

Understanding Foot Health



Bachi Shoes primarily caters to the UK and European markets and is planning to produce in the US. The Tata International's subsidiary launched Feet Science, a new brand of footwear designed for school children and employees. In an interview with S&A, MUTHUKUMARAN V, CEO, Bachi Shoes, discusses topics ranging from the launch of FeetScience to its target audience.

Motivated behind launch of FeetScience

For over 40 years, we have been experts in manufacturing and exporting premium quality children shoes for various European brands. We wanted to use our knowledge base and expertise to bring similar high quality of footwear to our Indian market. Our research study gave inputs that we can grow our brand potentially well in India.

Embedded technology/ies

We at Bachi Shoes, believe that the well being of one's feet affects the overall posture, bone growth and ultimately the health of a person which motivated us to develop FeetScience as a scientifically designed footwear.

The shoes have been designed keeping in mind the anatomical structure of the feet, rather than just shapes such as a round toe or a square toe. We chose to go with an asymmetric toe shape, which is as per the natural design of the feet. This gives a better room for the toes.

Breathable materials used in our shoes helps keep feet fresh and odour free, and we ensure that all the materials being used in the creation of this range are tested and do not contain any harmful chemicals.



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Distinct factors

FeetScience uses its knowledge and deep understanding of the human feet to design and customize footwear for different applications and usages. We strive to develop products that enable and enhance (feet) movement. We also understand the importance of "Foot Health" and this understanding has helped us develop products that provide better comfort, styling and health benefits.

Additionally, our prices are competitive because we are the direct manufacturers of the footwear.

Target audience

While we cater to a range of customers, our focus remains on major institutions like schools, hotels, airlines and hospitals. Amongst them, our major target audience is schools.

Retail and distribution strategies

With the FeetScience range of footwear, our focus really was to bring to the fore the comfort and quality to our direct end customers. Keeping this objective in mind, our direct sales team visit each institution to explain the attributes of our range of shoes

With e-commerce as a rising platform to reach out to the end customers, we also make our footwear available on our website www.feetscience.in

We are also in the process of clubbing hands with some of the major e-commerce players.

Growth figure in three years

We would like to take it one step at a time. We are looking at selling around 50000 pairs for the first year and improve steadily year on year and to attain 1million pairs in 5 years.

Product lines to be launched

As a brand, our main aim is to provide comfortable and quality shoes to our customer. All our new products which we will develop in the future will also be designed scientifically to emphasize our brand FeetScience. ~~SSA~~

