

Planet Sports to exclusively distribute Australian Footwear , Pluggers in India

Delhi, January 7th 2013, Pluggers – the Australian-based casual footwear brand has tied up with Planet Sports, India’s Premier multi-brand sports and lifestyle destination, to exclusively distribute its footwear in India. English Cricketer and co promoter of the brand, Kevin Pietersen and Indian All-rounder Yuvraj Singh inaugurated the event at Ambience Mall, Vasant Kunj.

Planet Sports, a division of Future Lifestyle Fashion Ltd, is the country’s largest multi-brand sports lifestyle retail chain with over 41 specialty stores, spread across 25 cities. As a licensee and distributor, Planet Sports has the largest collection of international sports & lifestyle brands. Pluggers has identified PlanetSports to be its exclusive distribution partner in India and this is the first country outside of Australia that the brand has decided to venture into. The India launch of Pluggers is the first phase in promoting the brand globally with further launches in other countries being envisaged in the coming year. Planet Sports will begin with making

Pluggers available in the metros and then expanding gradually into the tier 2 & 3 cities. Pluggers being a brand that has originated in Australia, is influenced greatly by the beach culture and the weather. It is worn as casual, easy going attire. Ajay Chablani, Business Head- Planet Sports says, “Planet Sports is proud to be the exclusive partner to this iconic Australian footwear brand in India. We have observed that in India there is growing inclination to sporting casual footwear as part of one’s ensemble. We see this trend of wearing flip flop catching on and I am sure that it would be equally popular in India as it has been on the Gold Coast in Australia.”and flip flops are something that depict a lot of fun, sun, surf and sand. Pluggers are comfortable yet stylish and depict an easy going attitude that gels well with my personality."

Speaking on the launch Kevin Pieterston, co-promoter of brand Pluggers says, “Pluggers is proud to associate with Planet Sports. We felt that India would be the ideal country in terms of beginning our global foray. There is such a vibrant, growing and discerning young market out here so it was imperative for us to be present here. More importantly was the need for a better distribution network for our products. Planet Sports has a national presence and therefore the ideal partner for our footwear.” On unveiling Pluggers, Yuvraj Singh says, "I am extremely delighted to be associated with such a well known international brand. I have always preferred footwear that is comfortable and suits any attire

and flip flops are something that depict a lot of fun, sun, surf and sand. Pluggers are comfortable yet stylish and depict an easy going attitude that gels well with my personality."

Pluggers will be available across all Planet Sports outlets including select Central Malls and Pantaloon Stores across the country. Pluggers, in India, are priced between Rs. 399 and Rs 499.