

About Us

- Ever since its inception in the year 1990, JapJee Footwear Pvt. Ltd. has been producing eminent footwear. Japjee is one of the leading manufacturers from the city of Taj, is legendary for its Leather & Non-leather products mainly shoes, sandals, and slippers for gents.
- The group has grown from a single product company to a dynamic multi-faceted corporation. JapJee is focused on customer contentment with total perseverance to improving product quality and putting our proficiency to work for our patrons.
- We started our operations in production from 13th April 1990 as a micromanufacturing unit with just 8 employees in 750 square feet space in Agra. Today it has 600 staff in 1,10,000 square feet area. Japjee values its workers and employees and holds pride in sharing that, we have three generations of staff working with us.
- Japjee is known for crafting best quality, comfort & design in reasonable MRP.
- Our well Equipped & talented R&D team is known for inventing various concept which offer ultimate comfort with contemporary designs
- We at JAPJEE feel pride in projecting ourselves as a COMFORT FOOTWEAR SPECIALIST & THE NAME BEHIND THE LEADING FOOTWEAR BRANDS IN INDIA like-Liberty, Bata, Lee cooper, Action, Relaxo and Paragon.
- JapJee is striving to maintain the highest quality standards in Premium brand products applicable to all materials, manufacturing and corporate practices act in accordance with the relevant Indian and International standards.

OUR CREDENTIALS



Academic and Professional Background

Managing Director-Mr. Opinder Singh Chhatwal Graduate in Bachelors of commerce President Agra Shoe Manufacturing Association Vice President UP Olympic association Tax Advisor UP Government Member of commonwealth games 2005

Director Sales- **Ms. Manmeet Kaur** MBA in Family Business.

Production Head- Er. Gurjot Singh Grover Software Engineer



Professional Experitse

Wholesale - Modern Trade - Transformation and Innovation-Research & Development



Industry Exposure
Footwear | Lifestyle | Retail | Hospitality



OUR MANAGEMENT PHILOSOPHY

"Success lies in understanding the difference between 99.9 percent and 100 per cent"



OUR MOTTO

We strive to combine the latest in technology with our skilled craftsmanship to manufacture 100% Vegetarian SHOES that not only look good but also accommodate varying foot conditions, Superb Fit, Sheer Comfort and Stylish looks



CSR ACTIVITIES BY JAPJEE GROUP

We believe that no business can survive without society. Hence, Japjee group always tends to help the society in every way possible.

- During the Pandemic situation, Japjee in collaboration with Gurudwara, donated fresh footwear to the Migrants who were travelling 1000 miles to reach their native land.
- Every year we distribute school stationery to the families of our workers o promote education Also, we donate a certain percentage of our sales during the end of the year to families who are illiterate and unemployed.





OUR BRANDS







Since 1990



— 13REASONS- AN INDIAN FOOTWEAR BRAND —



13REASONS - A by-product of Japjee Studios excels in constructing handsome footwear without harming animals. Sounds good? We thought so

Ever since 2013 we made it our mission to go ahead with an alternative to leather.

Our materials are identical to animal leather, but of superior quality. In fact, they are some of the most advanced materials available for modern footwear.

Not only are they incredibly soft, but also breathable, water-resistant, and lightweight anti-skid shoes.

We have combined these incredible materials with our experience and innovative vision to design and create a *LIFESTYLE*.

13 Reasons Vegan Shoe is for everyone who desires to make the world a better place. **Be cool, not cruel!**







IT HAS REASONS TO BUY

UPPER

- **1. Vegan Leather-** We use animal- friendly leather marking an important step towards sustaining and protecting mother nature.
- 2. Drum- dried Lining- absorbs the foot sweat and keeps it airy.
- **3. Vacuum based leatherette-** is a breathable sandwich consisting the top layer made of Vegan leather and the last layer made of cotton backing, with vacuum in between. This technology makes the footwear more elastic, wrinkle free and allows one to walk a mile extra.
- **4. Cotton Packing-** is done to make you feel the real comfort while absorbing the moisture from the foot.

SOLE

- **5. Rubberize anti-skid ultra slip resistant soles-** are used to ensure maximum grip even on a wet surface.
- **6. Extra Light sole-** We aim to maintain the fore foot flexibility that aids your motion with style. **INSOLE-**
- **8. Durability-** Pure nylon thread is used in production so as to enhance the durability of the product by making the movement easy and flexible.



- **8. Cushioning** About 8 mm of extra cushioning is done in insole to relieve the Leg Fatigue during long walks.
- **9. Ping Pong Toe-** is used to maintain the shape of the shoes in long run.
- **10. Reflex Zone Bed Technique-** was used by The JAPJEE GROUP for THE VERY FIRST TIME in India. R.Z.B. is an insole built into shoes which makes walking more comfortable than ever. This technology creates A MASSAGE STIMULATION giving body energy and balance from ground up. This innovative technique is Highly Favourable for the foot of a DIABETIC PERSON as when foot swells, the interior space adjusts accordingly because of healthy and strong cushioning.
- <u>11. Foot Protection</u>-The shoes provide THERAPEUTIC COMFORT to project foot from nerve damage hence making it extra comfortable for the people who have flat foot

Environmental Factors-

12. ECO FRIENDLY- Environment is a major concern for us hence we believe in using ECO FRIENDLY MATERIALS like water based chemical inks, dissolvent free glues and biodegradable soles.

Pocket Friendly-

13. Value for money products- We believe in creating an experience for our customers, hence, our products have all the qualities of a high priced footwear at a pocket friendly rate.



CUSTOMERS OF 13 REASONS

Also Present on Metro walkway stores PAN INDIA.







Rugged - is a brand which has been invented to cater the economic segment of the demand pyramid. Rugged is best known in the retail market for comfort it offers to its customers and is available PAN India.

Thank You!

