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IN CONTACT...

January 1-15, 2012

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World Class

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- Fabric
- Garments

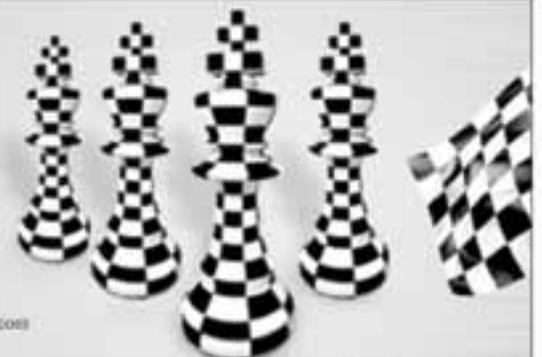
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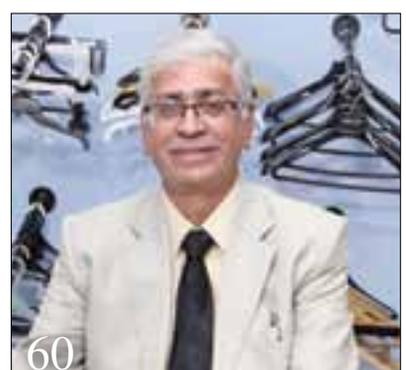
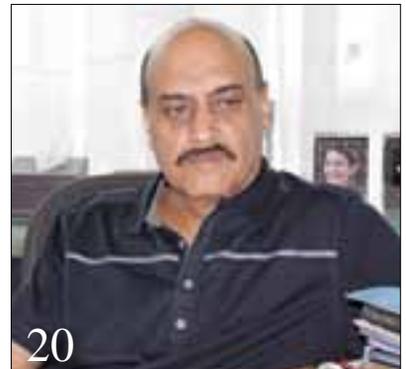
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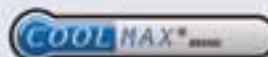
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January 1-15

Plans for the year 2011...

Our focus would be on Technical Textiles in 2011. This segment contributes 18% to SLCL's revenues. Presently we are manufacturing various Technical Textile fabrics like high altitude fabric, PU Coated nylon fabric, nuclear bio-chemical fabrics, ballistic plates, etc. Now we are going to produce black out fabrics, flex fabrics, carbon fabrics and IRR fabrics. Technical Textiles which includes Fusible Interlining (Capex Rs. 363 crores, divided into term loan of Rs. 250 crores and equity/internal accruals of Rs. 113 crores. The project is expected to be commissioned by March 2011.

■ **M.P. Agarwal, Managing Director,**
Shri Lakshmi Cotsyn Ltd., Kanpur

February 1-15

The best solution to tackle increasing cotton prices...

In my view the cotton yarn export should not be stopped from India. I would suggest the Government to rather put 10-15% export duty on the same which of course would be borne by the international buyers who would readily do it as they want yarns. Now what the Government earns as export duty, they can pass this as an incentive to end-product manufacturers (garment manufacturers) which would make India 10 to 15% cheaper and China and other countries on the other hand would get yarns 15% costlier.

■ **Amit Lath, CEO & Managing Partner,**
Sharda Group, Poland

February 16-28

Success rate of the channels developed to reach the buyers and the relevance of fairs as a channel...

We as a company use all the mediums to promote our products. The edge with the trade fairs is that one gets to meet new buyers with whom we cannot meet otherwise. All the meetings might not turn out to be virtual orders but certainly the spectrum is larger and one gets an opportunity to show their products and buyers can virtually see the products, evaluate, take samples and negotiate pricing.

■ **Sanjay Jain, Vice President,**
Bannari Amman, Coimbatore



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March 1-15

How optimistic are you for year 2011...

I am very upbeat for 2011. There is a lot of focus on India and will continue to grow. Our biggest challenge today is that we are a scattered industry. It's time to realize that coming together is the way to grow. We are losing a lot of opportunities which could come to us if we were together. If a group of wolves go out for hunting they kill a tiger, similarly if the entire textile value chain comes together right from yarn, fabric, trim suppliers to converters no other country can match up with India.

■ **Sudhir Dhingra, CMD,**
Orient Craft Ltd., Gurgaon

March 16-31

Steps overlooked by this year's Union Budget...

Off late, it seems that textile industry is not a prime focus for the Government. The Textile Ministry has been allocated with only Rs. 5000 crores for its planned expenditure that includes major initiatives like TUFs, SITP and other sectors like handloom and

handicrafts, village and small industries, etc. Considering the fund requirement for the sector, this amount looks insufficient in spite of keeping additional Rs. 856 crores as non-planned expenditure.

■ **Ravi Upadhyaya, Chief Corporate Executive, Spentex Industries Ltd., New Delhi**

April 1-15

The importance of the pending FTA with EU for Indian exports...

EU's FTA which is still pending is most awaited agreement for the garment exporters that will change the business culture. After the US, Europe is the biggest buyer of Indian products but they feel that we are overpriced. Once the FTA is signed between India and EU, the buyers who have not explored India as a sourcing destination would get prompted to come to India, and those who are already buying from us would surely increase their volumes. India is the 9th largest trading partner with EU and there is immense scope for growth.

■ **Vimal Kirti Singh, D.G. AEPC, New Delhi**

April 16-31

Has the sourcing of knitted garments from Tirupur shifted to Delhi/NCR and Ludhiana due to triple crisis there...

There has been little impact for us as most of our suppliers are vertically integrated and have modern ETP's. The cotton price rise is global and equally impacts the north and south suppliers; the main area of concern for us is the labour problems. However, for us Tirupur suppliers are still more competitive than Delhi/NCR and Ludhiana is in not in reckoning barring 2-3 big suppliers.

■ **Raja Harbinder Singh, India Office Manager, Carrefour India Liaison Office, Gurgaon**

May 1-15

Does India have the capability to be a major garment base for denim garments...

With its broad base of denim fabric manufacturing and large labour pool, India has good potential to be a major manufacturing base for denim garments. It is my firm belief that if the Government removes excise duty on fabric supplied for garment apparel exports

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along with establishment of EPZ for apparel only with good infrastructure and port/airport connectivity would really boost the denim garmenting business. By giving incentives to entrepreneurs for investment in apparel manufacturing units in shape of soft loans, tax holiday along with higher export incentives by allowing 100% foreign investment in this sector, India could quadruple its apparel exports, besides providing large scale employment.

■ **Roopak Malik, Director,**
Textiles Sourcing Limited, New Delhi

May 16-31

Should the revised TUF scheme designed to achieve an investment target of Rs. 46,900 cr. include CETP, energy saving devices, in-house R&D, IT, adoption of certifications and electrical installations in the textile chain...

From Garment Industry viewpoint, it is definitely not the true reflection of the required investment. Energy saving devices, alternative energy sources like solar energy and water recycling projects are big ticket investments extremely important to be made eligible.

■ **Animesh Saxena, Managing Director,**
Neetee Clothing, Gurgaon

June 1-15

Are HR policies improving employee engagement or are they irrelevant for the company...

However, much we may want to make our industry technology-savvy, the fact remains that the garment industry is very people-oriented and without their support and full dedication we cannot run our factories profitably. It is very important to make the employees feel secure and wanted, for that we are also open to their problems and take interest in their lives. As a small company we may not have a formal HR structure in place, but the involvement with them is very personal. I think it is the area which no garment exporter can neglect and even before compliances were introduced to the industry, we invested in the working environment and ensured that people with us are happy.

■ **Harinder Singh, MD,**
Unistyle Impex, New Delhi

June 16-30

Are the fashion/textile institutes preparing students as per industry needs...

The fashion/textile institutes today are striving for just the minimum skills to be imparted to the students. But this "fogging the mirror"

attitude needs to be done away with. The curriculum has to be learning/practical based as juxtaposed to current system where the learning is largely theoretical. Also the course should be revised regularly according to industry needs/trends. I strongly feel a need for a dedicated board for fashion/textile/garment industry (just as we have NCERT).

■ **Tushar K. Gupta, Fab India,**
New Delhi (NIFT pass out)

July 1-15

India's edge over its neighbours manufacturing commodity garments... Or the country's concentration on its strengths in high value/ethnic/special garments...

The booming Indian export market should go in for the manufacturing of basic garments because of the high demand. As an exporter one of the major concerns is the aspect of order volume and quantity. In case of basic shirts and trousers the manufacturers get huge order quantity and the buyers are present worldwide. This product category has a lot of scope as a basic white shirt would never go of fashion from the markets thus their would be a constant demand for them, which in-turn means a constant flow of orders for the manufacturers.

■ **Atman Shah, V-P Marketing,**
Artex Apparels, New Delhi

July 16-31

The time gap between all international fairs currently a good strategy or loss of attendance...

It is a convenient strategy to hold two or three shows simultaneously, in and around the same location, as it makes sure that people travelling over a fair amount of distance can cover a wider network in a set number of days. The fact to be considered seriously is the increase in the number of fairs taking place. Previously there would be 6 or 7 important trade fairs in a year and now the number has increased manifold. This has, not only affected the level of attendance, but also the standards of products and technology on display.

■ **Vickram Kumar, Director,**
Net Paradigm India Pvt. Ltd., Noida

August 1-15

Would renewal of GSP grant with Bangladesh in January 2012 and India's FTA agreement with EU alter the present scenario...

Business has been going to Bangladesh majorly because of the GSP grant and Indian market has been loosing out in the process for the last 2 years. Their order quantity

and turnover has been beating India in competition. But once the FTA grant comes into force, the playing field will be leveled out and India will stand to gain as buyers have more confidence in the Indian suppliers than the Bangladeshi suppliers as there has been unsatisfied feedback regarding their drop in shipment delivery efficiency and quality standards.

■ **Alok Saraf, Proprietor,**
Saraf Gartex Ltd., Jaipur

August 16-31

Sustainable initiatives of the companies to reduce usage of water...

Water usage has been brought down by the use of lower liquor ratio machinery used in dyeing and also by recycling of water using RO membrane technology (reverse osmosis) which filters the water used in processing and makes it fit for reuse in gardening, air-conditioning, etc. The sludge left over as a byproduct is also used for construction purposes.

■ **Ravi Toshniwal, Jt. MD,**
Banswara Syntex Ltd., Mumbai

September 1-15

Opinion on the Government's move of lifting the export ban on cotton and putting it under Open General License (OGL)...

The Government has gone back to square one in its bid to help the yarn and cotton exporters, it does not appear to have looked into the plight of the garment exporters. When yarn prices went up the garment maker did not get prices commensurate with yarn price increase. When cotton prices dropped again the garment maker is facing reduced buy prices. While we are not averse to moves designed to help the yarn/cotton export industry, we as garment makers/exporters too, will need some definitive measures directed for us to help us offer more stability to ourselves and our buyers.

■ **Ravikumar, Director - Operations,**
Indian Designs Export, Bangalore

September 16-30

The key elements in trend for product development S/S 2012 for US and EU, same or different...

Summer 2012 has revived the era of romanticism, inspiring all our developments for the season. The silhouettes are loose and flowy, taking the shape of tunics, tops, maxi dresses and longer versions of tunics. Surface treatments like pin tucks, gathers and pleats; that can be done on the sewing machine form the value additions on the garments. The fabrics used are mostly chiffons, mainly

made of viscose or even silk for some high-end buyers. The European market is more inclined to changes in designs and is way ahead in fashion, while the US market is prone to copy Europe. Taking the upcoming season into consideration, Europe is demanding purely 'romantic' looks as opposed to US, which is demanding a mix-n-match of the romantic look with a more rugged and raw look.

■ **Vibhu Sehgal, Country Manager – India, Orange Fashions, Delhi (NCR)**

October 1-15

Opinion on GOI's decision of granting arbitrary concessions to Bangladesh when 46 textile items on negative list were taken off the list...

We are completely against this step that the Government has taken. All this while there have been talks about increasing our exports and saving the economy, and now the Government is killing the industry just for the sake of building a relationship. This will hit the local industry very hard, as there is no comparison between India and Bangladesh. They are much better in the quality and speed of production, and their energy and labour costs are much cheaper.

They are also venturing into embellishments and embroidery, and have left India far behind with their washing techniques. India has lost 70-80% of their orders to Bangladesh, and whatever order we are getting are only the ones Bangladesh refused to produce.

The domestic manufacturers, who were looking at expansion, are now planning to shut down their plants, while a few big players, like reliance for instance have started importing garments from Bangladesh itself. The export market has also been hit but since it is a free market economy, the Government should think of ways to promote the domestic companies to perform better and bring down their costs.

■ **Anuj Bhatia, GM, Chelsea Mills, New Delhi**

October 16-31

Slow orders for S/S 2012 despite positive signs at the beginning of the year, exporter's opinion and scope of improvement...

There were positive signs in the beginning of the year indeed, but everyone is suffering this season due to the recession. The season Summer/Spring 2012 has proved to be a big loss for everyone. We have faced a dip of 25% in our operations this S/S 2012, and in such short notice we can't even approach new markets which have faced lesser impact of the

recession to make the situation better. Nothing can really be done till the next season, so whatever happens we have to wait for the next season for any sort of improvement.

