

ZEDDS makes national footprints Opens store in Hyderabad & unveils expansion plans

Opens store in Hyderabad & unveils expansion plans

Hyderabad, Andhra Pradesh, July 2, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- ZEDDS, the leading brand of fashion Footwear today opened a new store in Jubilee Hills, Hyderabad. The store which will be spread over 1,500 square feet will showcase the best Men & Women range offering trendy, stylish yet comfortable footwear to meet all size requirements. The store will carry an exclusive range of over 200 products (from formals to casuals to ethnic to party wear) to accessorize your feet for all occasions. With its beautiful interiors, store ambience, customer service and an amazing choice of footwear Zedds is all set to provide the customers a shopping delight.

Speaking on the occasion, **Mr. Rajesh Rawtani, Director, ZEDDS** said, "In order to set a new definition of fashion and style and meet the ever growing demand of our products we have set up this second store in Hyderabad. The new store opening is a part of our National Expansion & Brand retailing strategy. Zedds is looking at rapid growth of the brand across India. We have plans to reach the total count of 10 EBOs (Exclusive Business Outlets) by 2010 with traces in Metros, state capitals and tier-2 cities following a mix of company owned, franchisee or a store in store format. We have made strategic awareness about our brand in Mumbai with Zedds Kiosks at PVR & Cinemax and plan to open a standalone store in Mumbai soon."

ZEDDS has introduced its latest collections that feature many of today's most popular design trends, including a contemporary twist on leather look and a clean, modern pin-point design. "With contemporary designs, beautiful textures and interesting sizes, Stilletoes, Meule and Thongs Flip Flop are some of the hottest products that ZEDDS has ever offered.

ZEDDS will be targeting high potential areas in Hyderabad and other parts of the country, particularly Mumbai & Indore in the next quarter. ZEDDS understand the value of comfortable, stylish footwear. Many of its shoes specifically include comfort features, like **quilted lining and shock-absorbing padding**. Technology, Design and Quality are three guiding principles of the brand.

Notes to Editor

About ZEDDS

With more than 15 years in the Indian Market, ZEDDS has been the first and only home brand to provide any size of Shoes. One thing that has been synonymous with the brand since its inception in 1994 is "contemporary styling". ZEDDS has always been a 'design ahead' brand.

The success mantra of this fast growing brand is the ability to understand the desires of its target audience well and provide them something unparalleled to satisfy their quest of 'individual style statements' .

For more information, please contact:

Richa Chauhan
Associate Consultant