



WELCOME





RED TAPE
ONLINE OUTLET

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DECLARATION

This presentation ("Presentation") was prepared by REDTAPE LIMITED with its registered office in Noida, Uttar Pradesh, India under its brand name REDTAPE'. Its purpose is to present selected data concerning the brand, RedTape. The presentation is for information purposes only and does not constitute a complete analysis of the financial situation of the Group. The data contained in the Presentation are valid as at the date of its preparation (31st March 2023), so the Presentation will not be subject to change, update or modification in order to present changes occurring after that date.

The Presentation should not be treated as investment advice, recommendation, offer to buy or sell any securities or financial instruments or participation in any commercial undertaking of RedTape. The Presentation was prepared with due diligence, however, the Brand does not guarantee the accuracy and completeness of the information contained therein, in particular in the event that the materials on which it was based turn out to be incomplete or do not fully reflect the actual state of affairs. RedTape recommends that any person intending to make an investment decision regarding any financial instruments of the Brand should rely on the information disclosed in official reports of REDTAPE LIMITED prepared and published in accordance with the applicable laws, which are a reliable source of data concerning the Group.

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The Presentation and descriptions contained therein may contain forward-looking statements, including statements regarding expected financial results, but they cannot be treated as forecasts of financial results. The forward-looking statements contained in the Presentation are burdened with a number of known and unknown risks, uncertainties and other factors (also beyond the control of RedTape.), which may cause that the actual results, level of activity or achievements of Ltd.), which may cause the actual results, level of activity or achievements of the Group significantly differ from the statements indicated in the Presentation, including the expected financial results described in the Presentation.



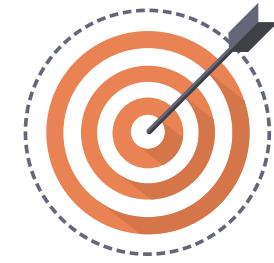


OVERVIEW

RETAIL REVOLUTION GROWTH FORECAST



VISION 2026



~625 m \$
REVENUE



~60 m
TO SELL

550%
GROWTH



~1250

EXCLUSIVE RETAIL STORES ACROSS THE WORLD
INCLUDING EBO'S, & SIS IN INDIA



GROWTH REPORT IN INDIA

(FY 2022-23)

