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**People • Issues • Events**

## THROW BACK 2016

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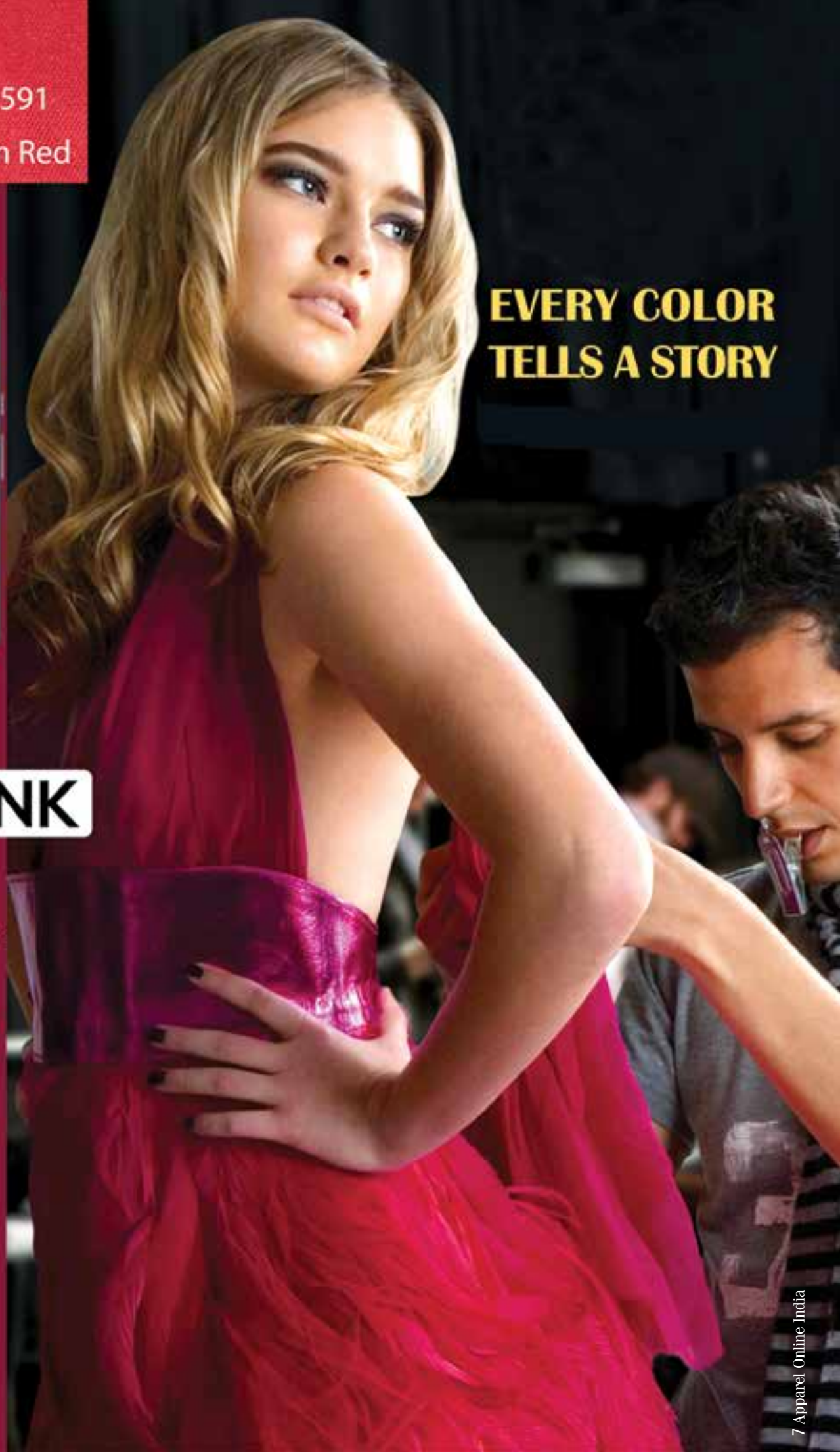


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# From the Editor-In-Chief's Desk...

January 16-31

Just as the year ended on a positive note with AEPC elections throwing up satisfactory results for all – the old team and the new contenders, a war of words through ‘open letters’ to the industry has begun in the disguise of wishing the industry a Happy New Year..., a practice never seen before and which has brought in a new chapter to the ongoing AEPC-AHEA conflict!

February 1-15

IIGF – touted as the most important sourcing fair for the Indian garment export industry, failed to bring cheer to its participants. And it was not only about the ‘less than usual’ exhibitors, or the absence of many industry stalwarts that made their presence felt on day 1..., but it was about the small number of buyers who thought it was important to be at the event!

February 16-29

The industry, which has the domain understanding, needs to hire professionals that have the expertise in analysing data, coming to a dispassionate conclusion, formulating the best way forward based on the findings, and then representing the industry at the right platforms for required action.

March 1-15

Magic has been built around various platforms. These platforms are big and small brands, manufacturers and suppliers. Big brands had nothing to offer to the Asian region, they don’t even entertain the visitors from the Indian subcontinent.

March 16-31

Over the past few years there have been a number of ‘business conclaves’ by State Governments to invite investment in the state, the most recent being the ‘Happening Haryana’ event. I agree that such initiatives are a must for the progress of the state and the nation at large. But, my reservation is that the focus of such events is to lure big-ticket industries like Automobile, IT, Steel, Pharmaceuticals and the likes with heavy investment, capable of fetching the Government more tax revenues, while it is the textiles industry, and particularly the garmenting sector, which will bring in the jobs.

April 1-15

Reports, just for the sake of reports, only because they bring in the funds, is becoming the norm for international NGOs, and the Indian garment industry is being hauled up for charges that anyone who is working in the industry, including the buyers, will know for a fact is ‘untrue’ and ‘exaggerated’ picture of ground realities that is being spread without even bothering to investigate. I at times ponder on the actual agenda behind such charade..., is it really to help the people or to justify huge salaries paid for such reports...!

April 16-30

Many interesting concepts have been coined and launched by the Modi sarkar, from ‘Make in India’ to ‘Swachh Bharat Abhiyaan’ to ‘Skill India’ to ‘Start-up India’ to ‘Digital India’..., yet none of them have brought in the ‘change’ required either in the living standards of ordinary Indians or the business environment. Maybe to correct years of ‘rot’ requires time and one should not expect changes overnight...



May 1-15

In the last few weeks many labour-related issues have caught my attention...; while on the one hand Tirupur has sealed its most recent wage revision in consultation with workers' unions, on the other Bangalore was the location for violent protests by workers, mostly from the garment industry, on the recent revisions in the EPF (Employees' Provident Fund) policy. There were widely reported workers' strikes at Brandix Apparel Park and Gokak Textiles Mills, both on issues related to wages...

May 16-31

A surprise visit by Faruque Hassan, Senior Vice President, BGMEA and MD of Giant Group, Dhaka to my office led to an interesting discussion on many issues the industry in the region is facing and also how we could collaborate for growth. While I have always maintained that there is no competition with Bangladesh and both countries have very distinct and individual strengths that are in no way overlapping, it was heartening to hear a reflection of this thought from Faruque also.

June 1-15

The NGOs are at it again... One report after the other are being thrown at the industry claiming non-compliance on various grounds based on interaction with workers at different garment factories. Almost all big exporters have 'featured' in these reports... In the last two weeks itself, three reports by Asia Floor Wage Alliance on Precarious Work Conditions in the Global Value Chain covering H&M, Gap and Walmart have mentioned a large number of exporters from India. These reports claim violations of international labour standards in various forms...

June 16-30

Sometimes I look back and wonder what prompted me to start a magazine only for the garment export industry... It took us nearly 10 years to make a mark in India as a credible magazine, read and appreciated by both industry (exporters and buyers) and policy makers, while it took only 4 years to achieve the same status in Bangladesh. Encouraged by the response and upbeat of future growth prospects in the region, I am proud to announce the launch of *Apparel Online* in Vietnam, a logical choice given the buzz around the country.

July 1-15

The contents of the 'Special Package' for Textile and Apparel Sector introduced by the Government is not what has impressed me..., but what has is the implication of the announcement made by the Modi Government. The Cabinet approval on the 'special package' indicates that finally 3 things that have been said and conveyed time and again in my editorials and by the industry, have finally been clearly understood by the Government... The first point to rejoice on is the realization that the industry is much bigger than just 'handlooms' and that the apparel export sector is not to be clubbed together with 'handlooms', if growth is the goal...

July 16-31

The appointment of Smriti Irani as the Textiles Minister makes me very happy. I just hope that she will be the same fiery Smriti Irani we all know from her eventful tenure as the HRD Minister. Coming very close on the heels of the 'special package' announced by the Union Cabinet for the apparel industry, I sincerely wish that the industry will finally get its due recognition through a combination of firebrand leadership and timely policy interventions including some relaxations in labour laws.

August 1-15

The thrust that countries like Ethiopia and Tanzania are giving to promote investments in their country for garment manufacturing, never fails to amaze and bewilder me... They have even roped in buyers to promote the destinations with delegations being invited from already existing manufacturing bases to explore opportunities with added promise of business for a few seasons! Already in Myanmar, Chinese, Taiwanese and Korean investments are pouring in to feed the Japanese market...

August 16-31

There is so much happening both at the global and national level that the export community is a bit uncertain of directions. While on the global level, market slowdown, the aftermath of Brexit, and the recurring terrorists' attacks have dampened spirits; on the national level, fluctuating cotton prices, labour scarcity, and dwindling margins have really bothered the exporters – mainly the small- and mid-level ones.

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September 1-15

I was about to start writing my editorial piece and suddenly remembered a few lines from a popular old hindi song... 'Jayen to jayen kahan...' The context in which I remembered those classic lines is because of the Delhi Government's decision to increase the minimum wages by about 40-45 per cent! Though I appreciate the move, and agree that we should start giving living wages to our workers, but not without due diligence to how to go about the increase and make provisions for balancing the excess cost to the industry...

September 16-30

Elections at AEPC are again the talk of the industry... and this time there is a challenge to the same old set of members who have been continuously governing the AEPC for decades. For the first time in the history of AEPC there is actually going to be a head-on collision between two groups with different ideologies.

October 1-15

There is nothing more fulfilling than a well contested battle, and the AEPC elections this year lived up to that expectation... My heartiest congratulations to the winning team for retaining the confidence of a majority of exporters..., it is a well-deserved win! I feel that the opposing group lost its way somewhere in-between and rather than focusing on the agenda of promoting exports for the small- and medium-level exporters, it became a 'politics of change'.

October 16-31

It is an established fact that if you cannot convince then confuse..., and that is precisely what the Indian Textiles Ministry does in every possible and conceivable way! Firstly, the bureaucrats come for a short stint and so do not have enough time to understand the nuances of the garment export business, which is obvious, and then there is the pressure of the Ministers to take care of the artisans and the farmers and the weavers, which again is very obvious, after all these people need attention, support and some hand-holding...; not to forget the political agenda that they serve.

November 1-15

At a recent meeting with a buyer, I was informed that the biggest reason for the slow growth of the garment industry is the fact that the textile sector has not evolved the way it should have and the fabric offerings today are only marginally better than what was available two decades ago... This really got me thinking... In other garment manufacturing destinations, it is the garment industry which drives the textile segment, but in India the garment sector is a by-product of the textile chain and the players are 'not' the priority...

November 16-30

The last few days have been exciting to say the least... Even as we prepared to keenly track the US election results, our dynamic PM chose the same day to throw a bombshell...; all 500 and 1000 rupee notes would be discontinued from midnight @ 12:00... It is a bold step, indeed! Modi has in one masterstroke wiped the slate clean for everyone, giving a chance to start afresh while moderating the economy with reforms..., a commendable move!

December 1-15

In the last two weeks, the only conversation I hear around is on demonetisation and how distinct yet in similar ways it has touched every Indian. And believe me I am not talking about fellow countrymen letting out steam..., I have been in Vietnam for the past few days attending an international exhibition, and was surprised at the amount of curiosity about the move from everyone I met whether from the western world or eastern region... I still firmly believe that the PM has presented a 'game changer' to the country...

December 16-31

There are some years that are very dull and uninspiring, and summing up the Top Trends for those years can be a very challenging job... But then there are years like 2016, which threw up one surprise after the other, both on the global and local level, keeping people and the industry guessing and gasping...





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THROWBACK  
2016

## The Best of Mind Tree...

**Q: Do you feel that with changing global conditions, it is the best time to invest in garmenting...**

January 16-31

**RS Sampath, CEO, Shree Siddhivinayak Cotspin Ltd., Kolhapur** – It is good to go for value addition, but in most of the cases capital cost is very high, and to come out of the comfort zone and also meet international trends/requirements, one has to take calculative risks. Secondly, when you talk about value addition in garmenting, I feel it should take place step-by-step first in spinning mills for weaving and processing and later in garmenting.

**Q: Do you think that the textile and apparel industry need professionals/skilled people/agencies to run the organization...?**

February 1-15

**Manmohan Mehra, Partner, Fashion Fusion, Noida** – There is a lobby that has controlled the AEPC and works only for their own vested interest. Secondly, they never update the industry about market trends and real opportunities, as such dedicated professionals are very much required.

**Q: The January edition of IIGF was a very dull affair. Your comment...?**

February 16-29

**Pradeep Nahata, MD, Karni Exports, Jaipur** – The organizers never held any 'road shows' or 'get-togethers' before the fair to take the view of the industry. The best time to hold this fair is late August or September, along with the EPCH's fair, so that the buyers can visit both. I think there is need to make a committee and involve exporters having some unique ideas and concepts... Small orders of these buyers is also an issue as whichever buyer comes to the show, gives an average order of just 350 pieces.

**Q: The term 'professionalism' is often heard in the industry, but not all understand the true meaning...**

March 1-15

**Satvinder Singh Luthra, Cotton Jersey, Noida** – Our official representative body, the AEPC, has to be fully 'professional' with new approach. Secondly, there is difference in costing as garments are made in various locations – from Sangam Vihar to 'pure' industrial areas of Noida, Gurgaon and Manesar. Third is the mutual but useless fights among the exporters.

**Q: With Haryana being in the news, primarily after the 'Jat agitation', will the proposed 'Happening Haryana' summit attract investments here...?**

March 16-31

**Praveen Gupta, Director, Virender Textiles, Gurgaon** – Haryana Govt. should focus on infrastructure, especially in the NCR areas of Gurgaon or Manesar as traffic is a very major issue. Roads need to be repaired on regular basis and flyovers made wherever required as such things matter when talking about fresh investment. Agitations create a lot of disturbance and break confidence of those looking to expand.

**Q: Many State Governments are coming forward with 'standalone' textile policies... Are such policies really supportive...?**

April 1-15

**Arvind Sinha, National President, The Textile Association (India), Mumbai/Chief Advisor, Business Advisors Group** – Governments are doing their best, but it is also true that fresh investments are not coming and needs rethinking of why orders are still going to Bangladesh, Vietnam, Myanmar, etc. Industry should work towards capacity-building to grab the bulk orders like China does. Secondly, India has to also improve its manufacturing culture and its systems.



**Q: *Première Vision (PV) Paris (16-18 Feb. 2016) witnessed 55,025 visitors from 123 countries, but did not notice enthusiastic visitation from India. Why...?***

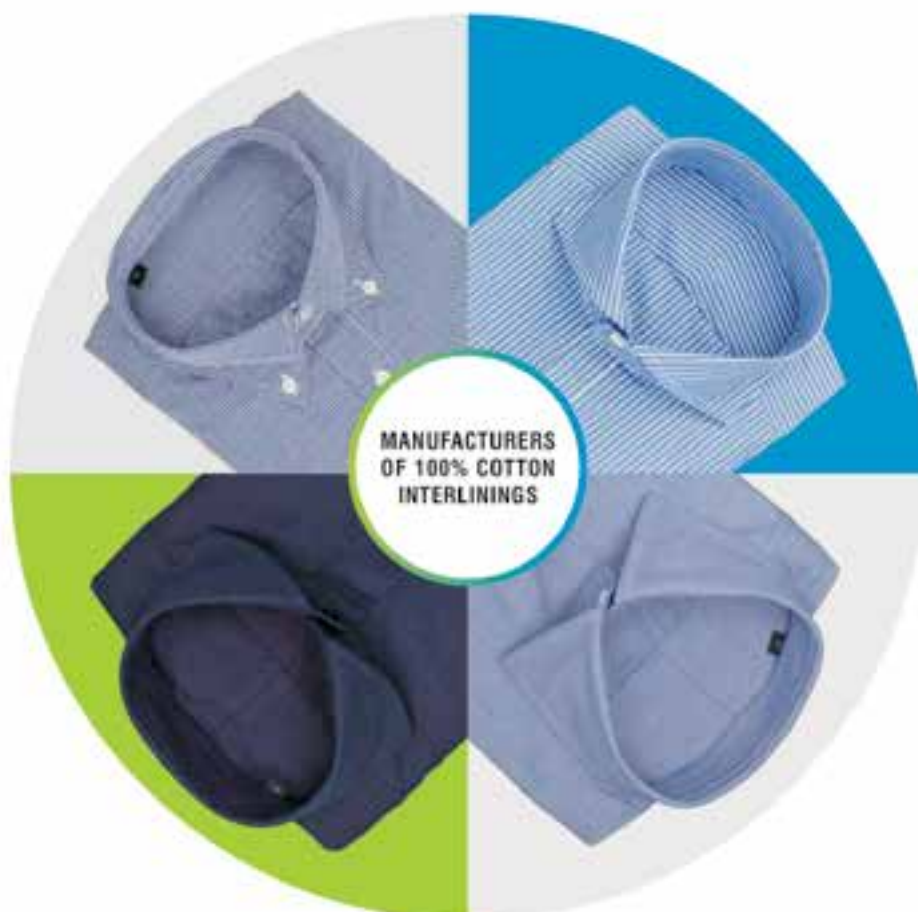
April 16-30

**Aastha Kapoor, Creative Director, Affordable Exports, Delhi** – Visiting PV is quite an expensive affair for most exporters, especially looking at the current market scenario. An exporter today has neither a good price nor good quantities, mostly due to the pressure of fast fashion. Every time I visit, there is a kind of newness that adds to my collection, be it new prints, accessories or fabrics, product development (PD), etc.

