



**Demystifying** the mysterious  
Indian consumer market



# About us

## Solar Group

When some of the world’s best known brands forayed into the Indian market, they chose to partner with Solar Group to set up their first store in the country.

From the first franchise outlet to a retail network to nationwide distribution, we have helped over 50 global and Indian brands to launch and expand in the fast growing Indian consumer market.



# What we do

- So when you’ve thought about the **WHY***  
Steadily growing economy and consumer sector, coupled with the increasing appetite of the Indian consumer for global products.
- We help you to decide on the **WHAT***  
Plan the nature of your presence – locations and formats, based on our successful track record of over 25 years and the unique consumer insights gained.
- And take complete ownership of the **HOW***  
We deliver operational excellence in real estate selection, fit-outs, vendor selection and staffing to ensure cost optimization and assurance of schedules.







## Retail

The largest franchise retail operation in western India, with over 60 stores.

Access to the most sought after retail real estate in key malls and locations.

First franchisee for many leading brands like Reebok, Pepe Jeans, Nike, Woodland, Arrow and Colorplus in India.

Current brand portfolio includes CK Calvin Klein, Calvin Klein Underwear, Calvin Klein Jeans, Clarks, Raymond, Arrow, ColorPlus and Accessorize.



## Calvin Klein

Our partnership with Calvin Klein has supported their retail presence and growth in Mumbai- India's most populous city, where we started our first Calvin Klein store eight years ago.

Today we are the franchisees for 8 stores in Mumbai, out of a total of 10 stores that exist in the city.



# Distribution

Multi-channel distribution approach encompassing SIS, MBO, EBOs, local distributors and online channels.

Current operations covering over 300 POS in Tier 1 and 2 cities.

Established relationships with retail and distributor partners covering over 1000 POS.

Western India distribution for Calvin Klein and Color Plus and national license rights for Rider Sandals.

Distributing Mineral Fashions, a women's apparel brand established by us and now a part of the Future Group.

## Rider & Cartago Sandals

We hold the exclusive marketing and distribution rights for Rider & Cartago Sandals for India since 2016.

Rider's parent company, Grendene is amongst the largest footwear manufacturer in the world- producing approximately 250 mn pairs annually (~1% of the global footwear consumption).

The distribution strategy in India is based on a multiple-channel approach including exclusive kiosks and stores in malls, large shop-in-shops, key multi-brand outlets, distributor networks for the offline platform and large fashion e-retailers to cater to the online market.







## Sourcing

Ability to establish relationships and source high quality footwear from quality manufacturers in India.

Worked with the Indian supply ecosystem for Johnston & Murphy which contributes to 50% of global supplies.

Currently developing footwear with multiple suppliers for private label brands within Shoexpress.

Working closely with about 12 manufacturers to source high quality footwear.

These manufacturers produce export quality shoes and proactively participate in the design process.



# Marketing

We draw on our experience to create multi-channel countrywide marketing campaigns for brands.

We manage marketing campaigns which encompass print, radio, events and online platforms.

Johnston & Murphy India, a brand we marketed was awarded Best Emerging Footwear Brand in India at Images Retail Awards, 2016.

Rider Sandals brand launch in India was recognized as the top 3 launch events globally across more than 100 markets.

SPIURGE

Spotlight

# Fun on FOOT

Known to combine design and comfort through contemporary aesthetics and a blend of propriety materials, the legendary Brazilian brand Rider Sandals, is now set to woo Indian customers, with a passion for fun footwear.



Georges Agapiou and Yashesh Muthi, Joint Managing Partners, Rider.



*Slappa Mike*



(From top)  
A selection of Rider Sandals now available for sale in India.

October 2016 | Outlook Spurge ID

GO PROMOTION



## GET FOOT LOOSE

Let's face it. Flip flops rock! They keep your feet cool. They're easy to wear. They come in a zillion styles. And with the launch of Rider Sandals – an iconic international flip flop brand – they're all the rage.

Truth be told, as men, we value comfort and ease above everything else. We do enjoy the occasional red carpet event or a Saturday night's jazz. We'll even dress for these occasions. But most of the time, we prefer a good game session, chugging beers and wearing flip flops – the kind of footwear that's fun, friendly and gives us the freedom to be ourselves.

If you're one of us, we've got some great news. Rider Sandals – the world's leading flip flop brand – comes to India with their entire collection of Movers, Shakers and Breakers. Crafted to conform to your foot, cushion your every step with Dry Eco Foam and accommodate your natural gait, each pair of Rider Sandals are made in the world's most environmentally friendly manufacturing plants. While Riders are manufactured from recycled material, 99 percent of the industrial waste created by them is reused. Also, the brand does not outsource any of its manufacturing. So rest assured, the quality of a Rider is totally unbeatable.

Born in Brazil 30 years ago, they're not just flip flops or sliders. They're an attitude, a state of mind and a reflection of the laid-back Brazilian way of life. In fact, people in this South American country don't wear flip flops, they put on their Riders. Its popularity around the world bears testimony to the reality that we boys cherish our comfort and freedom more than anything else in the world.

In India, the Rider business will be run by Georges Agapiou and Yashesh Muthi, both second generation entrepreneurs.

For more information visit, [ridersandals.com](http://ridersandals.com)

### FLIP FLOP FACTS

They're called rubber slippers in Hawaii and Hawaiians in India. In Australia, they're called 'thongs'. So when an Aussie girl says, she's walking around in thongs, do not jump to conclusions.

In America, they first started to appear after World War II as soldiers brought Japanese 'zori' (their word for flip-flops) back from the war, as souvenirs. They were known as Flip Flaps until the 1960s.







# rider

 SANDALS

[www.raidercanarias.com](http://www.raidercanarias.com)





## Infrastructure

We have expertise in managing real estate rentals and offer referrals to high quality and reliable vendors and contractors for fit-outs.

We provide project management, support and 'hand-holding' designed to optimize costs and meet deadlines.





# Leadership Team

## Ashok Mukhi

Managing Director  
at Solar Creations Pvt Ltd



With over 30 years of experience, Ashok Mukhi brings his passion for the retail industry and strength in building business networks to the group. Ashok Mukhi is a Commerce graduate and has done his Bachelors of Law (LLB) from the Government Law College, Mumbai

## Yashesh Mukhi

Managing Partner  
at Rider Footwear LLP  
Finance and Strategy Head  
at Solar Creations Pvt Ltd



Yashesh Mukhi, draws on his work experience of 8 years with Morgan Stanley and brings critical reasoning and planning skills to the team. He is an avid sports enthusiast and tennis player. He has done his Masters in Business Management from Fordham Gabelli School of Business.

## Deven Mukhi

COO and Director  
at Solar Creations Pvt Ltd



Focused on the franchising, infrastructure and realty aspects of the business, Deven Mukhi brings in 10 years of experience and has key strengths in Human Resource and Public Relationship. He holds a Bachelor in Management Studies from Narsee Monjee College of Commerce and Economics, Mumbai. He is an ardent football and cricket fan.

Solar Group is headquartered in Mumbai, India. Our leadership team has a wealth of experience in retail, strategy, real estate and infrastructure.

Our abiding philosophy is to create business growth based on mutually rewarding, long-term relationships.

Having nurtured these relationships with our brand partners, vendors and teams, we are confident of helping our brands successfully launch and grow in India.





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