



Footwear company [Walkaroo International Ltd.](#) is investing Rs 70 crore in the construction of a new greenfield manufacturing plant in Rajasthan as part of its strategy to expand into the northern market.

Rajesh Kurian, director of [Walkaroo International Ltd.](#), stated that the company anticipates a top line of Rs 2,100 crore for the current fiscal year, with two-thirds of income coming from the southern area.

He claims that through its 750 distributors, the Coimbatore-based business connects with 1.5 lakh retail outlets.

“We have close to 5 per cent market share in the footwear market and we are at the bottom of the pyramid market. What we manufacture is polyurethane synthetic. In our new factory in Rajasthan, we will be producing rubber hawai (slippers) which will cater to markets like Bihar and Uttar Pradesh,” he said.

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