



Stelatoes

Shoes & Accessories

BRAND PROFILE



www.stelatoesshoes.com



ABOUT US

Stelatoes is a leading footwear brand and one of the verticals in the pyramid of Stelatoes founded in 2004. The company was entrusted to create an elite fashion brand. Stelatoes delivers a premium products in Men, Women & Kids Footwear and Accessories.

Stelatoes has been able to carve a niche for itself to be a market leader in offering Hi-End Footwear fashion i.e. both stylish & comfortable. In a span of 17+ years, Stelatoes has become a household name in ladies footwear and accessories market.

BRAND STORY

Stelatoes originated as an independent brand from the family business of high fashion Footwear wholesale. with its roots in dealing with top end fashion houses along with strong operating and production facilities.

Stelatoes started with a humble beginning with the launch of first store in Rajouri Garden Market, New Delhi. Currently Stelatoes owns 24 stores in total located in most prime Locations with 13 stores in Delhi-NCR and 2 stores in Lucknow, 1 in Kanpur - U.P. and 2 stores in Ludhiana, Chandigarh, Patiala, Amritsar-Punjab. In addition to these locations we have our presence in Dehradun, Mumbai and Indore.





OUR INFRASTRUCTURE

Our in house design studio with dedicated team of designers and merchandisers are constantly working to keep our collections updated with latest trends.

Our devoted efforts in building alliances with some of the most reliable sources for footwear Leather in various Firmness, texture and thickness for footwear applications. Choosing color tones in smooth or shrunken grain texture and various finishes from dry to oily and using excellent material which resists weather and Moisture.

OUR ASSOCIATES



OUR COLLECTION

Stelatoes offers an extensive range of Ladies, Mens and Kids Footwear, Covering multiple occasions of use from evening to leisure to Party to wedding, It's almost like 6000 styles at a time in each store, Giving us an extra edge over our competitors in the market.

Our collection is offerings, blending the brand's Boho styling with contemporary influences and a playful fashion edge. The collection targets customers of all age group.

Nearly 70-100 New designs are added in each category every Month to make Stelatoes appreciated by the most demanding customers.





OUR PRODUCTS

Stelatoes Men's Collection, which can be described as the "Premium product" featuring an original design, perfect fit and the use of top-quality materials.

Our world class craftsmanship, great attention to detail and quality, together with their highly recognisable creativity and design, make Stelatoes Mens collection top favourite amongst our customers who are looking for great styles at an affordable prices