■ **Purshottam Premnath, Owner, Anupam Textiles, Tirupur**

November 1-15

Performance of AEPC as an Apex body being responsible to promote Indian exports to the world...

AEPC is not doing a good job at all. There is no transparency in their procedures as the exporters are not made aware of their work. The circulation of information is never on time, while other organizations, like those for handicrafts have a much better approach. They need to give proper explanations to a lot of things. 90% of the buyers who visit the fairs are the ones who come every time, while most of them are the relatives of the AEPC board or the traders. When only one person from a company is allowed to visit the fair, then how come they provide free air-tickets and accommodation to 5-6 people per company?

They should provide all the information about travel and accommodation in a fair way. Even the allotment of stalls, which is done by a draw method, is a partial process. They make the draw and then plan the position of the stalls, thus promoting favouritism. When they invite international designers to come to India, they do not follow the norms because of which only the big names benefit from it. It should be organized to give some benefits to the small exports as well.

■ **Ramesh Poddar, Owner, Poddar International, Jaipur**

November 16-30

Chances of success of garment exporters in retail market as manufacturers or brands...

Retail industry needs a different mindset than manufacturing, yet the Indian garment manufacturers can be successful in the retail segment if they develop strong strategies with global suppliers' particularly low-cost countries to keep the distribution pipeline filled. The most workable strategy would be to make a strategic joint venture with an existing brand rather than creating a new brand. Building a brand is a very time and money oriented and there is no guarantee that even after such effort the brand will appeal to the target audience, more so as international brands have already cornered many segments of the Indian retail.

■ **Sidhant Dhingra, Director, Orient Clothing, Gurgaon**

December 1-15

The right strategy considering slow orders, strengthen company with manpower and technology or keep a low profile till situation stables...

The best thing to do at the moment is to keep a low profile. I have a very strong intuition as well as feedback from reliable sources in EU that the condition of the market will remain like this for an entire year. This crisis is very similar to what happened in Japan. People currently are not looking at buying clothes as a necessity, as they want to purchase substantial and meaningful things like property and houses. Although a few orders will come in from time to time, they will not be as good as last year or even the beginning of this year. Therefore, there is no point in investing in manpower or technology and not utilizing it for a year.

■ **Sanjay Mehta, Managing Director, Rekognition, Jaipur**

December 16-31

Reaction to Government's proposed 51 per cent FDI in multi-brand retail in the \$ 450 million retail market...

With India proposing to open up FDI in multi-brand retail along with already existing duty free imports from SAFTA, it could not have been scripted better for the likes of Walmart, Tesco, H&M, etc. as these retailers can now sell in India textiles made in Bangladesh using cheap Chinese fabrics and trims. Further, Bangladesh, Bhutan, Maldives, Nepal and Afghanistan can now export any textile products from fibre to garments and home textiles, free of duty to India. Rules of origin applicable to such exports would be as stipulated in SAFTA, wherein an LDC only needs 30 per cent local content to qualify country of origin. Thus any fibre or textile products imported into any of the beneficiary countries from China or any other countries can be exported to India subject to 30 per cent local content.

Retailers like Walmart and Tesco have strong worldwide offices for sourcing any item from any country they do not need to and will not, stock their Indian supermarkets with Indian goods. Indian producers will have to be internationally competitive, to be able to sell to Walmart. This will be difficult for Indian producers to achieve as they are not on a level playing field with their International competitors...

■ **Rajiv Sangar, MD, Sangar Overseas, Gurgaon**

BUYER INTERACTION

(Nov. 1-15)

Buyers Also Worried As Export Orders Slow Down... Hint at Changing Buying Patterns

Apparel Online questioned the buying offices on the current buying position and the indications coming from the international clients. Though every buying office had a different response to their own order position, the common thread was the fact that there is certainly a slowdown in business and buyers are being very cautious in their sourcing. Just how long the problem will remain is a very tricky prediction, but how to tackle the issue has many suggestions, conditions are tough, but not insurmountable...

“Garment business for the US, Canada and Europe has really slowed down, with costs increasing for various other essential commodities, garments is one category which gets affected first, pushing the slowdown in our industry.”

SAMEER THAPAR
MONTROSE INDIA



“Orders are very slow moving, as the larger customers have taken a back seat. The boutique customers are rather active. In fact we are very happy right now to work with boutique customers as they are giving small quantities no doubt but good prices.”

MUKTA MALHOTRA
SAAR INTERNATIONAL



“The mood in Europe is not to buy too much but it is also not that buying is not happening, it’s just that brands are not taking risks and carrying stocks. The Express collections are starting to do better as they are buying newer and fast fashion that is the trend today.”

VIVEK BHATNAGAR
FUSION CONSULTING



“Overall we are hitting targets this year, a lot of exporters they work with are complaining that they are seeing a dip in numbers in their total export basket. The way the markets in the west are behaving will impact business next year... we think we will see the slowdown in fall 2012.”

JAYASHREE RAI
TRIBURG



“With no new orders and a 30% fall in the current ones from US clients, Canada and Europe have forced many exporters to look for newer avenues: Russia, Brazil, Argentine and Japan. I feel Tirupur and Punjab-based suppliers are the ones mostly facing a very tough season.”

KAPLESH KABRA
KALP EXIM



“We are primarily working with customers in Europe. Buyers are a little apprehensive in ordering earlier and they want to place order at short term deliveries, which is in season. This is putting a lot of pressure on deliveries and prices.”

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(July 1-15)

Down Memory Lane...

AO takes a trip down memory lane with two stalwarts on the buying side, representing the milestones that not only set the pace of the individual companies but also that of the industry. **Sunil Arora, Managing Director, Impulse** gets nostalgic, tracing the journey of the company from its humble beginning in 1982, while **Abha Kalsi, Jt. Managing Director, Taffles** is full of pride at being associated with a buying agency that has stood by its commitment since its inception in 1989. Though both buying offices have earned the respect of the industry for their professionalism, the working styles and business model of both companies is different. IT inclined and with tangible goals for the future, both companies are role models of how a buying agency should conduct itself and grow... bringing more business to the country.

Impulse moving from 'Hands-on to Hands-off' Management

"We are also one of the first agencies to move beyond the initial role of an agency and invest in a design team in 2000; today we have 40 designers from leading fashion institutes creating collections for buyers. Our growth has come from our upfront approach to give more services to the buyers..."



SUNIL ARORA
Managing Director, Impulse



"One of the most memorable days in the last 20 years I have been with this company is the day we shifted to our Gurgaon office... it was then that we felt that we have really arrived. Many things have changed, but the ethics and values that we started off will remain the same."

SANJAY GUPTA
Director Operations and Finance, Impulse

Taffles Growing on 'Hands-on' Approach to Sourcing

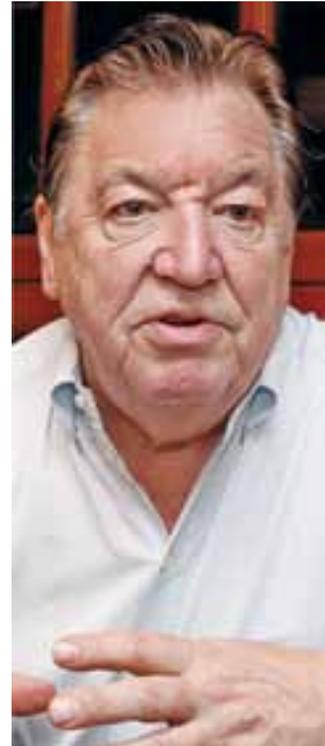


"One of the strengths at Taffles that sets it apart from many other buying offices is the strong IT team that has driven the company's operations since the first in-house Supply Chain Management System (SCMS) was implemented in 2002. We really believe that it is the best software in the industry which has all customized needs built-in to support the buyers and the suppliers, while also addressing our internal needs."

ABHA KALSI
Jt. Managing Director, (North) Taffles

George Davies Live... "The Serial Brand Creator" Launches New Brand FG4 in Saudi Arabia; India to be a Major Sourcing Base

"It is not everyday that one gets the opportunity to meet a "serial brand creator" as described by the western press, that too of reputed brands like Next, George at Asda and Per Una at M&S..., so when *Team Apparel Online* was invited to interact with George Davies, the name behind these mega brands, it was a privilege. The Team met him in Coimbatore during his whirlpool visit to India to meet some suppliers in Tirupur for his new brand venture FG4, sourcing of which will be done by Nor India Manufacturing HK Ltd. through an office in Coimbatore with Ex- TCP India Head Sunil Asani as Chief Executive. (March 1-15)



"I have been associated with India for the last 10 years and there has been a marked improvement in the capabilities and capacities that exporters here can offer. Knits will be mostly sourced from Tirupur, while wovens are initially to be sourced from Chennai and Bangalore. "70% of the products sourced from India will be in Knits."

GEORGE DAVIES

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BUYER INTERACTIONS

(Sep. 16-30)

Online Sales Growing Module for Retailers / Catalogue Companies

Vendors do not need to change their working style to be a preferred supplier

At the start of the year, JCPenney announced that it was shutting down its catalogue operations in order to reduce “investment in areas of the business that no longer contribute meaningfully to its financial performance” – this in itself says it all for the once iconic catalogue business, which was an important element of retail market till the end of this century. Catalogue business has overtime changed its direction, moving online as e-commerce. *Team Apparel Online* talks to many leading retailers, catalogue buyers and sourcing offices on the growing e-commerce business... India with its flexibility in order sizes has been a popular manufacturing base for catalogue companies and the same is now true for online sales.

ASHA MENON
COUNTRY HEAD, SEARS

“Sales at the stores are already at a peak so they cannot grow as fast, but online sales is just emerging, so the growth is there for all to see... Niche offerings are targeted at customers as a run in small quantities before being put on to the racks.”



MANISH BHARATI
Vice-President, LF Fashion (India)

“India is slowly becoming important for online retailers. In fact it will suit the Indian sourcing base as quantities are smaller, but quicker and element of design is always required... Internet sales are here to stay and the share is only going to grow.”

Ashwani Marwah
GM, North India, OTTO-AGN
International

“Catalogues are now about just 40% of our business, printed mostly for the older generation who have grown up on catalogues, those living in remote areas and for those who are not net savvy.”





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HOT DEBATE

(March 16-31)

Will Exports to Japan increase with signing of FTA? Garment Exporters reserve their views

Apparel Online questioned the buying offices on the current buying position and the indications coming from the international clients. Though every buying office had a different response to their own order position, the common thread was the fact that there is certainly a slowdown in business and buyers are being very cautious in their sourcing. Just how long the problem will remain is a very tricky prediction, but how to tackle the issue has many suggestions, conditions are tough, but not insurmountable...



"India's share of the \$ 23.5 billion Japanese readymade garments market is miniscule. The FTA can definitely change this... and we should go up to \$ 1.5-2 billion in a few years if we can adequately capture the opportunity." The confidence is based on the strong domestic retail market in Japan which is constantly on the rise."

►► **Vimal Kirti Singh**
Secretary General,
AEPC.

"We have been working with the Japanese market for a long time and are very upbeat of the expanded scope of business with the country. Just after FTA enquiries have increased from Japan so in coming months we are expecting more orders from there. We are doing print garments in basic and value add with duty-free access. I feel basic garments with little print is going to be the hot product from our business perspective. We can produce these garments in volume and control our cost."

►► **Devraj Bhatra**
MD, Bhatra Exports
International, Jaipur

"We have been working for 18 long years with the Japanese market but are not sure of whether the FTA will make a real difference. Japan is mostly sourcing high-value garments in smaller quantities and hence the market is not very price-sensitive so 10-11% saving on a \$ 21 product is not really going to make much of a difference. To be successful in the Japanese market the product is more important and to get the edge we need to work on product development."

