

FDDI NEWSLETTER

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Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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2nd July 2021

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Webinar on 'Career opportunities available after 12th and Graduation' held at FDDI, Chhindwara campus

A webinar on the topic 'Career opportunities available after 12th and Graduation' was jointly conducted by Footwear Design & Development Institute (FDDI), Chhindwara campus and Apparel Training and Design Centre (ATDC), Chhindwara on 25th June 2021.

are operational in the vicinity of Chhindwara district.

Mr. Rakesh Vaidya - Sr. Vice Chairman - ATDC, Gurgaon, Haryana, Mr. Vijay Mathur - Officiating Deputy General and Executive Director - ATDC, Gurgaon, Haryana and Mr. Sankoch Katre, In-Charge Admin & Pers., FDDI Chhindwara were the resource person for the webinar.

Using the electronic and digital platform in view of the COVID-19



Online counseling and information sharing session by the resource person

pandemic, the webinar shed light on the career opportunities available in the Footwear and Leather industry, Fashion Sector, Retail Sector, and Apparel Sector which have been in great demand.

The online counseling and information sharing session was conducted in coordination with CEO - Jila Panchayat, Chhindwara & District Education Officer (DEO), Chhindwara for the Principals of various schools which

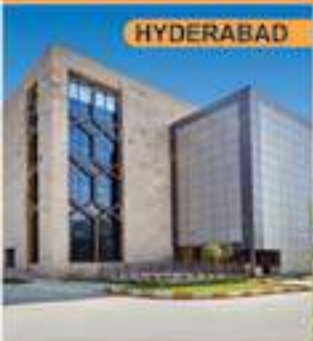
Mr. Sankoch Katre, In-Charge Admin & Pers. briefed about FDDI, the various professional courses conducted by the institute and the career opportunities available after completing these programmes.

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The webinar also provided an understanding on the professional courses, the career entails and the admission procedure keeping in mind new job avenues being created by the globalization.

“The Q1FY22 sales (April to June) have not been a washout like last year, and are at 20-30 per cent of pre-COVID levels,” says Mr. Harkirat Singh, Managing Director (MD), Aero Club (the owners of

Woodland). But regional lockdowns, odd-even days of store opening and shorter duration of shop operations have come in the way of buyer sentiments improving, he said.

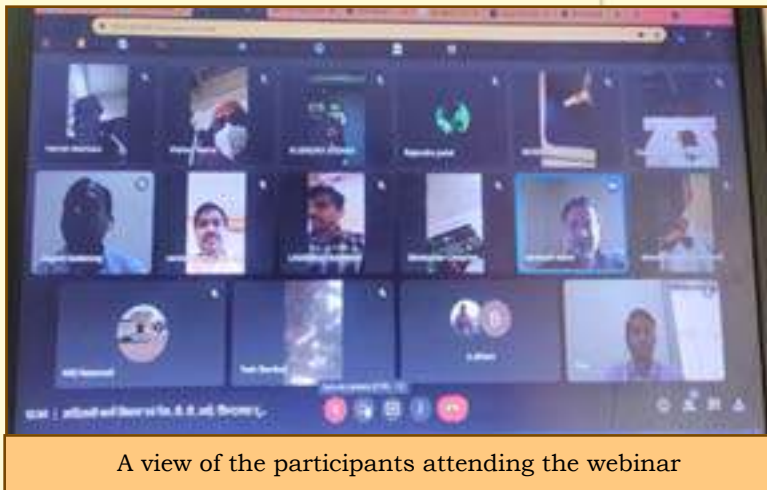
Online Sales Pick-up

Online sales increased by 15 - 20 per cent of total sales of

Woodland. With 500-odd company-owned stores, offline retail continues to be the major revenue driver for the brand.

“Online sales are mostly happening as stores continue to remain closed. Trends suggest a demand for athleisure, sandals and chappals, among others,” Mr. Singh said.

“Right now reopening of retail stores is happening in some places like Delhi. People are coming out of their homes. But not many are buying. Sentiments need to pick



A view of the participants attending the webinar

The webinar was attended by approx. 350 Principals of various schools.

Woodland hopeful of sales recovery in two months Set for phase-wise reopening of retail stores

Footwear and apparel company, Woodland, is hopeful of sales recovery over the next 30-60 days as it is set for phase-wise reopening of retail stores with consumer sentiments witnessing a possible uptick.

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up. Maybe it will be another one or two months before we see recoveries happening on the retail front," he added.



Mr. Harkirat Singh, MD, Aero Club

Athleisure, fitness wear and lounge wear have been relatively faster moving items since the pandemic hit last year. In line with the trends, the company is increasing its presence in these segments, by adding new items like track pants, lounge shorts, active wear T-shirts to its core online portfolio of shoes, casual wear and jackets.

Selling Prices Drop

With e-commerce driving numbers, average selling prices are down 20-25 per cent to Rs. 1500, from around Rs. 2000.

End of season sales in July and online sale events are expected to be a pre-cursor to consumer

sentiments. "Summer items are generally lower priced than winter ones such as jackets, boots or outdoor apparels. Neither is travel happening nor big events. Moreover, the current trend is skewed towards athleisure segment which are a bit lower priced," Mr. Singh explained.

Woodland has again begun discussions with landlords and mall management on rent renegotiations. Last fiscal, renegotiations saw a 20-30 decline in rental expenses.

For FY21, the company is expected to report a turnover of Rs. 650-700 crore. "Last year, stores were closed for nearly 6-7 months, and even online sales were not allowed. Topline was severely hit," he said. It has decided not to opt for new store additions, until "a clarity emerges" on the retail front in a post-pandemic new normal.

The company says that there are no immediate plans to expand in Tier-II or Tier-III markets through own stores "unless a strong business model emerges." These markets will continue to be "serviced" through "distributor channels", e-commerce & franchisees.

(Source: Business Line)

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Myntra ready to face Nykaa in beauty segment

Walmart-backed online fashion store Myntra has ramped up its beauty and personal care portfolio with a clutch of premium brands as it takes on bigger rival e-tailer Nykaa for a larger share of the fashion and beauty market.

Pricey products from Benefit, Bath & Body Works, Smashbox and Minimalist are on offer, as Myntra sets out to double its beauty and personal care offerings by the end of this fiscal year.

The category could be among the top five of a dozen retailed by the marketplace by the end of the year. For the year 2019-20, the company reported a 58% jump in revenue at Rs. 1,719 crore, according to business intelligence platform Tofler.

But Nykaa leads in market share by a distance. With sales of \$250 million in FY20, Nykaa accounts for over 30% of the online beauty and personal care market, Jefferies said in its note.

In the last 12 months, Myntra, which is largely known for selling

branded apparel, has added over 100 brands to its BPC collection to offer 500 brands. It has built a better catalogue and technology since early 2021 to support the category.

It recently added high-end American cosmetics brand Benefit and listed Smashbox's pricey makeup products.

The move signifies how e-commerce verticals, which typically sell particular categories, are now broadening their offerings as the pandemic drives more shoppers online.

(Source: Hindustan Times)

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