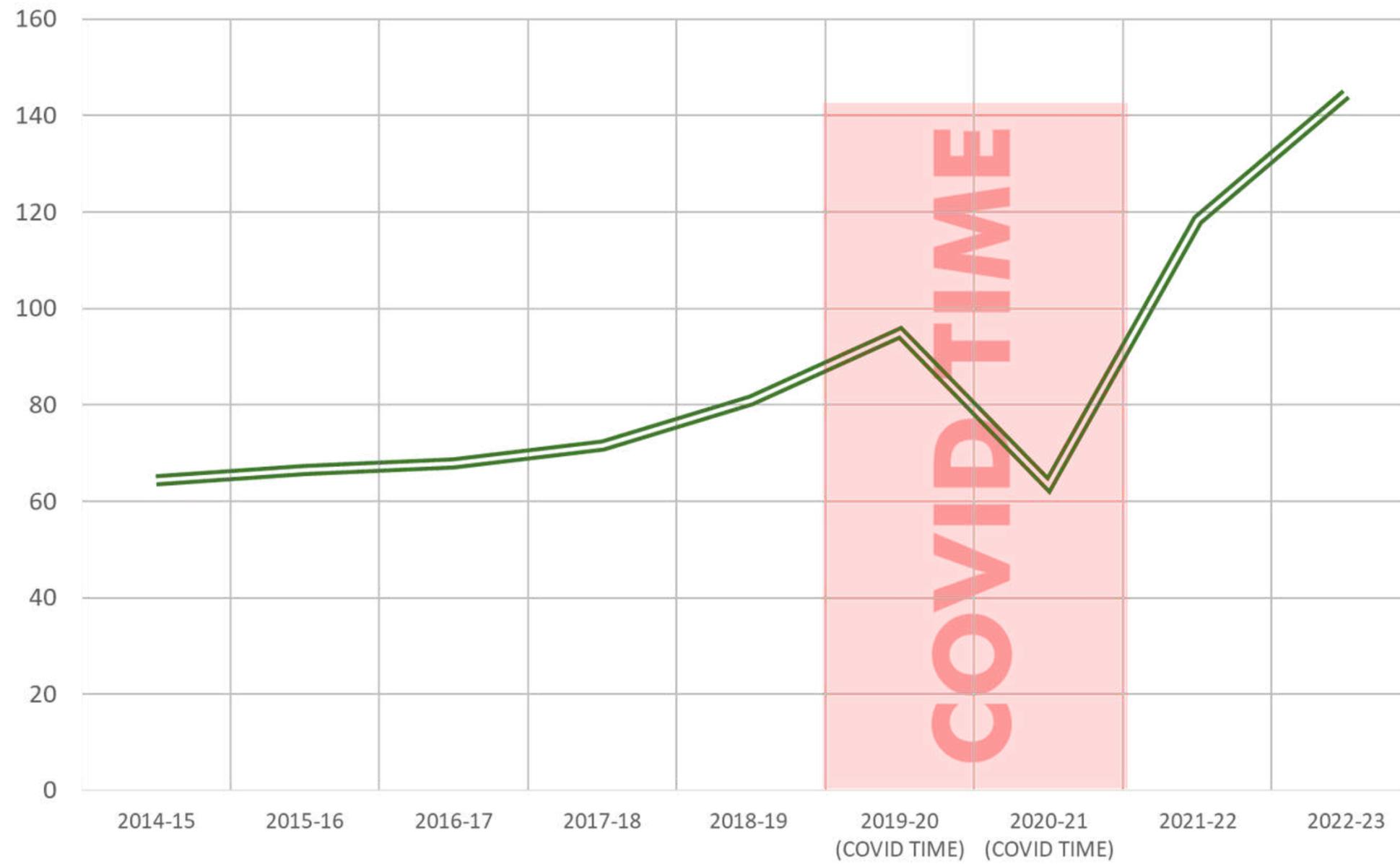


As our company continues to expand across pan India distribution channels, we are focused on developing an efficient supply chain that will evolve with our business needs.

WHY ASSOCIATE WITH US

- We have 30-35 lakh customer based in India as of now, which is increasing by 25,000 customer every month.
- Stelatoes is selling approx 11-12 Lakh Pairs per annum with steady growth of 10-12% every year.
- We have good market understanding as per customers demand.
- Every month we have new variety of products and designs for our customer.
- We are trust worthy brand in market. We try to make our customer happy with our products.
- We are trying to grow market size in India through our footwears and bags collection.





FINANCIALS IN CRORES

— Financials in Crores



OUR GOAL

Our goal is to be very appropriate in all our product category & in every appropriate region, while always protecting the integrity of our brand.

We see a sustainable path of long-term growth as we continue to execute on our core business strategies.

We have set ourselves a goal of opening 30 EBO's in Delhi/NCR and adjoining states by 2025.

The background of the slide is a collage of images related to fashion production. On the left, there are sketches of shoes and handbags, along with various fabric swatches and a green pen. In the center, there are images of jewelry, including necklaces and earrings. On the right, there are images of hands working with fabric, possibly sewing or cutting, and a shoe last. The overall theme is the manufacturing and design of fashion accessories.

OUR PRODUCTION

To position ourself as a truly world-class brand, we at Stelatoes strive to achieve globalstandards in quality, cost, service and scale of operation. We are determined to use innovative technologies to manufacture our finest products using best industry practices.

A skilled workforce experienced in Computer Aided Design andmanufacturing systems is carrying out responsibilities with dedication and cooperation.

OUR NETWORK

With a vision to cater to the need of every individuals, we've emerged as a Premium Footwear Brand in town with showrooms in strategic market locations across Delhi and noe also we spreading our wings in NCR and other states.

Stelatoes is currently is well positioned to capture considerable growth opportunities in footwear retail sector.



OUR BRANDS

We power brands that drive fashion with style and Comfort. Stelatoes lifestyle brands are built on iconic essentials and powered by bold, progressive ideals. company also owns brands like Surewin, Vector, Stelios and esle to expand the range of footwear category.


Surewin


esle


Vector

OUR ASSOCIATES

Stepping into a Stelatoes stores is unlike any othershopping experience.

To ensure that our customers discover a fully branded experience, we create shops within shops, incorporatingthe designs and decorative elements in our stores.



