

Reliance Footprint opens first 'ASICS' store in Kochi

ASICS is a globally renowned brand for high performance footwear, Reliance Footprint has an exclusive distribution rights of ASICS footwear in India o Opens First store in Kochi

Kochi, Kerala, July 9, 2010 /[India PRwire](#)/ -- Reliance Footprint, the footwear specialty store from Reliance Retail launched the first 'ASICS' store in Kochi today. Recently, Reliance Footprint announced an exclusive partnership with ASICS Corporation Japan, one of world's leading sporting manufacturers. Signing an exclusive distribution agreement with Reliance Footprint, this is the first ASICS stand alone store in Kochi. The new store spreading over an area of 1000 sq. feet stocks exclusive running specific merchandise including footwear, apparel and accessories.

ASICS debut in India brings to the consumers its **iconic brands like Gel-Kayano, Gel-DS Trainer, GT-2000 and GEL-1000** series for performance focused runners. The products range available primarily focuses on fitness, healthy living, running and power walking; which will eventually move on to specific products for different sports like Cricket, Football and many more sport categories. Target audiences for ASICS footwear are people in 20s to 50s who enjoy or wish to enjoy healthy living.

On opening the first ASICS store in India, **Mr. Gopalkrishnan Sankar, Chief Executive, Reliance Footprint** said, *"Keeping with our core promise to deliver fantastic choice and the best brands in the world, we are delighted to bring to the consumers in India the globally renowned brand for high performance athletic gear, ASICS. This enhances our continuous endeavor to service consumers in India with the best available range of footwear and accessories. Reliance Footprint aspires to step towards a healthy and fit India with ASICS."*

This new store creates a unique retail environment that embodies and communicates core brand values. The product range includes a complete gear and the in- store experience will match the international EBO standards. Product range will focus on performance and active running shoes for both men and ladies. ASICS branded footwear, accessories and apparel are available in the price range of Rs. 2,999/- to Rs. 7,699/ in India.

ASICS brand policy is to provide fully sports-minded, enjoyable lifestyle using the highest technology. IGS is a technical design philosophy that allows the foot to perform in a more natural manner. *Biomorphic Fit* is to reduce buckling and the potential for irritation and *Gel* for shock absorption, vibration isolation, excellent cushioning, durability and feel, due to its softness and superior physical characteristics.

Mr. Motoi Oyama, President and Representative Director of ASICS Corporation, said, *"ASICS brand policy is to provide fully sports-minded, enjoyable lifestyle using the highest technology. We are pleased to open our first store in Kochi today. With Reliance Footprint's distribution and marketing strengths in the country, we are sure that ASICS brand will soon find huge following in the Indian market as in the rest of the world."*

Key highlights:

Store Name: ASICS

Area: 1000 sq. ft

Store Address & contact: O Mall Edapally, Kochi

- 1st ASICS store in Kochi
- Wide range of running merchandise including footwear, apparel and accessories
- Iconic ASICS brands like Gel-Kayano, Gel-DS Trainer, GT-2000 and GEL-1000 series are available

Notes to Editor

About ASICS Corporation

ASICS Corporation started as Onitsuka Co., Ltd. on September 1, 1949. Thereafter, on July 21, 1977, the new Onitsuka Co., Ltd. merged with GTO Co., Ltd, a manufacturer of sports wear and goods, and JELENK Co., Ltd, a manufacturer of sports wear, and became the present ASICS Corporation. Since this major merger, ASICS has grown into one of the leading sporting manufacturers within the industry. The net sale in the fiscal year ended March 31, 2010 was 224 Billion Yen and the net income was 8.3 Billion Yen. Sports shoes have been the major attraction with sales to the tune of 73.9% followed by sportswear at 19.0% and sports equipment at 7.1 %. Major markets of ASICS are Japan, the United States, Europe and Australia.

About Reliance Footprint

Reliance Footprint aims to be the largest multi-brand footwear destination in the country, dedicated to footwear, handbags and accessories offering a never before experienced shopping delight. The specialty store offers a range of over 20,000 products catering to the entire family's needs. Integral to Reliance Footprint, is the adherence to Product Quality, which is most stringent and based upon international norms right from the vendor selection to raw material testing to manufacturing process controls and finished goods.

Best quality standards are maintained so that the best is offered to the customer in a modern and vibrant shopping environment. Furthermore, the quality is coupled with Reliance Footprint's service and return/exchange policies thereby living up to its vision "Grahak Devo Bhava". The layout and design of Reliance Footprint store has been conceptualized by some of the best design houses in USA and in India, keeping in mind, the tastes and preferences of the Indian consumer. Unparalleled in India, it will be the footwear destination store for the family with over 50 international, national and Reliance brands.

Reliance Footprint offers renowned brands from Europe and America across various categories suited for the entire family such as for mens' formal and casual - Buckaroo, Egle, Florsheim, Franco Leone, Ganuchi, Hush Puppies, ID, Lee Cooper, Mancini, Moss Dunes, Provogue, Red Tape, Woodland; for ladies formal & casual - Catwalk, Custini, Hi Attitude, Inc 5, Luciano, Piccadilly, Pavers England, Raw Hide, Rocia Tosca, Tresmode, Viviana; sports - Adidas, Admiral, ASICS, Fila, Lotto, Monza, Nike, Puma,

Reebok and more; for kids - Catmoss, Lilliput, Mardi Gras, Puma; comfort and homewear - Frisbee, Dr.Scholls, Adda, Tendersole, Orthaheel etc. Some of these are the Private Label brands offered by Reliance Footprint namely, Mancini, Tosca, Viviana, Hi Attitude for the family, Monza for the sports' enthusiast, Frisbee as homewear, Tom Sawyers for school children and Pitter Patter for infants across the value-premium continuum, for all occasions.

About Reliance Retail Limited

Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited opened its first retail store in November 2006 and today operates more than 1,000 stores in over 86 cities, spanning 14 states and serving over 2.5 million customers every week. RRL is a multi-format retailer that operates

- " Reliance Fresh - a neighborhood store concept
- " Reliance Super- a super mart concept
- " Reliance Mart - a hyper market concept
- " Ranger Farms - Wholesale (cash & carry) store
- " Delight - a non vegetarian offering
- " Reliance Digital - a consumer durables and information technology concept
- " Reliance Trends - an apparel specialty concept
- " Reliance Wellness - a health, wellness & beauty concept
- " iStore by Reliance Digital- an Apple specialty store concept
- " Reliance Footprint -a footwear concept
- " Reliance Jewels - a jewellery concept
- " Reliance Time-Out- a books, music & entertainment concept
- " Reliance Living - a Furniture, Furnishing, Homeware and Home kitchen concept
- " Reliance AutoZone - an automotive specialty concept

About Reliance Industries Limited

Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters with a turnover of Rs. 2,00,400 crore (US\$ 44.6 billion), cash profit of Rs. 27,933 crore (US\$ 6.2 billion), net profit of Rs. 16,236 crore (US\$ 3.6 billion) and net worth of Rs. 1,37,171 crore (US\$ 30.6 billion) as of March 31, 2010.

RIL is the first private sector company from India to feature in the Fortune Global 500 list of 'World's Largest Corporations' and ranks 117th amongst the world's Top 200 companies in terms of profits. RIL ranks 75th in the Financial Times FT Global 500 list of the world's largest companies. RIL is rated as the 15th 'Most Innovative Company' in the World in a survey conducted by the US financial publication-Business Week in collaboration with the Boston Consulting Group.

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