**Q: *On 23 June 2016, the UK will settle a question of historical importance. Should the country remain within the European Union (EU) or leave and go it alone...?***

May 1-15

**Sanchit Arora, Owner, New Waves Inc, Greater Noida** – In last one year we have noticed downfall in UK market, and we can't even think about margins as Pakistan and Bangladesh have duty benefits in UK. Fluctuating pound has also been a concern; however, it is still too early to say something concrete about UK's referendum result and its impact on Indian exporters...



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**Q: Recent developments on EPF (Employees' Provident Fund) issue have many perspective/angles... Why and what could be the reasons?**

May 16-31

**Sudhir Dhingra, CMD, Orient Craft, Gurgaon** – Many actions have been taken by the Govt. with good intent and said people should save their money for their retirement. But this decision was not practical because nowadays, especially workers' community, need money. It is a very sensitive matter and individuals have to make a choice that what does he/she want to do with his own money.

**Q: Since competition is getting fiercer and exporters are finding it difficult to survive, some exporters are indulging in lowering prices to get the orders. Comment...?**

June 1-15

**Aarti Johar, Partner, Abhishek Global Ventures, Delhi** – Changing the timing of the fair is serious matter and needs discussion. Fairs should never be held nearby to any other fair and that the weekends should be involved as owners prefer visiting weekends only. I am a regular participant at EPCH and have noticed this point strongly. We decided to participate in IIGF to promote our kidswear range, but even my 3-4 known buyers couldn't come.

**Q: A number of reports from various NGOs and other agencies claiming to be working for the benefit of the industry have been released. Are these reports 'unfair' for the industry...?**

June 16-30

**Rakesh Vaid, MD, Usha Fabs, Gurgaon** – The entire industry has to work with proactive approach on this serious issue as funds are coming from abroad to damage the reputation of the Indian apparel export industry. On the other side, these kinds of reports do become the reason of misrepresentation of realities to some buyers/end-customers. I feel that all these NGOs, exporters and associations should sit together and discuss on the issues whatever highlighted in these reports.

**Q: Many buyers have indicated that business for Fall season has improved from India..., do you agree?**

July 1-15

**Manik Shah, Proprietor, N Shah & Company, Delhi** – Fall season's booking was good and we are satisfied, be it for Europe or Mexico..., from both markets we get good orders. As usual same fabrics with change in blend are in demand – be it silk, wool, viscose or cotton, etc. Medium-level exporters like us who don't have big infrastructure do not get impacted. Still we can't foresee about the coming season as there are many things which will have their impact like the Brexit issue, weather conditions, etc.

**Q: It is being claimed that the recently announced 'Special Package' of Rs. 6,000 crore has changed the sentiments of Indian apparel export industry. Kindly elaborate your view on it.**

July 16-31

**PMS Uppal, MD, Pee Empo, Faridabad** – This step of the Government is in the right direction. I must say that India needs some strong support in terms of fabric import as still Indian exporters depend on imported fabric which is almost 80 per cent of our use. India's fabric basket is limited and we can't explore only in cotton or some blends. As market is becoming more and more price-sensitive, this is the area where we are lacking.

**Q: Most of the time apparel export fraternity claims that there is no proper flow of information from Government side, as a result several exporters are unable to take advantage of many of the schemes announced time-to-time. Any solution...?**

August 1-15

**V. Gopalakrishna, Managing Partner, Sri Sairam Clothing, Tirupur** – To the best of my knowledge there is no single database of all Indian apparel exporters with the Government. And whatever associations, councils are there, have focus on their members or specific hubs. In this situation single common database and the control of the same is a must, irrespective of membership or their particular concern.

**Q: The incidences of terrorist activities have noticeably been on the rise in the last few months with Europe facing the major brunt. Many international fairs are scheduled over the next few months... Will there be any major impact on visitations?**

August 16-31

**Sambhav Oswal, Director, Mallika Textiles, Ludhiana** – None of my buyers or any exporters in my circle have cancelled any of their business trips due to these incidents. Though Europe is facing the major brunt of these attacks, the same is happening in other parts of the world too. Now just because of terrorist activities we have doubts in dealing with such countries and which I think is not fair.

**Q: The Constitution (122nd Amendment) Bill, popularly called the GST Bill has been passed unanimously by both Houses of Parliament. How will it impact the garment business...?**

September 1-15

**Anil Gupta, VP, Corporate Sector Ratings, ICRA, Gurgaon** – The 12 per cent GST rate (lower) recommended by the Arvind Subramanian Committee is likely to have a negative impact on the textile sector. The cotton value chain is currently attracting zero central excise duty unlike the man-made fibre sector.



**Q: After 27 years, Dr. A Sakthivel is stepping down as the President of Tirupur Exporters' Association (TEA). How do you see his overall efforts and achievements...?**

September 16-30

**Raja M. Shanmugham, MD, Warsaw International, Tirupur** – No one person should continue for years as it means stagnation; this has been witnessed in Tirupur and in AEPC at the national level. The declaration is an acceptance of the fact that people want change, which was obvious during the last elections. I think the industry and the nation should vote for change to surge forward and become a super power nation in the future.

**Q: Will the Cauvery water dispute issue have a long-term impact on Bangalore's apparel export industry...?**

October 1-15

**Sarbajit Ghose, Executive Director, Laguna Clothing, Bangalore** – After getting disturbed one has to think and re-plan accordingly, though buyers understand that this is a temporary disruption; and that such kinds of disturbances happen across the world. There is nothing like big loss or long-term impact, as we manage it by working on Sundays and changing the work plan. In my opinion, anything more than this is to overrate the situation.

**Q: Very contradicting statements are being heard in the industry that not many orders for S/S '17 have come in as yet... What is your feedback...?**

October 16-31

**Milton Ambrose John, MD, Cotton Blossom, Tirupur** – As far as Europe is concerned, sale of winter wear was also not supported by weather and buyers are holding stock. Falling pound is also creating pressure on the UK-based clients and they are becoming more and more price-sensitive. Factors like compliance and sustainability are forcing buyers to consolidate their suppliers, and who prefer to work with such suppliers, and who are compliant, sustainable and are cost-effective also.

**Q: What is your reaction to the recently concluded AEPC elections...?**

November 1-15

**Ganesh Kumar Gupta, Chairman, Akaash Textiles, Mumbai / Vice President, FIEO, Delhi** – I strongly feel that it is a good sign that there was a 'real' election this time in AEPC and that election was a quiet affair; there is no logic to raise questions over NSDL. The winning team should now focus on delivering what they have promised and do whatever the industry needs in order to grow. Simultaneously, the opposite team should cooperate with the existing team and prepare more strongly for next elections.

**Q: The 5th edition of Vastra in Jaipur did not prove fruitful at all. Your comment...**

November 16-30

**Vijay Singh Sengar, Director, Shilpayan Décor, Jaipur** – Yes, we were not informed about this decision of not offering air tickets to the buyers, but I don't think that this is the sole reason. Genuine buyers, who have to buy the products, will come on their own expenses too. FICCI is providing them accommodation and organizers did make effort to call the buyers from IHGF, Greater Noida. Also too many fairs are being organized at the same time and buyers have their own limitations; I think that the timing of the fair was not right.

**Q: Donald Trump has been elected as the 45th President of the United States. Your reaction...**

December 1-15

**Avedis H. Seferian, President & CEO, Worldwide Responsible Accredited Production (WRAP), Virginia, USA** – This question is still popular for last so many days... Donald Trump is a true businessman; he will do whatever he wants to do. But definitely things will be done significantly and differently from the past. I do believe that he will create the right set of incentives for business to flourish, and in the way which is socially responsible and desirable for policy perspective. I anticipate that his election will be good for India-US relations.

**Q: 2016 was a year of happening all around... What kind of overall impact these initiatives/changes will have in 2017?**

December 16-31

**Neeraj Jain, JMD & Head (Yarn Business), Vardhman Textile Limited, Ludhiana** – We feel the year 2016 was reasonably good from the international perspective, but India had difficulty due to very high cotton prices during the year. The new Textiles Minister seems to be quite efficient and very aggressive and the 'special package' a welcome step. On the issue of TPP and the stand of US President-elect Donald Trump, I feel it is still at a very initial stage, as during the election debates many things were said. But, 2017 is going to be very challenging for India looking at all the world level changes.

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THROWBACK  
 2016

## Industry in Focus

January 16-31

### AEPC ELECTIONS

#### **Virender Uppal and team win; Rajiv Kapoor triumphs**

Finally, the much-awaited Annual General Meeting (AGM) of Apparel Export Promotion Council (AEPC) has taken place and everybody is happy. The candidates (of Northern Region) for the Executive Committee (EC), AEPC – Virender Uppal, MD, Richa Global Exports and outgoing Chairman of AEPC got 400 votes; Harish Ahuja, MD, Shahi Exports received 402 votes; and Pritam Goel, MD, Lyra Industries noted 372 votes in his name. Encouragingly, the first-time contender Rajiv Kapoor, MD of Affordable Exports clocked 150 votes which were beyond anybody's expectations.



May 1-15

### Bangalore garment industry faces huge loss

Last month Union Government may have taken a U-turn on the Employees' Provident Fund (EPF) issue, but Bangalore garment industry has faced huge losses as several garment factories remained closed for almost four days. Thousands of workers took to violence against the new amendments of EPF which says that employees will be able to withdraw only their contributions from their provident fund accounts. They will be able to withdraw the employers' contribution only after completing 58 years. The Government has for three months now, put the notification in this regard on hold. There was complete lockdown of the Peenya Industrial Estate and many other industrial areas for two days. Industry feels that loss could be in the range of Rs. 1,000 crore (US \$ 154 million). Some exporters are of the view that the strike will have a domino effect as delivery schedules are impacted due to this.



December 1-15

### A glimpse of what states requested and got from MoT

One of the most important events for the entire Indian textile industry – the annual conference of State Textiles' Ministers – was recently held in New Delhi, wherein the entire Government machinery related to the Ministry, like Central and States' Ministers, and senior officers discussed their agendas and put forward their states' demands and issues. Unlike last year the media was not allowed to attend the event, yet *Apparel Online* was successful in collecting information from various sources. It is disappointing to note that as usual handloom and powerloom sectors, and textile parks are the top priorities for states and thrust is all about getting funds. In the report released at the event, highlighting status of last year's demands and list of fresh demand, it can easily be noticed that the apparel industry is out of focus in most of the states' demands. In some cases it was observed by the Textiles Ministry that though the states demanded certain concessions, they did not thereafter submit their proposal, even after one year. Many of the fresh demands are same as they were last year without even considering development of one year.



July 1- 15

## Two female workers injured while 'escaping' from a mill in Tamil Nadu; State launches crackdown




In the Dindigul District of Tamil Nadu, two teenage female workers R. Pavithra and S. Ranjitha were injured when they allegedly tried to escape from Eveready Spinning Mill. It is being blamed that they were forced to work in a 12-hour shift and were barred from contacting their family and friends, and even stopped from doing further studies. The incident, which was highlighted in a report of Thomson Reuters Foundation, has forced the state to launch a crackdown on factories violating labour laws.

October 1-15

## AEPC finally returns Rs. 48.62 crore to Textiles Ministry



Apparel Export Promotion Council (AEPC) has returned Rs. 48,62,44,269 to Ministry of Textiles (MoT). This amount was deposited as Ernest Money Deposit (EMD)/Bank Guarantee (BD) by apparel exporters during quota regime. Apparel House Exporters Association (AHEA), flag bearer for this, is of the opinion that it is just the principal amount which is returned while interest on this amount is still to be paid. Although a letter written by AEPC Chairman Ashok G Rajani claims that AEPC has submitted the complete amount with interest.




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April 1-15

## NGOs AT IT AGAIN!

Apparel Online was surprised to see a report 'Unfree and Unfair' recently, wherein the India Committee of the Netherlands (ICN), an independent NGO, has made some serious allegations against India's top exporters in Bangalore that run hostel facilities for their workers. On the base of desk research and interviews with 110 migrant workers from rural Karnataka and other states like Uttar Pradesh, Jharkhand, Maharashtra and Madhya Pradesh, employed at four garment factories – Shahi Exports, Texport Industries, Arvind Ltd., and K Mohan in Bangalore, the ICN claims that garment workers still face serious issues like poor living conditions and has restricted freedom of movement despite stated commitments on the part of big brands to address these problems. Ironically, the very lopsided report with no discussion or clarification from the company owners in a positive feedback admits that the wages at all the four factories are slightly above the minimum wage rate fixed by the State Government.

**"Nothing is good. But we are staying here because we have to live and there is no other way. I am from a different place and I speak a different language. I don't know about the situation here. So, I took the company hostel." – Workers of Arvind**

**"Texport employs 12,000 people out of which we have only 80 migrant workers which is only 0.66% of our total strength. This can be audited by any third party. We have hired these 80-odd workers as a part of CSR to give back to the society. We train them free of cost and then pay for their house and provide basic facilities, also free of cost. This is helping us train and employ people who are otherwise unemployed. In this process, we pay them higher salaries from locals and provide various 'free' facilities as mentioned in the ICN report. Under any circumstance, we have no intention of exploiting people especially when we have nothing to gain looking at the strength." – Texport Industries**

October 1-15

## Victory for AEPC team..., but opposition no less than winners as they give a tough fight

It was for the first time ever that two teams fought for the AEPC elections, and though it's a clean sweep for the existing team, it was not an easily won victory as the candidates pitted by the opposition group gave a very tough fight. There was a winning margin of just 88 votes for one of the members of the opposition group. In total, 900 votes were casted; none of the exporters were expecting such results, so all of them were taken by surprise. A good thing is that all those present at the final announcement took it as a healthy practice with a common agenda to work for the growth of the Indian apparel export industry. Once the results were declared, all accepted it as the verdict of the industry. "We congratulate the other group for such a good fight and invite them to sit, discuss and work together for the growth of industry," said the AEPC core team.



**"It was a good election in terms of being seriously contested. Lot of issues have come up from the opposition which are to be noted. We must correct wherever it is required, and connect much better with exporters..." – Gautam Nair, MD, Matrix Clothing**



**"We are very happy with the results as we got good number of votes, and that in spite of rigging. There are definitely issues as pass words of the exporters were also available to the AEPC and hence could be used." – J L Sehgal, MD, Kiran Associates**

September 16-30

## Relocating factories to newer pastures... the debate continues

Though there is a consensus on the fact that growth can no longer happen if companies continue to operate in metropolians mostly due to the increasing cost of real estate, continuously rising wages and scarcity of workers. What is interesting is that most players are not really motivated to shift base, and Governments have little or no idea on what needs to be done to attract investment in new areas...; actually, they know very little about the industry... Through three independent articles, Apparel Online traced the experience of a foreign company (Aquarelle) that has set up a very successful manufacturing format in India and is now ready to expand; a company (Indian Design) that has already moved away from its original roots into Andhra Pradesh and even Bangladesh and is now looking at options in Odisha; and finally what the Government of Odisha, the hottest destination today have to offer...



**Nagesh Badida, Executive Director, Aquarelle Group**

"Since we are a global company, most of our processes are standardised and structured, and followed in all four countries, yet culturally there are differences with every country having its nuances, so we have to look at how to manage them individually and that is something that is left to us."



**Naseer Humayun, MD, Indian Designs**

"The Government has to understand that in the process of setting up a garment unit there is a huge investment done by an entrepreneur to develop skills in people who hitherto have had no experience in a manufacturing unit, nor have any idea of the discipline needed in a factory."



**Sanjeev Chopra, Principal Secretary, Industries Department, Government of Odisha**

"We have been talking to stakeholders in the garment business and have realized that a common policy format for the textiles and apparel sector is not viable, as the need of both sectors is very different."



**Sanjay Kumar Singh, Commissioner cum Secretary, Skill Development and Technical Education and CMD, Odisha Industrial Infrastructure Development Corporation**

"There are no real success stories for apparel parks and we are aware of the critical areas that hamper the development. So we want to pre-empt and address the issues..."



July 1-15

**'Special Package' of Rs. 6,000 crore motivates exporters**

The 'Special Package' for the Textile and Apparel Industry of Rs. 6,000 crore (US \$ 923 million), basically targeted at enhancing the competitiveness of the apparel exporters, announced recently by the Central Government, has begun to show its impact as 35 Indian apparel exporters have already announced investment plans of Rs. 623 crore (US \$ 96 million) over the next three years that will create employment opportunity for more than 30,000 people. This is just the tip of the iceberg as many other exporters are also ready with their investment plans but are waiting for the fine print of the 'Special Package', which Sunaina Tomar, Joint Secretary – Exports, Ministry of Textiles (MoT), assured exporters that it would be out soon during an event organized by Apparel Export Promotion Council (AEPC) to thank the Government for the path breaking initiative.



September 1-15

**Ministry of Textiles becomes 'strict' with AEPC**

It seems, very soon a Government administrator will be appointed to take over Apparel Export Promotion Council's (AEPC) management, as Union Textiles Minister Smriti Irani has given the go-ahead for the same. It has been reported that Rashmi Verma, Textile Secretary, wrote a letter to Corporate Affairs Secretary, Tapan Ray, and said that keeping in view the large-scale fraud of Government grants by the Council, it has been decided that the Government may appoint an 'Administrator' to take over the management of the Council so that its functioning may be streamlined to protect the public interest. Verma wrote in the letter, "I would request you to examine the possibility of appointing a 'Government Administrator', superseding the existing executive body of the Council as provided in Section 397 to 400 of the Companies Act."