~**178** m \$
REVENUE

~**17.83** m
ARTICLES SOLD IN 2022

~**31**%
RETAIL GROWTH IN 2022

 ~**616+**
SHOPS
INCLUDING EBO'S, & SIS IN INDIA

37 COUNTRIES
ACROSS

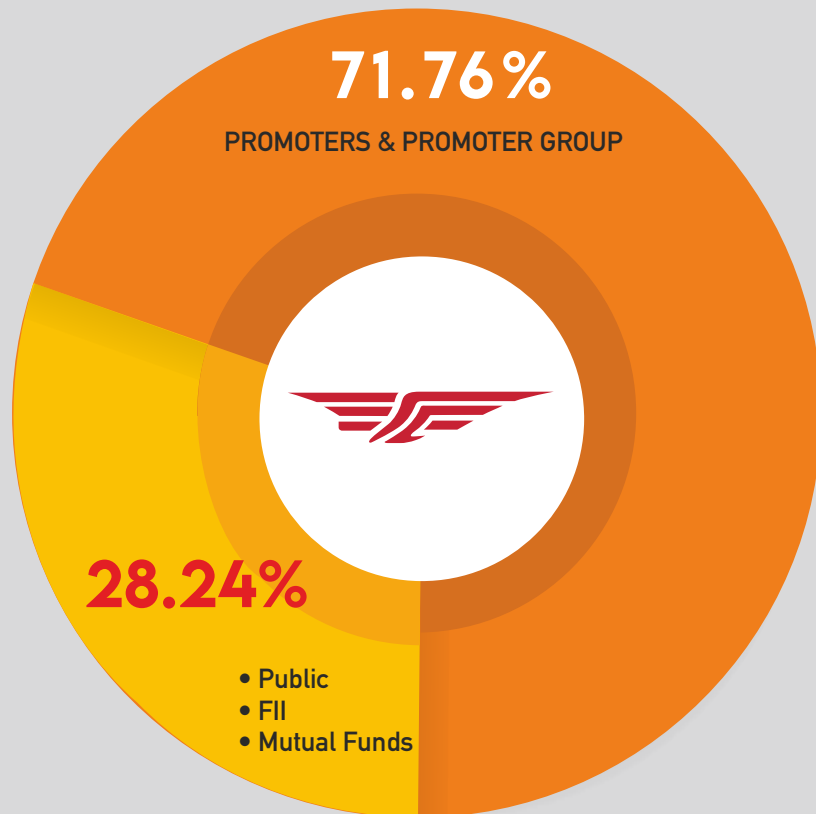
6 CONTINENTS

OUR BRANDS





SHARE HOLDER STRUCTURE



AWARDS

★ 2023

JUNE - AMAZON STEP PREMIUM SELLER

★ 2022

DECEMBER - TOP FLIPSTAR - MAX GMV IN WEST ZONE

★ 2021

NOVEMBER - FLIPKART TOP ZONAL FLIPSTAR