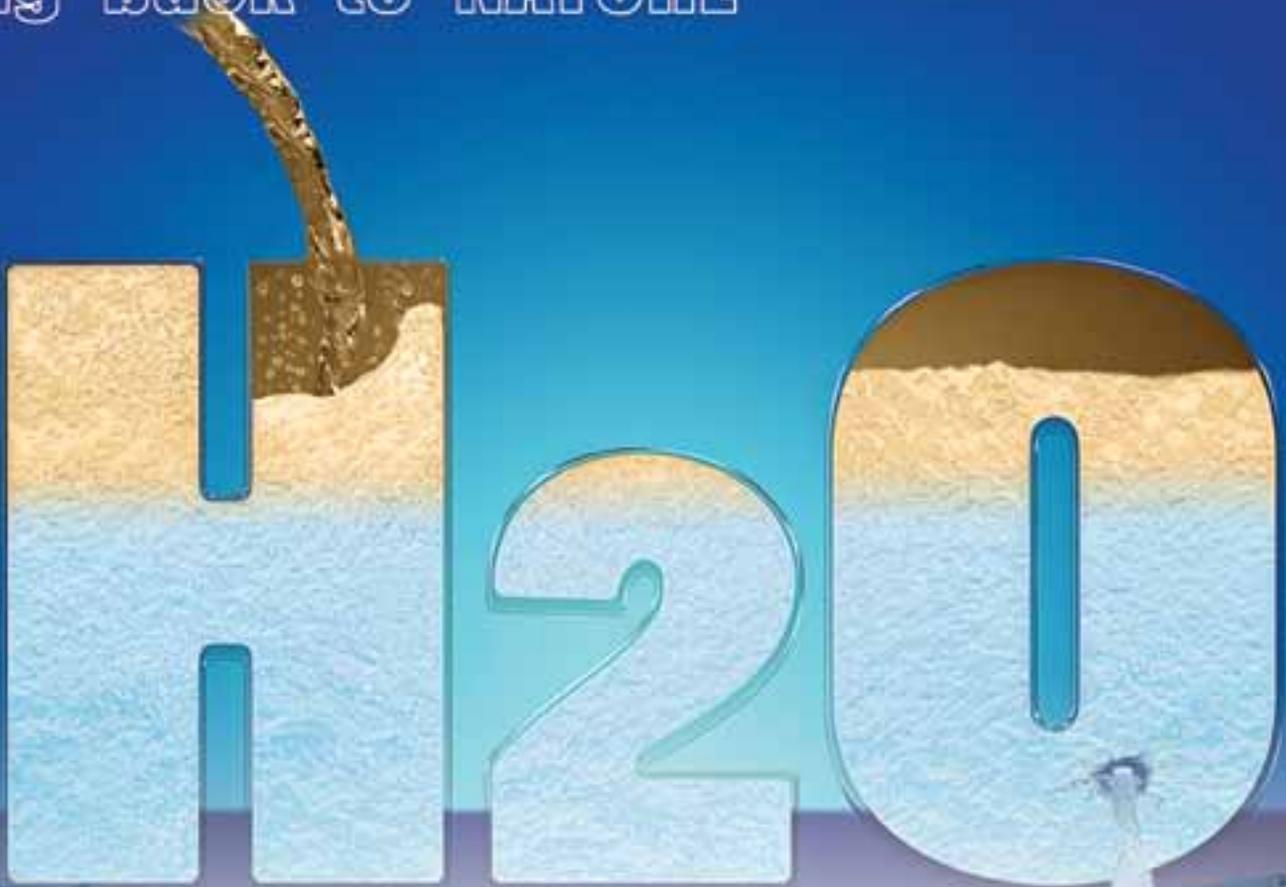
►► **Chintoo Tomar**
Partner, Chintoo
Creations, Delhi



"We foresee exports to grow by at least 45-50% in this segment by signing of this CEPA... With the FTA, India will be competitive mainly in garments to Japan against China which is the biggest exporter to Japan... In the medium count fabric segment, India will in fact be cheaper to China in basic knitwear with Chinese prices at around \$ 4 per garment and Indian prices working out at \$ 3.5."

►► **Rajat Khurana**
Senior Manager (Lifestyle),
Marubeni India

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(May 1-15)

After a bad year... 2010 sees growth in Denim wear market 2011 poised for major boost

In the last two years when the economy was slow, the market for jeans took a beating due to high durability factor of denim. So while the higher-end denim categories were not doing well, the low-end category was still doing brisk business with brands like GAP and retailers like Walmart having takers for their denim lines. Today, ironically, while every retailer is asking for innovation, price is equally important and only those manufacturers/retailers can survive the market who have the 'right' combination of newness and price.

►► The India Presence...



“Speaking purely in terms of entrepreneurial abilities, technical, financial, management and product development capabilities, India definitely has the wherewithal to be a major player in denim wear... what will really determine whether or not the industry in India will want to invest in building up this capability will be determined by a host of other factors and considerations and these primarily are how well

or poorly denim performs at global retail level, how negatively the industry in the current major denim manufacturing countries both in Asia, the far east as well as in Turkey and East Europe is impacted by the denim market movements and most importantly will the major denim brands and retailers invest in their sourcing plans for denim out of India?”

RAJIVE SURI
Chairman, Impulse

“A standard washed denim from an Indian mill cost around Rs. 150 (\$ 4-5) a metre in India, the same fabric is available in Bangladesh for \$ 2.4 added to that is the CMT cost which is around \$ 16-18 per dozen in Bangladesh and would work out at around \$ 25-30 per dozen in India. On final costing a pair of jeans which works out to \$ 5-7 in Bangladesh would cost a buyer over \$ 10 in India. Many of the companies in India are reluctant to invest in a dedicated denim plant because it is very capital-intensive and they are not sure that they will get enough business to feed the factories.”



ROOPAK MALIK
Director – Textiles Sourcing Limited

HOT DEBATES

"India has not been able to position itself significantly in the denim wear market, at the lower end we cannot compete with countries like Bangladesh on price whereas in the fashion segment, we do not have the required infrastructure to meet the extremely high standards in washing and finishing that is internationally in demand."



PUNIT GAMBHIR
Head Marketing, Gokaldas

"Value added styles are more frequently attempted by factories that have skilled workforce as against automation as required to do basic jeans. We need more disciplined and committed investments and cannot ignore the skills that India has shown by supplying to most fashionable denim brands across the globe."



YOGESH KHURANA
MD, GAP

"Arvind is looking aggressively to penetrate the international market with innovative jeans and for this we have invested heavily in laundering facilities. Arvind employs the finest artisans to develop garments with a vintage appearance through various techniques in the dry as well as the wet process."



SANDEEP CHABLANI
CEO, Arvind Limited Lifestyle Apparel, Jeans (Exports)

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HOT DEBATES

(Oct. 1-15)

Sourcing for Domestic Retailers Goes the Export Way

Attracts more exporters to local manufacturing

As the world becomes one big marketplace the differentiating lines between manufacturing for international brands and local brands is blurring with convergence of markets the only growth route for both the retailers/brands and the manufacturers... This is where buying agencies are stepping in... they can provide sourcing to the domestic brands for all product categories, from factories already tested in the export market. Big giants like Reliance, RPG, Forbes and Future Group to mention a few prominent ones, have started looking at sourcing through buying offices which were sourcing for international brands and retailers.



Sartaj Mehta
Director (Head Product and Sourcing),
Robemall Apparels

“We have approached both Li & Fung and Asmara to identify suitable vendors for our newly launched Brand Zovi, which is positioned in the luxury segment in terms of quality and design, but at affordable prices for those consumers who understand international quality, but are equally conscious of their pocket.”

Ankur Damani
Country Business Head
– Lifestyle, Callaway Golf
India

“We have been in the country for around a year-and-a-half and as of now our products are being entirely imported, but going forward we are keen to align with manufacturers for our apparel segment who can relate with a high-end brand like Callaway.”



Vipin Tyagi
Senior VP – Head Sourcing, Reliance Retail

“Manufacturers are discovering that local brands are easier to work with compared to export market, as also less fussy on specifications and less time bound... also in case of problems like delays the factory can visit the office easily and settle issues... Domestic players need a multi skill operation for smaller run. Whereas in the international brands, due to higher volume for the similar skill sets, exporters can get higher productivity and better utilization of their manufacturing setup, the same is not always possible when working for domestic brands.”

R Dhamotharan
Head of Buying and Merchandising,
Wills Lifestyle

“Exporters bring with them the wealth of experience of working with international brands, thus having expertise in international design inputs and international fabric inputs...Our order size varies from 400 pieces to 2500 pieces, but we have variety of payment terms right from advance payment, LC to credit terms with different vendors and same vendor different situations. Basically it is mutually agreeable payment terms between vendors and us.”



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Peayuh Machineries P. Ltd.
Pegasus
Perfect Wash
Pflaff-Germany
Pioneer Udyog
Prajna
Prinex S.R.L. Italy
Printshop Engineers (India) Pvt.
Ltd.
Protex-China
Pulka IS-Singapore
R.K. Threads Pvt. Ltd.
Racing
Racing-Taiwan
Rajasthan International
Rajasthan Trading Co. (RTC)
Rajdhani Creations Pvt. Ltd.
Ramsons
RayChem Specialties
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S.F.Trading
Sahu
Salstar
Samtech Garment Machines Pvt.
Ltd.
Sara Group</p> | <p>Satnam Traders
Schiffli Embroidery
Schips-Switzerland
Schmetz India Pvt. Ltd.
Screen Print India
Seltz-Germany
Serher
Sewing Machinery & Sports
Sewing-Korea
SGL Graphics Technology Pvt. Ltd.
Shade 2
Shamo Brand Parts-China
Shaoxing Kuefa Machine Co. Ltd.
Shing Ling
Shiv Shakti Enterprises
Shivam Shubham Fashions Pvt
Ltd
Shree Embroidery Services
Sigma Equipments
Silicone
Siliconi Sri-Italy
Sikflex Trexim Pvt. Ltd.
Sireen Technologies Pvt. Ltd.
(DinTech)
Sinajo
Sipami
Sriuba
Smart MGT
SMN
Spectrum
Spray Master
Springsy India
Surling Creations P. Ltd.
Stitch World
Strobel-Germany
Strong-H
Studio Nest Inc.
Sunny Sales- Kolkata
Sunstar
Super Sonic Impox
Suri Fabrics & Linings Pvt. Ltd.
SWF-Korea
Switchtrack
T & S Buttons Lanka (Pvt.) Ltd.
TKBama & Co.
T.L. & Dreshing
Tacom
Tawroc Co. Ltd.-Korea
Tatshou Looman Sewing Machine
Co. Ltd
Taktori
TANG - JINGWEI
Tansa Enterprises
Techkrit Overseas Pvt. Ltd.
Tek-Mats-USA
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Torres
Touch
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Trade India.Com
Trevi-Italy
Tropical Enim International Pvt.
Ltd.
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Unik Sewing Systems Pvt. Ltd.
Unison
Universal Traders
Usha International Ltd
Ushani & Co. (Eco Steam)
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HOT DEBATES

(Oct. 16-31)

Industry needs New Roadmap for Growth as Traditional Markets Limp

The EU is already in the middle of a recession and the US economy is fast moving into one impacting the world badly since these two regions account for 67% of total global apparel imports. Both these markets have been traditional strongholds for the Indian garment industry with over 85% of business of apparel exports happening with these markets. As per industry feedback orders for spring/summer are yet to come in with most buyers. It is even more disheartening, as spring/summer is India's core strength... as global equations change these once powerful economies are no longer invincible and exporters are suffering from the lack of vision to develop newer markets...



▶▶▶ "I personally feel that the recession is more a crises of the banks and financial institutions and the ordinary customer is not so impacted. We work exclusively in Europe and none of my buyers has yet said that the customers are cutting down on purchases, what is changing is the payment modes and the financial security that LCs could give."

Anil Buchasia
Amrit Exports, Kolkata



▶▶▶ "We had to close down our unit in Delhi as it was not viable, but the Bangalore factory is also facing challenges as the buyers are very demanding as they have fewer orders, but many takers."

Mukesh Agarwal
Hindustan Clothing & Marketing, Bangalore

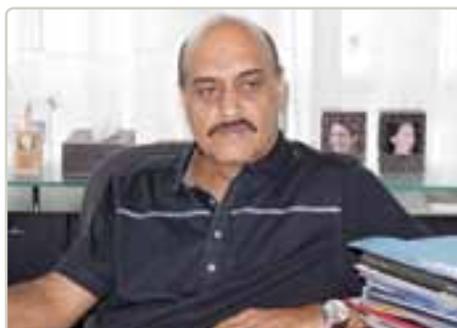
◀◀◀ "Though most of the bigger companies are reluctant to put on record the problems they are facing, most of them are struggling to keep their bottom lines healthy. It is important to grow top lines, but the real challenge is to work on the margins and increase productivity so that the bottom lines too if not growing are at least stable."

Samir Goenka
Texport Overseas, Bangalore



◀◀◀ "More than the business slowdown it is the overheads that are affecting business, for companies who have limited operations, it is easy to control the overheads and become competitive, but for bigger companies the overheads are not easy to curb and they are adding to the cost."

Rajiv Kapoor
Affordable Exports, Delhi



◀◀◀ "There is not much we can do to change the situation, as it is not in our hands and the global scenario will take its own course, but what we can do is re-think our working styles to meet the needs of the changing dynamics and stay a preferred supplier, we have to give the buyers a compelling reason to do business with us. A focus area for the company is 'people'. We have to treat our people with understanding and I spend a lot of my time interacting and keeping them involved... There may be shortage of labour, but if you have a strong dedicated workforce motivated to stay then the problem is not so severe."

Sudhir Dhingra, CMD, Orient Craft Ltd.

(Nov. 16-31)

Developing New Markets... The Challenge

There is a consensus on the fact that there is an urgent need to develop new markets for garment exports to grow. Every exporter in the country has realized that dependency on two regions – the US and the EU – is counterproductive to growth in the long run. The Government too realizes this fact and has encouraged the industry to investigate new emerging markets with incentives and delegation participations at garment fairs around the world. Even buying agencies, which were earlier targeting accounts in the two traditional markets, are investing in developing market links in relatively unexplored countries. So which are the countries we should be looking at and why, is a critical question that needs to be analyzed...



Ashoo Sharma
MD, Unimatrix

“Developing a new market requires concerted effort. It is not only about getting business, it is important to penetrate the market and get noticed... Many importers in the new markets don't even know what India can do and Unimatrix has worked in many cases on only duty drawbacks to get started. Many exporters go directly to the retailers and get caught on the wrong foot.”