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October 16-31

## New Textile & Apparel Policy for Jharkhand makes the region more competitive than Bangladesh on wages

Offers employment generation subsidy of up to Rs. 7,000 for every employed person for seven years...; brings down wage bills by 50-60 per cent; subsidies on electricity, capital investment, interests, etc. an added benefit; 'Orient Craft Industrial Parks' to set up two 'plug-n-play' industrial parks with combined size of 140 acres in Ranchi... Of late, there has been a surge in the number of states coming forward with schemes to stimulate investment for the region, many of which claim garmenting as a priority sector for incentives. Yet, when going into the depth of things it is generally found that the people in administration responsible for attracting investment have little or no idea of the needs of the industry – one of the biggest roadblocks in attracting investment. Madhya Pradesh, Andhra Pradesh, Gujarat, Odisha are already in the competition to woo investors, and now Jharkhand has joined the bandwagon.



*What the State Government has committed through a policy decision is to give an employment generation subsidy of Rs. 5,000 for every employed person for seven years plus Rs. 1,000 for ESI/PF, and in the case of women and schedule castes it's Rs. 6,000 + Rs. 1,000, so practically it works out to be Rs. 6,500 per person, per month for seven years. "In actual terms your wage bill effectively comes down by 50-60 per cent from currently 28-30 per cent to 13-15 per cent. We run a wage bill which amounts to Rs. 50 to 60 crore a month. If 40 per cent of that was to come from the state, just imagine what it could mean..."*

– Sudhir Dhingra, CMD, Orient Craft Limited

November 16-30

## Apparel Industry not too happy with new rates of Duty Drawback

The newly announced All Industry Rates (AIRs) of Duty Drawback for 2016-17 by the Department of the Revenue, Government of India, will come into effect from November 15, 2016 for various export products including apparel, textile and handicrafts, though the GST is likely to be implemented during 2017. The Duty Drawback Committee headed by Dr. Saumitra Chaudhuri has put in a lot of efforts to get the inputs from the industry/exporters and arrive at the reasonable drawback rates for all the export goods, yet it is difficult to please everyone.



*"We were expecting at least 2.5% overall hike but new rates are not as per our suggestions and hopes." – Ashok G. Rajani, Chairman, AEPC*

*"The increase in value cap of cotton apparel will indeed have a positive impetus on the industry given Indian apparel is predominantly cotton. We are in real need to gain traction in man-made fibre apparel and augment our basket of offerings to be able to take the industry to the next level."*

– Jay, CEO, Fedmac India, Tirupur

November 1-15

## Fixed-term employment in apparel manufacturing sector

Finally, some tinkering has been done to the Labour Laws that are in line with the specific needs of the apparel industry. To the joy of the industry, the Indian Government has introduced 'fixed-term employment' in the apparel manufacturing sector under Industrial Employment (Standing Order) Act, 1946. This move will facilitate employment of workers in apparel manufacturing on a fixed-term basis and ensure same working conditions, wages and other benefits for fixed-term employment in the sector as a regular employee. Rashmi Verma, Secretary, Ministry of Textiles (MoT) terms the new clause as a significant development.

May 16-31

## MoT officer arrested in bribery case

Ashutosh Kumar Singh, In-charge (DGM) of Handicrafts and Handloom Export Corporation of India Ltd., Ministry of Textiles has been allegedly caught red handed by CBI while trying to give bribe to a Delhi Police Inspector Kehar Singh. A sum of about Rs. 3 lakh has been recovered from Ashutosh and a case of disproportionate assets could soon be registered against him. The Inspector has also been taken into custody as he was about to accept the bribe.

May 1-15

## AEPC issue now in CLB; secretaries and stalwarts among 39 respondents

After years of continuous struggle for the transparency in AEPC, it is for the first time that the matter is now with CLB (Company Law Board). Rajiv Kapoor, flag bearer of this struggle and MD of Affordable Exports, New Delhi has filed a petition against AEPC and 38 others, including Textile Secretary, Commerce Secretary, and almost all big name those who are/ or were involved in AEPC in recent years. In the first hearing, lead council for AEPC committed that no alienation or transfer of immovable assets or properties would be effected with permission of this board from today onwards.



April 16-31

## GST: Textile and apparel industry happy; nuances still to be understood

At last, after many ups and downs, The Constitution (122nd Amendment) Bill, popularly called the GST Bill, has been passed unanimously by both Houses of Parliament, ending tax 'terrorism', besides reducing corruption and black money, in the words of Prime Minister Narendra Modi. It is, we can say, the best example of cooperative federalism! Though the actual GST rate applicable to textile and garment products will be announced, Apparel Online tried to figure out how it will impact the textile industry and whether experts feel that it will accelerate growth.

*"The industries and the people will get benefit out of the introduction of GST in the system, but at the same time, we request the Government to address any issues arisen in exports further in the implementation of GST system."*

**– Dr. A. Sakthivel, President, TEA**

*"ITF wholeheartedly welcomes India's important economic reform GST. For textile sector it's an opportunity to bring the whole of textile value chain under GST and in the long run we can build efficient industry by way of this reform,"* **– Prabhu Dhamodharan, Secretary, Indian Texpreneurs Federation (ITF), Coimbatore**

July 1-15

## Vietnam edition of Apparel Online inaugurated in the capital city of Ho Chi Minh

A country that has really captured the attention of the global apparel trade in the last one year, Vietnam registered exports worth US \$ 27 billion in 2015 with target to cross US \$ 30 billion in 2016! The amazing growth story of Vietnam is supported by many factors working to its advantage from a very disciplined and productive workforce to the adaptability and flexibility of production units to do small runs and complicated styles. Approximately 5,000 production units employing around 3 million workers are engaged in the apparel export industry and with TPP and GSP Plus arrangement under negotiations for the US and EU respectively, the only way forward is upward.



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THROWBACK  
**2016**

# Buyers' Strategy

January 16-31

## Stabilising global market to support business from the country

2015 was a very challenging year for the industry but overall the picture has been positive for the apparel segment while the textile segment has not been so upbeat... A report by credit rating agency ICRA in August 2015, based on movement in exports, had predicted that India's apparel exports for 2015 are likely to increase to US \$ 18 billion and to US \$ 20 billion in 2016 as against US \$ 16.5 billion in 2014. Talking to various buyers working in different markets and with different products on sourcing trends in 2015 and their expectations in 2016, many interesting insights were unveiled...



*Message to the industry in the New Year: Respect and reward hard working, truthful and honest professionals/people and develop this culture to promote such individuals for a healthier working environment.*  
– Arvind Arora, CEO, Taurustex



*Message to the industry in the New Year: It's necessary to keep 'Quality at Highest Consideration', followed up with 'Meetings Committed and Delivery Schedules'.*  
– Sanjeev Kothavade, Country Head – Raw Materials and Fabrics, Itochu India Pvt. Ltd.



*Message to the industry in the New Year: My suggestion to the industry is very basic: 'Invest in training and skill development'. If we want to use our full potential, we need the skilled labour force. Though the Government has started many programmes for the skill development, it is the duty of the industry to utilize this opportunity and make use of this facility fully for their own and for the country's interest.* – Yatish Moncourt, Managing Director, Francis Wacziarg Pvt. Ltd.



*Positives & challenges foreseen: Well China is getting expensive and we do have some anti-dumping laws which will help us in gaining some business volumes. The challenge is of course to offer better products than Bangladesh and China and offer competitive prices as well. I do see all basics moving out of India eventually unless we gear up to offer competitive prices. Bangladesh can now produce fashion basics and can do smaller quantities as well; this is a huge challenge as the Indian exporter still requires a MOQ in spite of having higher prices than other manufacturing regions.*  
– Alpana Razdan, General Manager – India, Pakistan, Bangladesh, Falabella

*Message to the industry in the New Year: The industry needs to work on pricing through better productivity to give buyers a better chance in the global market.* – Manish Jain, Managing Director, Delta Sourcing



August 1-15

## Need New Buyers; you can't ignore Product Development

Adding new buyers is one of the survival mantras for small- and medium-level exporters. While buying offices are of course an option, most of the exporters at this level are looking towards wholesalers/importers from across the world to enhance business, and it is heartening to see that despite the present difficult market conditions most of the wholesalers/importers working with India have added more exporters to their supplier list and are open to adding more in the near future. For most of such buyers, product development is the important criteria to add a new exporter. These buyers claim that they first see the creativity/diversity in the collection of an apparel manufacturer and if they get their required product, even price becomes a secondary condition. For some, timely delivery is the main criteria in deciding upon a new vendor.



**Yosi**, (sourcing over US \$ 1 million per year) from **Afrodita, Israel**

I found it very difficult to survive in Indian market as there are quality issues. What you want, and finding exactly the same, is not easy. Despite that I have added new vendors too. For me vendor's knowledge and mutual trust is most important."



**Kuldeep Singh of Mahadev S.A. DE C.V.**

"We have not added any new vendor in the last two years as existing vendors is fulfilling all our needs. I am not getting any new vendor who can work with us and focus more on research and development in products."



**Ankit Agarwal, Buyer – Ladieswear**

"For us it is very important that an exporter understands our product as being a Middle East-based company, our requirement is different from Europe or any other markets. There is not much variation in the collection of Indian exporters. It may be okay to prepare collections according to the needs of their existing markets, but to grab new buyers they need to develop collections keeping in mind different market needs. There are only few such suppliers who invest in regular innovation in fabric and follow the trends."



**Alexander Kwan, China Sourcing, Coppel China Representative Office**

"Having more than 1,200 stores in Mexico and looking for entire range in apparels, Coppel China Representative Office has more than 10 active suppliers in India. Last year it added one vendor. "Our concern is quality, capacity and we do visit the factory before making any commitment. Our experience with most of the Indian exporters is quite positive."



**Roger Kohli, Creative Cute Options, US**

"I feel that even in these difficult times, exporters do not understand the importance of being responsive and timely delivery is still an issue. There is no dearth of business but it is all about delivery and price point."

**Ralph Goodstone, Director, Le Cashmere, UK**

"The product and its look is the most important factor for me to start working with any new apparel exporter because it shows how creative and active an exporter and his team is."



**Debbie Farah, CEO/Founder of Bajalia International Group, US**

"I feel Indian exporters should work with buyers very closely. Many buyers want to work with India but Indian exporters make it difficult. Even last week our office had a meeting and we decide not to work with those exporters who do not reply to our queries on time. Proper communication should be their top priority."



**Manijeh Khodadoust, Dastchin Mina, Iran**

"People want to buy more but at less price, but before that it is the look of the product which attracts the consumer into the store, so we follow the same."

February 1-15

## Man-Made fibres... The future for Indian textiles, predicts Itochu India

With approximately 122 bases in 65 countries, and present in India since early '60s, Itochu is positioned amongst the top Japanese trading companies in the world. Headquartered in Delhi, the company also has offices in Mumbai and Chennai and is actively involved in trading (both export and import) of many products including metals, minerals, plastics/chemicals and food, yet the textile segment is still the strongest business for Itochu. Under the textile segment, the company is handling raw materials (yarn), fabrics and apparels. The focus of the segment is currently on speciality man-made fibres.

"Quality is the major issue. The attitude and mindset of Japanese brands/retailers is such that they do not under any circumstance compromise on quality, besides following strict delivery schedules, which still is a grey area in India. Though some of the retailers are buying good quantities as well, but somehow, they are not fully convinced on the credibility of India. This needs to change and is possible only if exporters are more vigilant and committed to the promises made during business negotiations. Nonetheless, we as a company have seen major growth after FTA and we are doing a lot of business to and from the Japanese market."

– Sanjeev Kothavade, Country Head – Raw Materials and Fabrics, Itochu India Pvt. Ltd.

June 16-30

### Buying for Fall season on the rise

India has never been seen as a sourcing destination for A/W, and every exporter has concentrated on auto mode on S/S orders, ignoring the potential of business of A/W... But things are changing and the surprise of this year is that most buyers have reported that though overall business has been slow in 2016, demand for A/W 2016-17 has been much better than the past. Buyers from different markets – the US, Europe, Japan and South America – confirm the trend...



Sameer Thapar, CEO,  
Montrose Knitwear

"Yarn dyes and tie & dyes are still going strong and constitute product categories which have shown substantial increase in business in the Fall season over the past few years."

Alpana Razdan, General  
Manager – India, Pakistan



Vivek Bhatnagar, CEO,  
Fusion Consulting Services

"Fashion for A/W globally has undertaken a dramatic redefining as today the need for brushed and heavy fabrics or wool-based product is not the requirement. The A/W season needs heavier viscose, blends with wool, products that have trims that portray an A/W feel and look. The casual look is superseding the classic heavy crepes and lumber jack checks, etc., hence Indian products have entered the all year season production and I am confident that this change is here to stay."

Sanjeev Kothavade,  
Country Head – Raw Material and Fabric, Itochu India

"For A/W, especially for women's wear, satin and crepe qualities, heavy chiffons were of interest to buyers. Also, blends with linen caught a lot of attention."

November 16-30

### IDG concentrates on innovation and design

*Utilizes India for product categories that it is known for!*

A private label manufacturer, International Direct Group (IDG) caters to the US market for woven bottoms and tops for its core customers, including American Department stores such as Macy's, Dillard's, etc. It's been five years since the company started sourcing from India through Delhi-based buying agents – Montrose – primarily for products that the country is well known for, such as woven shirts, embroideries and other techniques that are unique to India. Speaking exclusively to *Apparel Online*, the team of Joel Ratner, Executive Vice President of Sales, IDG; Teri Cirruto, Design Director, IDG; and Sameer Thapar, CEO, Montrose Delhi, the buying agents of IDG, talk about India as an important sourcing destination for IDG and share the company's strategy for the Indian market.



Joel Ratner

"India is pulled back by its lack of good textiles and innovation in the textile industry. I think that's the biggest limitation. So, buyers like us have to utilize India in what it is good at, in cotton, rayon, etc.; products in these fabrics can be done competitively. It's a global world; you need to source the strength of each country... A lot of PD by companies is just about showing us what everyone else has produced. If I have the same style every season, it doesn't work."



Teri Cirruto

"We go shopping all over the world and look for concepts to develop, based on gut feeling of what will be important for our customers. You have to show new things all the time. We keep on making samples. If for instance some product is doing really well, we do not want to let go of it, but I cannot show the same product again, therefore we keep on updating it. This is also important because once a product is popular; someone else can always do the original product cheaper than me."



Sameer  
Thapar

"We only want to do business with people who are hands on in their business. If we go to a factory and the owner of the factory is not involved, we are not interested. Most of the time critical decisions need to be taken which is time bound, you cannot wait for the hierarchy to fly in, and so we need someone who is hands on. We are little conservative in terms of choosing the right vendor. The people that we deal with are very reliable and generally give us things on time and when someone is not reliable we stop doing business with them."



# experience fluid fashion

"Festive season is here and my Liva infused clothes are ideal for every occasion. Having Liva in my wardrobe during this season is perfect, because it's a nature-based fabric that effortlessly drapes around me. It's fashion so fluid, that when I move - it moves with me!"

*Kangana Ranaut*

KANGANA RANAUT

**liva**  
natural fluid fashion

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THROWBACK  
2016

# Talking Sustainability

January 16-31

## Matrix Clothing moves forward on 'green' route; installs solar power plant

One of the most respected apparel export houses in the Delhi-NCR region – Matrix Clothing, Gurgaon – led by Gautam Nair, has moved forward on the 'Green' route by installing a solar power plant of 258 KW at its factory. Now 67 per cent of the energy needs of the company are met by its own solar/wind generation.



### VIPIN GUPTA

AVP, Personal & Admin, Matrix Clothing

*"As part of Matrix's commitment to the renewable energy initiative, the company owns/operates two wind turbines (each generating 600 KW of power) in Gujarat, which supply two million units of electricity to the Gujarat Electricity Board."*

February 1-15

## IBG: Covering all aspects of Sustainability

In a short span of time Indo-British Garments (IBG), Faridabad has travelled an impressive sustainable journey... With multi-focused approach to workers' involvement that include initiatives related to his/her health, motivation levels, work-life balance, ample opportunities for further growth, better education for their children, they have just one aim – happiness – to be on the faces of their workers.



### RAJ KAMBOJ

Deputy Managing Director of IBG Group

*"Products are from customers and the choice of sustainable products lies with retailers and brands. Here contract manufacturer cannot take a call. However, a manufacturer can ensure that the value chain it passes through is controlling all necessary factors for sustainable manufacturing."*

July 1-15

## Orient Craft's 'Udaan' giving wings to women workers

Orient Craft (OC) – one of the leading apparel exporters of India – through its project 'Udaan', is supporting its women workers on various fronts, be it their education level, health issues, financial guidance, recognition, training & skill development or recreational activities at workplace. The project has been envisaged to increase confidence of existing women workers of the company and which has resulted in the increase in the ratio of female workers.

### ARCHANA TOMAR MANN

GM – Compliance, CSR & HR, Orient Craft

*"Udaan Project, the concept initiated under the guidance of Sudhir Dhingra, our CMD, was started last year and covers almost 12 units of OC (Woven Group). It has target to cover all the women workers of these units under this project by March 2017 as far as education, health & safety recognition is concerned."*





June 16-30

## IndustriALL creates global platform for worker unions

In the last few months many international conferences with focus on labour welfare, improvement in supply chain, industry-wide collective bargaining, organizing workers and living wages and such allied issues have taken place at the international level. Two of the most significant of these were the 105th session of the International Labour Conference and IndustriALL's first world conference on the global textile and garment industry which were a great platform for labour unions across different manufacturing bases to share experiences and probable solutions. The conference held by IndustriALL, saw around 135 representatives from over 60 textile and garment unions from 35 countries that came together in Frankfurt to discuss the challenges and achievements.



