

Back

Front



**INDIA'S LARGEST  
D2C BRAND  
IN FOOTWEAR INDUSTRY**  
OFFERING RETAIL FRANCHISE OPPORTUNITIES



**FOR RETAIL FRANCHISE OPPORTUNITIES, CONTACT US AT:**

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## WELCOME TO NEEMAN'S

Neeman's isn't just another footwear brand — it's a movement. A movement that's transforming the way India walks, with shoes that are not just worn but truly loved. Founded with a vision to redefine comfort and sustainability, Neeman's has emerged as India's most trusted name for eco-conscious, ultra-comfortable footwear. Why Neeman's is Your Perfect Franchise Opportunity

- **Trailblazing Brand:** Neeman's is a leader in the digital footwear space, with a rapidly expanding fan base that trusts us for comfort and style. Our innovative collections, like the Begin Walk Series, Urban Casual, and Summer Comfort series, are already making waves across the country.
- **Unmatched Product Innovation:** From natural Merino wool shoes to ultra-light EVA summer footwear, Neeman's constantly innovates, ensuring customers always get the best. Our products aren't just shoes — they're an experience.
- **Sustainability at the Core:** Today's consumers demand eco-friendly choices, and Neeman's delivers. Our shoes are made from renewable, organic, and recycled materials, making us a brand with purpose and profit.
- **Proven Business Model:** We've built a robust, scalable business model with end-to-end support, including site selection, staff training, marketing, and store operations, ensuring our franchise partners thrive.
- **Explosive Growth Potential:** With India's love for comfortable, stylish, and eco-friendly footwear on the rise, your Neeman's franchise is perfectly positioned for success.
- **Premium Brand Experience:** As a Neeman's franchise owner, you don't just run a store — you offer a premium lifestyle experience, backed by a brand loved by millions.

### Your Journey to Success Begins Now

Join the Neeman's family and become part of a brand that stands for comfort, sustainability, and innovation. Our story is growing, and we want you to be a part of it.



## OUR MISSION

To become a global sustainable brand by creating comfortable footwear with the best of Natural and Sustainable fibers.







## OUR FOUNDING TEAM



### TARAN CHABRA

Founder and CEO

Taran Chhabra is the Founder and CEO of Neeman's. He also leads R&D and is the brain behind launching some unique fibres in the Indian footwear industry that were unheard of and unexplored. He also manages the overall product and market strategy for the brand.

Taran is committed to creating Neeman's, a brand that is synonymous with comfortable and sustainable shoes for all-day wear.



### AMAR PREET

Co-Founder and COO

Amar Preet is a veteran in operations and leading companies with over 15 years of experience in running various start-ups. He is Co-founder and COO at Neeman's and lead the teams towards our vision. Amar, with his expertise in prowess in the industry, is spearheading our offline journey to capture new audiences and hearts.



## MILESTONES

### 2018

- Officially launched in December, Neeman's became India's first brand to introduce Merino Wool with its product range of Wool Joggers, Wool Classic, and Wool Loafers.

### 2020

- In January and February- Neeman's secured tranche 1 of Pre-Series A funding.
- In December, Neeman's launched Eco Flips & Eco Slides, made from recycled tyres.

### 2021

- Neeman's launched Organic Cotton Classic Sneakers in February, secured Series A funding in July, introduced India's first recycled plastic bottle shoes in August, and expanded offline via Centro stores.

### 2022

- Neeman's has secured additional funding in a pre-Series B round to prepare for its next major funding milestone.
- In July, Neeman's introduced India's first Tree Sneakers, made with TENCEL Lyocell fibres (produced with wood pulp fibre like Eucalyptus)
- Surpassed all sales records in festive campaigns and clocked in 2X orders compared to previous years in the same period.
- By December, Neeman's accelerated growth plans and launched 5 new crowd pullers to cater to a bigger audience.



