

	IN CRORES	BATA	RELAXO	LIBERTY
Pair of shoes sold annually		4	18	1.49
Revenue		2928	2292	602
Cost per pair		732	127	404
Exports		1.2	87	32
PAT Margin		11.22%	7.60%	1.14
<p>Organised sector 45 % Unorganised 55% Analysis: 45% of 72000 crore is 32400 . <u>In terms of Revenue:</u> Bata has 9% market share Relaxo has 7% market share of the organised sector.</p>				
<p>Summary: The Industry average cost of each pair is $72,000/220 = 327$ rupees per pair. Relaxo footwear has the lowest cost per pair at Rs 127 in the 3 players and the best part is it is even lower than the industry average of 327 Thus even though the number of pairs sold by Relaxo are 4.5 times those of Bata , the revenue of Bata is higher as they charge on an average 700 per pair as against 127 of Relaxo Understandably Bata reports higher margins due to higher price per pair but will need to look into each individual company to understand the details further</p>				