through company owned ecommerce.

Started by husband-and-wife duo Vivek Prabhakar and Shubhra Chadda, the company initially supplied to multi-brand stores and today operates 18 Chumbak-branded stores in various popular malls and high streets.

Both avid travellers, Chadda and Prabhakar sold their apartment for Rs. 45 Lakh to fund their new venture in 2010 that deals in Indian souvenirs. In recent years, Chumbak has also diversified into apparel and fashion accessories for men and women as well as home products.

One of the first movers in the segment is Happily Unmarried, started in 2002 by Rahul Anand and Rajat Tuli, both alumni

of Mudra Institute of Communications, Ahmedabad.

Tuli said the interest in the segment picked up only after 2007 and the company raised Rs. 5 Crore in funding from Info Edge, owner of Naukri.com in 2012.

(Source: The Economic Times)

## Flipkart revamps fashion biz to strengthen leadership position

Fashion is the next battleground for e-commerce majors Flipkart and Amazon as they fight for supremacy of the Indian online retail market. After four years in its current avatar, Flipkart Fashion is being revamped to expand its user base beyond the current mass segment.

The home grown e-tailer is reintroducing its fashion business as it partners with over 100 stylists who will curate fashion trends and accordingly push products on its platform. Much like traditional brand retailers, it is in talks with movie production houses to sell their collection in the year 2017.

The Flipkart-owned Myntra operates in a similar market targeting the mass premium shoppers with offerings based on latest trends and themes. The new positioning for Flipkart Fashion would mean that the company is trying to tap into a new set of consumers who are ready to spend more.

It would also help Flipkart reduce its dependency on Myntra, which it acquired in 2014, to drive the major chunk of high value fashion sales. Rishi Vasudev, head



of Flipkart Fashion, said this would not cannibalize the market even as Flipkart and Myntra target the same set of customers. Vasudev said the change in pricing will not be dramatic.

“We are starting a 360-degree campaign for Flipkart Fashion which goes beyond talking about our brand stores and looking to expand user base. This will take Flipkart Fashion market share further ahead by at least 5% next year and boost overall sales,” he said.

The Jeff Bezos-led e-commerce giant Amazon, too, has been betting big on exclusive partnerships to grow its fashion business. It has already introduced two private labels Symbol and Myx while Flipkart is expected to launch its private brands by middle of next year.

“We grew about 2.3 times this year and almost 30% new customers for Amazon.in come from Amazon Fashion. Several brands have launched exclusively with us and we are looking at more such partnerships,” said Arun Sirdeshmukh, director, fashion, Amazon India.

(Source: The Times of India)

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### Physical Laboratory Testing Services Provided by FDDI, NOIDA

S. No.	Test Description	Charges in ₹
<b>11</b>	<b>FASTENERS</b>	
11.8	Security of attachment of retainer to long load	600
11.9	Tensile / Breaking strength	600
11.10	Tear strength	600
11.11	Peel strength (Velcro)	600
11.12	Shear strength (Velcro)	600
11.13	Corrosion (Metal fasteners)	600
11.14	Eyelet attachment strength	600
11.15	Strength of fastened buckles	600
11.16	Strength of buckle and strap attachment	600
11.17	Corrosion resistance	
a	For the first sample	1000
b	For subsequent three samples (per sample)	200
<b>12</b>	<b>LACES</b>	
12.1	Linear Density	100
12.2	Breaking strength & elongation at break	600
12.3	Strength of bodkin attachment	600
12.4	Abrasion resistance	600
12.5	Knot resistance	600
12.6	Colour migration	200
<b>13</b>	<b>SAFETY FOOTWEAR</b>	
13.1	Hardness of steel toe cap	250
13.2	Nail penetration test	600
13.3	Dimensions of steel toe cap	400
13.4	Impact strength of steel toe caps	600
13.5	Thermal conductivity	500
13.6	Static electricity	
a	Without conditioning	500
b	With conditioning as per EN norms	2000
13.7	Resistance to hot contact	500
13.8	Compression resistance	600
<b>14</b>	<b>CARD BOARD BOXES</b>	
14.1	Specific weight	100
14.2	Tongue tear strength	600
14.3	Rub fastness Dry/Wet	400
14.4	Laminar strength	700
14.5	Burst strength	600
<b>15</b>	<b>HAWAI CHAPPAL</b>	
15.1	Strap attachment strength	400
15.2	Breaking strength of strap	400

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS FROM 1<sup>ST</sup> AUGUST 2016 TO 31<sup>ST</sup> MARCH 2017 (For further continuation it will be reviewed in due course)

\* The said discount is not applicable on inter-lab testing & package fee

To be continued...