

FDDI NEWSLETTER

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

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

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NOIDA

21st September 2018

Issue No. 694

'Book Review' competition held at FDDI Jodhpur

With an objective to encourage the students to develop the habit of reading, a 'Book Review' competition was held at Footwear Design & Development Institute (FDDI), Jodhpur.

All the students participated in this competition. The students were asked to select a book from any genre of their choice and present their point of view and how that book inspired them towards betterment, in the form of a Power Point presentation in the preliminary rounds that were conducted on 4th and 6th of September 2018.

The criteria for winning the competition were; book content, learning and review, and presentation skills.

Out of all the brilliant presentations, 12 were selected for the final round.

Each contestant was given 7 minutes to present their book review. The students expressed their feelings, reflections and reading experience in their review.

The students namely, G. Ritwika Suman (FD 2018) won the first position, Prakshi Jain (Bridge 2018)

won the second position whereas Vaibhav Sisodia (RFM 2017) won the third position.



A student giving the presentation during 'Book Review' competition

Three best presentations were selected based on said criteria and the participants were awarded with certificates for the same.

The competition was adjudged by Dr. Vikas Kapoor. Dr. Kapoor is a Professor in Production and Industrial Engineering Department, MBM Engineering College, Jodhpur.

Such competition encourages students to read distinctive books depending on the creativity & interest and share the story with others that enhances their oratory skills.

Aditya Birla Fashion and Retail: looking up, finally

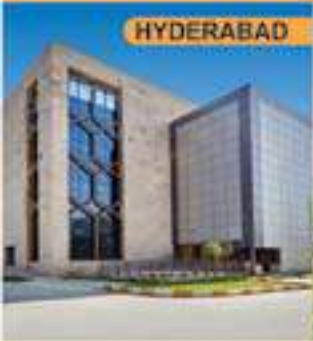
Aditya Birla Fashion and Retail Ltd (ABFRL), formed from the

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amalgamation of Madura Garments Lifestyle Retail and Pantaloons Fashion and Retail Ltd, has been a laggard for much of the time since its creation. In the first two fiscal years after the merger (FY17 and FY18), the stock gained just 7% even as the Sensex galloped 30%.

by margin expansion at the two core businesses—Madura Fashion and Lifestyle, and Pantaloons.

The new businesses—the fast-fashion segment, innerwear and others continue to lose money. But losses at the fast-fashion segment reduced considerably last quarter.



Importantly, the company's core businesses—Madura and Pantaloons—are on the mend. The Madura brands business has stabilized and the last three quarters showed a steady rise in revenue. Profitability at Pantaloons, which has been a bugbear, rebounded in the June quarter.

According to analysts, the company is adopting a three-pronged strategy at Pantaloons. One is to raise the share of private labels. Another is to expand the value chain by offering higher priced products. The third is to take the format to more locations, beyond the cities.

Soon after the merger, Madura Garments, which houses the brands business, came under pressure from online retailers due to deep discounting, necessitating reorganization. Restructuring of the value format business under Pantaloons also took longer.

But things seem to be finally falling into place.

Competition from online retailers has abated. The recent quarterly results show steady improvement in the company's profitability helped

“ABFRL’s management had their sights set on a much larger business given the wider appeal of the Pantaloons brand. Key margin and ROCE drivers would be: upping own-brands contribution to 75-80% over the next three years (vs 63% currently), better product management which would not only lower obsolescence but also ensure

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freshness of store inventories, overall costs control and better leverage of common costs as the business gains scale,” analysts at JM Financial Institutional Securities Ltd said in a note. ROCE is return on capital employed.

The measures are expected to further help improve Pantaloon’s profitability.

According to Prabhudas Lilladher Pvt. Ltd., the ABFRL management is targeting 10% margin for the Pantaloon’s business in three years. Last fiscal year, margins at Pantaloon’s stood at 6%. Profitability at the Madura brands business is also expected to see incremental improvement.

Not surprisingly investors are excited. The stock gained almost 40% over the last two months, compared to the 4% rise in the Sensex. While earnings recovery should support the stock, investors would also do well to keep track of the new businesses and progress on loss reduction. “One part of the company that is still in a to-be fixed mode is the fast fashion piece,” added analysts at JM Financial.

