



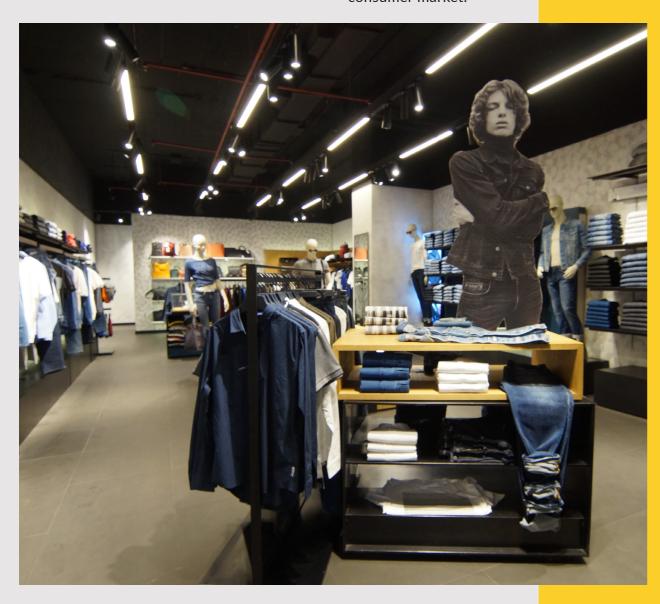
Demystifying the mysterious Indian consumer market

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

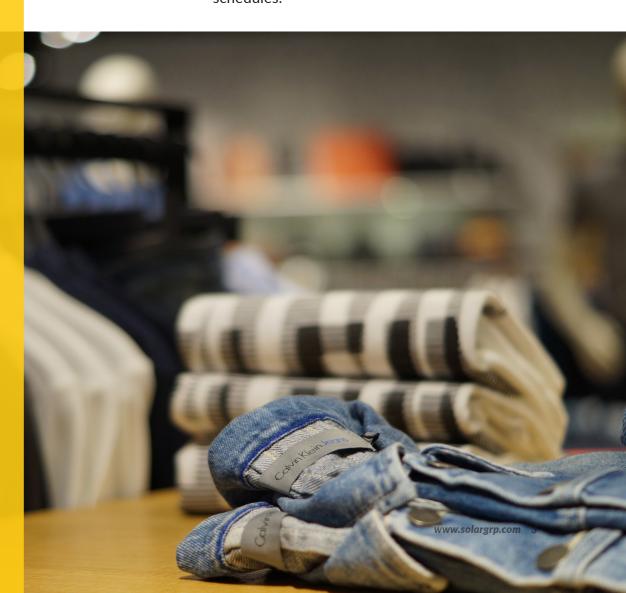
Steadily growing economy and consumer sector, coupled with the increasing appetite of the Indian consumer for global products.

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.







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.

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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.

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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.









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Infrastructure

We have experties 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



Yashesh Mukhi

Managing Partner at Rider Footwear LLP Finance and Strategy Head 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, 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



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.

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.

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