Animesh Saxena
MD, Neetee Clothing

“India and Japan being Asian countries have logistics and cultural advantages. Japan is relatively labour scarce but capital abundant. Such complimentary provides for vibrant and fruitful trading relations.”



HKL Magu
MD, Jyoti Apparels

“The people in Latin America have their own distinctive clothing habits, characteristics and lifestyles, they have a unique sense of dressing style comprising of stylish and colourful attires.”



Shiv Bhargava
CEO, Viraj Exports

“The future looks very bright as South Africa is an emerging future market for fashion. Indian garments should do well to compete due to their vast experience in fashion and changing trends. That is what the country demands SA is a paradise for nature lovers and one could always combine business with a little wild safari trip on the side.”



Sharad Sanghai
Executive Director,
Texperis

“Russia is a difficult market to enter and one has to move through strategic partners, that is why many who have tried to enter the Russian market have not been very successful.”

Sam Kohli
Director, Globe Rider,
Hong Kong

“In a growing Chinese domestic market, there are many different segments which are doing well such as ladies high fashion garment, kid's garments, men and teenager garments, nightwear and undergarment.”



IMPRESSIONS... SUSTAINABILITY

Tirupur in search of cost-effective zero discharge methods (Sept 1-15)

On the 1st of February 2011 all processing units within a radius of 14 km of Tirupur were shut down by an order of the Madras High Court for not conforming to the zero discharge norms of the TNPCB (Tamil Nadu State Pollution Control Board), bringing to a standstill the nearly Rs. 13,000 crore garment export industry in Tirupur overnight. Some companies are using technologies like electro-chemical process (Jay Jay Mills and SP Apparels), nano filtration technology (Poppys), vacuum evaporator process (Shakthi Knitting, Sivasakthi Textiles) and biological treatment (Classic Polo). To test cheaper effluent treatment options, a go ahead has been given to the common effluent treatment plants to experiment with a new technology to help the units reach zero liquid discharge.

Re-Tracing Indian Organic Cotton for 'Impurities' (Feb. 16-28)

India has taken to organic cotton in a big way and is today the largest producer of organic cotton in the world with 11 major projects underway. With the international buyer asking for traceability, more and more exporters are going online for transparency in the chain improving the image of organic cotton manufacturers in the country. There are more than 400 GOTS certified textile and garment companies in India, in the states of Gujarat, Madhya Pradesh, Maharashtra, Orissa, and Andhra Pradesh. The largest projects for organic production are Pratibha Syntex (Vasudha), EcoFarms and Maikaal BioRe.

Monsoon Launches new 'Boutique Project' to directly support market access for small artisan clusters in India (July 16-31)

More and more brands around the world are committed to contribute to the community in which they work and Monsoon is one company that has its roots in hand-crafted techniques and products with a deep and emotional bond with India. The company is working on projects to support craft communities to help ensure safe working conditions, fair wages and better marketing opportunities.

"There is immense talent in India with many small villages traditionally known for niche crafts, with our latest initiative we want to identify these clusters and promote their products with a contemporary appeal."

Olivia Lankester, Head of Corporate Responsibility at Monsoon Accessorize

"The real challenge was identifying different clusters. There are so many of them, we have spent a lot of time doing the ground work..."

Farah Ahmed, Director, Urban Craft, India (right)



Sumangali Contention Issue: Face-off between International NGOs and Factories (April 16-30)

Even as compliance norms are becoming stringent by the day, new areas of concerns are emerging which threatens the image of the industry putting a question mark on the seriousness of efforts to conform to 'ethical manufacturing'. The sumangali system prevalent in the textile and garment industries in Tamil Nadu raised concern for exporters as the international agencies like the Anti-Slavery International (ASI) labelled it as a 'Slavery in Indian Garment Manufacturing' and pushed for its total abolition.

Under the scheme, girls aged 13 to 17 are recruited in the mills or garment factories and the girl's parents receive a small initial payment from a labour contractor with a commitment for a lump sum payment (Rs. 40,000-60,000) at the expiry of the contract period which is usually three years to be used for her marriage (sumangali).

Mainetti India gets Platinum Rating in Green Factories; Deeply committed to Sustainability (Sept 1-15)

Commitment to go 'Green' is much more than just planting trees and saving energy and water... Going green for Mainetti (India) was by choice in its search to optimize the use of natural resources. A proud recipient of a platinum rating in Green factories, it is the first and only factory in India to be declared as such. The 'smart' unit is naturally cool and lighted, using special aluminum foil insulated ducting along with aluminum grills; energy savings here are as high as 70%... "We look at the factory as an investment into the future and very member of team Mainetti from the top person to the helper is clued into the concept."

Sridharan Balaji, Country Head, Mainetti (India)



Balachander. G, Sridharan Balaji, Sundeep Chauhan and Girish R Visvanathan - the team behind 'green' MAINETTI

CLUSTER UPDATE

(July 16-31)

Bellary... A Mini Bangladesh in India

A small town in Karnataka, Bellary is today offering cheaper jeans than Bangladesh by Rs. 15 to Rs. 20 a pair, where a five pocket jeans costs between Rs. 240 to Rs. 250. Since the time of the British regime, Bellary has been a tailoring hub using its expertise to stitch uniforms for the British troops. Gradually the hub switched over to other types of garments and it was during the 80's that the hub started jeans manufacturing. **Vijay Kumar Tandle, President of Bellary Garments Export Manufacturing Association (BGEMA)** in an interaction with *Apparel Online* informed that there are about 6-7,000 big and small units including a majority with 30 to 40 machine setup or even lesser and a few with 100 to 200 machines; there are also many households having 3-4 machines, stitching millions of pair of jeans in a year.

“Jeans manufactured in Bellary feeds the low to mid range price segment in Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra and its own state Karnataka. These jeans are mostly selling under local brand names like Point Blank, Podium, Walker, Nasty, Hotline, Pierre Bellari, Power and Reporter, to mention a few. After acquiring a reputation as a strong jean manufacturing base, around 80 denim manufacturers have come together under the aegis BGEMA to cater to



Vijay Kumar Tandle, President of Bellary Garments Export Manufacturing Association (BGEMA) (Centre) with a few garment manufacturers of Bellary

the international market. The State Government too has come forward to establish an Apparel Park to boost Bellary's units; the proposed park is still at the notification stage, pending final approval. Spread over 174 acres in Mundaragi and Guggarhatti villages around the town, the proposed investment for the park is Rs. 60 crore. The facilities proposed include the complete production cycle right from cut, sew to washing units and a common ETP.



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(Sep-16-30)

The Bling Factor at Varanasi... Hub of Designer Fabrics From Silk Brocade to Polyester

Traditions are meant to be nurtured and when they are moulded to meet contemporary needs, the combination is alluring... a good example is the textile centre of Varanasi. *Team Apparel Online* toured the holy city for a first-hand feel of this very ancient textile hub. Famous worldwide for its Banarasi sarees, the hub is now growing as a big polyester base for fashion and home furnishing fabrics and made-ups. Be it International designers or Indian, all go to the narrow lanes of this city to procure their fabrics. International brands/retailers like JCPenney, River Island, Forever 21, Ikea, CKNY, Sears, Winston, Dorothy Perkins, to mention a few, are sourcing fabrics from Varanasi. To keep the conventional, traditional designs like silk brocade, Kinkhab alive along with getting into newer fabrics like polyester and viscose the players in Varanasi are working towards upgrading their manufacturing facilities, getting compliances in place and building a stronger marketing approach.

NAVEEN KAPOOR PRESIDENT, EUPEA

"We are not getting enough support from the Government, however at our level we are working very hard to position Varanasi not only as a designer's paradise, but also as a centre that caters to needs of mass fashion, both in apparel and home furnishing."

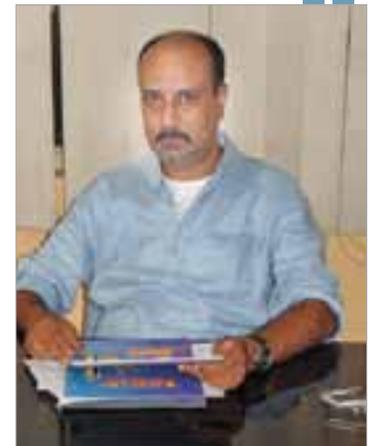


SANJEEV KAPOOR OWNER, INDIAN SILKS

"We are manufacturing furnishing fabrics for upholstery and curtains on shuttle less looms. The demand for silk has reduced and only 20% of buyers are asking for silk, it's more of polyester now. Price is the biggest factor and silk prices have gone up 3 times in two years."

MUKESH AGRAWAL OWNER OF FABCO

"Varanasi is changing. It was earlier known for silk fabrics made on handlooms and power looms, but now it has become a poly-hub, as silk is getting expensive. Yet the design concept of Varanasi which is the USP of the city... is still our core strength."





VAIBHAV KAPOOR
SATYAPAL KAPOOR & SONS

“100% silk is now being used more as patchwork or fashion accessories. Silk is being blended with other fibres as well because that’s the demand of the trend be it in India or globally.”

RAJEEV AGRAWAL
MEMBER EUPEA AND OWNER OF SILKO INTERNATIONAL

“We initiated a reverse BSM (Buyer-Seller Meet) last year, for which we received very good response from the international buyers. This has encouraged us to plan another BSM this year as well with more exhibitors.”



A city with over 25,000 handlooms and over 50,000 power looms, Varanasi has around 160 plus exporters represented by an association called EUPEA (Eastern UP Exporters’ Association) accredited with ISO 9000. The association that is working towards enhancing export volumes from the city has approximately 150 members from textiles, handicrafts and carpet industry. Presently the total export turnover of the city is approximately Rs. 500 crore per annum, but industry estimates that the potential is much higher...



RAIS AHMAD
DIAMOND SILK COOP SOCIETY LTD.

“We want to keep the moghul traditional brocade and kinkhab alive and also to stop the karigars from getting out of their traditional handloom skills. There are few designs which just cannot be produced on power loom like booty work.”



HEMANG AGRAWAL
OWNER, THE SUREKHA GROUP

“Honestly speaking a Walmart or an Ikea are concerned about the compliance issues but a Giorgio Armani is not as much. Varanasi doesn’t have one dollar per metre fabric... as far as high-end designer fabrics are concerned, so a lot of buyers are not under our purview. If a designer wants 100 metres of a design, Varanasi can give that. We are happy doing 20 metres as well...”

VAKIL AHMAD
OWNER, SILK FASHION CREATOR

“We have made a group, which comprises of 20-22 weavers and designers with the aim to get all production-related activities under one roof so that the buyers can come there and get to see everything at one place. We’ll have a design studio, stitching, weaving, dyeing, state-of-the-art lab for testing products... We want to get the concept of marketing into Varanasi, it’s really missing here.”



(Sep. 1-15)

Tirupur Down But Not Out... Exporters Confident of Comeback

The mood in Tirupur is sombre and why not... the industry is passing through one of its worst phases with practical shutdown of its dyeing units since the last seven months. The closure came at a time when the centre was already facing difficulty because of the increasing cotton prices. In fact the prices were at an all time peak in February, around the time when the court cracked down on the dyeing houses. The result was a major slowdown in business with exporters left with huge mid-production orders, scuttling to find alternate sources of processing. Though the situation has definitely improved since then, most players in the region expect normalcy only by November. What are the bases of this optimism and how are exporters looking at the future, is indeed critical to the growth of this knitting hub... Team AO talked to some big players on the future...

A SAKTHIVEL
PRESIDENT OF TIRUPUR EXPORTERS'
ASSOCIATION

"Tirupur is a supple supply chain and buyers cannot ignore our strengths... We are importing some specialized machines to experiment with blended and manmade fibres as it is important to evolve for growth. As an industry we are gearing up and I am confident that 2012 will see the region back on its growth path."



PPK PARAMASIVAM
MD, SCM GARMENTS

"Many new buyers are coming to Tirupur today and despite all the problems many of them are looking to shift sourcing from China. We were planning to add a new factory of 500 machines for kid's wear, but now the project will commence in 2012."

KM SUBRAMANIAN
MD, KM KNITWEAR

"Only those buyers stayed calm who have long-term relations and commitments in the city, the rest either opted out or slowed down their sourcing, waiting to see how the circumstances unfold."



B JAICHAND
MD, JAY JAY MILLS

“The first quarter of the year has been the best ever and though we shipped 15% less, the unit value realization was higher in the first quarter giving us good revenues, however, since then things have been difficult, but with cotton prices stabilizing we are hopeful to close the year on a positive note.”



V ELANGOAN
MD, SNQS

“We cannot work the way we did earlier, there has to be something new for the buyer otherwise he has many options as price is the biggest differentiator if there is nothing new.”

VINOD SAROGI
MD, MERIDIAN APPARELS

“With factories in Chennai and Tirupur, Meridian has been able to mitigate its losses. We have also hired a consultant who is implementing Lean practices.”



R GOPINATH
COO – INDIA, PGC TEXTILE CORPORATION

“Acquisition of controlling stakes in the Swiss leisurewear brand Switcher Holdings which is famous for its brands such as Switcher, Respect and Whale has given new direction to the company, and moving forward retail is definitely a growth path.”