Teachers’ Day was celebrated at all the campuses of Footwear Design &

(Source: Mint)

Adidas India boots up for rapid store expansion in 40 cities

Adidas India, which had been restructuring its retail operations

over the past few years, is getting set for the next phase of growth. The company said it is focusing on an opportunistic growth strategy in 40 cities which includes the key metros besides tier-1 and tier-2 cities.

It will also look at doubling the number of company-owned stores by next year.

Adidas India on September 18, 2018 announced a brand endorsement deal with sprinter Hima Das.

Dave Thomas, MD of Adidas India, said: “We are at a stage where we are opening a lot more stores than we are closing. In fact, we are hardly closing, but renovating stores with the latest fixtures. At the same time, we are focusing on opening bigger stores.”

Thomas further said the company looks to add 50-60 stores a year, which includes renovations. “Currently we have four company owned stores which we hope to double to eight by next year,” he added.

The company is also strengthening its online presence besides growing its footprint through multi-brand stores.

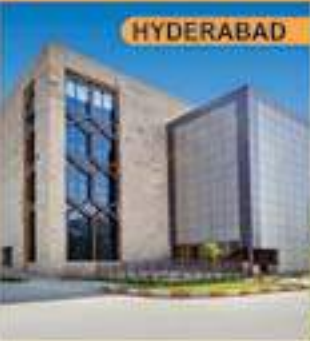
At present, there are about 450 Adidas and 220 Reebok stores in the country. Over the years, Adidas India has reduced the number of franchise

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partners to about 50 in a bid to focus on profitable growth.

“Our strategy is to focus on 40 cities in the country. It will not just be about adding more stores but also about a more meaningful penetration in these cities with bigger stores for better engagement with customers,” Thomas said.

The company has also introduced new global formats in recent times such as launching its first stadium format store in Delhi earlier this year. “We are looking to have four-five stadium format stores in the country” he said.

While a majority of the company’s products are made in India, it also looks at introducing global products, though it gets challenging due to import duties, said Thomas.

(Source: Business Line)

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in Rs.
2.20	Light fastness	1200
2.21	Wet/Dry/Solvent rub fastness	400
2.22	Colour migration	200
2.23	Shrinkage Test	600
2.24	Fungus growth	1000
2.25	Cold crack temperature	2000
2.26	Martindale abrasion	1000
2.27	Needle abrasion	600
2.28	Maser flexing	1000
2.29	Vamp flexing for dry/wet/cold	2700
2.30	PVC Migration Test	1200
2.31	Identification of leather	1200
2.32	Leather dry-cleaning as per ISO	600
2.33	Colour fastness to perspiration	1200
2.34	Finish adhesion test	
3.	PLASTIC/RUBBER/PU FOAMS/SOLING MATERIALS	
3.1	Specific gravity/density	250
3.2	Tensile strength & elongation at break	600
3.3	Hardness	100
3.4	Ross/bennewart flexing index at room temp.	700
3.5	Ross/bennewart flexing index at low temp.	2000
3.6	SATRA/BATA belt flexing	700
3.7	Oil swelling	900
3.8	Compression set	600
3.9	Split tear strength	600
3.10	Die “C” tear test	600
3.11	Hear shrinkage	600
3.12	% Volatile loss	600
3.13	Abrasion	700
3.14	Bond strength (raw material)	900
3.15	Bond strength (prepared sample)	600
3.16	Light fastness	1200
3.17	Dynamic water resistance (leather)	600
3.18	Grain crack index (leather)	600
3.19	Tear strength	600
3.20	Izod Impact	1000
3.21	Ozone resistance	
a.	Upto 100hrs for 1st sample	3000
b.	Upto 100hrs for next 3 sample per sample	1000
c.	Upto 200 hrs for 1st sample	6000
d.	Upto 200 hrs for next 3 sample per sample	2000
3.22	Chemical resistance per chemical	400
3.23	Hardness of PU foams (Seats)	1000
3.24	Blooming test	2000

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20 % DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2018-19

* The said discount is not applicable on inter-lab testing & package fee

To be continued...