

To,
BSE LIMITED
25TH FLOOR, P J TOWERS,
DALAL STREET,
MUMBAI-400001, MH

Date: 10th May, 2023

Scrip Code: 532829

Sub: Intimation of Press Release for approval received in GoI's IFLDP promotional scheme/ intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that the Company has received approval from Government of India for Financial assistance of Rs. 9 crores for a period of 3 years, being granted as per the guidelines under the 'Brand Promotion of Indian Brands in Footwear and Leather Sector' a sub-scheme of Indian Footwear and Leather Development Programme. (IFLDP).

Please find enclosed herewith Press Release and request you to kindly take note of the above in your records.

Thanking You,

Yours faithfully,

for **Lehar Footwears Limited**

NARESH KUMAR AGARWAL
WHOLE TIME DIRECTOR
DIN: 00106649



LEHAR FOOTWEARS LIMITED

(Formerly known as Lawreshwar Polymers Limited)

A-243(A), Road No.6, V.K.I. Area, Jaipur (INDIA)

Phone : +91-141-4157777, Fax No. +91-141-4157786

W - www.leharfootwear.com, E.-info@leharfootwear.com •

CIN No. : L19201RJ1994PLC008196

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ISO 14001 EMS
ISO 18001 OHSAS
REGISTERED FIRM

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Press Release

Lehar Footwears Ltd receives approval in GoI's IFLDP promotional scheme

- Financial assistance of Rs. 9 crores for branding expenditure
- Funds to be utilized for next 3 years

May 10, 2023, Jaipur: Lehar Footwears Limited (Lehar), is pleased to announce that it has received approval of Publicity Campaign and Brand Promotion proposal with an investment of Rs. 18 crores for 3 years along with Government of India assistance of Rs. 9 crores for 3 years as per the guidelines under the 'Brand Promotion of Indian Brands in Footwear and Leather Sector' sub-scheme of Indian Footwear and Leather Development Programme (IFLDP). Balance amount of Rs. 9 crores will be invested by the Company.

Under the 'Brand Promotion of Indian Brands in Footwear and Leather Sector' scheme, financial assistance of 50% of proposed investment upto Rs. 9 crores for 3 years will be provided. The Company will utilize these funds to showcase Lehar's mass-segment footwear offerings in Tier II and III cities and rural markets.

The Company under its forthcoming '*the Lehar way*' campaign, seeks to highlight its product range through electronic media marketing, outdoor marketing, print media advertisements, social media marketing, trade shows & events. We would like to affirm that through our continuous engagement with customers through such promotional activities, we will explore more opportunities and expand our national footprint.

Commenting on the approval, Mr. Raj Kumar Agarwal, Managing Director of Lehar Footwears Limited said: "At Lehar Footwears, it has been our endeavour to bring fashionable footwear at reasonable prices to the mass-segment consumers. Lehar's promotional campaign is expected to bring more awareness amongst the target customers of the Company's affordable-fashionable product range being offered to them over last three decades."

About Lehar Footwears Ltd.:

Lehar Footwears Ltd. is one of the leading regional mass-footwear manufacturer of high quality and stylish non-leather rubber footwear, EVA/PVC/PU injected footwear since 1995. With an installed capacity of 2 Crore pairs per year, the Company has successfully established its brand in the market and has become a trusted name in the industry. Lehar also exports footwear to Asian, African and Middle East nations. The Company has 4 manufacturing plants which are situated at Jaipur and Chomu.

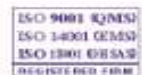
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