

Awaraj transforming the old footwear industry of agra through digital marketing and e-commerce business

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Agra, renowned for its rich cultural heritage and exquisite craftsmanship, has long been synonymous with traditional footwear manufacturing. However, as the world increasingly embraces digitalization and doing business through e-Commerce, Awaraj understand the need of footwear industry and develop an effective solutions to stay relevant in today’s competitive market landscape.

“We’re thrilled to embark on this transformative journey,” remarked Bhumendra Pal Singh, CEO of Awaraj.com and grandson of the renowned Maharaja Balwant Singh. “We’ve witnessed thousands of success stories where businesses gained a substantial edge over competitors by harnessing cutting-edge digital marketing and e-commerce technologies. Our aim is to uphold the legacy of Agra’s footwear industry while utilizing the potential of digital marketing and e-commerce to connect with a global audience.”

In India, footwear retailing makes up approximately 9% of the consumer market, with significant potential in segments like ladies’, kids’, and sports footwear, as indicated by a private study from Reliance. The Micro, Small & Medium Enterprises (MSMEs) in the footwear sector, constituting 1.31% of all MSMEs in India, engage in the production of footwear using various materials. These businesses, totaling 21,463, contribute to the vibrant landscape of the industry, which includes a total of 1,563,974 small and medium-sized enterprises across the country. According to estimates from the Government of India’s MSME department, the footwear sector boasts 20,463 registered operational units, employing 97,741 individuals and generating substantial production output valued at Rs. 6,008.77 crore, showcasing its significant role in the nation’s economy. Agra continues to maintain its status as one of the prominent clusters in India’s footwear sector, alongside Kolkata, Kanpur, and Chennai. According to Dawar, there are approximately 10,000 micro-sized units, 150 small-scale industry units, around 30 medium-scale units, and about 15 large-scale units in the city. Presently, Agra produces over 200,000 pairs of footwear daily, with the sector employing over 350,000 individuals.

At the heart of Awaraj’s digital transformation lies its strategic digital marketing approach. Utilizing social media, search engine optimization (SEO), targeted advertising, paid marketing, web analytic, ORM, website development, and e-Commerce Solutions, Awaraj has effectively elevated its brand visibility and connected with a wide-ranging customer demographic. Through engaging storytelling and visually appealing content, Awaraj highlights the company brand craftsmanship and legacy imbued within every pair of footwear, captivating audiences on a global scale.

Alongside its digital marketing endeavors, Awaraj has made substantial investments in assembling a top-notch team of seasoned professionals adept at crafting result-oriented strategies to achieve user-friendly e-commerce platforms and digital marketing objectives.

Awaraj’s dedication to innovation and customer satisfaction shines through every step of our digital journey. We’re not just revolutionizing our business practices; we’re also elevating the overall customer experience, ensuring that **Awaraj** maintains its position at the forefront of the digital marketing industry.

As Awaraj continues to pioneer digital transformation in Agra’s footwear industry, the company remains dedicated to preserving the city’s rich cultural heritage and tradition of craftsmanship. With a relentless focus on quality, authenticity, and innovation, Awaraj is poised to set new benchmarks of excellence in the global footwear market. For more information visit <https://www.awaraj.com>

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