



ICONIC

AUTOMOTIVE | EDUCATION | ENERGY & POWER | FINANCE | FOOD & BEVERAGES | HEALTHCARE | HOUSEHOLD PRODUCTS

WOODLAND INDIA

The contemporary era demands versatility in all fronts and surely the apparels are no exception. Today's generation has got its personality threaded in attires and webbed in the soles of footwear they carry. Woodland India has responded well to these ever-evolving styling needs and has set a benchmark for itself in the fashion-world with classy and comfortable designs that suit every mood.

At trendsetter and statement-maker, Woodland India is the reigning king of apparel and footwear industry in the country since ages. This brand has been developing itself with every passing day fitting itself to needs and tastes of the generation. It has been promoting a sense of adventure with its wide range which pushes the boundaries of innovations so that the customers can push the boundaries of exploration.

REVOKING THE ADVENTURER WITHIN

Woodland's parent company, Aero Group has been a well-known name in the shoe-industry since the early fifties. With its commitment to perfection and the zest to introduce new trends, Aero Group remains the unchallenged pharaoh of the market till today. The Group launched Woodland in the year 1992 and the brand immediately caught the attention of all style enthusiasts.

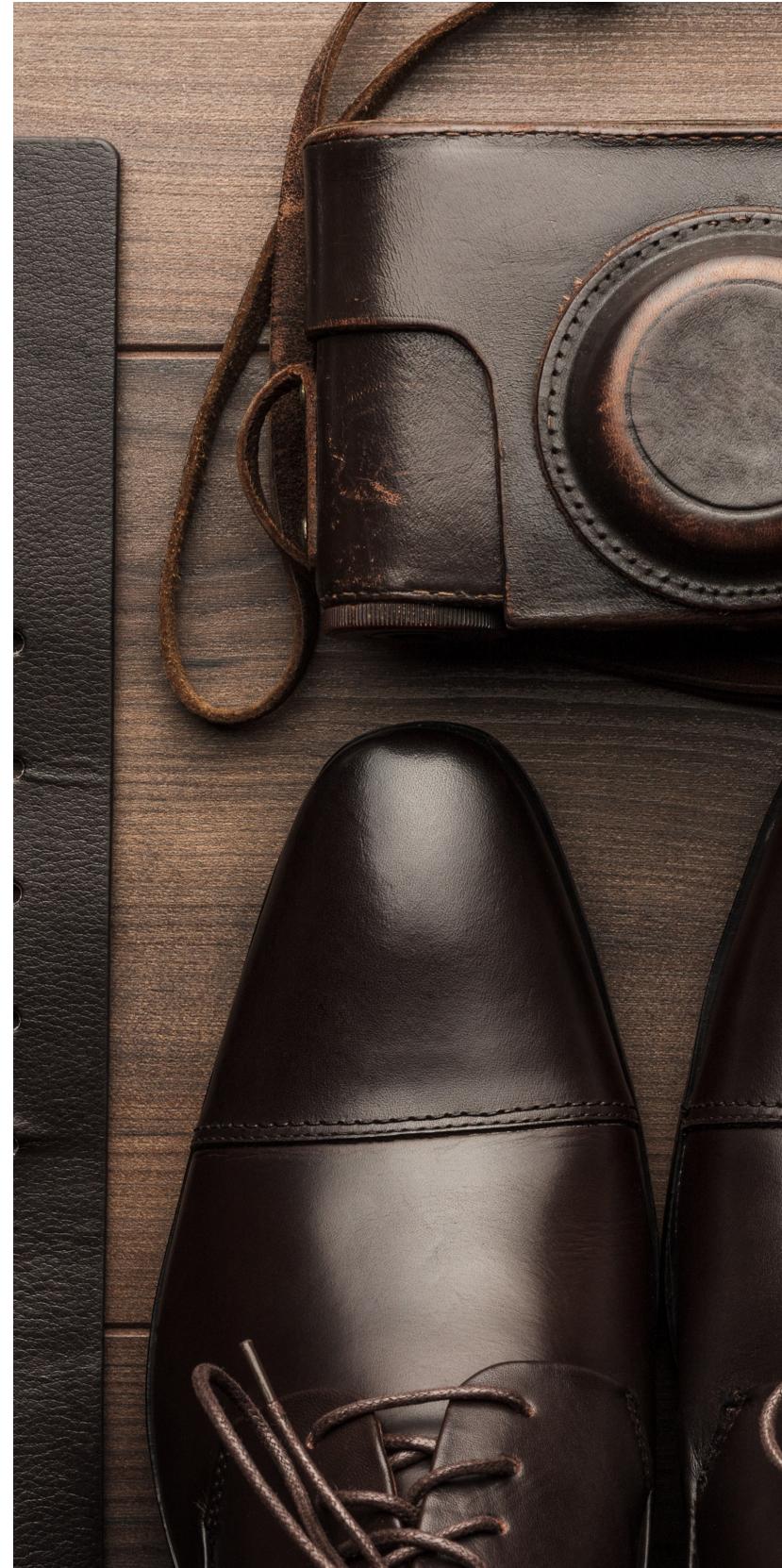
Ever since the beginning Woodland has successfully amalgamated the power of the human will and the rewards of discovery. It brought with it, an innovative collection designed to provide rock climbers, backpackers, hikers, trail runners, and outdoor lovers with the perfect tools to meet nature's challenges. Soon enough the Woodland tree logo became synonymous with adventure.

