



## Happy Feet - now in Vijayawada

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

**Leading brands and styles under one roof at M.G. Road, Labbipet.**

VIJAYAWADA, October 17, 2008 – Today Metro Shoes celebrates the opening of its first showroom at M.G. Road, Labbipet. The Metro Shoes collection will feature the latest international trends and the highest quality shoes, targeted at fashionable young professionals and families.

“As the third largest city in Andhra Pradesh, Vijayawada is an important location for Metro Shoes,” said Anwar Sayani, Regional Manager, Metro Shoes. “At Metro Shoes, we believe that Happy Feet make Happy People. In our new showroom Vijayawada customers will find exclusive fashionable, high quality products for the entire family.”

Mr. Anwar Sayani led the ribbon cutting ceremony at 11:30 am on October 17 at M.G. Road, Labbipet. 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 showroom, the product range at the Vijayawada showroom is customized to fit local tastes and fashion trends. The showroom will stock more than 5000 pairs of ladies' and men's shoes. It will feature the latest in fashion, wide collection of men's shoes priced between Rs.1500 to Rs. 9000 while ladies' shoes range between Rs. 600 to Rs 3000. Metro Shoes also offers men's and women's accessories such as handbags, wallets, belts, shoe care products ranging from Rs. 120 to Rs.1000

### **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.