

Tracer Shoes



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Mission Statement

With a strong belief that “Every Step Matters”, Tracer manufactures high-quality footwear at affordable prices for people from all walks of life.

Story

On 21st August, 2000, an underdog in the Indian Footwear industry was born.

Nitin Kohli, founder of Tracer, along with Sandeep Jain started working towards their vision of creating a comfortable, stylish and affordable product line for the common man.

After setting up a manufacturing unit in Punjab, **Tracer** expanded its team and found a chain of distributors that later turned into a close-knit family with a shared value of commitment towards Tracer. Having seen the peaks and valleys of Indian footwear industry in the past 18 years, Tracer leverages a lot of expertise in the field. Over the years, Tracer has seen many Indian brands in the Sport shoe industry come and go. With fierce competition from international incumbents in the industry, many brands fail to sustain themselves in the Indian market.

Despite all odds, Tracer has survived and flourished in the past few years, making it a household name in the Indian footwear industry. By furthering Modi’s agenda to “Make In India”, Tracer aims to equip people to make a difference in the world.

Following the ideology of Modi, Tracer also started exporting sport shoes under the same brand name in 2010. With around 50,000 multi-brand outlets in the country and abroad, Tracer is heavily contributing to the national economy.

Tracer has diversified its portfolio over the years. In addition to sport shoes, Tracer also manufactures kids’ school shoes, leather shoes, slippers and sandals that are comfortable enough to wear all day and yet rugged enough to last for years.

To buy **Men & Women Footwear Online** Visit our online Store.

For more details, please visit <https://www.indiabusinessesstoday.in/detail/tracer-shoes-jalandhar-554249>