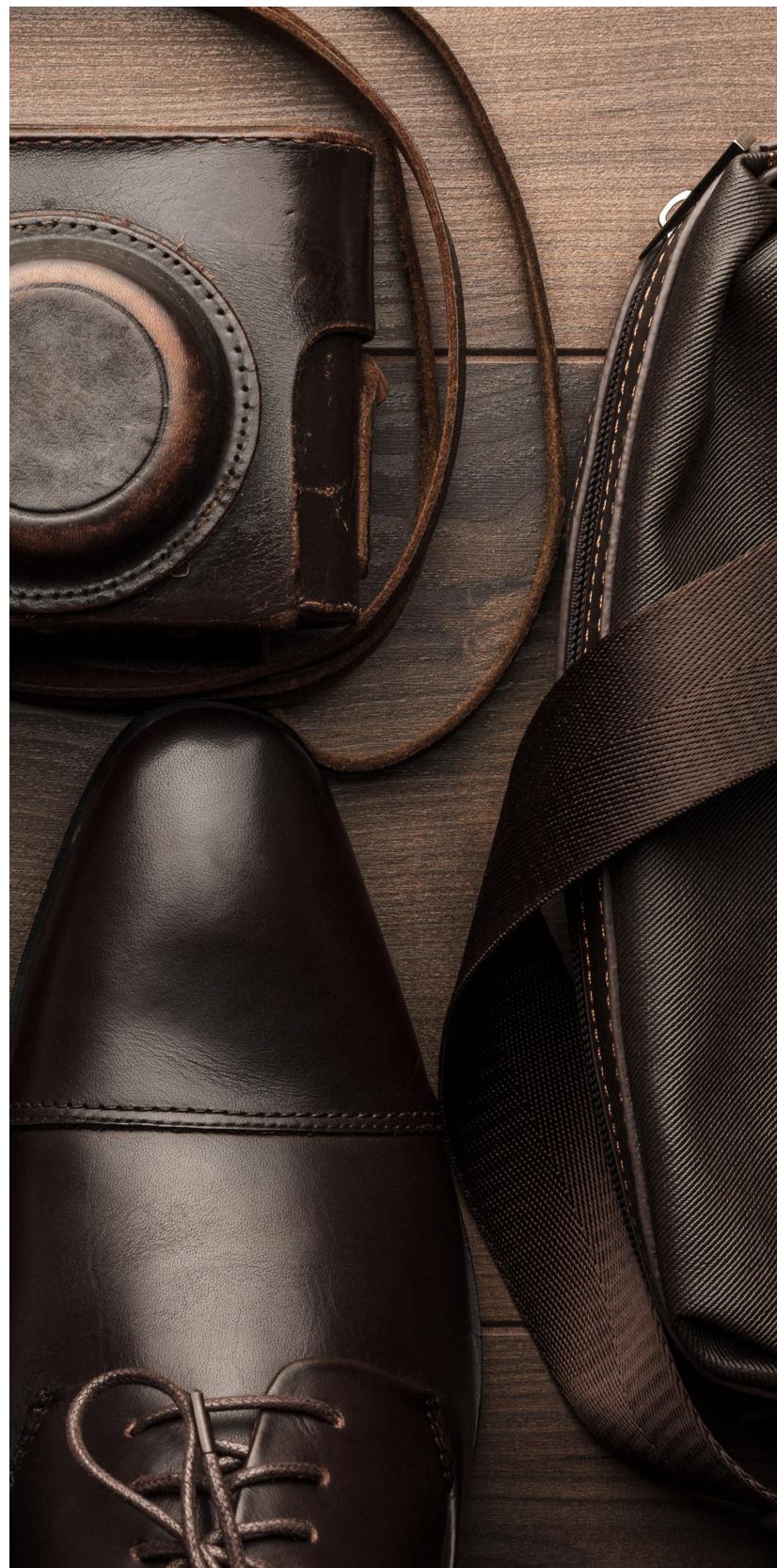
The brand kept on adding new and diversified range of products in its portfolio and today it commands a network of 350 exclusive stores worldwide. The brand also has a presence in more than 3000 multi-brand outlets in a number of countries.