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TEXTILE UPDATE

(April 1-15)

The Buoyant Mumbai Textile Industry

Mumbai is a city of yarn dyed shirting and suiting fabrics in cotton, PV, PC, linen and home furnishing fabrics. Distinctly divided into two segments – the mills and the decentralized manufacturing units, the industry today is on a growth projectile with both the mills and auto loom sectors making investments to increase their capacities or to upgrade their existing facilities. Also there is a strong shift from 100 per cent cotton, with the city moving towards poly-cotton fabrics. *Team Apparel Online* was in Mumbai to take the pulse of the industry and met some very promising companies both from the mill and decentralised sectors.



Harish Arya
MD, Sushila International

“With the cotton prices increasing almost 100 per cent in the last one year, there has been a movement towards cotton blends, viscose and polyester. Even in the European market where synthetic fabric is considered a cheap alternate to cotton, more and more buyers are open to blends to bring down the prices.”

R. L. Toshniwal
CMD, Banswara Syntex Ltd.

“We were earlier not getting so many requests from garment exporters for fabric, but with China becoming expensive both as a garment manufacturer and fabric supplier, there has been an increased interest in suiting and shirting material over the last one year.”



Dinesh Bahirwani
MD, Trinity Tex Trade

“Working with garment exporters is very difficult... There are many fabric constructions and finishes that still need to be imported and while fabric manufacturers are investing in looms, more investment needs to be done in processing to give the hand-feel that fabrics from places like China and Korea have.”

Ramesh Poddar
Vice-Chairman & MD,
Siyarams

“Exporters are always asking for customized fabrics where the development cost are very high and even after that we cannot say for sure that the orders will come in... Every year we are doing something new that is why we are able to work with exporters.”



Sunil Mahajan
Director, Mahajan Silk Mills

“The recession has taught a hard lesson to retailers and they do not want inventories, so now they prefer to order less and in more variety. This is where India can come in as we have the capacity to offer smaller runs of 200-500 metres and our facilities can efficiently deliver these quantities, which are unworkable in places like China and Taiwan.”



Shamlal V. Mehta
CMD, Valson Polyester Ltd.

“There are very few specialized yarn manufacturers and we are one of them. Though these specialized yarns are available internationally, users have to import container full of yarns, but we are very flexible in terms of quantities.”

Kunal S. Sheth
Director, Jayeshkumar Rasiklal & Co.

“Recently we have diversified into cotton fabrics also with our own branded fabric namely Monza. We sell our fabrics to garmenting units, retailers and to garment exporters.”



Manish Mandhana
MD, Mandhana Industries

“As a textile player it is very rewarding to see your fabrics transforming into a garment... For us the textile chain is a store house of creativity and we are focusing on giving value at all levels to create fashion in step with international trends.”

Sanjeev Rathod
Director, Napoleon Mills

“Today we are working with a number of big Indian brands and we find that their needs and specifications are very similar to that of exporters manufacturing for international brands.”



Surender Tikiya
Director, Empitex Fabrics

“We have a design studio and innovative shirt fabrics are our forte, increasingly garment manufacturers are showing interest in our product and we are more open to work with them as that is where the volumes come from.”



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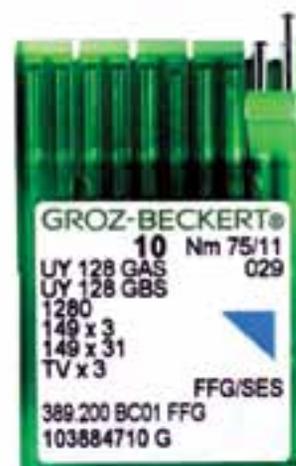
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(May 1-15)

The Indian Denim Industry

Potential to grow to 1.5 bn metres by 2020

With a present capacity of 650 million metre/annum in Denim, India has become one of the strongest players in the global denim fabric market. Approximately 400 million metres is being consumed in the domestic market which includes both the Indian brands and garment export industry, while the balance 250 million metres is being exported to the global market, mostly denim wear manufacturing bases like Bangladesh, Sri Lanka, Turkey, Morocco and Egypt. With casual wear emerging as an individual's fashion trait, particularly among the growing percentage of youth, denim material has the potential to catapult to 1.5 billion metres by 2020. *Apparel Online* interacts with denim majors in India to get an update on the industry along growth paths and their latest developments in denim fabric....



"We have invested a lot in design and innovation. Today, design, innovation and sustainability are the three things on which we bring value for our stake holders resulting in around 15 per cent growth over the last three years."

AAMIR AKHTAR
CEO, DENIM FABRICS,
ARVIND LIMITED

"Though the manpower and cotton costs are rising in India, the same is true globally, so we are well placed as compared to other centres."

VINOD ARORA
CHAIRMAN AND MANAGING
DIRECTOR, AARVEE DENIMS &
EXPORTS LTD.



"Within the Indian market itself, conversion to denim within all age groups from urban to semi-rural areas is a huge opportunity, which can help the market to grow by 8-10 per cent."

RAJESH NARKAR
CHIEF MARKETING OFFICER,
MALWA INDUSTRIES LTD.

"We could capture the opportunities at the right time to expand our export business... In another four months, production per annum would be 14 million metres."

S.N. MODANI
MANAGING DIRECTOR,
SANGAM (INDIA) LTD.





“India is an emerging power house for all leading fashion brands and retailers with global brands now eyeing the huge retail space within India through a spree of joint ventures and mergers & acquisitions with big corporate houses to market and sell their brand.”

GANESH RAM
GM, INTERNATIONAL MARKETING,
BHASKAR INDUSTRIES LTD.



“What Indian manufacturers are concentrating on is innovation and that is what will keep the international market interested in Indian denim.”

RAJIV DAYAL
MANAGING DIRECTOR, MAFATAL DENIM LTD.



“In developed countries, the average denim jeans, per person is about 8 whereas, India can't clothe even half the population... However, now all young girls and boys are wearing denim and it is increasing every day.”

Y.C. GUPTA
CEO, LNJ DENIM



It's just the right time to reach to the vast population yet unexposed to the wonder of

denim... One has to create niche by being innovative and today by offering organic denim we have created a distinct position in the international market.”

PARITOSH AGARWAL
MANAGING DIRECTOR,
SURYA LAKSHMI COTTON MILLS

“The key to growth lies in understanding consumer desires, just not needs, and tailoring the products accordingly. As the biggest exponents of denim young generation outnumbers the ageing ones in years ahead, denims are to stay and chart growth path.”

HIMANSHU JOSHI
HEAD MARKETING - DENIM & BOTTOM WEIGHT,
SHRI LAKSHMI COTSYN LTD.



“Wider application of denim has enhanced the consumption of this fabric... International players are ready to pay for value-added finishes and fashion fabrics. In India the trend is now picking up and we are hoping that in near future Indian brands will become a consumer of more value-added products.”

ASHISH AGRAWAL
SR. GM (DENIM), GINNI INTERNATIONAL

(Dec. 1-15)

Government Needs to Firm up the Cotton Policy

Currently, demand on an aggregate global basis of cotton based textile products is on the decline especially in the US. Most of the brands and retailers are now exploring options of blends after the cotton prices broke all time records last year. While the cotton prices have come down, this too brought ripples as it led to severe inventory losses across the industry due to prices falling by more than 50 per cent in a short span of 3-4 months. Nobody has emerged a winner from the roller coaster fluctuation and it's high time the Government comes up with a viable policy on cotton which serves the interest of the nation as well as the entire value chain. *Apparel Online* compiles the views of various industry members on cotton and the way forward...

"Cotton exports should be allowed only from December 1 of each year, once arrivals pick up across the country. The balance stock should be drawn out on October 15 every year and the exportable surplus determined accordingly. This surplus should be allowed for exports from December 1 in a calibrated fashion every month. Calibration should continue till April next by which time 80-90 per cent of the crop is over, after which whatever balance surplus remains can be opened to exports on a first-come-first-serve basis."



Sanjay K. Jain
Managing Director,
TT Ltd.

"The Government tried to fix the quota and when quota is fixed, there is unnecessary race for cornering a stock, sometimes without any real market demand. This creates an unnecessary frenzy in the commodity market. I personally feel that when there is genuine demand in a commodity like cotton and yarn, then only the entire chain from spinning, fabric and garment manufacturing makes profit, otherwise not. I feel OGL is a good scheme as it helps to keep track of cotton exports."



Mukesh Tyagi
Director, BST
Textile Mills

TEXTILE UPDATE

“The cotton yarn export which has now been corrected and brought under OGL (Open Game License) has led to very big damages in the industry. The Government just needs to ensure adequate stock to use ratio in the country which will cover everybody’s concerns.”



Mukund Choudhary
Director, CLC Group

“Exports of cotton cannot be stopped as it would hit everyone including the farmers but it should be regulated and should be allowed in moderation. When the cotton price is low, the fabric cost too is low so in that scenario no one is making money except the merchants. As it is, cotton prices are governed by international rates.”



Rahul A. Patel
Managing Director, BVM
(Bharat Vijay Mills)

“The buyers definitely have postponed their decisions on garment buying or have reduced quantities. Now from December onwards when market will settle down, they will come back... A lot of demand destruction of cotton garments has happened, as international brands made a shift to polyester and blends as cotton prices were too high.”



Shrikant S. Pareek
CEO, Ashima Ltd.

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TEXTILE UPDATE

(June 1-15)

China: The Fabric Factory of the World Matchless Fabric Finesse & Deliveries

Irrespective of all the issues which China is internally coping with, like appreciating currency, labour getting expensive, shortage of labour, energy cost rising and increasing movement to move up the value chain and away from textile, no country can yet beat its finesse in some fabric qualities, pricing and delivery time. The bitter truth for India is that quality fabric is still just produced by the organized mill sector, however the product variation is very limited and so is the supply which results in dependency on imported fabrics by the Indian garment export industry. *Apparel Online* talked with a few fabric indenting agents/traders who are manufacturing fabric in China and selling in India and exporting to other parts of the globe. They all echoed that China will not go out of the race soon and reasons are many.

Sam Kohli

Director, Globe Rider Co., Guangzhou

"China will not lose its competitiveness for another few years because products they produce are not available in any other country, price is not a factor for such fabrics. This country is the factory of the world for textile products and every brand is sourcing from China."



Ramesh Menon

DMI, New Delhi

The kind of hand feel and look Chinese companies are giving is still beyond India... Chinese fabric producers are more consistent, they have a better culture with regard to maintaining time lines not to say that all is ok, but chances of issues are less in good factories in China."



Yogesh Maheswari

Director, Bimla Maru Fashions, Noida

"India will take another 10 years to catch up with China which is the most cost-effective country among other Asian countries. The raw material and labour cost is cheaper while the productivity is higher. They have most modern technology and have latest finishes."



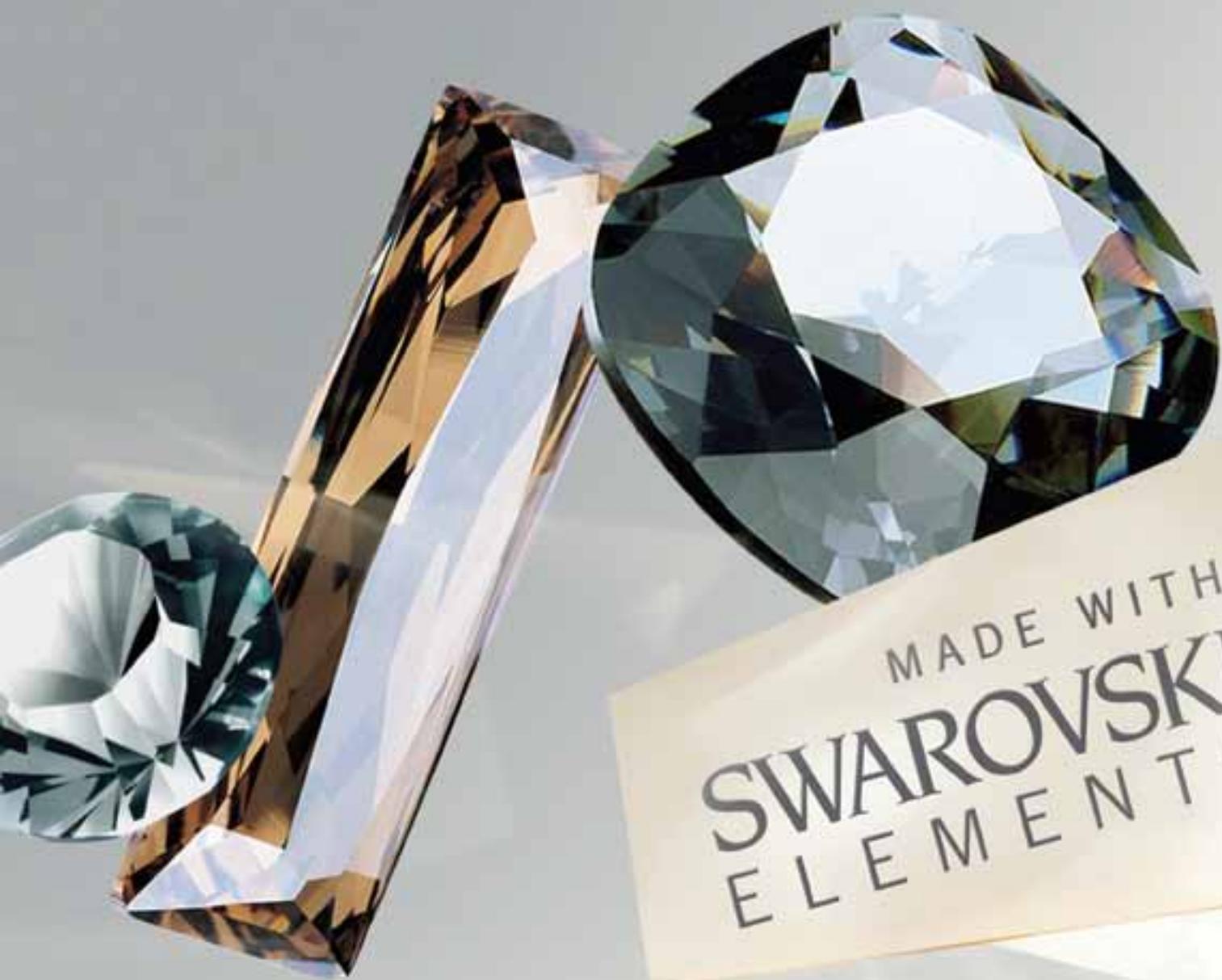
Siddharth Maheswari

CEO, Stella Stoffa Impex, Shanghai

"Minimum wages are increasing in China but the quality and delivery which the fabric producers provide there is far better. Of course there are also a few fabrics which Indian companies are not capable of doing at all, we have no option but to produce them in China."



