

REVENUE							
	2015	2016	2017	2018	2019	YTD RETURNS	
BATA	2639	2422	2474	2634	2931	11%	
RELAXO	1480	1711	1631	1941	2292	54.86486486	
LIBERTY	525	454	520	551	602	14.66666667	

STOCK PRICE							YTD RETURNS
BATA	540	568	579	781	1330	151.12%	
RELAXO	237	256	233	353	435	247%	
LIBERTY	245	195	203	230	130	-58%	

Summary:

There are 3 reasons why i am inclined towards Relaxo after going through these numbers:

1. Volume:

Relaxo has sold the highest number of pairs of shoes at 18 crores as compared to Bata and Liberty.

2. Revenue:

Revenue has increased by 54% for Relaxo as compared to Bata and Liberty , has the highest revenue amongst the peer companies.

3. Cost /per pair:

The cost per pair is the lowest for Relaxo footwear at 127 rupees .It is actually much below even the industry average of 327.

4.Target Segment:

Relaxo is targetting the mass segment which is probably 80% of Indian population who would go for chappals rather than shoes.

For next one year due to Covid situation will be further impacted