CEASELESS QUEST TO PERFECTION

Woodland India's massive success has been triggered by the brand's belief in the power of adventure. Like a true adventure enthusiast, the brand always keeps on looking for new ways to push its limits and discover new horizons. It has been discovering new technologies and presenting cutting edge innovations to bring customers only the highest quality.

Woodland India pertains to the highest standards of excellence and ensures that its each and every product is able to withstand the rigors of exploring the world without compromising on comfort, style, and versatility. Any footwear and garment Woodland India makes is sure to be long-lasting and strong. The





apparels are crafted to be as light as possible, supple, dry, and comfortable against the skin, and are easy to care for. In order to constantly maintain this level of perfection, Woodland has indigenously developed manufacturing and packaging processes that rival the best in the world. It all begins with a fully integrated production process. The key raw materials for shoes, leather, and a good part of the soles are all made in-house. Hand-picked Italian hides are tanned and finished on Italian machinery. The unique rugged, tough rubber soles are also produced using the best German technology.

As it strides into the future, Woodland aims to utilize new technologies to create only the best. New projects on the anvil include high-class footwear with directly injected dual density PU/PU, PU/TPU soles produced by high-tech machines and robots from the German giant Desma.

NURTURING THE NATURE'S LAP

Woodland India realizes the importance of eco-consciousness and has embraced it as one of its key objectives. The 'Proplanet' brand constantly works towards keeping the environment safe. In keeping with its eco-conscious philosophy, Woodland India has always tried to make eco-friendly products through processes that cause minimal harm to the environment. It is always on the search for materials which are not only of high quality, but eco friendly as well.

TOUR DE FORCE

- Rewarded with IMAGES Most Admired Retail Chain of the Year- ISAA 2016.
- Most Admired Single Brand Retail Chain of the Year at the India Shoes & Accessories Awards held at India Fashion Forum 2016.

QUANTUM LEAPS

- Woodland India has tied up with some of the leading adventure tour provider in the country.
- Woodland has partnered up with world leading businesses to extend various value added services to all its patrons.