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(July 1-15)

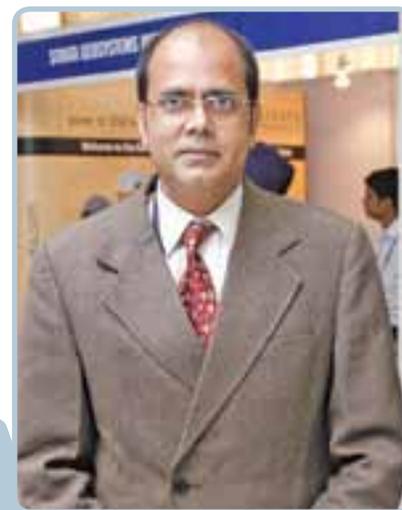
High-performance Fibres... Still Limited to Small Volumes & High Price Applications

High-performance fibres are used in an increasing range of applications in industries such as automotive and aeronautical engineering, construction, the military and marine engineering, where their ability to meet demanding requirements makes them an effective choice. In textiles, if we take woven, knitted or non-woven categories, the applications and demand are increasing. Workwear, sportswear, intimate wear, outerwear and home furnishing are the key product categories where high-performance fibres are being used. However, the manufacturers and sellers of these buyers unanimously agree that the growth of performance fibres in textiles is still limited by small volumes and high prices.

MANOHAR SAMUEL

Jt. President, Strategic Marketing, Grasim Industries

“If we talk about technical textiles, 70 per cent is produced using regular fibre while another 25 per cent is getting some variant of the current fibre say like flame retardant in which the basic material is polyester or viscose fibre so it’s not a big deal. The third part is the new polymer itself, which is about 5 per cent and we do not have much in India. These are some patented niche and high-end products which are being imported.”



AMBRISH K. MAHESHWARI

CEO, Acrylic Fibre Business, Thai Acrylic Fibre

“Major growth in the use of high performance fibres will depend upon substantial downward movements in polymer and fibre prices... In the short term, these will largely be determined by investment plans in new technologies and production capacity which are already in hand. In real terms, prices of standard products could be half their current levels within 2-3 years.”

TEXTILE UPDATE



GERHARD A. NEUDORFER
Sales Director, Fibres,
smartfiber AG

“Performance fibres are expensive, but in a product only 10 per cent usage of these fibres get the required results and at the same time the cost of end-product is not exorbitant..., an example is our anti-bacterial fibre; just 10 per cent of this fibre mixed with either cotton or polyester fibre gives an anti-bacterial product.”

EMANUELE FOGAGNOLO
Commercial Director,
Tecfiber

“Indian market is still not ready for high priced fibres so we as manufacturers have to see how best we can offer value for money to the Indian market. Prices can only come down when there is increased demand because when there is demand, the volumes grow biggest and production becomes cost-effective.”



2011 sees 4 inaugural Events...

The year 2011 saw four shows for the fashion world, exhibiting trends and textiles for the first time. Irrespective of the fact that the cotton prices were booming, the participation at all the fairs was overwhelming and impressed the buyers...

■ Tex-Trends India

The fair which is akin to the Canton Fair in China, saw good participation from the knit segment and gave buyers a complete product range from diverse offerings that India has from both the organized sectors and the unorganized handcraft and handloom industry. The products on display were predominantly women's wear with focus on dresses, in prints both screen and digital printing, including tie&dye with ombre effect. (Feb. 16-28)

■ In Fashion...

'In Fashion' organized in Mumbai by Images Group in association with FAITMA was indeed a very well organized show. With around 70-plus textile exhibitors both from mill and decentralized sectors attracted quality visitation. The three-day event also had ongoing conferences on various topics pertaining to the textile industry, basically the domestic segment. (April 1-15)

■ The Kingpins Show...

Though smaller in size the show was highly effective in the quality of exhibitors and more so the visitors. From the denim manufacturing segment Arvind, LNJ, Malwa, Mafatal, Ginni International, Bhaskar, KG Denim along with Turkish giant Esko exhibited their latest developments in denim fabric. Visitors comprised of domestic brands, retailers, garment manufacturers dealing in domestic as well as export market along with buying offices based in India. (May 16-31)

■ London Garment Expo...

London, the newly declared fashion capital of the world, organized its garment sourcing fair – London Garment Expo, to mixed reviews. The event which was dominated by participants from India with 32 exhibitors interacted with buyers, exhibitors, visitors and the organizers to analyze the undercurrents of the UK market and the growing acceptance of India as a reliable sourcing base. (Dec. 1-15)

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INDUSTRY WIRE

In 2011... The Year That Was

In a very short span of time and in just over a year-and-a-half of its beginning, the Industry Wire section of *Apparel Online* has gained huge popularity, as it keeps the garment industry connected with exclusive and fresh first-hand information on expansions, new projects, growth projections etc. making it a well-read column today... We invite the industry to use these pages to share new developments in their factories and keep buyers and fellow exporters updated.

Om Sakk Forays into Garmenting

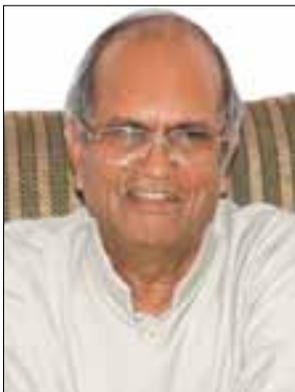
Jan 1-15



Panipat-based Om Sakk (India) Industries Ltd. (OSIL), previously known as Om Overseas, forayed into garmenting and installed 600 machines and is producing 2 lakh units per month. "We are looking at increasing our production capacity in six months time from 2 lakh units to 5-6 lakh units/month for which we are planning to install 2000 more machines. With all these expansions, we expect to add another Rs. 100 crores to our existing turnover of Rs. 350 crores per annum," shares, **Arun Gupta, Director.**

TT Ltd. Signs MOU with the Chinese Company

Jan 1-15



Rikhab C Jain, Chairman of TT Ltd. has signed an MOU with a Chinese company for supply of textile products for a value to the tune of USD 10 million (Rs. 45 crores) increasing its access in the Chinese market. The company looks to sell cotton-based items like fibre, yarn and fabric to China in a major way in the coming years. It is also planning to explore options of importing synthetic-based textile products where China has a competitive edge over India.

Mandhana inks Exclusive License Agreement with Being Human – The Salman Khan Foundation

Feb 1-15

Mandhana Industries Limited has entered into an exclusive license agreement with Being Human – The Salman Khan Foundation for designing, marketing and distributing Being Human Clothing Products. The company shall have exclusive rights to promote and use the 'Being Human' brand name worldwide for its Clothing Products for the next 9 years and 3 months with actor Salman Khan as the brand ambassador. "It's a great privilege to be associated with Being Human – The Salman Khan Foundation. The tie-up will not only provide us an ideal platform to place ourselves into organized apparel retail sector with none other than star celebrity Salman Khan, but at the same time help us contribute to a social cause by way of payment of license fees to the Trust," said **Manish Mandhana, Jt. Managing Director.**



Ahill Apparel Exports wins Best Performer Award Feb 16-28



Tirupur-based Ahill Apparel Exports (AAE) was awarded by The Children's Place Stores USA for its consistent performance and conferred the title of "Best Performer 2011" in their core category of Knit Polo's. **Elango, Managing Director** received the award at the Global Vendor Summit held in Shanghai.

Centex Exports to manufacture Scarves for the British Royal Wedding May 1-15



Ludhiana-based Centex Exports, famous for producing super-fine stoles, has been commissioned to manufacture scarves for the public during the wedding of Prince William and Kate Middleton taking place in the end of April at Westminster Abbey. Centex is the only Indian company commissioned in this capacity. These exquisite 'mementos' would be available to the public under Boden, a popular online and offline fashion business all over UK and the US. "It is a singular honour to be asked to create such an important keepsake for a wedding which will be historic. It is also testimony to the skills and quality of Centex that we have been chosen from across the world to manufacture this scarf," shares **Vineet Sood, Managing Director**

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Bhandari Exports Starts its Unit in Tirupur In process to get Oeko-Tex Certification; Upgrades its ETP plant May 1-15



Ludhiana-based Bhandari Exports has started its garment production in Tirupur as well. **Nitin Bhandari, Director** of the company shares with AO, "Tirupur is India's biggest hub for garment exports. As part of our group's expansion plan it was very essential to have a factory here." A total of 150 sewing machines have been installed to start with and later add 150 more machines. The company takes compliances very seriously. It is already BSCI, WRAP, CTPAT approved, and is in the process to get Oeko-Tex approval. "Also we have upgraded our ETP plant using state-of-the-art biological water treatment plant," concludes Nitin.

Numero Uno Ventures into Export Market May 16-31



Gurgaon-based Numero Uno Clothing Ltd. (NUCL), famous for its jeans wear brand Numero Uno for men, ladies and children has ventured into garment export business. The company formerly known as Hi-Fashion Clothing Co. was incorporated in 1987 and has seen 60% growth in last two years. **Narinder Singh, Managing Director and Founder** of the company while interacting with AO shares that the export venture is a planned strategy for growth. "We are catering to top notch brands of UK like Super Dye Fight and Old Smith," states Narinder.

Bimla Maru Fashions to go for Off-shore Garmenting June 1-15



Noida-based Bimla Maru Fashions, a fabric trading company catering to the Indian garment exports and domestic brands, is planning to set-up a few garment factories along with local partners in China, Sri Lanka and Thailand. **Yogesh Maheshwari, Director** says, "The labour cost is going high in India and though other countries too have same scene but still it would be cheaper to manufacture offshore for us as our fabric manufacturing is being done in these countries."

Integra Apparels adding 900 Machines New lines operational by September this year May 16-31

With an annual turnover of Rs. 130-crore, Bangalore-based Integra Apparels and Textiles Ltd. (a Garmenting division of Mumbai-based Morarjee Textiles Ltd. owned by Ashok Piramal Group) is going for massive expansion. **Thanveer Ahmed, President** of the company in a telephonic interview with AO says, "We are adding 900 machines and the new lines would be operational by September this year. With these additional machines we will have total 2,100 machines."



Shakthi Knitting adds one more Garmenting Factory June 16-30

Tirupur-based Shakthi Knitting has added one more garmenting unit to its production capacity with 250 sewing machines. The company already has 2 plants with 1250 and 450 sewing machines, respectively and has one of the most sophisticated sewing facilities in Tirupur. Talking about his production facility **Yogesh Pai, Director Marketing, Garmenting Division** said, "In sewing we have a blend of industrial high speed programmable stitching machines for various operations. We use the GSD system to work out better efficiencies and best practices in sewing operations."



