



# Aqualite<sup>®</sup>

मज़बूत कदमों का मज़बूत साथ



Ultra<sup>™</sup>

eva<sup>™</sup>

Real-PU<sup>™</sup>

aquasoft<sup>™</sup>  
ALL DAY COMFORT

GuYukul<sup>™</sup>

LEADS<sup>™</sup>

# Aqualite

## Bold and Firm

Focusing on quality and boldness, Aqualite owned by Aerobok Shoes Pvt. Ltd. has created a class of its own, and now stands out from its competitors in the Indian footwear market

**W**ith ambitious growth plans in action to achieve 100 million units per annum currently, Aqualite is expanding in both brown field and green field projects. It also plans to cross Rs. 1,000 crore turnover by 2017. Aerobok Shoe Private Limited is known within the industry for its product quality and innovative designs. Aqualite, the company's flagship brand, started in 2004 with a mission to deliver value for money with comfort being the first priority and simultaneously to occur as one of the most renowned footwear brands in India. It strongly believes that for a company its brand is like reputation to a person's character; if the character is lost, everything is lost. Brands have to live up to the expectations of their customers and also fulfil their expectations time and again to retain the customer's trust. Thus, its customer service team gives individual attention to every customer, troubleshoots potential problems firsthand, and provides effective solutions at every stage.

Aqualite is greatly focused towards innovation in its products and practices. It has shown enormous growth and traversed a long journey of commitment and focus. The brand proudly proclaims its achievement of total customer satisfaction, and is determined to reach out to new customers.

However, it is the product quality that makes Aqualite the most admired and emerging footwear brand in the industry.

Moving forward they have taken their brand to the next level by associating with the 'Badshah' of Bollywood. They are proud to have Shah Rukh Khan as the Brand Ambassador of Aqualite, as his personality perfectly aligns with the qualities of the brand - Stylish, Comfortable and Long lasting.

### CUSTOMER FIRST

Aerobok is a best-in-its-class company. Though it started as a small enterprise, it has established itself quite firmly in two decades only. It was able to establish a good reputation for itself because it focused on quality and boldness. As a result, the company has left its Indian footwear competitors behind.

It attributes its success to trust and professional skills it has gathered while working with multinational companies in the footwear industry. It focuses on quality and innovation by monitoring quality through assurance managers at all levels right from pre-production to shop floor. Quality monitoring includes shaping and designing too.

### TECHNOLOGICAL INNOVATIONS

The company puts technology at priority and uses only the latest and state-of-the-art equipment even if it needs to be imported. It also has its own research and development division, which constantly innovates to develop new processes and continuously improve the existing products to finally producing new and exciting footwear.

### TOTAL SATISFACTION

The marketing team has an equally important role in establishing the brand along with the production and quality assessment teams. The marketing team has a first-hand experience with the customers and collects every valuable feedback to take care of the needs of the customers and improve the product. Based on the feedback received from the customers, both on products and customer support services, complete satisfaction is provided to the customers.



### CERTITUDES

- Aerobok is based on three foundations:
  - Quality
  - Technology
  - Total Customer Satisfaction
- Aqualite footwear by Aerobok gives value for Money.

### BEACON OF TOMORROW

- Sold and marketed under the name Aqualite, every pair of footwear from Aerobok is a result of the company's pursuit of high quality, workmanship and total customer satisfaction.
- Apart from meeting the needs of customers, the products exceed all their requirements when it comes to design, durability and comfort.