

Reliance Footprint opens 'ASICS' store in Kochi

by [Radha Rao](#) on July 16th 2010 and filled under [Retail and Merchandising \(General\)](#)



Reliance Footprint, the footwear speciality store from Reliance Retail, has launched an 'ASICS' store in Kochi. The store is spread over an area of 1,000 sq.ft at O Mall in Edapally. The opening of the store follows an exclusive partnership between Reliance Footprint and ASICS Corporation, a Japan-based manufacturer of sports shoes and other equipment. Gopalkrishnan Sankar, chief executive, Reliance Footprint, said, "Keeping with our core promise of delivering fantastic choice and the best brands in the world, we are delighted to bring to the consumers in India ASICS, the globally renowned brand for high performance athletic gear. Reliance Footprint aspires to step towards a healthy and fit India with ASICS." Motoi Oyama, president and representative director of ASICS Corporation, said, "With Reliance Footprint's distribution and marketing strengths in the country, we are sure that ASICS brand will soon find a huge following in the Indian market."