



## **Happy Feet in Pune has a new address**

### **Metro Shoes opens exclusive showroom for fashion and formal wear**

#### **Leading brands and styles under one roof at Kakade Center Port, next to E-square Theatre**

PUNE, October 16, 2008 – Tomorrow, October 17 2008, Metro Shoes will celebrate the opening of its third showroom in Pune at Kakade Center Port, next to E-square Theatre, University Road. The Metro Shoes collection will feature style, quality and the newest international trends, targeted at a fashionable crowd and young professionals.

“Fashion has become an important part of lifestyle in Pune, especially among the burgeoning fashion conscious youth,” said Khalid Majid, Regional Manager, Metro Shoes. “Pune is a rising commercial hub, and customers today are seeking the latest and best, while at the same time looking for exclusive options that match the latest fashion trends. Metro Shoes now gives these customers an opportunity to fulfill all of their fashion needs under one roof.”

Mr. Khalid Majid will lead the ribbon cutting ceremony at 11:30 am on October 17 at Kakade Center Port. 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, and Puma at the new showroom this Friday and Saturday October 17 and 18, 2008.

As in all Metro Shoes showrooms, the product range at the Pune showroom is customized to fit local tastes and fashion trends. The showroom will stock more than 8500 pairs of ladies’ and men’s shoes. It will feature the latest in fashion, wide collection of men’s shoes priced between Rs. 990 to Rs. 10000 while ladies’ shoes

range between Rs. 490 to Rs. 3990. Metro Shoes also offers men's and women's accessories such as handbags, wallets, belts, shoe care products ranging from Rs. 500 to Rs. 4000

### **About Metro Shoes**

The first Metro Shoes showroom 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.