### RAMKISHORE TRIPATHI

General Secretary, Textile Workers Federation of India

"The conference was really good. We highlighted the problems of the textile and leather industry's workers in India like low wage, contract workers, unsafe working condition, issues of job security, occupational health and safety, social security issues and pollution from industries was our focus."

June 1-15

## ZLD issue again crops up...

Zero Liquid Discharge (ZLD) is again in discussion... almost five months ago the Ministry of Textiles had urged the Ministry of Environment & Forests and Climate Change (MoEF & CC) to review the proposed standards that seek implementation of ZLD for textile processing units, in which the waste water discharge is greater than 25 KLD. Now, a Parliamentary panel has termed as "unrealistic" the deadlines set for converting polluting industries located along the Ganga into ZLD units and has also asked the two central ministries to jointly 'revisit' their targets and ensure they are achieved by March 2017.

### JITENDRA P. VAKHARIA

President, South Gujarat Textile Processors Association

"Surat is not thinking about ZLD as it is not viable... If the Government does not backtrack, the industry will be forced to shut down."

August 1-15

## 10 apparel companies included in Sustainia100

India's Aura Herbal Textiles among the recognized

Sustainia100 (Denmark), an annual guide of 100 innovative sustainable projects, initiatives and technologies from around the world, named 10 companies from the textile/apparel segment in this year's list. The initiative covers 10 sectors, 100 solutions and 188 countries of deployment this year. Interestingly, 10 companies on the list are from the apparel/textile segment and one of them is Aura Herbal Textiles, Ahmedabad (India), known for its naturally dyed chemical-free textiles product. The list also covers Nest, UK for improving rights and well-being of informal home-worker segment.



### SONAL BAID

Founder, Aura Herbal Textiles

"After pioneering in herbal processing of textiles, we hope to carry the same ideology on to paper, wood paint, and other colour industries, changing the way the world looks at colour."

April 16-30

## New standard of Fairtrade is 'fair'; extends to the entire textile value chain

Since the introduction of Fairtrade certified cotton in 2005, Fairtrade has been facing the question and challenge of how to extend the Fairtrade approach to the entire value supply chain for textiles. Responding to the need, and after much deliberation, Fairtrade has recently launched the 'Fairtrade Textile Standard' and the textile programme, with the goal of improving the living and working conditions of textile workers throughout the supply chain and strengthen their rights. Though the effort is noteworthy, the move has been criticized by Clean Clothes Campaign (CCC), which raised concerns, saying that it will not benefit garment workers.

**Martin Hill,**  
Interim CEO,  
**Fairtrade International.**

"By committing to Fairtrade, companies can now help improve the social and economic well-being of workers across the entire production chain."

**Abhishek Jani,**  
CEO, **Fairtrade India**

"We are going beyond certification. Now Fairtrade has developed its own social and environment parameters/standard for entire supply chain and it is the only standard in the textile industry worldwide which covers the entire chain from cotton to garmenting in one cohesive programme."



December 1-15

## Voices from the industry...



"India has everything, be it knowledge or resources; so Indian industry should have 'Brand India' where we can have all the resources brought on to one platform and then they can be taken towards the common goal. As apparel sector has majority of workforce in the informal sector, the need is to bring them into the main stream. Till the time the workforce is not empowered, talking about anything is not sustainable." – **Mayank Kaushik, Director – CSR, ITX Services India (Inditex)**



"As industry has evolved a lot in the last 2-3 years, it is the best time for collaboration. Don't think of just fulfilling necessary compliance, try to be the best service provider. Yes, it is not easy at all, but we need to have a lot more understanding. Cost will always remain a constraint, but one has to take sustainability as a competitive edge not only in the case of manufacturers, but even for the buyers too." – **Punit S Lalbhai, ED, Arvind Limited**

November 16-30

## Moving one step forward, Sekawati Group (Eco Future Bags) adopting solar energy

Jaipur-based exporters are generally not known to be very active on the sustainability front, but Sekawati Group (Eco Future Bags) which is completing 25 years of its foundation, is an exceptional company. Manufacturing only 100 per cent cotton bags and exporting mainly to Canada, the US, UK and Japan, the company is making a variety of sustainable bags for all top-end and mass brands of the world including for the likes of Adidas and Walmart. Using azo-free dyes and consuming maximum sunlight in all of its three manufacturing facilities, the company is further moving ahead on the green path with the installation of a solar plant at its unit.



### DINESH GUPTA

President & CEO, Sekawati Group

"Initially we will get solar energy in our unit of 40,000 sq. feet (biggest unit of the company). It will take maximum 5 to 6 months to get the full installation in place. The company is investing almost Rs. 35 lakh in this initiative. As of now we have load of 50 KW and our planning is to generate 25 KW by solar. As net meter system is being provided by Government we have to pay only for the electricity which we are using of the state supply. Earlier there was no proper system of such calculation but now it is very clear and transparent. It's a kind of encouragement by Government."

July 16-31

## AIDER NGO: Pro-industry with the vision of overall welfare of workers

It is hard to find NGOs having positive attitude towards the industry. AIDER (All India Development for Education and Rehabilitation) is one such NGO which is active in many ways from the last 7 years with the vision of overall welfare of the workers and growth of the industry. Brain child of Virender Kumar Jha, who has experience of almost two decades in garment exports in India as well as Bangladesh, AIDER is supported by few apparel exporters of Delhi-NCR. Having a total team of 25 members, Virender is running three centres in Delhi-NCR and moving forward in the endless journey of welfare, improvement and growth.



### VIRENDER KUMAR JHA

AIDER

"Yes..., most of the NGOs work in the apparel export sector rather than domestic as they target the international buyers and get funds. But our initiatives are not limited only to the workers of export units; we don't accept foreign funding, nor will we do in future. Rather than having cash, we prefer working as their CSR partner. Some of the big companies do support us in apparel and other industries."

March 1-15

## Inditex trying to bring happiness into the lives of homeworkers

Totally oblivious of the fact that they are working for a company which is one of the largest fashion retail groups in the world, with eight brands and over 6,700 stores in 88 markets, some women, sitting in their homes in remote villages of Bareilly (Uttar Pradesh), are doing hand embroidery or other such handworks. Working for Inditex, these women are totally satisfied that whatever handwork they are doing, the company is not only giving them reasonably good price for the same, but even trying to ensure that exact amount, as decided upon earlier in reality, reaches them. With the help of organizations like Pratham, ETI (Ethical Trading Initiative), NIFT and Tata Institute of Social Sciences (TISS), Inditex is making sure that the homeworkers get their proper dues, as well ensure that their welfare is considered a priority.

### Inditex Sustainability Department

"The amount of homeworking being done for Inditex in India is exceptional and not relevant. Though most of Inditex production takes place within the audited premises of Inditex suppliers and factories, in some exceptional and specific products where the need of homeworkers is identified, agents/contractors are engaged by the suppliers. These will further distribute the production to homeworkers. In these cases the workers predominantly work at their homes and there may be centres used for collection and distribution of material."





September 1-15

## Zenitex Mill Flag Bearer of Sustainability in Surat

Windmill that generates power of 1.5 Mega Watts, 5,000 trees and plants with drip irrigation facility, water recycling, rainwater harvesting, heat recovery, use of natural light and installation of inverter control systems, auto coal-feeding system and many campaigns from time to time creating awareness on various serious issues are the sustainable initiatives of Surat-based Zenitex Mill. The brainchild of young entrepreneur Viral Desai, Zenitex Mill (ISO 9001, 14001 and OHSAS 18001 certified) is just 13 years old, yet its sustainability achievements are impressive. In Financial Year 2014-15, the total water savings by the company was of 43,854.779 M<sup>3</sup> and total electricity savings was 2,88,608.858 Kwh. The company's Hearts@Work Foundation is also aggressively working in the area of social welfare. It is really heartening to see that in a highly commercial hub like Surat which is working mainly for domestic market and doesn't have much focus on sustainable actions, there is a company that strictly follows sustainable processes and takes care of nature, and nature has its own unique way to give it back in abundance.

### VIRAL DESAI

CEO, Zenitex Mill

*"Once we started saving water, we felt the benefits of the savings in terms of energy, thermal and also on the revenue side. Textile being a price-sensitive business, these savings and benefits were a welcome change. Once we made these changes, we started to get awards and recognitions which motivated us and inspired us to set new benchmarks in energy savings every year. As goes the adage, 'Adversities give birth to innovations.'"*



March 16-31

## A salute to the women in Indian apparel industry

On International Women's Day, half of the world population deserves a salute, and in particular those who are working in the Indian apparel industry which is full of challenges, competitive pressures, stress, opportunities and continuously changing demands. How important is this particular day for them, what is on their wish list, especially for women in the industry, and many more such interesting topics were touched upon by *Team Apparel Online* on the occasion. Though change is happening..., but much more is required to empower women from the boardroom to the shop floor.



**Archana Tomar Mann**  
(Manager – CSR & Compliance),  
Orient Craft

*"At Orient Craft, women – their skill development, their health and education etc. – have always been a major focus as we believe that women are the backbone of our industry."*

**Asmita Dwivedi Paliwal,**  
Director, Abhiam International  
(Paliwal Group), Panipat.

*"It is a day to be celebrated every day; there is no pressure to do anything differently on that particular day."*

**Ayesha Katrak of**  
ColorLines Clothing India,  
Bangalore

*"I feel that there should be more women in the factory leadership roles that are traditionally held by men, such as Batch Supervisors, IE's Cutting In-charges, etc."*

August 16-31

## Tamil Nadu HC orders 30% wage hike for garment workers

The Madras High Court has ordered a pay rise of up to 30% for apparel workers in Tamil Nadu. Though it is being cited as the first minimum wage hike in more than 12 years, apparel manufacturers are against the decision claiming that it is 'practically impossible' to pay the new wage as it will result in huge financial burden, as pay packages will rise from a monthly average of Rs. 4,500 to Rs. 6,500 per month. As usual, unions and exporters are at loggerheads and each has their justification... *Apparel Online* highlights the thought-process of both sides, each determined to get their own way!



*"We are discussing and having dialogue with other trade unions and Government officials as the matter is very controversial. We are also organizing a huge rally to address the same issue."* – **S. Dhivya, General Secretary and S. James Victor, Adviser, Tamil Nadu Textile and Common Labour Union (TTCU)**

*"At the maximum it can be held for woven garments and not for the hosiery garments. The GO in January should be viewed under the concept of "a special law that will always prevail over a general law", and as such when a special notification is available for hosiery manufactory, there is no reason to make the notification of the tailoring industry applicable for the employees of the hosiery manufactory which is governed totally by a separate notification."* – **Dr. K. Venkatachalam, Chief Advisor, Tamil Nadu Spinning Mills Association, (TSMA), Dindigul**

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THROWBACK  
**2016**

# Exporters' Strategy

February 16-29

## After a slow 2015..., exporters cautious, but upbeat

For Indian exports 2015 was a year of moderate growth, with around 8 per cent growth expected as per the latest DGCI&S data. Exports to the US, the largest market, have also grown by similar rate this year. However, the concern should be on our slipping share in the global market. From being the fifth largest exporter, till 5 years back, we have steadily let countries like Bangladesh, Vietnam (and may be Turkey, by end of 2015) takeaway our share, leaving India at seventh position. A key to the problem is in the fact that growth has been largely volume-driven, indicating a slower growth in value realisations as also a seasonal export basket. The export basket is largely summer wear and cotton dominated. Despite many pleas by industry experts, few efforts have been made to find a sustainable solution to this problem. Another problem is the huge gap in policy support to India, vis-à-vis some of its competitors. The MoT was very proactive in 2015 in voicing its concerns and support to the industry's woes, but few concrete steps have been taken in the needed direction to uplift the industry and put it on the path of growth. Talking to exporters on how the year gone by was and what their goals are for this year, threw up some interesting replies...



1



2

**1 N CHANDRAN**  
 Managing Director,  
 Eastman Exports

"The price is always the biggest challenge in our industry and we need to devise different kinds of strategies to grab the business from the customers. External factors like Euro parity with USD and our competitors' currencies depreciating much higher than the rupee, has also been challenging. The textile fibre policy is not in favour of our industry, especially on synthetic fibres and blended yarns. We have very good potential business opportunities to European markets for the polyester tees, sweatshirt, hoodies, etc., which lies unrealized."



3

**2 NAGESH BADIDA**  
 Deputy Executive Director,  
 Aquarelle India

"We are still upbeat about India's production though we have our own set of challenges to manage on cost front. Main challenge will be pricing and being reasonably profitable for all the hard work that is put like anyone in the industry."

**3 ANOOP THATAI**  
 Jt. Managing Director,  
 Orient Craft

"Very little looks positive this year and exporters have further been hit by the non-payment of various incentive schemes because of online issues at MoT. These incentives are around 2-5% of FOB and support competitiveness. With Chinese currency getting devalued, a lot of capacities from the country have come back to the market and which is another challenge. The only real positive for the country is the ability to do product development and small quantities."





4



5



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7

**SARBAJIT GHOSE**  
Managing Director, Laguna Clothing Private Limited

"We see increasing interest from new customers, who are looking for newer products and faster deliveries. However, China is dropping prices because of overcapacity, this is a concern. Also, fear of global slowdown is a major concern."

**BHARAT SAHNI**  
Director, Wear Well India Pvt. Ltd.

"Brands want to work with us because of our design and diversity in product. However, we are losing business due to prices and the Government is not helping... Our need is that the Government should hear us and help us, so that we can compete globally."

**MANISH MANDHANA**  
MD, Mandhana Industries

"The upcoming year will bring new trends in fast fashion at affordable prices and we need to constantly keep up with the industry standard to evolve."

While external factors play a key role in evolution of a business, human resource is a requisite for success. Nurturing and retention of talent is the need of the hour in the fashion industry."

**GAGAN GULATI**  
Director, Modelama Exports

"I look forward to the 'Make in India' campaign bringing investment in textile and apparel sector, especially in R&D and scales of operation. I feel innovative products and designs, and better scales of operation can give India the competitive edge it is otherwise losing. I also look forward to mutual collaboration to strategize within the industry to attract more business in India."

March 16-31

**"For the past 40 years I haven't seen such a conducive environment for the Indian apparel industry for growth."**

**– Sudhir Dhingra, CMD, Orient Craft Ltd.**

Increasingly, as the industry becomes unsure about the market conditions and is looking at another uncertain year of business, there is one man who thinks completely otherwise, firmly confident that the industry is at the threshold of major growth. In conversation with *Apparel Online*, Sudhir Dhingra, shares his observations about the Indian industry that is noticeably moving, showing upwards growth due to industry-friendly Government policies and evolving market conditions.



**SUDHIR DHINGRA**  
CMD, Orient Craft Limited

"More and more State Governments are coming up with specific policies for the garment industry and the very fact that they are luring the industry, highlights the new mindset. It is now for the industry to move out of its comfort zone and explore new options. Only those industry players will survive who change with time."

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March 1-15

### Paramount Clothing bringing 'X factor' to Ludhiana

Based out of Ludhiana and just 5 years old, Paramount Clothing (sister concern of Paramount Impex) has already achieved several milestones – if it is exporting its own brand on one hand, it's also building a robust network of distributors in various countries with equal zeal..., and all these with a thorough professional approach! Apparel Online met the dynamic Rakesh Kapoor, President, Paramount Group, a multi-tasking personality (involved in politics, sports as well as in the local entertainment industry) and discussed about his apparel business and what sets him apart from others in Ludhiana.

#### **RAKESH KAPOOR**

President, Paramount Group

*"Ours is a professionally-run company as we have proper teams with clearly assigned roles and bestowed with decision-making powers. Besides, for the apparel business, our Country Manager Sanjeev Arora plays a pivotal role. The National Sales Head and heads of other departments all report to Sanjeev, not me. I don't spend much time in the factories and my office is also far away from all the units... I don't need to go to factories frequently as Sanjeev is always there for guidance and supervision."*



June 1-15

### ABN: Young and profitable company with crystal clear strategy

Accessories By Nupur (ABN), as the name suggests, is owned and run by Nupur (Batra), a young and educated entrepreneur which is rare in the apparel and textile manufacturing and export business; but what is even more interesting is the positive attitude, total grit and compassion with which Nupur is running the export house for the last four years. This commitment has resulted in her recently shifting to a bigger factory located in Noida (Delhi-NCR). She even got SA8000, an environmental compliance certification, so as to handle 30 buyers from matured markets like the US, Japan, Australia and Spain. And her next target is Dubai. Quality is her aptitude and designs are in her DNA. Experimenting with a variety of raw material, ABN exports shawls/scarves in pashmina with tie & dye, ikat weaving, cut work with crystal applications, different motifs (more European motifs) in their weaving.

#### **NUPUR**

ABN

*"We do not have fear of our products getting copied; buyers know that ABN aspires to do a better job than the last; more beautifully and perfectly, that too in low price, and on time. No one can copy your passion!"*



August 1-15

### Learnings from the 'past' drive business at Moissanite Apparels

From friends to life partners and finally business partners, Vivek and Anshu Saxena have had a very eventful journey together. Backed by more than two decades of hands on experience working with top export houses in Delhi, the couple took an informed shift from being senior managers to owners with their own enterprise, Moissanite Apparels in 2011. In a short span of five years, the company has crossed a turnover of US \$ 5 million working with top brands like Nordstrom and A & F, serving buyers in the US, Spain, France, UK, Brazil and Argentina. In a candid discussion with Team AO, the couple shared the factors that contributed to their success story, even as global markets remained slow.