- EXPERT ADVERTISER (PLA/PCA)

★ 2020

FEBRUARY - FLIPKART ZONAL TOP FLIPSTARS

★ 2019

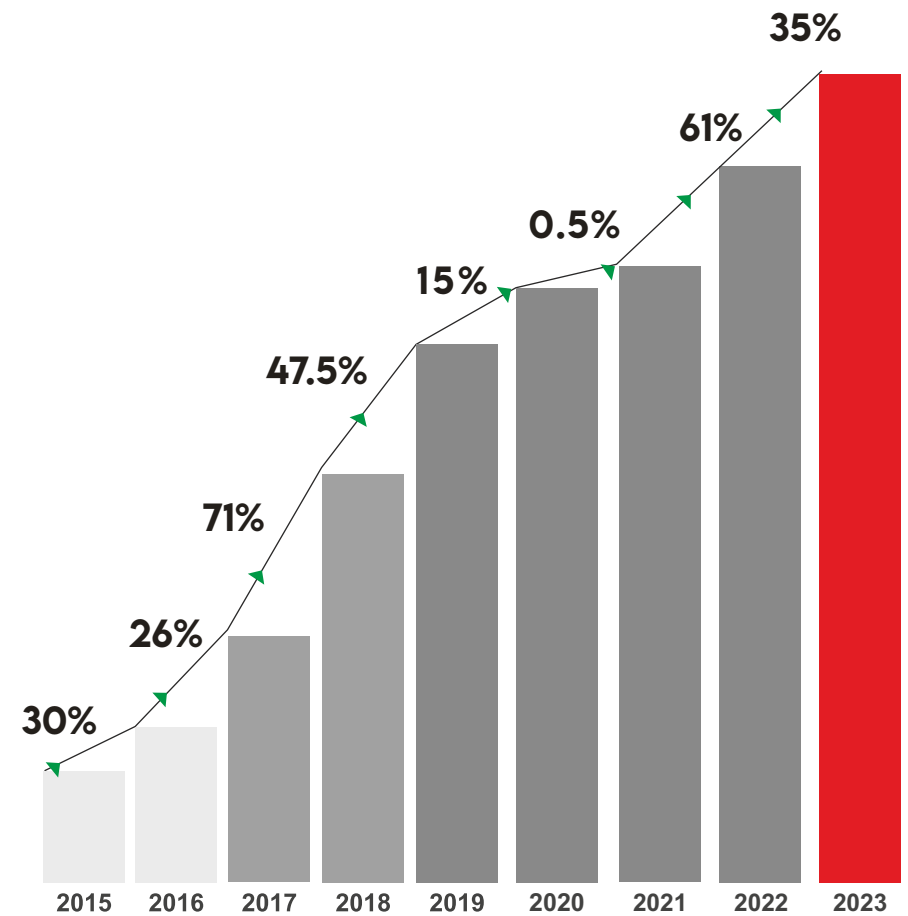
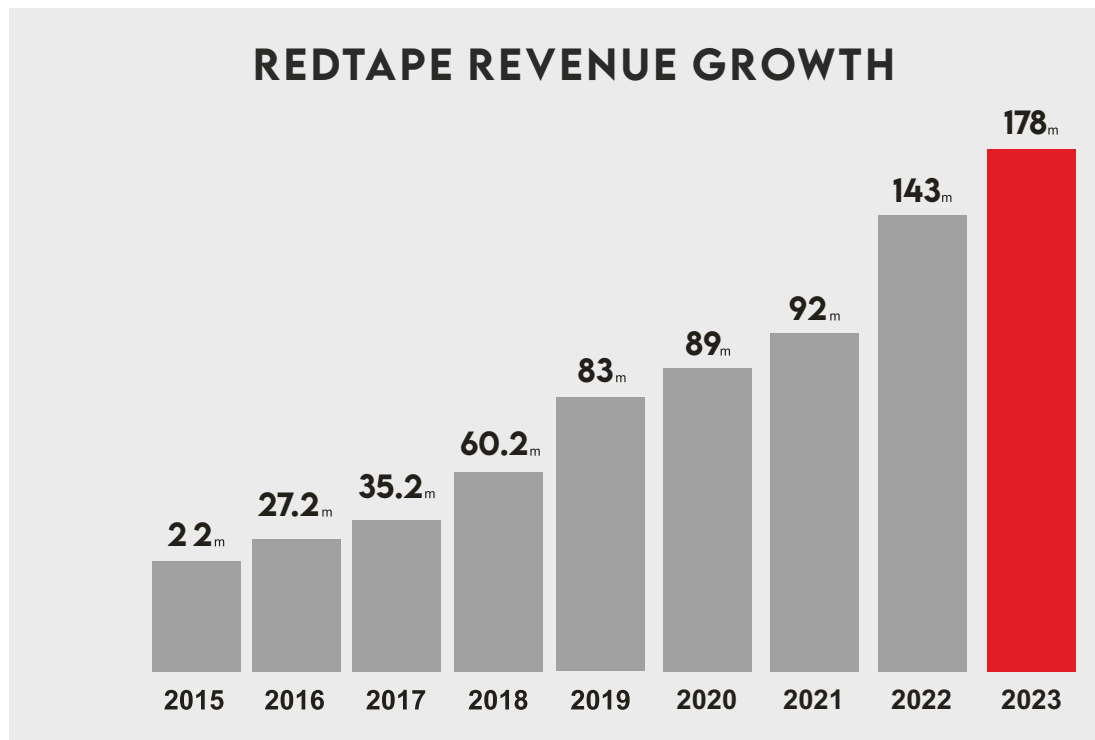
NOVEMBER - 2 ND RUNNER UP IN "APL GO FOR GOLD (ADVERTISER PREMIER LEAGUE 2019)" FROM FLIPKART
GOLD IN "TOP NOTCH SELLER" FROM FLIPKART
BEST MEN'S CASUAL FOOTWEAR BRAND (TECH THREADS 2019) FROM MYNTRA
JUNE - PLATINUM PARTNER AWARD FROM PAYTM