Pratibha Syntex to adopt ITI for uplifting the Handicaps July 1-15

Pratibha Syntex, one of the biggest names in India for export of organic garments is a company that is driven not only by profits but also human values. Through the organic movement the company was able to support many farmers and bring smiles to many faces. Now the company in yet another CSR initiative is going to adopt an Industrial Training Institute (ITI) especially for handicapped persons. "This is a public-private partnership (PPP) Project and is in the initial stages of implementation. We are discussing with concerned Government officials and it will take some time to come up, but we are very serious about it," said **V K Aggarwal, HR Head.**

SNQS launching Diabetic Socks in the Indian Market July 16-31



SNQS has expanded its socks manufacturing facility with which it claims to have attained the position of the largest socks manufacturing company in India with production capacity of 2 million pairs per month. The unit (SNQS International Socks Private Limited) is located at Coimbatore. "The number of machines installed this time is close to 600 which make us one of the largest socks producer in the country," proudly states **Elangovan, Managing Director.**

GO GO International diversifies into Woven Garments July 1-15

Bangalore-based GO GO International is primarily known as a knit manufacturing exporter, but now the company is expanding its portfolio to include woven garments. The first move in this direction was made in February this year when GO GO took over a running woven factory that was specializing in bottoms and jackets. This factory has been re-engineered to produce bottoms as well as tops. The production capacity of the factory at the moment is 40,000 pieces per month to be increased to 80,000 pieces per month by the end of this year. Consequently, the number of machines is being increased from 300 to 500 machines. "The initial reaction of our clients has been very positive and we are very upbeat of future growth with the factory," says **Rajeev Goenka, MD.**

Meridian Apparels adopts Lean Manufacturing Aug 1-15

Meridian Apparels Limited (MAL), Chennai, standing at a turnover of Rs. 120 crore with 1800 sewing machines spread across 11 of its units, has adopted lean manufacturing systems to make its overall production efficient. "We have not hired any consultant for the same, however we are looking at cutting down on wastages, sourcing on efficient rates, avoiding rejections, recycling trims like threads etc.," said **R. Mani Sekhran, GM Marketing,** in an interaction with AO.



Jhoole, a Garment manufacturing mission with a Noble Cause Dec 1-15



Based in Maheshwar, near Indore, Jhoole is an eco fashion 'social enterprise', a non-profit business designed to benefit people living in poverty. Spurred by their success, Jhoole is all set to add a new garment factory next year. Talking to AO, **Vikram Singh Chauhan, Director** of the company said, "We have given training in various skills of textile production like sewing, embroidery, weaving, block-printing, etc. to 250 unemployed women who come from scheduled caste, tribal communities and underprivileged section of the society, providing them with alternative work opportunities. For this purpose, Pratibha Syntex, a company already respected for their social initiatives and ethical business practises is giving us their full synergic support from technical guidelines to free training to the women and providing fabrics, etc.

INDUSTRY WIRE

Shahi Wins 7 Haryana State Safety & Welfare Awards Aug 1-15

The Faridabad unit of Shahi Exports has won seven Haryana State Safety & Welfare awards for the year 2008 and 2009. The awards which were declared at a grand function by the Haryana Labour Welfare Department were distributed by Shiv Charan Lal Sharma, Minister of State for Labour & Employment, Haryana; Sharban Singh, Financial Commissioner & Principal Secretary to Govt. of Haryana; Satwanti Ahlawat, Labour Commissioner & Welfare Commissioner, Haryana; and K S Chahal, Dy. Director, Industrial Safety & Health. The company, with a turnover of over Rs. 2000 crore, is the biggest exporter of garments from India today with operations in Delhi-NCR and in-and-around Bangalore. The company is known for its strong HR policies and commitment to worker welfare.

Cheer Sagar, Jaipur receives National Awards for Excellence Sep 16-30

Established in 1985, Cheer Sagar, one of the leading Manufacturers & Exporters of high quality Garments, Fabrics, Made-ups and Home Textiles from Jaipur, known globally for its impeccable professionalism, received national awards for the year 2010 in two categories. The first award was for Quality Products, which was received by its Director Sujata Poddar, while the second award for Outstanding Efforts in Entrepreneurship was accepted by **Ravi Poddar, MD.**

Dhruv Globals expands capacity for growth Sep 16-30



Faridabad based Dhruv Globals led by the progressive **Managing Director SR Goyal** in a span of 10 years has crossed a turnover of Rs. 60 crore with a projection to touch the magical figure of Rs. 100 crore in the next three years. The company also increased its dyeing capacity to 350 tonne per month and also started open width facility. More machines for knitting embroidery, printing and pigment dyeing have also been added, increasing garment manufacturing capacity from 4,00,000 pieces to 8,00,000 pieces per month. The company is targeting to grow at around 25% year-on-year for the next few years.



Mercury Fabrics Opens Office in US Sep 1-15

Delhi-based Mercury Fabrics famous for its high-end knitted fabrics has opened an office in New Jersey, US. "We have opened our office in the US basically to market our products in the country. We have appointed Tony Sehgal as our US Business Promotion Director to look after business development in the continent," says **Kirti Sachdeva,**



Director with the company and adds, "This office will give us easy and quick access to the buyers that we will be able to provide printed knits to the American market starting from 2012-13, adding to their interest further."

Two new garmenting units for NSL Textiles Nov 1-15



Hyderabad-based NSL Textiles Ltd. has gone for major expansion. The company has put up one garment unit with capacity of 3000 pieces per day with 300 machines and also created an additional new unit at a different location for 6000 pieces per day with 550 machines. According to **Ravi Advani, Head - Garments,** good backup of fabrics, complimented with good marketing resources are the key reasons to go for expansion.



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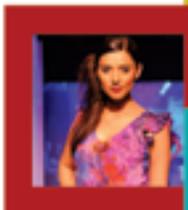
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(Dec. 1-15)

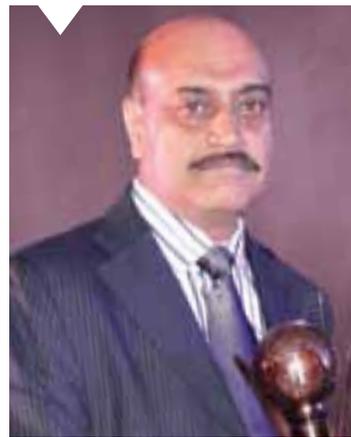
THE INDUSTRY PIONEERS...

Those who think differently have always remained at the top... and nothing can validate this fact better than the names which come up year after year at the AEPC Export Awards. Some are undisputed leaders, while others are relatively low-profile companies doing a good job. But the thread that holds them together is the conviction to remain firm on their vision to be 'the best'. There is unanimity in thought, when it comes to the way forward... cutting down cost, increasing service levels and quicker deliveries are the only way to grow. Though all agree that technology is important to growth, it has also been highlighted that technology alone is not the key; it is a combination of relevant technology and skilled manpower that runs the technology, which makes technology an edge to beat competition. 'People' have emerged as the biggest focus area of all the companies, whatever be their size...

Sudhir Dhingra

Chairman-cum-Managing Director,
Orient Craft Limited

"The biggest constraint for growth of the Indian garment industry is 'COST'. We are not giving the price the buyer is asking for today... There is only one way to grow, reduce cost, increase service levels and give the buyer a compelling reason to work with us."



Gautam Chakravarti

Director & CEO,
Gokaldas Exports Limited

"At GE, we have invested in three areas for growth – IT to streamline and support business processes; training of managers, workers and supervisors to adopt modern manufacturing practices; and new machinery to automate and speed up critical production processes."



Pulkit Seth

Managing Director,
Pearl Global Limited

"In addition to upgrading our technology which is a continuous process, workers management and motivation is the important key. In order to sustain growth in difficult economic conditions in the coming years, it will be very important for us to explore new markets and better products."



N Chandran

Chairman-cum-Managing Director,
Eastman Exports Global

"It has become very important to continuously improve upon the productivity levels, while simultaneously working on reducing cost of production for better bottom lines. Future strategies include planning capacity for better FOBs to be price competitive."

Rakshit Poddar
CEO, Cheer Sagar Exports

“Though we are a relatively small company we regularly organize training programs like LEAN implements for better efficiencies and to avoid wastages. We can only expect performance from people if we engage them and make them partners in our growth.”



Naresh Kumar
Chairman-cum-Managing Director,
Rama Krishna Knitters

“Our main strategy is to find new markets so that the demand from these new markets can increase our production and growth. At present we are doing business in 12 countries and now we are focusing on another 7 countries and getting positive results.”



Harkishon Udani
Chairperson, Kaytee Corporation

“The future for India’s apparel export is in the value-added segments. India is now poised to become the next Turkey and perhaps even Italy. India has entrepreneurship, great creativity and skilled artisans, all of which will help create value add products for our growth in the export arena.”



Ashish Grover
Vice-President, Raymond Limited

“The single biggest reason for success at Raymond garment operations is the targeted focus on specialized categories to create excellence. Within key products we have the flexibility to accept smaller orders, offer different finishes/washes and provide product development inputs.”



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FASHION BUSINESS KEY PRODUCTS OF 2011...

Transforming from just ranging trends, to generating notable business and profits throughout the globe, certain products made it big in the fashion apparel industry in 2011, becoming key investments for international retailers and in turn also for Indian exporters and manufacturers. While AO analyzed each in detail from growing sales figures, increased orders from India to available styles and variations being explored by designers and products development teams, the following are 6 key products that flew off the fashion racks...

(March 16-30)

From one season to another "Tunics" becoming an icon in the style guide



"Tunics" a classic silhouette with varied interpretations and undoubtedly one of the biggest strengths for the Indian apparel industry being most commonly produced by Indian manufacturers and exporters, enhanced with added embellishments and value additions, the silhouette has evolved over time from one style to another becoming more of a basic need in a woman's

wardrobe, adorning every body type and size. Exploring the various features of this trend in detail, last year witnessed fresh innovations in this look, making it one of the highest selling commodities yet again. Varying in lengths, silhouettes, neck lines, sleeves and to be redefined as a dress, a long top, shirtdress, maxi and midi, in 2011, tunics were teamed with straight pants, jeggings and even funky slacks.

Both for the day and the night, the look was interpreted with sheer, soft

fabrics, voile and cotton for summers, and paired with long pants or slacks in heavy woolly fabrics for winters. For evenings popular were tunics in silk with extra shine, making the silhouette look like luxury. Not only designers, but even International brands took tunics to a new high with soft, elongated silhouettes, casually styled ankle-skimming dresses, relaxed all-in-ones and easy long-line layers in breezy silks and casual cottons found sweeping into the markets.

(April 1-15)

From fad to mainstream fashion – "Leggings" emerging as a growing segment in world market...



'Leggings' seen as a fashion forward statement in the 80's, became a universal trend in 2011 finding its way in mainstream fashion. Transforming into the fashion world's biggest obsession, the world market for legwear also saw a rise with the US imports increasing in value by 21.14 per cent and in quantities by 22.89 per cent in 2010 and EU

imports increasing 7 per cent in value and around 3 per cent in quantities. A unique style statement and raging trend for all seasons, in various sizes and finishes, legging today can be found in everything from leather to denim to velvet and plain old knits and jersey.

What began as a fad trend in high fashion shows, soon trickled down to upper end fashion brands like Rock n Republic, French Connection and DKNY, and moved to mass fast fashion labels like Zara, Mango and

Urban Outfitters and H&M. Available in endless styles ranging from metallic leggings, embroidered leggings, sequin embellished leggings, and the ultra hip leather leggings, not only for the youth but is also a must have in the plus size market segment, even suitable for pregnant women. Adding another variation to the same, a hybrid of jeans and leggings known as 'Jeggings' was so widely accepted last year that the product has now entered the oxford dictionary as well.

(April 16-30)

Fashion statement turns basic, the “Jumpsuit” is here to stay...



'Jumpsuit', a silhouette of the past that has been a dominating trend in the fashion charts for the past two years, revisited in 2011 yet again, only to reach the peak of its popularity, transforming the garment type from a fashion statement to a must have basic. Not only designers but even Indian exporters explored varied styles of this silhouette in their collections throughout the year as the jumpsuit gave scope for innovation in designs with cuts, fabrics, prints and value additions. Found in

various styles, off-shoulder, like a tube top with smocking, or with sleeves, high waist or empire line, loose below the waist, flared till the hem or even fitted completely, this piece of garment suited people of all sizes and was adapted into both a casual day wear made in cotton, linen, denim, knits and the same time can fit perfect into evening wear when made in silk, satin, chiffon or georgette fabrics.

Literally been flying off the racks, many designers like Lanvin, Jean Paul Gaultier and Stella Mc Cartney started selling jumpsuits in Spring 2009, followed by various premium and hi-prêt labels like

Mango, S.Oliver, French Connection and Juicy couture. The jumpsuit also seeped from fast fashion to the mass market by Zara, Only, Primark and many other brands. The most famous alterations of the jumpsuit were in delicate floral and mini geometric prints, bold and bright colours, long and wide legs in soft flowy fabrics, cuffed shorts and cinched waists for tailored office styles, or just cropped version in varied lengths. Not even restricted to any particular season, and therefore can be manufactured for both summers and winters, in summers they can be made in light and breathy fabrics, and for winter in wool or felt.

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RECAP 2011

(Sep. 16-30)

Trends in "Trousers" are boosting up Indian exports of tops and shirts...!



Evolving from the concept of formal attire to a functional casual day and office style, "trouser and trouser shorts" came a long way, boosting the sales of this clothing category mid 2011. As a reaction to the same the orders for bottoms and complementing blouses, tops and blazers sales also increased worldwide, following which Indian exporters

received huge orders for uppers in the form of loose tops and shirts that pair up perfectly with these trousers supplementing the Indian strength. Adding a lot of creative elements to trousers to even being cropped almost into half to become a new version of formal shorts, trousers witnessed a huge success with the masses, with more and more retailers making space for trouser variations in the collections. While Marc Jacobs, Thom Browne, and Jason Wu promoted everything

from slightly cropped pants for men to wear without socks, to dress shorts for women, Debenhams claimed to receive a sales boom with tailored short suits that leaped to the great British high streets last year along with the best-selling women's pants were J. Crew's Capri-length "Café" pants. Other styles were khaki trousers, formal trousers for the office or meetings, chino pants, folded on the ankle palazzo pants which have been a common feature of the 70's, along with high waisted trousers.