### 2023

- Neeman's embarked on its retail journey in April 2023 with the opening of its first flagship stores in two prime locations: Nexus Seawoods Mall, Navi Mumbai, Mumbai, and Sharath City Mall, Hyderabad. These stores mark a significant milestone in the brand's evolution, bringing Neeman's eco-conscious and innovative footwear closer to its customers in two bustling metropolitan hubs
- Neeman's expanded its product portfolio by introducing a versatile range of slip-ons, sneakers, and slippers crafted with cork material.
- We closed Series B round of funding, securing investments from leading investors including Sharrp Ventures, Enam, and GVFL.
- "By the end of 2023, Neeman's successfully established a strong offline presence with the launch of 8 Exclusive Brand Outlets (EBOs) across key locations, further strengthening its commitment to offering a seamless and personalized shopping experience to customers."

### 2024

- We broadened our product portfolio to strategically align with its channel strategy, introducing over 50+ SKUs across various categories.
- We launched on Zepto in Mumbai, bringing sustainable and comfortable footwear to your doorstep in just 10 minutes.
- We Launched a secret project. "Are our phones listening to us?" this became viral across all social media platforms with over 5 million views.
- We launched a highly successful marketing campaign in collaboration with the iconic CID team
- "By the end of 2024, Neeman's successfully launched its 14th Exclusive Brand Outlet (EBO), further expanding its footprint and bringing sustainable footwear closer to customers."
- We achieved remarkable growth, expanding its business by 2.5x across all major channels, including Amazon, Myntra, and Flipkart."
- We shattered all previous sales records during the festive season, marking a milestone in the brand's journey of growth and success
- We partnered with Prozo to strengthen its supply chain and warehousing capabilities, ensuring an enhanced and seamless customer experience.

### 2025

- Launch of CUSHERS: Unveiling a vibrant summer and pool range for ultimate ease.
- Comfort Tech Evolution: Introducing advanced comfort technologies to cater to diverse audiences.
- Begin Walk Introduction : Launch of the enhanced Begin Walk collection for superior walking comfort.
- Expanding Women Range : Deepen the Women's category with diverse, stylish options.
- 50 Offline Stores: Rapidly scaling Neeman's retail footprint across key cities.
- 50 New Styles: Elevating the product range with a variety of fresh, trendy designs.
- Stronger Distribution Network: Partnering with regional distributors to expand market reach.

## OUR PAST COLLABORATIONS

We collaborated with various mega stars and prominent cricketers to spread the word about Neeman's and communicate the brand positioning of #ChangetheNorm



## OUR PRODUCT CATEGORIES



Sneakers



Slip Ons



Loafers & Oxfords



Slides & Sandals



Flip Flops

## BRAND HIGHLIGHTS



SUCCESSFULLY OPERATING  
FOR 7+ YEARS



PRESENCE IN  
18+ LOCATIONS



OVER 55 LAKHS  
HAPPY CUSTOMERS & COUNTING



# OUR FRANCHISE PROPOSAL

■ Franchise Owned Franchise Operated (FOFO) Model

Area Required	800 Sq Ft
Capex Requirement	INR 23.5 Lakhs
Franchise Fee	INR 2.5 Lakhs
Working Capital (Tentative)	INR 10 Lakhs
Inventory Deposit (Refundable)	INR 20 Lakhs
Gross Margins	33% on Sales + 2% TOI
Average Annual ROI	>30%
Payback Period	1.6 Years
Agreement Period	5 Years

# COMPREHENSIVE BRAND SUPPORT

Neeman's has exceptional potential for business expansion via Franchise as it is committed to offering strategic support to its franchise partners at all levels, ensuring mutual growth and profitability.

- **STORE DEVELOPMENT**
  - Site Feasibility, Setup & Design
  - Guidance on Licenses and Promotional Activities
- **TRAINING**
  - Product & Business Training for 1-2 Weeks
  - Customer Interaction & Business Development
- **OPERATION**
  - Software, Virtual CRM & Accounting Support
  - Operations Manual
- **PRODUCT PLANNING**
  - On- Time Product Supplies
  - Stock Correction/Rotation
- **MARKETING**
  - Awareness Campaigns
  - Social Media Presence
- **PRICING**
  - Competitive Pricing
  - Consistent Margins

