

## Arur Footwear Limited Opens Experience Store in Lajpat Nagar; Strategic Move Toward Consumer-Centric Expansion



**New Delhi, Delhi May 15, 2026 ([Issuewire.com](https://www.Issuewire.com))** - Arur Footwear Limited, operating the brand Pacalop, has inaugurated its first dedicated Experience Store at I-68 Basement, Lajpat Nagar 1, New Delhi. The space represents an intentional progression in the brand's retail strategy, designed to serve dual objectives: gather direct consumer feedback on footwear preferences and create an operational hub for product display, inventory management, and supply chain coordination specifically for E-Commerce Operations.

The Lajpat Nagar location was selected strategically for its proximity to an established cluster of boutique footwear and tailoring retailers, positioning Pacalop within a district known for curated, specialty shopping. This commercial environment provides natural customer overlap and facilitates a test-ground for understanding consumer preferences in footwear categories.

The Experience Store is equipped with inventory management infrastructure, storage solutions, and operational systems designed to streamline the end-to-end supply chain— for its online operations; from product staging to customer fulfilment. These systems form part of a broader operational framework, positioning the store as both a consumer-facing retail presence and an operational node for the Pacalop portfolio.

The store opening reflects operational leadership decisions undertaken by the Bazel International team, aligning with the company's broader strategy to build brand infrastructure ahead of planned product range launches. This measured approach allows the team to validate distribution channels, capture

consumer insights, and refine product positioning in a controlled retail environment before scaling.

*"The decision to anchor our operations in a heritage retail hub like Lajpat Nagar was intentional. This facility serves as a critical 'operational node' for Arur Footwear, allowing the Bazel International team to refine our supply chain and validate our distribution model in real-time. We are establishing the infrastructure today to ensure that when our new collections launch, we deliver a seamless experience from the first click to the final step."- said a spokesperson from Bazel International Ltd.*

The Experience Store launches ahead of Pacalop's new collection and expanded product range, scheduled for subsequent rollout across online platforms. This sequencing ensures the team can integrate on-ground learning into product development and marketing strategy.

### **About the Company:**

**Arur Footwear Limited** is a BSE-listed Footwear Manufacturing Company with a long operating history and prior manufacturing relationships with global footwear brands including Fila, Reebok, Benetton, Decathlon, etc.

**Bazel International Ltd.** is a BSE-listed Non-Banking Financial Company NBFC which acquired Arur Footwear Limited (formerly SR Industries Limited), through the corporate insolvency resolution process (CIRP), providing Bazel International with a ready manufacturing platform and industrial assets.

**Pacalop** is a footwear brand under Arur Footwear Limited (formerly known as SR Industries Ltd.). The brand is available on all major E-Commerce Platforms- Amazon India, Flipkart, and Meesho.



## Media Contact

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<http://www.srfootwears.co.in>

Source : Arur Footwear Limited; Pacalop

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