



Reliance Footprint brings ASICS - world's leading sporting manufacturer to India

-ASICS brand to be launched in India soon-

- ASICS is a globally renowned brand for high performance footwear as well as healthy options
- Reliance Footprint has an exclusive distribution rights of ASICS footwear in India
- Iconic ASICS brands like [Gel-Kayano](#), [Gel-DS Trainer](#), [GT-2000](#) and [GEL-1000](#) series will be available in India
- For a first in India, the exclusive brand outlets would have 3D foot measurement machines which would analyze the foot length, arch height, pronation of the feet etc. for the best fit advice

Mumbai, January 12, 2010: **Reliance Footprint** the footwear specialty store of Reliance Retail and **ASICS Corporation Japan**, one of world's leading sporting manufacturers today announced an exclusive partnership between the two companies. Signing an exclusive distribution agreement with Reliance Footprint, ASICS will be launched in India through a combination of EBO (exclusive brand outlets) and presence in Reliance Footprint stores. Iconic brands like [Gel-Kayano](#), [Gel-DS Trainer](#), [GT-2000 series](#) and [GEL-1000 series](#) will be available right from the beginning in India. Mr. G. Sankar, Chief Executive, Reliance Footprint and Mr. Motoi Oyama, President and Representative Director of ASICS Corporation signed the distribution agreement in Japan.

Announcing the agreement with ASICS Corporation, **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 exclusive partnership further enhances our continuous endeavor to service consumers in India with the best available range of footwear and accessories. This significant tie-up with ASICS is a step towards a healthy and fit India."

Mr. Motoi Oyama, President and Representative Director of ASICS Corporation, said, "We are very pleased to partner Reliance Footprint for our entry into the Indian market. 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."

ASICS footwear will be available in India by April 2010 initially at Reliance Footprint stores in Mumbai, Delhi, Bangalore, Hyderabad, Chennai and Kochi. These will also be retailed through ASICS Exclusive Brand Outlets in Mumbai, Delhi, Bangalore, Chennai and Hyderabad starting from the middle of this year. ASICS debut in India will bring to the consumers its iconic brands like [Gel-Kayano](#), [Gel-DS Trainer](#), [GT-2000](#) and [GEL-1000 series](#) for performance focused runners. Initially, the products launched would primarily focus on fitness, healthy living, running and power walking and then eventually move on to specific products for different sports like Cricket, Football, Basketball and many more sport categories. Target audiences for ASICS footwear are people in 20s to 50s who enjoy or wish to enjoy healthy living. The

product range includes 20% sports clothing to complete the sports range and match international EBO standards.

The ASICS product range would include 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 would be available in the price range of Rs. 2,999/- to Rs. 7,699/ in India.

Highlighting the brand vision and spirit of ASICS brand, **Mr. Inoue, Senior General Manager (Asia Pacific Business Development), ASICS said,** "ASICS brand policy is to provide fully sports-minded, enjoyable lifestyle using the highest technology. We develop creative products to deliver positive energy. Our brand vision is to become a brand for a positive life based on the world of sports following the ASICS spirit of "Anima Sana in Corpore Sano" -You should pray to have a sound mind in a sound body."

ASICS will provide adequate training to the in store staff to understand the brand and the product range and pass on the same benefits to customers. ASICS experts will be visiting India for staff training and during special events and promotion times like the Standard Chartered Mumbai Marathon later this week and during other consumer connect programs.

ASICS is the official footwear partner for the Standard Chartered Mumbai Marathon. The brand has been participating in the marathon worldwide and now makes its debut in India with its partnership with Reliance Footprint. "ASICS sponsors many nationally ranked American college athletic men's and women's teams, as well as the national teams of countries like Argentina, Brazil, Italy, Spain etc. We also sponsor individuals and teams that compete in the sports of volleyball, football, netball, athletics, cricket, tennis, triathlon, and wrestling. ASICS was the official apparel sponsor of the 2006 Winter Olympics held in Italy. And this year we debut in India with the Standard Chartered Marathon in Mumbai on 17th January 2010." **added Mr. Yanagidani, Deputy General Manager, Sports Organization Team, Promotion Department, Marketing Division ASICS.**

The key technologies on which ASICS focuses are the *Impact Guidance System (IGS)* which employs linked components that enhance the foot's natural gait from heel strike to toe-off, *Biomorphic Fit Upper* 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. For a first in India, the exclusive brand outlets would have **3D foot measurement machines** which would analyze the foot length, arch height, etc. The Reliance Footprint stores would also have the portable and smaller version of the foot measurement machines.

About ASICS Corporation

ASICS Corporation started as Onitsuka Co., Ltd., the first sports shoes specialty manufacturer in Japan in 1949. After some international achievement through Olympic Games and other championships, the new sporting goods manufacturer is formed by merger with 2 other companies of sports apparel and equipment to make ASICS Corporation in 1977. Today ASICS has grown into one of the leading sporting manufacturers within the industry. The net sale in the year 2009 was 242 Billion JP Yen (USD 2.7 Billion) and the net income was 13 Billion JP Yen (USD 145 million). Sports shoes have been the major attraction with sales to the tune of 73.5% followed by sportswear at 19.3% and sports equipment at 7.2%. 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, Franco Leone, Ganuchi, Hush Puppies, ID, Lee Cooper, Mancini, Red Tape, Woodland; for ladies formal & casual – Catwalk, Hi Attitude, Inc 5, Piccadilly, Pavers, Red Tape, Tosca, Viviana; sports – Adidas, Fila, Lotto, Monza, Nike, Puma, Reebok and more; for kids – Lilliput, Mardi Gras; comfort and homewear – Dr.Scholls, Adda 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 with over 4.2 million sq ft of trading space. RRL is a multi-format retailer that operates Reliance Fresh – a neighborhood store concept, Reliance Digital – a consumer durables and information technology concept, Reliance Mart - a hyper market concept, Reliance Trends - an apparel specialty concept, Reliance Wellness – a health, wellness and 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 Super- a Minimart concept, Reliance Living Homeware – a household utilities specialty store concept, Reliance Living Furnishings-a specialty store concept for home furnishings, Reliance Living Furniture-a home office furniture specialty concept, Reliance Home Kitchen- a kitchen's solution specialty store concept, Reliance AutoZone – an automotive specialty concept and Vision Express-an optical specialty store 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. 1,46,328 crore (US\$ 28.85 billion), cash profit of Rs 22,365 crore (US\$ 4.41 billion), net profit (excluding exceptional income) of Rs. 15,637 crore (US\$ 3.02 billion) and net worth of Rs 126,373 crore (US\$ 24.92 billion) as of March 31, 2009.

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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