

To,  
**BSE LIMITED**  
25<sup>TH</sup> FLOOR, P J TOWERS,  
DALAL STREET,  
MUMBAI-400001, MH

**Date:** 11<sup>th</sup> May, 2023

**Scrip Code: 532829**

**Sub: Intimation under regulation 30 of SEBI (LODR) Regulations, 2015, for signing of Bollywood celebrity "Govinda" as Brand Ambassador**

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that the Company has signed agreement dated 10<sup>th</sup> May, 2023 with Bollywood celebrity **Govind Arun Ahuja**, popularly known as "**Govinda**" as Brand Ambassador for promoting Company's products through electronic and print media advertisements. Please find enclosed herewith Press Release in this regard.

Request you to kindly take the above on records and disseminate the same on your website.

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

ISO 9001 QMS  
ISO 14001 EMS  
ISO 18001 OHSAS  
REGISTERED FIRM

**IWE LR Evawave STUDENT PU BLISS + ORTHO RELAX**  
Cares of Your Feet

## Press Release

### Lehar Footwears ropes "Govinda" as brand ambassador

- Association with Lehar under 'branding and promotional' campaign
  - Endorsement for a period of Fourteen Months



**May 10, 2023, Jaipur:** Lehar Footwears Limited (Lehar), is pleased to announce that it has engaged Bollywood actor 'Govinda' as a brand ambassador to promote Company's products through electronic and print media advertisements. Govinda is an actor, comedian, dancer, and former politician and has appeared in more than 165 Hindi and Punjabi films and is one of the most popular and publicly accepted celebrities in Tier II and III cities and other target markets.

As part of this association, the artist will endorse Lehar's product augmenting the Company's footprint across the country. Under the branding campaign, Lehar plans to undergo promotional activities through outdoor marketing, print media advertisements as well as digital marketing of its product portfolio. We look forward to have a long-standing alliance and strongly believe that the coalition will substantiate the brand philosophy '*the Lehar way*'.

*Commenting on the engagement, Mr. Raj Kumar Agarwal, Managing Director of Lehar Footwears Limited said:* "At Lehar Footwears, it has been our constant endeavour to bring fashionable footwears to the consumers of every gender, age and for every occasion. Lehar's association with the artist will catalyse our expansion to different parts of country as well as introduce newer product lines. The promotional and branding campaign is expected to bring more awareness amongst the target customers of the Company's 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 footwears, EVA/PVC/PU injected footwears since 1995. With an installed capacity of 2 crores 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 are situated at Jaipur and Chomu.

*for Lehar Footwears Limited*

**NARESH KUMAR AGARWAL**  
**WHOLE TIME DIRECTOR**  
**DIN: 00106649**



**LEHAR FOOTWEARS LIMITED**

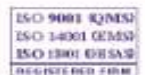
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Division of 'The Feet'