

Xo India



Director : SH. RAKESH GUPTA

Established: 2003

Product: XO Footwear Private Limited is into manufacturing of all kind of footwear; leather and non leather, safety, protective and occupational footwear. It has specialised in the field of special application footwear mainly used in Para Military forces for the tough challenges.

History: The Company came into existence in 2003. It was initially started in the combination of a partnership firm XO INDIA in Sep. 2003, later on the partnership business was taken over by the company M/s XO Footwear (P) Ltd incorporated in 25-04-2006.

Achievements: The organisation has been able to achieve production turnover of Rs. 270 million in the FY 2010-2011; in the current year it has crossed the level of last year and expects to cross Rs. 350 million by the year end 2011-12. The origination is ISO-9001:2000 certified and has BIS certification for its safety footwear.

Market: The focus market is mainly the organised retail sector like Bata India Limited, Pantaloon India Limited, Aditya Birla Retail Limited, Khadim India Limited, Reliance Retail Limited, Sree Leathers, Vishal Retail Limited, Bharti Wal-Mart Private Limited, V-Mart Limited and also through various multi brand retailers across India.



Recent Developments: The Company has many firsts to its credit. Recently they developed, through in-house R&D, the Anti Snake Bite Shoe in technical collaboration with FDDI (GOI). They have also developed shoes using PU-TPU technology, the footwear manufactured under such technology has maximum abrasion, ideal for the use of Petroleum and oil & chemical industries. The footwear is in trial stage with many prospective customers.

Facilities for staff: The organisation follows all labour related regulations. As a matter of policy no child labour is employed. Production staff is paid production related incentive. All ESIC & EPF norms are applicable in all units. They regularly conduct in-house training programs and workshops to make the staff understand the latest challenges in the industry. A healthy labour environment is maintained in all the units of the group.

Mantra for a successful entrepreneur: The organisation has formalized its policy to develop and innovative newer products. Products, so far the monopoly of big manufacturers, remains their focus area of development and they try to make the same available in the market at a much cheaper price. They believe that for any entrepreneur the secret mantra is hard work, sincerity and dedication to work so as to benefit the customer.



Brand visibility: Their brands “FUEL”, “TEO – SAFETY” & “MEOW” has a wide range of visibility across all major footwear retailers like Pantaloon Retail India Limited (Big Bazaar), Vishal Retail Limited, Bharti Wal Mart Private Limited, Carrefour WC & C India (P) Ltd, Aditya Birla Retail Limited, Sree Leathers, V-Mart Retail Limited, Reliance, D-Mart & many more.

Future plans: The Company is in the process of building an advanced technology footwear unit at Footwear Park, Bahadurgarh, (Haryana) on a 5000 sq. m. Industrial plot. The production from this unit is likely to be available in the market within 12-5 months. The installed capacity of this unit would be one million pairs per annum.

Corporate social responsibility: XO Footwear Private Limited is fully responsible for its social obligations. They participate in various social programs mainly in the field of education of poor children, a thought inherited from the elders in the family.

Salient features: Their products have a wide range of items and are very well received by the industry leaders and consumers. It is a matter of satisfaction to get repeated orders from all sectors.