



## **Metro Shoes now in Ambala City**

India's most fashionable shoe store opens in New Cloth Market, Ambala City  
Leading brands and latest styles all under one roof

Ambala, October 10, 2008 – Today Metro Shoes celebrates the opening of its first store in Ambala City, near Aggarsain chowk, in New Cloth Market. Targeted at families and fashionable people, the product range at the Metro Shoes store will feature style, quality and the latest international trends that appeals to all age groups.

“Ambala is a rising commercial hub with a burgeoning fashion conscious crowd,” said Amit Kumar Sukheja, City Manager, Metro Shoes. “Customers today are looking for exclusive options that match the latest fashion trends with best quality and best price. Metro Shoes now gives them an opportunity to shop for all their needs under one roof.”

Mr. Vishwa Verma led the ribbon cutting ceremony at 11:30 am on October 10, 2008 in Ambala. The Metro Shoes store stocks more than 6500 pairs of ladies' and men's shoes. To celebrate the opening, Metro Shoes today announced a 20% discount on all in-house brands and 10% discount on other brands like Florsheim, Lee Cooper, Red Tape, Bulchee, Fila, ID, Franco Leone, Woodland, Collonil, Crocs, Homme, Egle & Levis at the new store this Friday and Saturday October 10 and 11, 2008.

As in all Metro Shoes stores, the product range at the Ambala store is customized to fit local tastes and fashion trends. The Ambala store will feature the latest in fashion, wide branded collection Men's shoes are priced between Rs. 690 to Rs. 10000 while ladies' shoes range between Rs. 490 to Rs. 4000. Metro Shoes also offers men's and women's accessories such as handbags, wallets, belts, shoe care products ranging from Rs. 300 to Rs. 4000

**About Metro Shoes**

The first Metro Shoes store opened in Colaba, Mumbai in 1947. Today Metro Shoes is the largest fashion footwear retailer in India, with a countrywide network of 78 prime locations across India, offering a mix of Indian and international designs. In April 2008 Metro Shoes was voted one of the most powerful brands in India by RETAILER magazine. In the last fiscal Metro Shoes' total turnover exceeded Rs. 200 crore.