#### **VIVEK AND ANSHU SAXENA** Moissanite Apparels

*"Whatever you earn, invest back in business... We promote young interns and encourage them to share their ideas and thoughts, which we incorporate in our activities and it works wonders. Charity begins at home and we don't want to name it as CSR, it's a responsibility to serve someone who has served us for 20 years of their lives."*





April 16-30

**Community Crafts Exports: "Our core business is people"**

With strong roots in South Africa, Christiaan Bosman and Cornelia Bosman, Cofounders of Community Crafts Exports (Open Hand), Delhi do not boast of having 150 machines, but are proud to be known as 'social entrepreneurs', which implies that the focus of the enterprise is 'people' and they support their staff with liberal attitude and policies. A company, which has no specialization in a particular product category but offers 'everything' to its buyers, is expanding further with new unit... In an exclusive interaction with *Apparel Online*, the duo shared their experience and vision in running a company that is very people-centric

**CORNELIA BOSMAN**

"Overseas buyers are more comfortable with us. We better understand them and can easily communicate with them. On the other side, we do have a strong understanding of India as we have seen India transforming completely. My concern is ethical manufacturing which is in the DNA of an organization. We offer these people an option to work in the department of their choice or passion."

**CHRISTIAAN BOSMAN**

"We keep learning new things and new ways, be it any style, product or any new business idea. We don't have the thinking or attitude of 'I know everything... Days are gone when one could grow on the base of a single product category. Our business model requires a lot of sampling and sometimes we have more samples than shipments... But it is also a tool to get more orders as new buyers also like our samples. It enhances our skills too."



Team Spirit: Christiaan Bosman, Cornelia Bosman and Harendra Kumar Tiwari from Community Crafts Exports

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THROWBACK  
 2016

## Spotlight Textile Industry

July 1-15

### Specialized yarns, the strength of Amarjothi

*Goes for complete modernization*

Currently known for its wide range of colour mélange yarns for the readymade garment industry in India, Cambodia, Sri Lanka and Vietnam, Amarjothi Spinning Mills Ltd. is continuously growing through technological advancement to become one of the leading producers of colour mélange, fancy yarns and dyed yarns in the Asian continent. In conversation with *Apparel Online*, Rajan Premchander, the dynamic and visionary MD of the company, shares the company's focus for the future and diversification beyond yarns... Amarjothi is very strong in yarn as their core product is high on demand and they have a well-equipped sample unit which produces 150 -200 shades per day... They develop peculiar and unique shades that are not available in the market and they try to complicate it so that it cannot be duplicated.



*"We have spent huge money on the shade cards and have received very positive feedback from customers. Our current spindleage capacity is in majorly colour mélange. We have dyeing, washing, etc. all in-house, but we also outsource some processing due to our capacities. We utilize wind energy, have an ETP plant, a lab, fibre dyeing and fibre mixing plant and we are very eco-friendly."*

*– Rajan Premchander, MD, Amarjothi Spinning Mills Ltd.*

February 1-15

### Vardhman urges for an industry-specific policy

*Seeks attention towards challenges still being faced*

Textile conglomerate Vardhman Group has a laser-sharp focus on excellence, continuous customer-driven innovation, original strategies and a series of technological collaborations. The company has successfully positioned itself as one of the strong players in the textile value chain with sizeable capabilities in cotton yarn, acrylic yarn, fabric and sewing threads. Vardhman also boasts of a long-standing association with globally recognized partners like A&E for threads, Marubeni Corp. for cotton yarns, Nisshimbo Textiles Inc. for readymade garments, and Tokai Senko for fabric dyeing in order to bring into the country world-class textile products. In a freewheeling conversation with *AO*, DL Sharma, MD, Vardhman Yarns & Threads, shares his perspective on many topics of importance to the textile industry, most importantly on why India is missing opportunities in the global scenario....



*"All the industry needs is restructuring of policies and labour laws. The laws need to be designed, focusing on the lowest level person, giving protection on minimum wage, social security, health, besides flexible hiring as suited to the textile industry without harming worker rights...The country needs to focus on the apparel side, once you do that backward integration will happen and value will come automatically to the complete chain."*

*– DL Sharma, MD, Vardhman Yarns & Threads*



February 1-15

## Kingdom Holding interacts with customers in India At 'Kingdom Linen Mumbai Day'

**Growth strategies and potential of linen market discussed**

In a first-of-its-kind effort, Kingdom Holding and its Indian partner Sundarams Texventures LLP invited its Indian customers to share not only the success story of the company, but also the strategy going forward. More than 30 companies participated at the "Kingdom Linen Mumbai Day" recently and were enthralled to be updated on new developments, while using the platform to network with likeminded companies. The team from Kingdom was led by **Ren Weiming**, Chairman of the Board of Kingdom Holdings Limited... **Manish Mehta** of Sundarams Texventures and his team were the perfect hosts of the evening which started with presentations and ended with a networking dinner.



▲ **Manish Mehta, Sundarams Texventures** – "We started with a mere 300 MT sales in the year 2009-2010, and in last calendar year (2015) we achieved sales of 2,400 MT of Kingdom's linen yarn in India, which alone accounts for around 20 per cent of the total 12,000 MT yarn shipped from China to India during this period."



▲ **Ren Weiming, Chairman of the Board of Kingdom Holdings Limited** – "We are committed to upscale efforts to ensure the most advanced linen spinning technology ahead of the linen industry, aiming at the best quality of linen yarn in the world. Kingdom now is running three linen spinning mills, in China – and now we are building a fourth spinning mill in Ethiopia."

February 16-29

## Indian mills getting ample demand in Bangladesh

**Fancy & value-added yarns are more in demand**

While the growth of business in the Bangladesh garment export industry continues to pose challenges for Indian apparel exporters, the same growth is a major opportunity for Indian textile mills exporting yarn as well as fabrics to the country. Indian textile giants catering to this market from years, have witnessed huge demand and are expanding their capacities to grab a share in the growth of this market targeted to be worth US \$ 50 billion by 2021 (this year export is expected to be more than US \$ 27 billion). Encouraging the demand from Bangladesh is evolving and moving towards value-added yarns rather than basics, which is in favour of Indian companies as fancy or value-added yarns is their strength.



▲ "We are getting repeat orders, and the customers seem quite content with the product variety and quality we are providing. We have been very consistent in product development and every quarter. This is further increasing our customer base, which makes us even more confident that we'll be able to cope up with increasing demand only if we put up a spinning mill." – **S C Tandon, CEO, Knits Division, Damodar Industries Limited**



▲ "The current demand in Bangladesh is mainly for value-added yarns; so we are now focusing only on value added yarns like slub, injected slub, mélange and such similar yarns for this market. We have a complete range of these value-added yarns." – **Rakesh Dhir, VP (Marketing), Garg Acrylics**

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January 16-31

## Textile companies are changing strategies to stay competitive

Of late due to over-capacities of cotton yarn, 7 to 8 per cent spindles running in the country have been lying unused as China is also not buying; it is now being anticipated that in near future some small spinning mills may actually close down because of non-viability of the business. Meanwhile, the demand of polyester is growing. In this backdrop, the Indian textile industry is ready to step into 2016 with newer developments and fresh offerings. Though the largest focus is still on cotton blends, many players have accepted that polyester is something which will dominate the future. *Apparel Online* talked to many companies about their products and opinion on the same.

### JP Jain, VP, Marketing, TT Limited Delhi

"We are trying to add organic yarns, some double yarns, and compact yarns. With this variety of yarns we are able to serve all the segments of domestic market so that our thrust on export reduces. Dependency on China can create a problem so we are avoiding it."



### Mahesh Maheshwari, Director, Nimbark Fashions

"We don't just offer yarn to our clients. We try to support our clients for the best use of that yarn. Many big companies like Raymond, Siyaram, etc. take yarns from us. Similarly, Shahi Exports and Orient Craft are also our clients."



### P. Raaja, Senior Manager – Fabrics, KKP Group of Mills, Namakkal

"We are diversifying as earlier we were into cotton only and we did not do Dobbie's, but now we have orders of



the same. Still we have not transformed ourselves into polyester company as our machines, skills, workers are used to cotton production, so diversification in modal, rayon, linen is bit easier as compared to polyester."

### UF Chanraj, Sales Manager, Amarjothi Spinning Mills, Tirupur

"We can offer all kinds of blends like cotton viscose, PC, etc. I feel there is not much difference in the price of cotton and polyester; it is almost less



than 10 per cent. When it comes to long lasting capability, people may prefer polyester but comfort is there only in cotton. For a short period polyester, may take over but cotton market will remain as it is."



### Amol Kaushal, Marketing Head, Sri Bhagirath Textiles (Part of SB Rander Group), Nagpur

"Market scenario is not too good as of now but we are booked for one month so we are happy. As our roots are in ginning we have full control on cotton which gives us consistency in quality."



### Raj Kapadia, President – Sales & Business, Sanathan Textiles

"We do lot of coloured yarns, mainly dope dyed. We keep bringing new colours, now we are trying to mix nylon and polyester. People are now looking at recycled yarn and industry is reacting positively to this."



December 1-15

## Anangoor Textiles focuses on steam as an energy-saving option

Interestingly, the Indian textile industry is undergoing various innovations in terms of cost-efficiency and also energy-saving, and one such company focusing on identifying energy saving options along with partners is Anangoor Textile Mills. The company with the technical support of Elgi Equipments, Coimbatore has invested in systems to save on steam as a source of energy and has been propagating the same to the numerous members of ITF (Indian Texpreneurs Federation) as well. Speaking exclusively to *Apparel Online*, KR Senthil, Director, Anangoor Textile Mills talks about this initiative.



*"Competition is the biggest challenge for us; production is there, but the consumption is very low. We have to increase the consumption in the form of garments, and I am asking the garment people for the same. Challenge is that we have to go for the end-product; if we have to focus on finished products, then yarn knitting people have to get into garments."* – KR Senthil, Director, Anangoor Textile Mills.

May 16-31

## Mercury Fabrics: Providing high-quality knitted fabrics through a technically-equipped setup

Being one of the largest knitted fabric manufacturers in India, Mercury Fabrics is a significant supplier to many leading fashion labels of the world including H&M, C&A, M&S, etc. A fully furnished R&D lab accredited and approved by leading international fashion labels together with the best of technology from around the world like Italy, Japan, Germany and Korea, and teamed up with lean manufacturing processes, enables Mercury to deliver unmatched quality and high-value products.



*"If you want to do a quality product, your production team should know whether they are on the right track or not. What kind of colour or light fastness they are achieving is the fabric in tune with international testing norms. Our lab allows them to keep a sharp focus on all these issues. Whether it is quality standard or shrinkages, equipment for everything that you can think of, is available in this lab. A lot of companies that work with us have already accredited our labs and now Disney is in the process of getting it done."* – Tajinder Sachdeva, Managing Director, Mercury Fabrics

May 16-31

## GenNext takes the branding route for growth

Though the textile industry is one of the largest employment generators in India, but there are not many who venture into it as a chosen path of future career development. And even at a time when businesses seem to be expanding and many stalwarts are looking to give way to the second or third generation, the young inheritors prefer to choose their own business path which is far from textiles. In times such as these, it's encouraging to see the young blood at Mercury Fabrics – Rahul and Pranav Sachdeva taking keen interest in the company and working towards taking it to a higher pedestal.



*"Firstly we are trying to increase our capacities to capture the market that has been created due to China's reducing capacities. We are also adding wide range of value-added products, while directly working with end-users or the buyers. When buyers think about India they only associate it with cotton but this is changing as now we at Mercury are focusing on synthetics and fibres such as viscose and blends."* – Rahul Sachdeva

*"Mercury, since its inception, has been leveraging superlative products. For years, the top 10 exporters of the country have been buying from us. Once you go through the new website you will understand our commitment levels and what Mercury stands for."* – Pranav Sachdeva

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THROWBACK  
2016

# Manufacturing Hubs

October 1-15

## Panipat business affected by global market slowdown

Most of the home furnishing hubs of India are facing the heat of the slowdown in the international markets and which has been the condition for the last few years. The companies which are totally into export are more affected, but those that are into domestic business suffered as well. Panipat, which is equally strong in domestic as well as export market, too is facing a similar situation. Yet, there are some upfront companies which are mainly into export that have taken effective steps to survive and they are happy as their business has been steady.

Most of the exporters with whom *Apparel Online* talked to admit that business is down and there is no feedback from buyers that indicates of any improvement in the near future. Small- and medium-level exporters, who are mainly depending on Europe, are majorly affected by the market conditions, though they concede that sentiments are down across the world, including India's traditional markets. Some exporters are quite disappointed as they claim that they left no stone unturned to survive, but with no results. They feel that none of their efforts have brought in any kind of positivity as there is no demand from their buyers and there is no option but to wait and watch. Blanket is one of the items which is dominating and continuously growing in Panipat, but mainly for the domestic market. Industry insiders feel that if the city improves on the quality of blanket manufacturing, there is enough scope in its exports also. It can be a new avenue for Panipat's exporters.

**Maneesh Aggarwal,**  
Director,  
Sarla Handicrafts

"Yes, there is an impact on the market, but we have taken steps and benefited too. We added outdoor mats, terry towels and increased bedding lines in our products' basket. Not only we, but our buyers too, got the benefit of this initiative as they were not

doing these products earlier. Furthermore, we are planning to add more products in these categories. Secondly, we increased focus on economical product range, as due to price pressure basic products are more in demand rather than value-added ones."

**Sidharth Kohli of Sidhartha Overseas**

"We have put in a lot of effort and investment into product development, marketing initiatives and kept the margins as low as possible, but there is no way out, we don't know what else can be done."





September 1-15

## Jodhpur: After furniture and handicraft, home furnishing is the growth avenue

Jodhpur, the second largest city of Rajasthan with proximity to other hubs like Jaipur, Balotra, Pali and Ahmedabad, is increasing its stature in home furnishing because of three main reasons. Firstly, buyers that come to the city for furniture prefer to source home products from the same exporters; earlier few exporters of Jodhpur were sourcing the home products from Panipat but now they chose to make the same themselves. Secondly, local exporters are very proactive, working on complete stories to give entire range of home products under a theme to their buyers rather than just furniture, which adds to the appeal. And most importantly, a container of furniture has enough space to put home products with it and so there is no extra cost of logistic.



*"We have seen double-digit growth in home product category and its main reason is that we only use recycled fabric, which is very popular with the buyers. Patchwork is also our expertise. Special prints of Pali and Balotra do attract the buyers."* – **Birendra Kumar Bengani, MD, Bonafide Exports**



*"Some of the companies here are very much dedicated to product development and we are also one of them."* – **Siddarth Mehta, Director, Fortune Exports**



*"We are playing on recycled fabric; recently we used fabric made from old army tents and the cushions in faded green colour made by this fabric were appreciated by the buyers. For us recycled products are one of the main reasons for the growth of home furnishing business."* – **Pankaj Baheti, Director, Art Design**

February 16-29

## Kolkata: Expecting boost with upcoming infrastructure and proactive approach



Kolkata holds the distinction of being the only textile hub of India which has achieved excellence in the manufacturing as well as branding of workwear, innerwear, kidswear, ethnicwear and recently in leggings too. Apparel Online has been following this progress, and recently a team in the city discovered that the city, with a mix of well-organized as well as less organized units, is further adding more and newer products to its basket, like denims and formal woven shirts.



*With deep roots in Kolkata, Raj K Dugar, VP, Eastern India Garment Manufacturers & Exporters Federation (EIGMEF) and CEO, EIGMEF Apparel Parks, who is also running his own company Designer Exports, throws lights on the reasons that prompted the move to revamp the industry. "Although Kolkata is moving up the volume ladder in the textile business, it is not getting reflected in the overall Indian scenario. Now we are also looking at a 360-degree approach."*

October 16-31

## Moradabad, a growing hub for home textile industry

Across India many textile hubs that are known for a particular or specific product category have diversified into allied products or are in the process to do so. For some, such diversifications are a side business while for others it is a new business opportunity to grow. Globally known as the 'Brass City of India' – Moradabad (Uttar Pradesh, 177 km from Delhi), is an example of a progressive hub looking for new avenues of growth. The city, having hundreds of manufacturers of handicraft/metal-based hard goods units, has seen a sprout of home furnishing/soft goods units in the past few years. Though the city doesn't have any specific support facilities that can help in the growth of home business, but still the soft goods business is growing and will grow further as local entrepreneurs strongly believe that they have hit the right product category for growth. Apparel Online explores the new dimension of Moradabad...

*"We planned to enter into soft goods just to diversify, but it was not easy. It took 20 months to set-up the machinery and get workers for home textile business. But now we are happy as we have achieved the expected growth."* – **Avinav Vij, Director, Orange Concept Inc.**

*"I wish I could go back to Moradabad as the city is cost-competitive, but there are issues like non-availability of fabric, trims and no support industries like dyeing houses. If firms in the city get such support, the city will definitely grow in this segment."* – **Anand Gupta, True Home Décor, Noida**

*"We are at least 15 per cent cheaper than any other hub of India, especially metro cities and this is the big difference."* – **Sanjeev Kumar Singh, Shiv International**

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THROWBACK  
2016

# Home in Focus

February 16-29

## COMPLETING 25 YEARS IN BUSINESS... A journey well-travelled!

"It's a matter of great pride to see your child grow up, embrace a good value system, seek high aspirations, and achieve more than what you ever thought was possible," this is a tiny part of speech made by Narayana Murthy, Founder, Infosys at the 25th anniversary celebrations of the company almost 10 years ago. Indian home furnishing export industry too has many companies that have completed 25 or even more years with the same sense of wonder. *Apparel Online* talked to some of them to trace their journey and take their views on the changes that shaped this industry in those years. Flooded with mix memories, these veterans, some of them now senior citizens, are retaining the same strong spirit that helped them grow the business despite increased challenges, new ways of working, greater technology interventions and evolved buyers' strategies...