LARGE FORMAT STORES

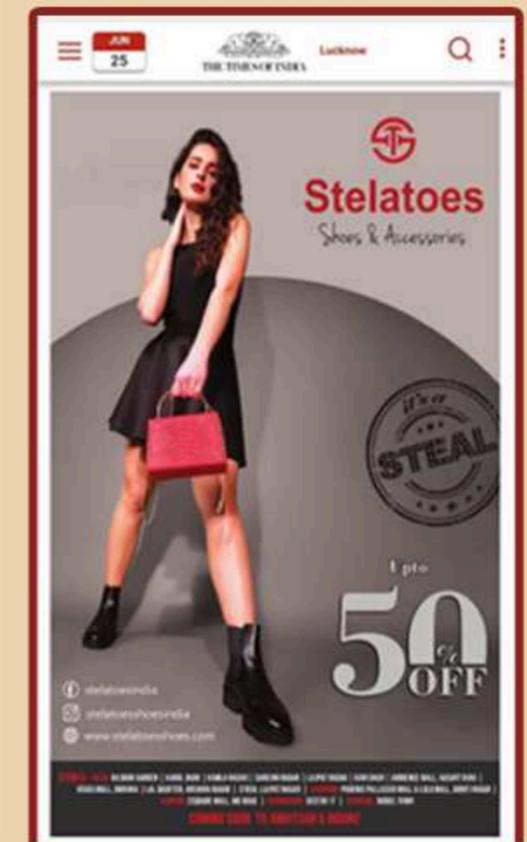


STORES AT MALLS



OUR RECENT CAMPAIGNS NEWSPAPERS

Curated by a team of driven and curious creatives, Stelatoes outdoor camapaign in the form of POPS and in print media through various publications serves to inspire our customers and enhance our sale.



EXCLUSIVE STELATOES STORES

SAROJINI NAGAR

Shop No.- 21-22, Sarojini Nagar
Market, Delhi-110023

KAMLA NAGAR

Shop No.- F-26, Kohlapur Road, Block
F, Kamla Nagar, Delhi-110007

KAROL BAGH

17A/40, WEA, Karol Bagh
Delhi-110005

LAJPAT NAGAR

J-21B, Central Market, Block J, Lajpat
Nagar II, Delhi-110024

RAJOURI GARDEN

J-87,88, Shop No.- 3, Main Market,
Rajouri Garden, Delhi-110027

KRISHNA NAGAR

C-1/3, Lal Quarter, Krishna Nagar,
Delhi-110051

DWARKA

Vegas Mall, Pocket 1, Sector 14
Dwarka, Dwarka, Delhi-110075

RANI BAGH

WZ-1257,
Main Market, Rani Bagh,
Delhi-110034

TILAK NAGAR

11/4A, Main Market, Tilak Nagar, New
Delhi-110018

VIKAS PURI

KG-1/364, Near Shankar Chowk, Main
Market, Vikaspuri, Delhi-110018

GREATER NOIDA

GF/S/2&3, Ground Floor, Gaur City
Mall, Greater Noida-201309

GURUGRAM

1212/6, Roshanpura, Gurudwara Road,
Gurugram, Haryana-122001

CHANDIGARH

SCO 83,84, Sector 17-D, Main Market,
Chandigarh-160017

LUDHIANA

L-431, Gulati Chowk,, Brand Road,
Model Town, Ludhiana-141002

LUDHIANA

B-20/1346/427/A, Adjoining Simran
Pagri, Ghumar Mandi, Ludhiana-41001

AMRITSAR

Shop No. 9&10,
Lawrence Road, Amritsar-143001

EXCLUSIVE STELATOES STORES

PATIALA

3rd SCO-1, Bhupindra Road, Near
Manipal Hospital, Patiala-147001

PATHANKOT

Shop No.1, Kohli's Tower, Dlhousie
Road, Pathankot-145001

KANPUR, U.P.

Ground Floor, Zsquare Mall, M.G.
Road, Kanpur-208001

LUCKNOW, U.P.

Shop F-29, Phoenix Palassio Mall,
Gomti Nagar Extension,
Lucknow-226010.

LUCKNOW, U.P.

M-105, Lulu Mall, Shaheed Path Road,
Lucknow-226030

GHAZIABAD

3rd N-31, DrAmbedkar Marg, Nehru
Nagar 3,Ghaziabad-201001

DEHRADUN

Shop no - 9 , Patel market, rajpur road,
Dehradun, Uttarakhand-248001

INDORE

G-28, Ground Floor, Phoenix, Citadel,
Indore-452016

MUMBAI

G-8B,L.G.F, Phoenix Marketcity,
Kurla, Mumbai-400070

OUR CREDENTIALS & CONTACT DETAILS

Stelatoes Shoes and Accessories Private Limited

Year of Incorporation : 3rd Sept 2008

Promoters : Mr. Sanjay Arora and Mr. Sachin Arora

Product Line : Family Footwear and Accessories

Exclusive stores : Total 24 EBO's in Delhi-NCR and Adjoining States

**Corporate Office : A-42, Gate No. -1, First Floor, Industrial Area, Phase -II,
Mayapuri, New Delhi-110064**

Contact Person: Mr. Harpreet Singh (C.E.O)

Mobile: +91 8872070000



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