★ 2018

DECEMBER - GOLD IN TOP 'TOP OVERALL FLIPSTAR' FROM FLIPKART
SEPTEMBER - GOLD IN 'CUSTOMER EXCELLENCE SYSTEM' FROM AMAZON
GOLD IN 'PERFECT PLAYER IN SOFTLINES' CATEGORY FROM AMAZON
AUGUST - GOLD SELLER AWARD FROM FLIPKART
APRIL - GOLD IN 'BEST FORMAL FOOTWEAR BRAND' FROM FLIPKART



REDTAPE REVENUE GROWTH + Y-O-Y





RETAIL SPACE GROWTH

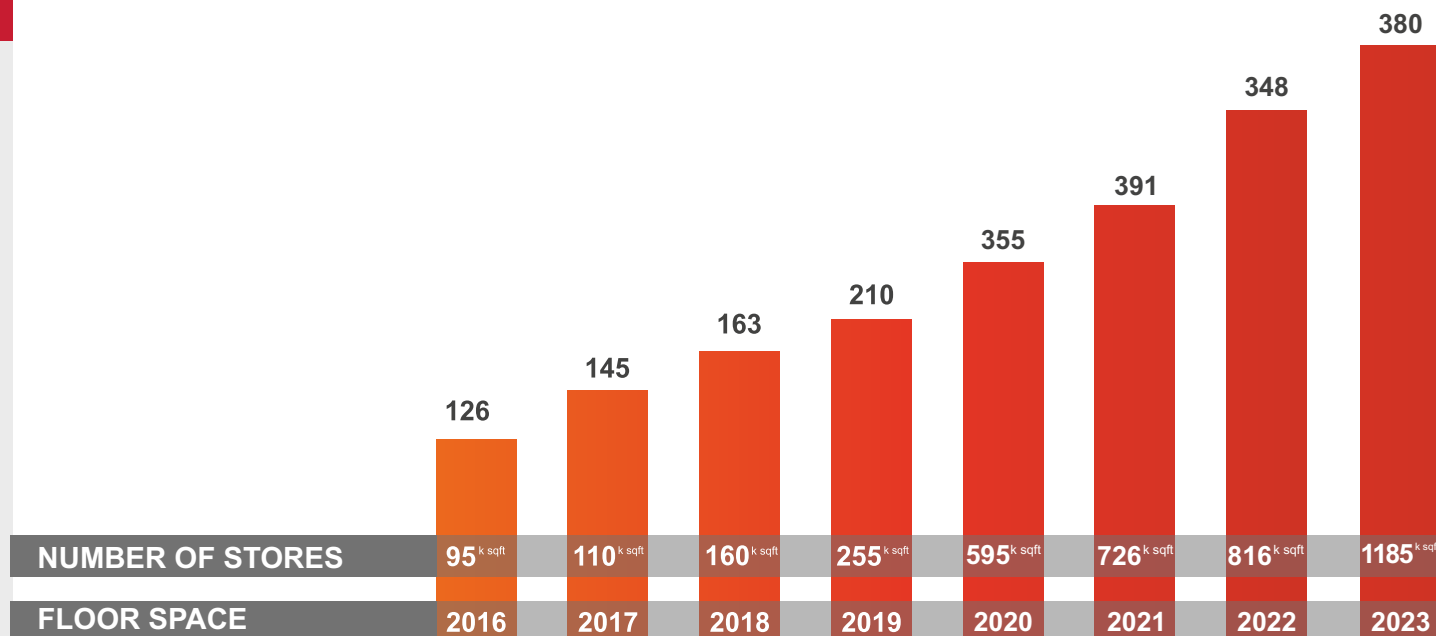
2.2x



GROWTH

1185 k sqft

ORGANIC FLOOR SPACE





LEADING FOOTWEAR BRANDS IN INDIA



WE ARE LISTED AMONG
TOP FOOTWEAR BRANDS
STRIDING AHEAD.



Survey Source : KOTAK Securities

As Per MarketBytes FY21, let's take a look at the revenues of domestic and international footwear brands in India.



INTERNATIONAL TOUCH POINTS



POINT OF SALE

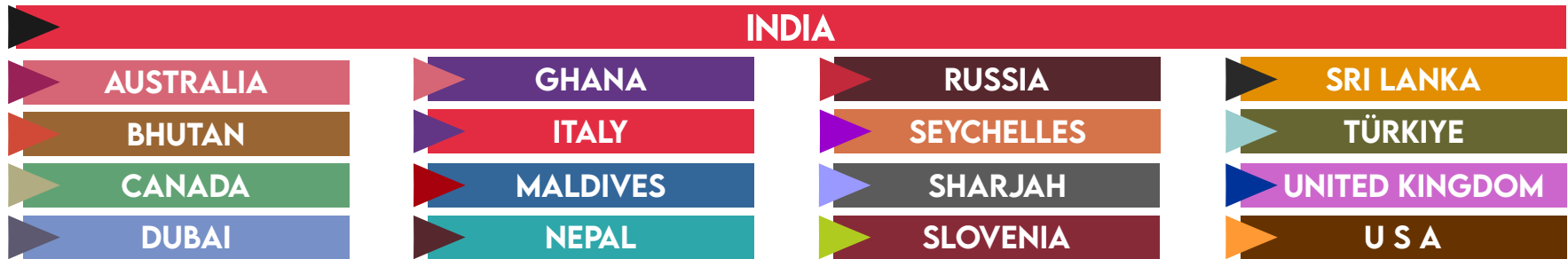
SHOPS - 1600+

COUNTRIES - 37

ONLINE PLATFORMS - 10+

10 GLOBAL EXCLUSIVE SHOWROOMS

- DUBAI - 04
- SHARJAH - 03
- FUJAIRAH - 01
- NEPAL - 01
- SRI LANKA - 01





ADMINISTRATION SPREAD

- HEAD QUARTER

- > NOIDA, UTTAR PRADESH
(INDIA)

- COUNTRY OFFICES

- > BANGLADESH
 - > UAE (DUBAI)