### SUDHIR BHATIA

Founder/Partner,  
Universal Knitwears

"As we were manufacturing less quality products, using fewer quality control techniques and without the support of buying houses, most of the buyers used to take maximum one or two shipments. So it was difficult to get regular orders from the same buyers and we were always searching for more buyers. But thanks to technology and systems which everyone is using now, it has helped in developing consistency in orders."



### TILAK RAJ MANAKTALA

Tilak Raj & Sons

"Now business is more organized as well as contemporary, and pressure is to always offer something new within the cost bracket acceptable, which is incidentally the biggest change in business. Every stakeholder of the business is now under pressure on price and the only principle is to 'buy cheap-sell higher' to whatever extent possible."



### AZHAR ANSARI

Director, NS Industries

"As day-by-day the market for value-added products has increased, buyers too have come back to India. And though the recession of 2008 or even the recent slow order flow from Europe has impacted business, but now India is better positioned and is moving towards being a preferred destination for buyers."



March 1-15

## Linen: Lifeline of Master Linen, Karur

For many in the industry linen is just another fabric, but for few it's a passion, and interestingly those who are enamoured by the fabric are working only with linen, building a business model around the same. The father-son duo of R. Arasu and Sethupathi of Master Linen Inc., Karur are among the breed of entrepreneurs who have seen impressive growth through their faith in the natural fibre, moving from a turnover of Rs.10 crore (US \$ 1.5 million) in 2010-11, to doing Rs. 66 crore (US \$ 10.15 million) this financial and targeting Rs. 100 crore (US \$ 15 million) within next four years. As of now the focus is on fabric and home products, but moving forward the company is also entering into garmenting, to start with linen shirts.



### R. ARASU

Master Linen Inc., Karur

"I was born and brought up in Karur which is the hub for home textile industry, and even after remaining away from it for more than two decades, it seemed a natural choice to get into the trade."

April 16-30

## Meet the home furnishing firms surviving in remote areas

These companies are not in established hubs or even in those cities which have proper industrial areas, but are still able to manage their home furnishing export business by their sheer grit and product offerings. Missing the ecosphere of advantages that working in hubs/clusters give to a manufacturing unit, it is very difficult to survive in such outlying areas, yet the circumstance also has its own few benefits. Within limited resources, while some units are just surviving, few others are actually growing. *Apparel Online* identified a few such companies and discussed with them the advantages and disadvantages of their locations. Interestingly, each one had almost similar problems but individual values. Also, most of these units are based in such remote areas just because they belong to that particular place.

### SUNIL KUMAR DWIVEDI

CEO, Casa Amore International, Panjim

"We have enough land and buildings in the area to get property on reasonable rent, also there is easy access to local administration and, if required, to the legislature also in case of any problem. Labourers work here peacefully and I don't need to worry about their unrest or other related issues, but logistics and manpower availability are the challenges. As population is less and people have many employment opportunities, labour is not easily available."

### JESMINA

Heirloom Naga, Dimapur (Nagaland)



"Our operational cost is little less, basic infrastructure is good and we do have labour as there are many trained people who are leaving their traditional work for lack of engagement. So I see full scope for further development of the industry in this area."

### SHIVA KUMAR HEMDEV

Owner, Sri Devi Exports,  
Rajahmundry (150 kms. from Vijayawada)

"Nothing is cheap here and due to lack of labour contractors, we are forced to keep all workers on payroll which adds to the cost."

### DR. MALLAMMA YALAWAR

Founder and CEO, Sabala Handicrafts,  
Bijapur (360 kms. from Hyderabad)

"I started this work as an NGO and support local people by offering them employment. But due to legal aspects I turned it into a private company; and still we follow the concept of support, thus giving us an edge with few buyers who believe in fair trade and in turn place orders with us."

August 1-15

Boll and Branch supporting India at grass root level; targeting US \$ 40 million sales

The trio organizations of Boll and Branch, US; Chetna Organic, Hyderabad; and The Raj Lakshmi Cotton Mills, Kolkata are a perfect example of complete harmony along the supply chain to grow together, irrespective of challenging conditions. The first bedding brand to get certification by Fair Trade, Boll and Branch was recently declared by Internet Retailer, as one of the 5 hottest e-Commerce companies. Totally dedicated to organic home textile products, it is a young company that expects to have sales worth US \$ 40 million this year. Sourcing most of its products from The Raj Lakshmi Cotton Mills, Kolkata, it is also supporting Indian farmers in cooperation with Chetna Organic.



**R. NANDA KUMAR**  
Co-Founder, Chetna Organic and  
CEO of Chetna Organic Agriculture  
Producers Co. Ltd.

“Confirmation from the brand assures farmers that they do not have to sell their cotton in the open market where they are not treated fairly, with many hassles in getting the right price on pretext of moisture content in the cotton. It too offers 50 per cent of amount ‘interest free’ in advance (before procurement) which helps our cooperative to get support from other organizations like NABARD.”



**RAJAT JAIPURIA**  
MD, The Raj Lakshmi Cotton Mills,  
Kolkata

“I don’t see much growth in the overall demand of organic home textile products. Many other brands started organic but they didn’t grow, so I feel that marketing efforts in organic products need to be more focused and direct. There are 10 different aspects to the growth narrative of Boll and Branch which includes quality, story, packaging, marketing and their different techniques of selling, including their eye-catching TV advertisements. Still we have to wait and watch for their long-term and consistent growth.”

May 16-31

Kitchen linen: Medium-level exporters are not enthusiastic

Most of the Indian home furnishing exporters are offering a complete range of products to their buyers, and kitchen linen is one of the important product categories in their product profile. Apparel Online caught up with a few middle-level exporters to find out how the segment is moving in these slow market conditions.

SURESH MIGLANI

Partner, Tulip Furnishings, Panipat

“Currently we have just a few orders in kitchen linen and the response from international shows too has not been very encouraging. Enquiries are not being materialized.”

ANOOP GUPTA

Proprietor, Etoile Creations, Delhi

“We can do all these specializations easily as we have enough flexibility in our facility, but first there should be a viable demand because as of now whatever is the demand, it is of routine products only, and not for specialized products.”

VISHNU JANGID

Jai Shri Computers and Graphic, Jaipur

“Kitchen linen demand keeps moving up and down, from 2011 to 2013 we had good market for the kitchen linen but now it is down, though the overall business is reasonably good as our permanent customers are giving regular orders.”





January 16-31

Women entrepreneurs from making homes to managing home fashion business successfully

Most of us will agree that a woman has more aesthetic sense and feel, especially when it comes to decorating a house. It is also said that a 'man's home is his wife's castle'. But what about those women who are leading the home furnishing export business...? Do these women have any edge or benefit compared to their male counterparts or is there no difference at all. *Apparel Online* talked to a few women entrepreneurs who are running some of the leading home furnishing export businesses in the country independently or are fully involved in the same, and the bottom line is that be it small- or medium-level export house, or a huge setup, these passionate women are happy with their overall working as well as whatever they have achieved...

June 1-15

Established exporters in home furnishing enjoying growth in domestic market



SHASHANK SACHDEVA

VP, Sachdeva Fabric World, Delhi

"Made-ups are a product category which is both a challenge as well as an opportunity for manufacturers as it still has abundance scope, as customers are just awakening to home decor and are now looking for options."

TANIA BHALLA

Director, Spectra Shades International, Delhi

"Being a women-headed organization we have some benefits due to the Minority or Woman Owned Business (MWBE) Certification in the US. It gives edge to a woman entrepreneur in various business ventures. New buyers prefer to work with us due to this certification. If something of this sort would be available in India too, it would be great for women entrepreneurs."



ASMITA DWIVEDI PALIWAL

Director, Abhiamsi International (Paliwal Group), Panipat

"Women bring a unique perspective on aesthetics in textiles, as perseverance and attention to details is their innate strength."

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## THROWBACK 2016

# Fashion Trends That Defined 2016

## Techniques

### Metallic Pleats

February 16-29

A single separate can now cover all your eveningwear needs for Fall '16 which is midi-length andante paired with almost anything. This ensemble may not be new, but pre-Fall presented pleated metallic skirts in full force. 3.1 Phillip Lim's gold glittering skirt was in accordion pleats and paired with a monochrome shirt, Max Mara increased the length on their skirts and opted for knife pleats in silver and it was silver foil for the Gucci woman. No. 21 created a dual effect by mixing gold and silver to their metallic design.



No. 21

### Ruffles

October 1-15

The offbeat, loosely structured flounces of the past couple of seasons are holding fast, turning up everywhere from full skirts to crop tops. This trend is still going strong and got the full kitsch treatment at Altuzarra, covered in Fifties cherries and embroidered pineapples. Jonathan Saunders also drew on their refreshing powers for his first collection for DVF. Erdem's divinely beautiful show displayed a mixture of a bucket hat and classic straw hat with brims which had a gentle frill effects as Burberry's first see-now, buy-now collection included high-collared ruffled shirts.



Rosie Assoulin

2016 was a year of unpredictability and revival with boldness as a guiding factor across not only fashion but politics, culture, art, films and society in general. At any point in history, you can study the fashion prevalent during that time to get a sense of the societal aspects dominant then. With more downs than ups, owing to the Brexit, Trumpification, demonetization, the shootout at Pulse, Orlando, Syria's grave status, surgical strikes and unexpected deaths, all contributing significantly to the fate of the industry in the coming year, 2016 has been quite a whirlwind of a year. Designers responded in kind by slamming slogans and messages over shirts, jackets, bags, shoes, and dresses – wherever there was any blank space available, voicing their concerns and shedding light on peace and universal love, gender biasness found itself getting lost between the blurring lines of androgyny, menswear suiting and the classic pant suit. The streets followed suit and carried the same mood of peaceful combat. Bold became bolder with metallic and shine coming centre stage in an unapologetic manner and even the most minimalist side of the fraternity was seen approving a certain level of intrepid detailing. A year where consumer behaviour and cultural values imbibed within the society hinted at a broader shift which is going to impact the coming season significantly. Our latest report highlights the key trends to have defined the year 2016 classified under 4 major heads being: Techniques, Fabric Trends, Product Categories and Print Direction.



## Flares

February 1-15

From full '70s-style bell-bottoms to cropped trousers with more of a restrained kick, flares are alive. Andrew Gn displayed stark white pants with colourful tops to bring the bottomwear in focus; Ellery's flared pants appealed due to the mesh top and workwear tailoring, while Prabal Gurung explored the metallic pantsuit. Moschino's version was less about work and more about vacation with bright horizontal stripes, while Christian Dior opted for shiny leather in an eggshell shade, keeping the pant length cropped. Blurring the lines between formals and casual dressing, it was all about the sleeves – bell-shaped and dramatically big. Christian Siriano made a loud statement with a fuchsia pink ensemble with extra-large flared sleeves at the hem. Fendi went the same route but with a shorter sleeve length and on a rich red dress with ample ruffles on the sleeve. Escada and J.W. Anderson proposed billowing sleeve styles in shiny fabrics.



Christian Siriano

## Fabric Trends



Dolce & Gabbana



Opening Ceremony



Ralph Lauren

### Sequin/ Glitter

April 1-15

Last year got a full dose of the metallic trend through layers of sequin. Dolce & Gabbana's entire collection constituted of disco ball-inspired sequin dresses in magenta and shiny silver. Monochrome was the rule of thumb at Chanel that displayed strapless dresses in black sequin and white borders and Gucci mixed patchwork on their relaxed long dresses covered in green sequin. Another great way of wearing sequin is to pair it with sheer fabrics, which gives a hint of shimmer without looking too heavy; Versace and Moschino adopted the same technique on their various dresses with black chiffon or net.

### Lurex

March 16-31

Metallic, sparkle, and even sequins are no longer reserved for eveningwear. London's designers were all about introducing a little shimmer to our daytime wardrobes. At New York, a midnight blue pleated lurex pencil skirt at 3.1 Phillip Lim stood out, the marsala toned midi-length sweater dress at Suno and the many sparkling turtlenecks layered under plunge neck dresses, pinafores and suits. London was all about the pretty shimmering dresses at Burberry with panelling on the fringes to the disco trousers at Felder Felder.

### Velvet

March 16-31

Velvet is still a popular fabric on the runways of several designers as some turned to panelling and others displayed head-to-toe looks. The luxe fabric was seen on dresses and suiting, even on tracksuits in various colours – light and dark. This time around, the fabric got colourful, worked in the season's tones or shimmering in pale pinks, rich golds and dazzling teal. 3.1 Phillip Lim gave velvet a refreshing spin by combining the fabric with a printed silk material. Marc Jacobs went for a full gothic look, using a deep purple velvet, Ralph Lauren chose a sleek slipdress in deep red.

Metallic Sheen

August 16-31

Metallic was one of the most omnipresent trends on the Fall 2016 runways – whether they came in the form of cool silvers or rich golds. Resort 2017 collections saw designers deliver futuristic shine via metallic materials in gold, silver, and rose gold for a maximalist take on neutrals. Designers’ motto this time around was to not save the flashy fashion statements after dark; they presented the best metallic trends to wear at all times of the day. Versace offered a beautiful jacket-pant combination in silver with white fur panelling. Dsquared2’s look was all about the metallic trench coat, Emporio Armani put a puffed up warm jacket on his runway, perfect for a skiing holiday and Calvin Klein played with both silver and gold by using silver foil on the outside of their hooded jacket and gold on the inside.



Gucci

Bomber Jacket/Varsity Jacket

February 16-29

Leaving aside the typical sports garment, designers this year have experimented with clean lines and a minimal vibe playing around in day-to-day basic silhouettes. Elements such as mesh inserts, sharp cuts, cut-outs and detailed colour blocking made these jackets look casual yet sporty. Taking it higher for the luxury category, sporty elements mixed with sophisticated tailoring, embroideries, embellishments, beading, fabric innovation, panelling and other statement details is today what is being quoted as ‘sports couture’. The jacket is being presented in printed and embroidered versions, making it no longer a high school winter wear.



Clover Canyon

Product Categories



Gucci

Athleisure

February 16-29

Sporty chic enjoyed its overextended stay for 3 years and athleisure seems to be replacing the trend slowly yet completely. But menswear designers went a completely different route by offering purely sport suits that resemble the ‘80s athletic wear trend. The palette swinging between blues, reds and greens – all in primary shades – Kenzo sent out models dressed in tracksuits with graphic prints on the jacket, Wales Bonner used surface ornamentation and his jacket flaunted of a turtle-neck, Christopher Shannon used dual button down detailing on his jackets and track pants. Gucci mixed a bit of ‘70s interiors to his version with an inception print; whereas Burberry’s differential factor was brought in with a fully sequined red jacket worn with denims.



A2X1038

Slip Dress

January 16-31

Slip dresses aren’t just for the boudoir anymore. With increased upsurge of bralets, boy shorts and bandeau tops, the trend of underwear as outerwear is in its full bloom again. The slinky dress is having a major moment this winter after being a summer style rage earlier. The style setters are wearing it in every possible way, layered with a T-shirt over it to solo with minimal accessories. One pass through the pre-Fall shows and it is evidently clear that the slip dress is primed to be ‘The Thing’ for 2016. The style came undone at Calvin Klein, lace-trimmed at Céline and Chanel. Altuzarra created the illusion of an elongated neckline with a blush and black slip dress cut and sewn aesthetically in asymmetry.



## Pant Suit

April 1-15 | February 1-15

The Fall 2016 runways witnessed the reign of the suits which appeared in a staggering number of collections and every version attained popularity with its targeted segment. With growing inclination of women towards androgynous fashion, the simple construction and powerful silhouette made suits a favourite of the season. Last season majorly revolved around wide-legged pantsuits with slouchy trousers and relaxed fitting. This season the pants turned into comfortable luxe track pants with drawstrings that aligned with the comfort factor and the new formalwear quotient.



Balenciaga

## Mini Bag

November 16-30

Mini bags, barely the size of your hand, have been in vogue this past season. Alexander Wang, Chloe, Givenchy and many other top brands took seriously to the trend by translating it in duffel bags or the dual variety which can be playfully styled and held in the hand or worn as a cross body. Details like riveting, bulky chains and tassels found their way in the collections of Coach, Elie Saab and John Galliano. Also, the cross-body and the backpack have a new addition to their team with belt-bags making a major comeback this season! Hands-free is the newest trend and it has fast gained approval designers on the runways of Spring/Summer 2017.



Alexander Wang

## Print Direction



Jason Wu



Alexander Wang

## Windowpane Checks

April 1-15

Moving on from the plaid trend, this season, designers pushed their creativity towards windowpane checks that were clean, graphical and bold without being fussy. Fall 2016's windowpane checks were reworked into sporty pieces, outerwear, accessories and dresses. A majority of designers opted for darker shades like black and ink blue for the base and introduced colour through checks in their collections. Rag & Bone went with oversized checks and played with the print's positioning in layered looks, Jason Wu worked with patterns on his tunic dresses and Victoria Beckham concocted a sensual, strapless version of a similar kind with cut-outs.

## Animal Print

February 1-15

Spots have become the new favourite obsession for animal print lovers – that too, feline spots. Leopard prints made their presence felt on outerwear, separates, and even accessories. Mugler styled a bright yellow knit with a black and yellow leopard print skirt, Givenchy made it all about the coat with brown and black leopard prints, Carven went for short coatdresses that were covered in the print, along with tiger prints. Dries van Noten broke the monotony by using the spots on wide-legged pants, which was a rare site on the runways, but it was Acne that really stood out for their interpretation of the trend in yellow, green and blue spots on a car coat.

## FFT TRENDS

### Pinstripes

December 1-15

Initially reserved strictly for classic men's suiting, these lathesome stripes made their presence felt on the runways of major designers as they played with varied thicknesses, and inverted colours over a multitude of fabric choices. Aquilano.Rimondi presented the print over blazers, thigh high slit skirts, oversized knits and asymmetric silhouettes while Self Portrait introduced a feminine



Aquilano Rimondi

side to the classic pinstripes by using them over ruffled off-the-shoulder tops. Lanvin mixed sizable proportions of the linear print mixed together with inverted colours, whereas Giambattista Valli included them into its draped silhouettes of silk and satin. Roberto Cavalli juxtaposed pinstripes with his signature animal prints.

### Messages/ Slogans

December 1-15

Typographic elements gain centre stage as they pop up as printed slogans, logos, numbers and motifs this season. Inspired by the current obsession of streetwear with the trend, these wearable messages found their way in many a collection. Dolce & Gabbana uses this trend as an undoubtable signature, complete with its ornate adornments, while Stella McCartney, Michael Kors



Dolce & Gabbana

and Haider Ackermann decided on using one or two phrases as an impactful message. Gucci decided to take the opportunity for their branding – all over or as slogans emblazoned across the chest, while statements like 'We should all be feminists' and 'Let's Breed Bella Hadid' created quite a stir during Christian Dior and Henry Holland's shows.

### Logos

July 16-31

The 1980s logo revival was carried out with pride with one clear statement displayed on the front of a T-shirt or sweater or dress. Marc Jacobs drew on the loudest parts of the era for his Resort collection – crimped hair, neon colours and MTV logos. Marc's disco-ready sweatshirts were the in-between-season hero pieces. Many designers made sure to stamp their signatures and logos



Chanel

on clothes, rendering the simplest of garments, ultra-cool. MSGM used it on panelled sporty T-shirts; Gucci and Chanel did the same but with a more vacation vibe to the looks. Moschino infused their brand name logo in the midst of colourful prints on dresses, whereas, Givenchy kept things monochrome and clean so the logo is in complete focus.

### Vibrant Stripes

August 1-15

Stripes in vivid colours, patterns, and spacing have emerged in the collections of various and different designers on the Fall '16-17 and Resort '17 runways. Derived and manipulated in distinct techniques, stripes appeared in various mediums such as weaving, knitting, laser cutting, patching, etc. and not necessarily as a print alone. Stripes were spotted on everything from skirts, shirts,



Gabriela Hearst

pants, dresses, clutches and shoes. The current trend notifies stripes as bright and colourful, oscillating between the thick and the thin. As the checks and grid patterns seems to have played out and buyers looking for a new variations, stripes have paved their way back into product development.



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ANY BOYZ

SIZE S

Hollyland

CLASSIC POLO

SLIM FIT  
SIZE/44cm

AMERICAN EAGLE OUTFITTERS

Raymond UCO Denim

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HEAD

AUX

B Jeans

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THROWBACK  
2016

# Industry Wire

The industry is always looking at opportunities to grow... And however tough the conditions may be, companies are working to improve their systems, search out new markets, explore fresh products, invest in expansions and engage with its workers. Through the 'Industry Wire' segment, it is our endeavour to keep track of what is happening in the industry at the ground level; who are the progressive companies; what are the hubs up to; how are people coping with challenges; which company is doing things differently, and so on... These are some of the questions we are always asking.

What is most exciting is that it is not only the big companies that are on the move, but even small- and medium-level companies are exploring avenues for growth and searching solutions to stay competitive. Take a look at few of the companies that had something new up their sleeve in 2016...



1



2

January 16-31

## 1 Top officers take exit from Gokaldas Exports Limited; more expected to follow

Things don't seem to be fine at Bangalore-based Gokaldas Exports Limited (GEL) as in the past few months many top executives have left the company. It includes Gautam Chakravarti, CEO (left in May this year); Ruby Jayan George, COO – Marketing; Sumit Keshan, CFO; and Daisy Mistri COO – Marketing. Finance Controller, Quality Head and few other senior marketing persons of the company heading top clients like Decathlon have also left. Not only this, in coming days some more senior staff members may also leave the company as they are seriously planning for a change. P. Ramababu, who is being promoted as Vice Chairman and MD of GEL, is bringing his own new team particularly in IT, Projects, Finance and HR Department. This is supposedly the reason behind senior officials opting out of the company.

January 16-31

## 2 Pratibha Syntex plans to touch US \$ 250 million mark by 2020

With a head count of 10,000, Pratibha Syntex has plans to grow its business to US \$ 250 million (Rs. 1,500 crore) by 2020. *Team Apparel Online* talked to **Atul Mittal, VP – Marketing, Pratibha Syntex**, who shared that the year has been good in terms of business growth with usual challenges. The biggest challenge has been the decline of Euro and Rand against the Dollar which has created a tremendous pressure on prices and lot of business has moved out to cheaper countries like Bangladesh. He further added, "Consolidation of business is the latest strategy being applied by most of the customers. Centralized sourcing has been implemented by most of our customers meaning that various divisions within their organisation have been integrated to source from one centralised team."





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February 1-15

### 3 Changed 'attitude' helps Patterns India reach new heights

Jaipur-based Patterns India, even after having completed 25 years in this business, claims to have changed its "attitude", and got good results for it too. With a production capacity of 50,000 pieces a month, the company, which exports ladies garments to Latin American countries, Europe and the US, has witnessed 30 per cent growth. It now plans to start a new product line of kidswear and also expand its production capacity. **Vivek Khandelwal, MD, Patterns India** told, "With the changing global market scenario, we felt the need to shift our focus, and now our top priority is 'consumer satisfaction'. For this we have changed our attitude. We have now given more power in the hands of the senior- and middle-level staff, so they can take decisions at their own level, and come to the management only when they feel very strongly about something. Now, there is more team spirit among all the departments and nobody plays the 'blame game' anymore. There is also more transparency."

February 16-29

### 4 Kashvi Designs introduces a lot of new developments in its collections

Under the leadership of **Alok Kumar Singh** and **Meenakshi Singh, both Directors, Kashvi Designs, Noida**, a 12-year-old Export house, which is a sub-vendor of Armani Emporio, has come up with lot of new developments in its products. The company produces mainly menswear like polo, tees, jackets,

blazers and shirts. It also offers high-end ladies garments. "We have come up with different offerings in the designs of collar and cuffs. We have developed new kinds of washes in Tees like tea stain wash, and spray foil printing which is very interesting," informs Meenakshi Singh.

March 1-15

### 5 Pruthi Exports searching for new global markets

Ludhiana-based Pruthi Exports, a vertically integrated, three-decade-old company, which is known for its kidswear, is now exploring new markets. Exporting mainly to the Middle East and the Gulf region, the company is enthusiastic about expanding its horizons across the world. The company is a one-stop high value-added manufacturer with a capacity of 10,000 basic products per day and also started offering men's lounge wear recently. **Harguneet Pruthi, Design Head, Pruthi Exports** said, "Our strength is in our diversity and complicated products in terms of design or product development. We are a design oriented company focusing on bringing out the authenticity of craft and handwork in our products."

April 16-30

### 6 WhatsApp becoming 'solution tool' for professionals

Nowadays, most garment factories and department professionals are on one WhatsApp group or the other, using it officially. They find it comfortable to use; it offers an easy, smooth, seamless and transparent platform for conversation among professionals

March 16-31

### Motherland Garments coming up with new unit

Motherland Garments, a known name in garment processing, having operations in four locations in Bangalore and Chennai, is also coming up with a new unit in Andhra Pradesh. With an investment of US \$ 1.23 million (Rs. 8 crore), this new unit which is spread over almost 10 acres is expected to be operational in the next fiscal. The company, initiated by three friends (all three post-graduates in Textile Chemistry), is also changing its strategy to get more value.

**A J Pandian, MD; and G. Ramesh Kanna and SA Selvamani, both Directors** of the company informed *Apparel Online* of the same. "With new plant and changed strategy we are expecting almost double business. Our target is to double turnover by doing almost half the number of pieces we are doing today."

June 16-30

## Taurus Global is now 'Sedex-certified'

Moving towards compliance is a win-win situation for all the stakeholders of the apparel export industry, especially when it comes to the medium-level or comparatively new players in the sector... Latest in the list to bag compliance certification is Taurus Global, a Sonapat-based company which is well established in the domestic market with its 'Taurus' brand and is also growing in exports from the last two years. The company is now Sedex-certified. **Dhruv Gupta, Director** of the company told, "Buyers are concerned about compliance, and along with that we were also willing to upgrade our factory. The compliance certification from Sedex (Supplier Ethical Data Exchange) helps a lot in this regard. Although it was not easy for us but we managed to do it; all you got to have is the right attitude."



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and colleagues, which is far more interactive compared to emails. There are many such groups across the industry and most of them are just for fun or simply don't have a firm objective. Meanwhile, there are some very serious groups like the 'Industrial Engineer Group-NCR', which acts as a troubleshooter for many issues faced by technical professionals.

May 1-15

## 7 Aadit Apparel taking the 'JV route' for Nepal venture

Ludhiana-based Aadit Apparel is taking the 'JV route' for Nepal venture. **Director** of the company, **Prabhat Gupta**, informed, "We had meetings with Nepal-based garment manufacturers and things are under discussion; in coming months we are expecting a joint venture with them." When asked what attracted him to Nepal, he comes the answer: "Being from Bihar, which is very close to the Nepal border, we are familiar with the country as well as the industry there. Political stability is another positive aspect... Garments made in Nepal are almost 20 per cent cheaper than Indian."

June 1-15

## 8 Vardhman Textiles Limited gets Niryat Shree Award

Vardhman Textiles Limited, one of the reckoned names in the Indian textile domain, has been given the FIEO's (The Federation of Indian Exporters Organizations) 'Niryat Shree' award by the President of India, Pranab Mukherjee in New Delhi. The event was organized by the FIEO to commemorate its Golden Jubilee. The prestigious award was collected by **Neeraj Jain, JMD** of the company.

July 1-15

## 9 Little Star brand in US by Kitex Garments Ltd.

Kitex Garments Ltd., one of the biggest manufacturers, exporters of kidswear in India is in the process of launching its own infant wear brand 'Little Star' in US Market by October 2016. The company's key strategy is to continue leveraging on its leadership position in infant wear manufacturing as well as expanding the market in US by forward integration. According to **Sabu M Jacob, CMD** of Kitex Garments, "The company is intending to drive the next level of organic growth by expanding markets and online and offline marketing channels assisted by capacity expansion and by enhancing people and technological capabilities. We expect to maintain the same growth rate in FY'18, FY'19 and FY'20. As we had stated in our previous year's annual report and during my various interactions, our aim is to become the No. 1 infant apparel manufacturer in the world."

July 16-31

## 10 Sahu Exports targeting Rs. 500 crore apparel exports in next two years

Noida-based Sahu Exports is aiming to achieve a turnover of Rs. 500 crore (US \$ 77 million) in apparel exports over the next two years and offer employment opportunity to 1,000 workers in the coming year as it is expanding the production capacity. Currently doing the business of Rs. 260 crore (US \$ 40 million), the company has noticed growth of around 30 to 40 per cent in recent years. The company, founded by **RK Sahu** and now taken forward by his two sons **Manoj Sahu** and **Sanjeev Sahu**, paid tax worth Rs. 7.5 crore (US \$ 1.15 million) in the last fiscal.





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May 1-15

### Another expansion for KPR Mill

Coimbatore-based KPR Mill is going to expand its garment production capacity from 59 million to 95 million pieces per annum in an effort to become the largest garment manufacturing company in India. The company has now initiated significant capacity expansion in its processing facility with advanced cold processing technology to meet the additional requirement. The company is going to expand its daily capacity from 25 MT to 50 MT at a cost of US \$ 18 million (Rs. 120 crore), which will be funded through internal accruals and debt. It will take almost nine months to complete this expansion, which will make the company eligible for 10 per cent capital subsidy under the Amended TUF scheme.

July 16-31

### 11 Global Mode and Accessories coming up with a new factory

Global Mode and Accessories is in the process to start a new factory in the southern part of the country. As of now, the apparel exporter has units in Noida and its new unit will be in Hiriyur, in Apparel Park, 160 kilometres from Bangalore.

**Promod Mehra, MD** of the company told, "Wages are less here compared to north; even labour is more skilled and disciplined as 70 per cent of the workers are women. These factors will help us to be more competitive. Hopefully by January 2017 production will commence there. The expansion is mainly for existing buyers which are largely from the European market. We are planning to start with 750 machines but there is space for 1,000 machines."

August 1-15

### 12 Fashion Makers Group coming up with a new factory

Fashion Makers Group (FMG), Noida is coming up with a new 5,000-square metre factory; in fact the built up area of the unit will be much more than this. The new unit is expected to commence operations by the end of next season. The company is investing a total of US \$ 8 million (Rs. 50 crore) in the new unit, with which it is expecting to triple the turnover in next few years. **Rakesh Jain, Chairman** of the Group told *Apparel Online*, "As of now we are not working to add new buyers as first we want to enhance the capacity; we want to make our units more modern..., like we are planning to put up a proper working system at the new unit."

August 16-31

### 13 Dexter Apparels to double its capacity

Noida-based Dexter Apparels which is just 1½ years old is already looking at capacity expansion. The company which is the garmenting arm of Frisco Fab Dyeing & Printing, currently producing 25,000 pieces per month of ladies and kidswear, is planning to double its capacity in the next six months. "The idea was to expand once we settle down and now that our apparel unit is approved by Amazon, UK, we are going ahead with the plan. Though there are ups and downs in business we are expanding our capacity and looking at exploring new buyers. We are investing Rs. 2.5 crore in the expansion and will shift our unit into a bigger building," shares **Manav Singhal, Director** of the company.

September 1-15

### 14 Texport's 'Punctuate' targets domestic menswear segment

Texport Industries (TIPL), one of the leading readymade garment export manufacturers in India and the co-founder of American luxury designer brand, 'Robert Graham', has made its first appearance in the domestic e-commerce apparel business with a premium menswear brand 'Punctuate' – exclusively created for millennial customers and stitched from premium material. The collection is meant for every Indian and assures style, functionality and quality. It is also equipped with authentic functional designs, including a range of shirts, T-shirts, jackets, hoodies and fashion casuals, which are ideal for flaunting fresh looks.

March 16-31

## Advanced technology or productivity enhancement, not circumscribed only to 'big names'

Now medium-size companies are also investing in advance technology like RFID. Indore based Papcon Indore is most probably the first apparel manufacturer in Madhya Pradesh adopting RFID. **Ajay Pasari, young Director** of Papcon Indore shared, "We are already spending Rs. 60 to 70 lakh to manage our production monitoring/data. So investing US \$ 0.30 million (Rs. 2 crore) in RFID and Bar Coding is in fact a saving for us; it will also help us to control overall systems in our company." On the other hand, Sangli in Maharashtra is a growing hub for garmenting, where **Sandip Maulik, Proprietor, Shreyas Creations** is manufacturing 800 shirts per day on 100 stitching machines for Pantaloon, focusing on productivity enhancement with the help of IIGM. "With the help of attachments and some advanced models, we are targeting 2,000 pieces per day and are confident of achieving the goal," said Sandip. Earlier the factory was using bundle system but now it is moving towards assembly line production. Simultaneously, it has also controlled many loopholes in overall manufacturing.



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September 16-30

## 15 Sri Sowbarnika Tex invests in Pad Batch Colouring Technology

Sri Sowbarnika Tex, based in Tirupur is spreading its roots, multi dimensionally in many of the segments of textile industry. Recently, the company has taken a giant leap in processing technology and invested into salt-free colouring process. Claiming that this is the first machine of its kind to be installed in Tirupur, **Senthil Kumar, Proprietor** of the company informed, "We have invested almost Rs. 2 crore in Pad Batch colouring technology. Our motivation to invest such a huge amount in this technology was my determination to offer salt-free coloured fabric to buyers as well as to adopt go green policy, as a gentle gesture to our Mother Earth. Past issues in regard to dyeing in Tirupur, convinced me that, we can gain more by using advanced technology."

October 16-31

## 16 KG Exports will invest US \$ 9 million in new unit

Ludhiana-based KG Exports, exporting tees to France only is coming up with a new factory with an investment of US \$ 9 million (Rs. 60 crore). This new unit will come up on land measuring 4 acres and the production is likely to start next year. Currently the company has capacity of manufacturing 3,000 pieces daily and the target is raising it to 10,000 pieces per day. It will also explore new markets and will work with new buyers too. "We will try to make it a green facility as Ludhiana is lagging behind on this front. From last three years we are upgrading ourselves and have invested Rs. 5 crore in machinery of knitting, stitching and value addition," told Harish Dua, MD of the company.

November 1-15

## 17 Karur Export Company invests Rs. 2.5 crore; expecting 100% growth

Karur-based Karur Export Company, exporting wide range of home furnishing items, has recently invested Rs. 2.5 crore in its new unit. With the expansion, the company has doubled its capacity and is now starting bedding division which was earlier missing in its product basket. **Shibu Mathew and V. Vijayaraju, Partners** of the company sharing their business initiative and strategy with *Apparel Online* said, "We have started a new unit in 50,000 sq. metres with all the facilities where few audits have already been completed. Apart from our existing products, the new unit will also produce bedding line which includes bed sheets and quilts mainly. We have now applied for SA 8000 for both our units which we expect to get within two months."

November 16-30

## 18 Jaipur now focusing more on knitted fabric-based garments

Jaipur is now focusing more on knitted fabric-based garments. Some of the bigger manufacturers are planning to have in-house knitting facilities to enhance PD options. Among them is Rainbow Textfab which is in the process to add a knitting fabric plant which will initially have four circular knitting machines. Expectation is that the unit will be operational in the next two months. Similarly "We are developing knitted garment with hand block prints as currently buyers are asking more for the same. Its rising demand seems to be continuing into the future also. Hand blocks give nice look on knitted fabric and due to a little stretch in the fabric it also helps in regards to fitting of the garment," said **Manoj Meena, Proprietor, Mahima Fashion**.