CORPORATE OFFICE



OVERVIEW

RETAIL REVOLUTION

GROWTH FORECAST



THE RETAIL REVOLUTION





Experience the Shopping at one of the Red Tape Retail Outlet

<https://www.youtube.com/watch?v=0dnICQN6Efc>

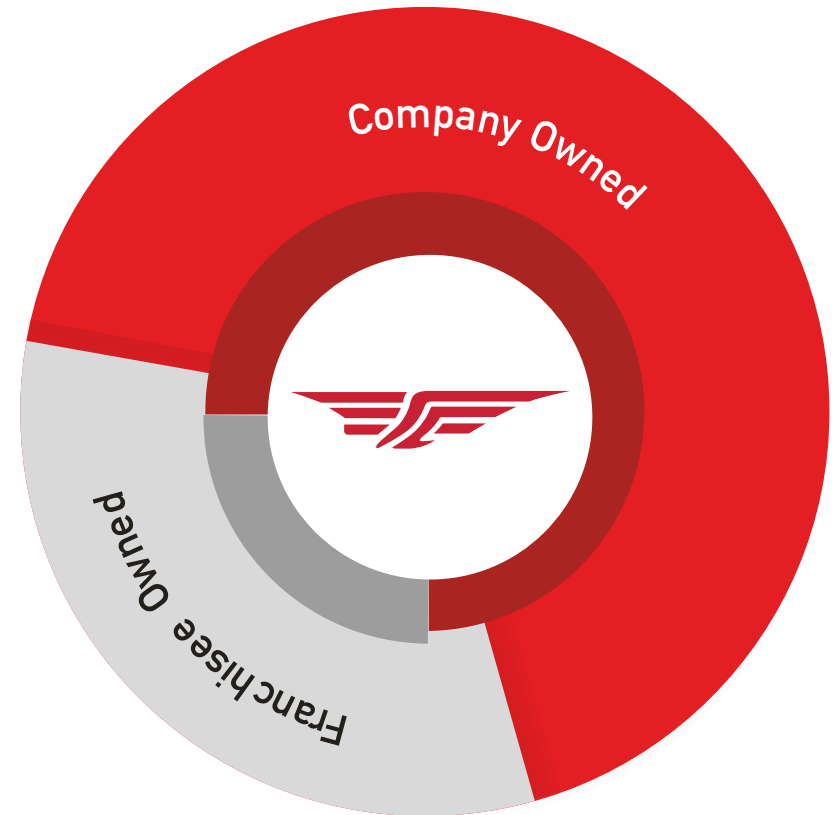


RETAIL STORE OVERVIEW

India's Leading Lifestyle Fashion Brand.

- Has a total presence of more than 380 stores across country.
- With 103+ store in COCO model.
- Major presence in all the metropolitan cities.
- Having a total retail area of 11,84,137 sq. ft.

STORE TYPE





RETAIL SPHERE

OFFLINE OUTLETS



ONLINE OUTLETS



OMNI CHANNELS



ONLINE & DIGITAL ASSETS





RETAIL STORE CATEGORIES

▶ OFFLINE OUTLETS

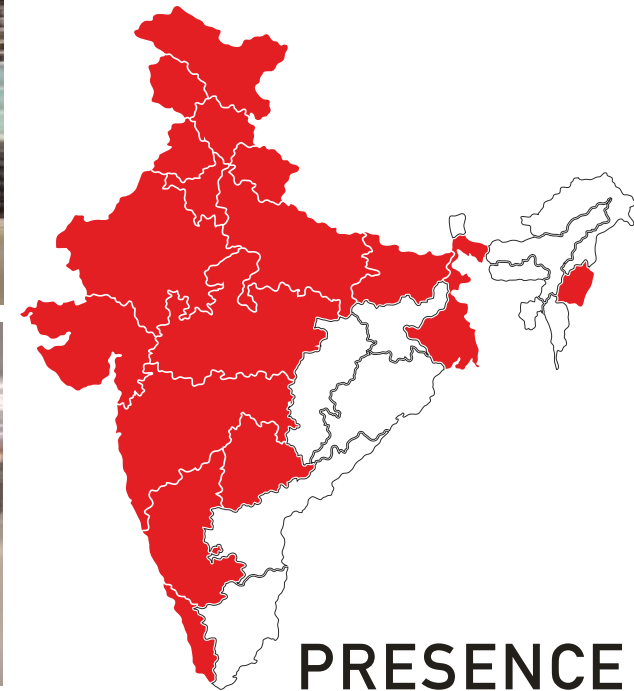


PRESENCE



RETAIL STORE CATEGORIES

▶ ONLINE OUTLETS





RETAIL STORE CATEGORIES

▶ MODE OUTLETS





THE ROAD AHEAD !!