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THROWBACK  
**2016**

## Everything Sourcing...

The apparel industry is all about smart sourcing along the supply chain. While the buyer is always looking for suppliers with the right product, price, delivery and systems to make all three happen, the same is true for others in the chain also. The exporters can no longer be casual in their approach when sourcing critical raw materials like yarn, fabric, accessories or even technology. Every penny spent on the right input adds to the value of the operations and helps the factory to be a preferred supplier. In this endeavour to explore and find the right partners, *Apparel Online* has over the years supported the industry through its resource pages, more commonly referred to as 'RC' pages. Through the various interviews, interactions we bring to our readers clues on new products, trends in accessories and also strategies these companies are following to be more service-oriented. This year again a huge range of companies and products were covered, a few of the interesting ones are highlighted in the following pages...



February 16-29

### **Upgrading and updating Indian market on international trends**

"There are futuristic trends that we pick up very early and we have to hold the fabric for a longer period of time. Sometimes you may go wrong with the colour; sometimes your predictions may go wrong as people cannot interpret it the way you had anticipated. But what ticks for the business is the ability of HP Singh to continuously innovate, which cannot be done without its share of risks."

– Bashi Singh, HP Singh



April 16-30

### **Neelam Thread ventures into sewing threads**

Amongst the well-established manufacturers of top quality embroidery threads in the country, the company is making its mark in the 100 per cent viscose rayon embroidery thread segment under the name of 'Telephone' brand. "For excellent quality at each stage, stringent quality control measures are taken to ensure best results with latest lab equipment for testing to support the effort." – Ankit Jain and Amit Jain, both Directors, Neelam Thread Pvt. Ltd.



January 16-31

**"Indian textile industry embracing changes for growth"**



**G V ARAS**

Director, A.T.E. Enterprises

"Innovation and sustainability have become two of the most significant growth engines of the fast evolving textile industry. Be it cutting edge technology or customized solutions across the textile value chain, an environmentally sustainable approach has been the top agenda for most of the players in the vertical. A.T.E. Enterprises Pvt. Ltd. leads the sustainable philosophy, supplying textile machineries across the value chain."

September 16-30

**Bianco continues to grow with responsive strategy for Indian textile industry**



**ANDREA PELISSERO**

Member of Board Bianco S.p.A

"For skewing, we have a machine called weft straighteners. This is a machine to specifically solve the problem of skewing. All our machines are heavy duty construction developed with tensionless concept and therefore are able to minimize 50 per cent of fabric elongation and fabric stability compared to our competitors. We are 10 per cent price-competitive."



March 1-15

**KRF @ MAGIC cements its reputation as a one-stop destination for trims & accessories in global arena**

"KRF has participated in more than 10 MAGIC shows since its existence 60 years ago, it is only recently that the company has made participation at MAGIC a constant feature. This is my 4th consecutive exhibition since I joined the KRF team seven years ago and it offers a unique forum to meet with numerous buyers, under one roof and showcase all our products." – **Mandira Daniel, Manager, North America, KRF Ltd.**



December 1-15

**Product-process-people, key to A&E's growth**

*Focuses on sustainable partnerships for quality products and dedicated services*

Being one of the world's foremost manufacturers of sewing thread, embroidery thread and technical textiles, A&E's global presence extends from Asia to the European Union to the Americas, India being amongst the most important market for them. Through a joint venture with Vardhman Yarn and Threads Ltd., the company has been dedicatedly providing its customers in the country with the finest products and services at the highest quality, delivered anywhere globally. Talking exclusively to *Team Apparel Online*, **Les Miller, CEO, A&E** shares the company's strategy and why Asia is an integral market for it.

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April 1-15

#### Face-to-Face with the man behind TÜV SÜD's South Asia operations



#### NIRANJAN NADKARNI

CEO of TÜV SÜD South Asia

"The setting up of new labs in India and Bangladesh has helped us upscale our service offerings. The inaugurations of each of the 16 state-of-the-art labs have been landmarks. Of these, six labs have softline testing capabilities (textile and/or leather). We also have offices across 32 locations in India, two in Bangladesh and one in Sri Lanka."

June 1-15

#### QnF expands in market and customer's reach for interlinings



#### PARVINDER SINGH

QnF

"Though Quality non-woven Fabrics (QnF) was started a year back, nonetheless it has managed to make its presence felt through quality interlinings that are at par with any import quality ones. The company in the past year has made its mark in the nylon and polyester interlinings which are exclusively being manufactured for renowned export houses by the company."



April 16-30

#### Jain Narrow Fabrics introduces 4-way elastic

"We are replacing China! There are so many domestic people who go to China to get their elastics, but now they are working with us. If we want we can also export to China, but the duty structure is very stringent there. Our quality is at par." – Mukesh Jain, MD, Jain Narrow Fabrics



April 16-30

#### Madeira India working to enhance its reach

"There is shift from viscose threads to polyester and now we have more varieties in polyester. It is a sizeable shift. This trend is not only in India but also in other markets. Still there are some segments in ladies garments and sportswear where viscose is being preferred. We are doing the groundwork and making the market base broader to serve more customers, as there are some segments which are not yet explored completely." - (L-R) Akshay Kumar, Sales Director; Saurabh Jain, Director; and Hartwig Kauschat, Director, Madeira India



July 16-31

**Mehala enhances services through stock sales and upgradation**



**R SELVAN**

Executive Director, Mehala

A 'total solution provider' to the Indian apparel industry, Mehala is amongst the largest suppliers of industrial sewing machines in India, with its products range covering almost every aspect of garment production from CAD/CAM systems, cutting machines, sewing machines, unit production systems, embroidery machines, complete range of finishing equipment, packing machines, material handling systems, factory ventilation/cooling system and so on...

September 16-30

**Mimaki aggressive for Indian market  
Opens office and showroom in Delhi**



**KAZUAKI IKEDA**

President, Mimaki Engineering Co., Ltd. (Japan)

"We are targeting to achieve a turnover of US \$ 1,000 million in next 10 years, and expecting 300 per cent growth in textile and apparel segment. India is a very important market for us. We are expecting almost US \$ 100 million worth of business from this country in the next few years."



December 16-31

**Celebrating 25 glorious years!**

The 25 years of partnership between internationally acclaimed Gerber Technology and a leader among technology providers in India – IIGM – is a true example of how combined energy of two companies can make a success story. Celebrating Silver Jubilee of transparency, commitment, synergy and growth, the two companies are very clear on their strategies and goals. In conversation with *Team Apparel Online*, **Johnny Wang, Vice President and GM, Gerber Technology** and **Pavan Kapoor, MD, IIGM**, retrospect on the journey.



May 1-15

**Inviya goes digital: Indorama Industries takes user experience to the next level**

Being the first company to invest in the field of spandex filament manufacturing business in India through its new green field project at Baddi, Himachal Pradesh, Indorama Industries is taking the consumer experience to the next level by introducing a mobile app. "We wanted to do something innovative and create a buzz in the market. This new app can be considered as a spandex guidebook wherein the consumers can go through different guidelines as to how to use Inviya." – **Shalendra Vasudeva, CMO, Indorama Industries Ltd.**

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October 1-15

**Sri Mahalaxmi Enterprises expanding footprints in north Indian markets**



**K. ASHOK PATEL**  
CEO

"Offering complete range of bras, panties and slips, besides accessories like elastics, tapes, ribbons, rope & stoppers, buttons, narrow fabrics, bra hooks, etc. we are focusing on complete 'customer satisfaction' and are doing customized orders for our clients irrespective of order size and product."

October 16-31

**Goodwear Fashions coming with newer products**



**VISHAL KAPOOR**  
Director

"Warp Knit weft inserted products are the first product range we have launched. Branded under the Fuseline and Lazer labels these products have high quality and performance, which is at par with the best in the market."



June 1-15

**Resil Chemicals bags National Award for commercialization of N9 Pure Silver™**

Resil Chemicals, an innovation-driven chemical and performance materials manufacturer, has recently won the prestigious National Award for successfully commercializing an indigenous technology, N9 Pure Silver™, from the Technology Development Board (Department of Science and Technology). The award was handed over by the President of India, Pranab Mukherjee to Resil Chemicals Joint Managing Director M S Vijayan at New Delhi. The award includes a cash prize of Rs. 10 lakh and a trophy.



July 1-15

**Cheran Machines grows from strength to strength**

Specialized in the field of garment/textile printing machineries, Cheran Machines India Pvt. Ltd. has throughout its existence of almost two decades maintained its commitment for quality by being recognized as a pioneer for innovations in machines, providing user-friendly features and superior performance. – R. Mohan Kumar (R), MD and Sudheer Nair, CEO, Cheran Machines India Pvt.



November 16-30

**'Better services' key to future growth for Rajasthan International**  
Focusing on visibility drives a domestic market



**RAJESH BIHANI**

MD, Rajasthan International

"Earlier we were interested only in the export market as they were more interested in the kind of machines, which needed our product. But now the domestic market shift is happening and the players there are also going for high-tech and advanced machineries. We are focusing more on non-wovens as it is picking up due to technical textiles segment; for felts, recliners, mats, insulations, medical equipment, high quality products for automobiles, interlinings, etc. for non-woven are growing."

October 16-31

**Swastik Embroideries to expand its capacity**



"Business is good, as high fashion garments are in demand and as usual these garments need value addition. Simultaneously, some interesting technologies have come up within embroidery that are quite useful in giving very attractive results, so we are expanding." – **Satish Chand, Owner, Swastik Embroideries**



November 1-15

**Groz-Beckert targets tailor market**

**Penetrates deeper towards smaller players and focuses on R&D**

"Today the big exporters such as Shahi, OC, SPL, BL International, are still getting work, but while usually this work gets trickled down to the job workers, now this flow is quickly drying up. Even mid-level players are struggling." – **Sanjay Sharma, Country Head – Sales (India and Nepal)**



August 16-31

**Union Knopf: Success lies in latest trend designs, quality products and impeccable services**

The reputation of the company as fashion forward has been possible through the company's in-house designers who travel to various fashion hubs such as Milan, Paris, etc. to equip themselves of the latest and upcoming trends and the various fabrics utilized in it. "When customers come to us, they don't come with a button idea. Rather they show the garments and want something matching to it." – **Eddy Bauder, Project Manager and Bianca Chai, General Manager, Union Knopf (HK) Ltd.**

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September 16-30

#### **Venkatachalapathi Traders: Planning for aggressive market outreach**

"In next few years we will have our own well maintained offices (like showrooms as well as stockists) throughout India, be it Delhi, Mumbai or other such apparel manufacturing hubs. We are starting with Bangalore, as very soon we will have our office there. Decreasing lead time is a challenge for all and exporters need everything immediately, they are saying – 'not tomorrow but yesterday'." – Kesavar Senthil (C) with C G Ramesh, GM Marketing (L) and Manoj Pandey, AGM-Marketing of Uflex Ltd., Noida



October 16-31

#### **LIVA's exclusive fabric innovation, service to the designers take them to AIFW**

"We are excited to collaborate with Fashion Design Council of India (FDCI) as an Associate Sponsor. Our objective is to interact and engage with the fashion designers and highlight LIVA's fashion adaptability. LIVA fabric is innovative and natural, made of wood pulp, which delight consumers with its comfort and fluidity." - Manohar Samuel, President – Marketing & Business Development, Birla Cellulose



October 1-15

#### **Staflex Interlinings innovates amidst challenging market conditions**

"Frankly speaking, because our products are on the premium side, so the prices are high, and people bogged down by slow market conditions, think twice before purchasing it. But still there is a particular segment of garment industry that demands for quality and we are there for them." – Bhavani and Dayananda C.K., MD of Textilines, Bangalore



July 16-31

#### **Hyosung launches 'odour-neutralizing' spandex**

Hyosung, the world's largest spandex producer under the brand name 'Creora', has recently launched 'Creora Fresh', a new odour-neutralizing spandex at Mode City Interfilière 2016 (Lyon), France. "In response to the continued growth of sports bras and underwear, we have developed 'Creora Fresh' using our proprietary ingredient technology to chemically bond to substances that cause body odour and to neutralize them. Creora Fresh has been demonstrated with nylon and polyester fibres to last longer than traditional antimicrobial finishes." – Kim, President of Hyosung



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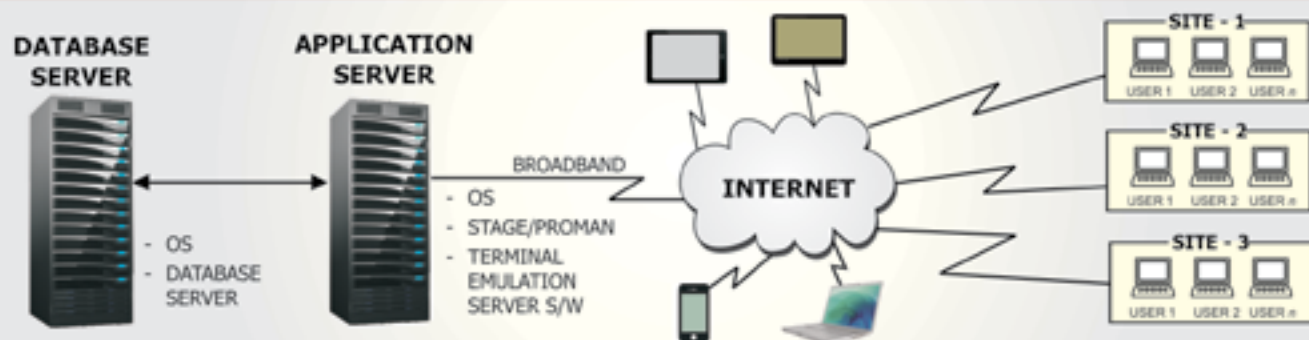
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May 1-15

**VAS developing standardized videos for skill improvement and training**

Chennai-based Industrial Soft Solutions & System's (ISSS) Visual Analysis Systema (VAS) is a tool for conducting time and motion study to help the production managers, industrial engineers, senior managers, quality controllers, and business owners gain better control of the production floor. "VAS even eases communication between factories and within the organization, and helps the IE team in creating a common database without much hassle." – Ashok Kumar R, Global IE Head, Aquarelle

July 16-31

**Arnav Resources coming up with a new range of multi-coloured two-tone foils**

"Our journey has been really wonderful... We are growing with our precious and reputed customers. We have also started OEM – a customized design service. Our customers can print the design as per their desire with brand/logo/ content whatever they demand for... We have the facility to print 10 colours. We are also focusing on home furnishing manufacturers as this segment of the textile industry too makes good use of foils." – Deepak Jain, Proprietor, Arnav Resources

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THROWBACK  
2016

# Best of Eyes&Ears

## New Markets

May 16-31  
**The Imperial**  
takes stock of  
new markets

**T**he Imperial, a Tirupur-based buying house having strong reach in the Polish market and clients like LPP SA, Otcf, Femestage, etc. has started working with South American markets, and is also keenly trying to pursue the US markets.

"We are enthusiastic about these markets and planning to attend sourcing event organized by Indo-American Chamber of Commerce in New York between 14th and 17th June 2016." – **Dr. G. Loganathan, MD, The Imperial.** He is also a research scholar, and currently Joint Secretary of Association of Buying Agents for Textiles (ABAT), Tirupur.



June 1-15  
**Petexx India**  
exploring new  
markets and  
supporting  
exporters

**P**etexx India, a Tirupur-based buying house is moving in multi-directions to come out of the slump. The company having main market in Europe is now trying to enter the US and some more countries of Europe. Poland is on the top of its priority list.

"Till now Germany is our main market where we are working primarily with brands; besides US and Poland are also our main concerns and I am hopeful that very soon our first ever shipment to Poland will be finalized as things are under discussion. Poland has a strong economy and there is great potential for us." – **Amit Kumar Prasad, Director – Operations, Petexx India**



June 16-30  
**India Buying Consultant**  
focusing more on  
highly value-added  
products; adds 4  
new vendors

**I**ndia Buying Consultant (IBC), Gurgaon has changed its strategy and is now focusing more towards high value addition products, be it home furnishing, apparel, accessories or leather, as it deals with all four categories.

"Earlier we were more into the products with the average FOB range of US \$ 10-15 (in woven) but now our products are from US \$ 25-30. We observed that customers are willing to pay more if they are getting what they really want." – **Jitendra Sodhi, MD, IBC**





## Looking for Vendors

September 16-30

### Next Sourcing looking to add more vendors

The Tirupur (India) office of Next Sourcing is looking for apparel manufacturers who are good in R&D, with focus on newer fabric blends and have good printing setups. As of now, the company has over 10 vendors in Tirupur who are supplying to it on regular basis round the year.

"We are using textured fabrics more than other fabrics, and we do a lot of work at the yarn stage to get different looks for the fabric. As of now, garments made of 100 per cent modal and poly cotton are more in demand. Also, we try to incorporate new items from Tirupur, including men's, ladies' and kids' wear. The company majorly procures infants' and kids' wear." – **Karthik Shetty, Product Developer and Karthik, Fabric Technical Manager, Next Sourcing Ltd.**



March 1-15

### TaurusTex searching for suppliers of specialized yarn

Delhi-based buying office, TaurusTex is looking for suppliers who can offer 20s open-end mélange yarn for knitting that is black dyed to 8 per cent, 21s and 32s carded yarn for weaving, 2/20s carded yarn with 8.5 tpi. The company deals in woven and knitted garments, yarns, fabrics and home textiles. It boasts of a clientele that is spread across the world and provides sourcing solutions to major textile companies.

"Yarn demand was stagnant till August 2015 and picked up only 2-3 months ago, due to some garment orders in domestic market." – **Arvind Arora, CEO, TaurusTex**

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