RedTape is all about creating value for its end consumers. We believe in the ideology of complete contentment for everyone. The Brand has established itself as an epitome of accessible fashion, pledging to contemporary trends and designs. The extensive research and consistent product innovation has reshaped the industry boundaries and created a competitive advantage for the Brand over other competitors.

RedTape has fully vertically integrated footwear manufacturing factories which produce Leather, Athleisure and Open Footwear in India. The high perceived value of the Brand among consumers is the result of the continuum one may see in the quality of the product, which has remained premium over the years.

RedTape has been a promising brand in all of the terms, and an association of any form will be undoubtedly fruitful. RedTape is well prepared to hit the hearts.

RETAIL STORE OVERVIEW (UAE)



Indian Premium Lifestyle & Fashion Brand

1. Has a total presence of 8 stores across the country.
2. With all the stores being regulated as per Brand model.
3. Major presence in metropolitan cities including Dubai, Sharjah and Fujairah
4. Having a total retail area of 25,000 sq.ft.



RETAIL STORE U.A.E

IBN-E-BATUTA MALL



DUBAI CITY CENTRE MALL





RETAIL STORE U.A.E

AL ZAHIA MALL



SHARJAH CITY CENTRE MALL





RED TAPE



Ecommerce



ONLINE AGGREGATOR

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ONLINE PRESENCE IN INDIA



WWW.REDTAPE.COM





ONLINE PRESENCE IN INTERNATIONAL



UNITED KINGDOM



SAUDI ARABIA



AUSTRALIA



TURKEY





PERFORMANCE RATING



FLIPKART PERFORMANCE AS A GOLD SELLER



Performance

Trending Tier

Congratulations! You are maintaining your Gold Tier.

B Bronze Tier **S** Silver Tier **G** Gold Tier

Showing results for last 90 days (16th Jul to 13th Oct) against the benchmark applicable for the next tiering

Sales **G** You must exceed the benchmark to achieve in either Sales in Rupees or Sales in Units to achieve the respective tier

<p>In Rupees > </p> <p>₹ 14,00,000 G</p> <p>Gold Benchmark: ₹ 10,00,000</p>	<p>In Units ></p> <p>2,50,000 G</p> <p>Gold Benchmark: 2,00,000</p>
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Product Quality **G** You must exceed the benchmark to achieve in Average Product Ratings to achieve the respective tier

Average Product Rating >

4.0 **G**

Vertical Benchmark

Service Quality **G** You must exceed the benchmark to achieve in both Dispatch Breaches and Seller Cancellation to achieve the respective tier

<p>Seller Cancellation ></p> <p>0.08% G</p> <p>Gold Benchmark: 0.15%</p>	<p>Dispatch Breaches ></p> <p>0.09% G</p> <p>Gold Benchmark: 1.00%</p>
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AWARDS ACHIEVED



STEP PREMIUM SELLER
2023



2023



TOP NEW SELLER
2022



2022



TOP FLIPSTAR-MAX GMV IN WEST ZONE
2022



WE HAVE ACHIEVED ALWAYS TO BE A GOLD SELLER



2020



2019

WE HAVE BEEN "GOLD SELLER" MULTIPLE TIMES FROM 2017.



2018



2017



TOP OVERALL FLIPSTAR (2018)



CUSTOMER CHOICE AWARDS (2018)



TOP NOTCH SELLER



TOP OVERALL FLIPSTAR (2021)



Expert Advertiser (PLA/PCA) (2021)



AWARDS ACHIEVED



STAR PERFORMER SELLER

ACES - SOFTLINES (2017)

PERFECT PLAYER - SOFTLINES (2018)

ACES - SOFTLINES (2018)

BEST PARTNER CASUAL FOOTWEAR (2012)

BEST MEN'S LIFESTYLE FOOTWEAR BRAND (2016)

BEST MEN'S LIFESTYLE FOOTWEAR BRAND (2019)





WEBSITE'S ASSURED AND PRIME TAGS ON ALL PRODUCTS

We have our own warehouses i.e FBF (Fulfilled by Flipkart) and FBA (Fulfilled by Amazon).

Every product we list through us have the F-Assured or Amazon Prime tag on it, having the highest visibility on the website.





IN HOUSE PHOTOSHOOT STUDIO

ECOMMERCE, CONCEPT PHOTO-SHOOTS





WAREHOUSE & LOGISTICS

HASSLE FREE WORKING ACROSS

1233 k sqft

U.P - NOIDA

U.P - UNNAO-KANPUR

UK - KASHIPUR



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**THANK
YOU!**