(Oct. 1-15)

Summer cardigans the new wardrobe essentials... but does the Indian knitting industry lack awareness?



Evolving from sweaters, traditionally worn to keep users warm during the cold season, was a new product category in 2011, popularly known as the "Summer Cardigan". Becoming the most beloved and universal outerwear for the breezy summer season, in thin and comfortable fabrics, essentially in cotton flat knits, summer cardigans became the most recent entry on

the fashion racks of every possible international retailer, pushing the trend of layering all around the year even further. Creating market opportunities for flat knitwear manufacturers, Indian exporters in sweaters are still found unaware of this trend and seemed to have missed out on this upcoming product category.

The concept of summer cardigans picked up 2008 onwards with many leading brands like Mango, GAP, TSE and designers like Vera Wang and

Marc Jacobs introduced the category commercially to consumers. 2011 took the trend to another level with almost all big brands such as Vero Moda, Zara, forever 21, Forever New, Macy's, Bloomingdales, Banana Republic and Calvin Klein selling the same. Not only for women, but the look is rather unisex, making its way to the male wardrobe as well and therefore holds the potential to become easiest and profitable product expansion for any existing knit manufacturers.

(Oct. 16-31)

Nightwear on streets... A trend boosting Indian exports...



A product that surprised everyone in 2011 when spotted on streets was the use of nightwear by people in the day and in the offices as well. The trick to this trend was simple, make a basic pajama or a night shirt more fashionable and let the masses carry it with attitude! Becoming a fast category for Indian exporters, nightwear exports from India increased by 13.98

per cent between January-July 2011, in the US, whereas in EU, observed was a total increase of 21.67 per cent between January-May 2011. Not only for women but even the men's nightwear market grew with pajamas undergoing a serious makeover only to become the new wardrobe essentials. Cold winters, recession and the busy lives of people in general triggered this trend with wearers under the age of 35 sporting pajama trousers or shorts with their usual work shirts, rather than complete sets.

Leading players in the nightwear market include Benetton Group S.p.A, Bella Di Notte S.L, Berkshire Hathaway, Fruit of the Loom, Cia Hering, Calvin Klein, Delta Galil Industries, Donna Karan International, The Bali Company, Triumph International, and Tefron, with some young fashion retailers, such as Topman and Jack Wills also foraying into this market. More fashion-orientated designs are being demanded from international buyers from Indian exporters and manufacturers over time.

NEWS CAPSULE

JAN. 1-15

Orange Fashion Designs
Picking up orders Diverted
from China

FEB. 1-15

Gurgaon-based Beverly
Hills Polo Club (BHPC) to
start Sourcing for its Outlets
across Continents

MARCH 1-15

Davoudi's Sourcing
Oriental Floorings from
India

MARCH 16-31

Spermos Global to Start
Sourcing Technical Textiles
and Accessories

APRIL 16-30

Jatin Gandhi takes over as
new Chief of TCP

CFL Asia Closes India
Sourcing Office

MAY 1-15

Subala's Looking for
High Fashion Garment
Manufacturers...Planning
to add Home Furnishing
and Handicrafts to its
Profile

MAY 16-31

Rajeev Tyagi Joins Arielle
Sourcing; In the very
first year Arielle attains a
turnover of US \$ 9 million

JUNE 1-15

Arjun Puri, the New Head
at Coles Direct Sourcing

JULY 16-31

Fusion Consulting getting
on to Retail Front

AUGUST 16-31

Pure Cotton now all set to
cater American Buyers

SEP. 16-30

Michael Bennet is new
Country Head of Coach
India

OCT. 1-15

Change of Guard at New
Times Development; Jatin
Khetrapal is new Region
Consultant and Sanjay
Chaudhary the new
Country Manager

NOV. 1-15

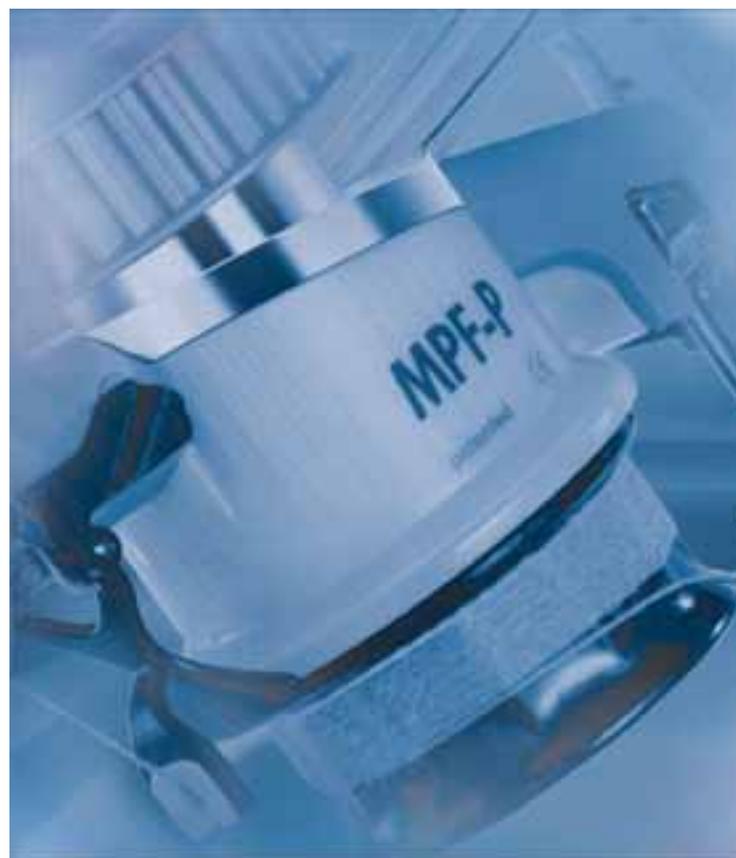
Bijoux Ternier increases its
Sourcing from India; India
is becoming a key focus

DEC 1-15

Takisada looking at
Sourcing Fabrics & Ladies
Garments from India

DEC 16-31

Moonstitches looking for
High Fashion Handcrafted
Fabrics and Products



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Best picks of the year...

Banking on the popularity of certain events and trends which influenced fashion and appeared time and again in one form or the other in 2011, AO takes a look at the most talked about...

(Sep 1-15)

Print of the year – Fruit prints

A Basket of Fruits or a Fascination for Animals



After the prominent influence of the 70's style during spring 2011, with floral prints and wide silhouettes, a new inspiration from a basket full of luscious fruits, literally transformed into prints was featured on the runways. Seen on both summer 2011 as well as 2012 runways by designers

like Moschino, Stella McCartney, Anna Sui and Prada; these prints were a tropical surprise ranging from gently rounded cherries and succulent strawberries to bright bananas, pineapples, oranges and lemons in flamboyant colours.

Providing the necessary 'colour-patch' to an otherwise dull wardrobe, fruit prints became one of the 'must have' chic styles this year. Also flooding the high street fashion, retailers like Primark, ASOS, Topshop, Juicy Couture, Zara, Debenhams and Mango became a part of the 'fruit-race', by featuring garments like summer dresses, skirts, leggings, shirts and even socks with the popular print. While half the design fraternity was going 'bananas' over fruits, the rest of them found new inspirations like vegetables, foliage and even animals, creating another segment of prints in itself.

(Aug 1-15)

Technique of the year – Tie and Dye

A Trend to 'Dye' For... Tie and Dye Making Its Mark Globally



What formerly was a skill-based work of traditional patterns and motifs' using simple techniques has evolved into a contemporary art form in recent times. Tie and Dye was resurrected in 2011 as the biggest trend ever, being used to create urban patterns which combined with chic silhouettes and

trendy detailing. With international designers preparing the market since 2010 for this enormous shift, the latest tie-dyed apparel is both sophisticated and fashionable.

Debuted on the runways by designers like Proenza Schouler, Etro, Calvin Klein, Peter Pilotto and Lela Rose, tie-dye imparted a more organic and handcrafted look to their vibrantly coloured ensembles. Some retailers like GAP, All Saints, Calvin Klein, Topshop and Esprit have also included this technique in products like cotton scarves, maxi dresses and tunics.

An interesting trend that emerged alongside the traditional applications is the imitation of tie-dye done in digital printing. Another technique that looks very similar to tie and dye, is of stone wash on printed fabric, which looks a lot like tie and dye with bleach effect.

(June 16-30)

Fabric of the year – Polyester

Polyester a Darling of Fashion in 2011...



Sheer polyester, was both a demand and a need in 2011. In the midst of fluctuation in the cotton prices and lack of certainty, the global fashion shifted to manmade fibres mainly in polyester or its blends. On the runways, international designers used sheer fabrics, composed mostly of polyester, in abundance

making it one of the biggest global trends for S/S 2012, and retailers stocked sheer garments in plenty. Due to the characteristic of transparency and translucency sheer fabric reveals a bit more than what should be flaunted and therefore a lot of designers layered sheer fabrics in unique ways. Innovative applications like sheer skirts and dresses worn over shorts or matching leotard under a dress, were seen on the runways along with ruching and smocking at various positions like shoulders, sleeves, bust area and the high waist to add texture to the otherwise plain fabric. Urged by such designers to bring self-indulgence and playfulness to street fashion, brands like mango, Zara, Esprit, Forever 21, American Apparel, Urban Outfitters, H&M and many more added sheer clothing to their collections.

(July 1-15)

Motif of the year – Owl

Look Hoooo...S Here – The 'Owl' Trend



Like every year the fashion industry brings in new fads, this year seemed to be dedicated to the 'OWL'. Be it for the love of their beady eyes or for the fear of their intensive stare, people suddenly became crazy over these birds of prey. Many brands like Vero Moda, Accessorize, Forever 21, H&M and Mango featured a lot of owls in their

spring garments as well as accessories. Since it is such a cute and intelligent creature, the owl trend became quirky and varied in terms of material and styling with absolutely no overlaps in looks from one retailer to another.

Amongst all its applications, owl jewellery was the biggest rage. On garments, owls were seen in all-over repetitive prints, as embroidered logos and even as fabric patchwork. Many brands also used the owl to adorn knitwear, like socks, hats and gloves. An equal amount of popularity of the wisdom creature was observed in home décor, where the motif can be prominently seen on home linen, lamps and cushions as all-over or as placement prints or embroideries.

(Oct. 16-31)

Tribute of the Year –

“Steve leaves behind a company that only he could have built...” – Apple



AO paid tributes to Steve Jobs, an innovator who was an unmatched inspiration in the tech world, the very reason why in the challenging economy of today when more and more customers and retailers are turning to the internet to shop. Apple proved that brick-and-mortar stores are still an attractive way to shop. Introducing the concept of

'application' in recent years.

Today every possible retailer be it Asos, Nike, New Look or, Zara, Macy's, Amazon, Target and Walmart, have launched iPhone app's to bolster their growth as in inevitable part of their business structure. Bringing about an even bigger change in the retail landscape, international retailers have adopted Apple's payment model, doing away with checkout lines, allowing shoppers to go directly to sales representatives who e-mail receipts - all thanks to one man. Mourning his demise Apple fans all over the world adorned his standard uniform - a black mock turtleneck sweater, as these sweaters suddenly flew off the shelves, making Steve a fashion Icon who is deeply missed.

(May 1-15)

Fashion Event of the Year – The Royal Wedding



The most awaited (fashion) event of the year, Prince William's and Kate Middleton's wedding, took place in UK in April 2011 which turned out to be the biggest fashion influence of 2011. Following a lot of hype over Kate's gown, the entire wedding became

a big platform for retail including official mugs, plates, biscuit tins and porcelain pill pots, themed clothing and accessories. The souvenir stores all over London were selling British themed mufflers, hats, socks and jackets which not only generated business for retailers but also got some major manufacturing orders to India with scarves and mufflers. Celebrities like Victoria and David Beckham, Elton John, Joss Stone and James Blunt, along with innumerable royalties from around the world following which their designer ensembles and their very creative hats became objects of fascination and brought about a wave of knock offs being sold at various places.

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- ★ All kinds of home textiles like bed sheets, pillow case, duvets, terry towels, bath towels, made-ups, table cloths, screen covering, etc.
- ★ Fabrics in grey, bleached, dyed, printed, yarn in cotton, synthetics, blends, etc.
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H2F EXPORTERS...

(April 16-30)

DiciteX moving strategically to increase its market share



Third generation into the textile industry, DiciteX Furnishing was incorporated in 1999 as an exporter of home furnishing. Standing at a turnover of Rs. 300 crore plus, the company entered the domestic market five years ago the current ratio between export and domestic business is 55:45. Known for its velvets, chenille, damasks, embroidered upholstery and curtain fabrics, DiciteX is exporting its furnishings to about 65 countries with the US as its biggest market followed by Europe and Middle East. The company has recently made Rs. 200 crore investments in expanding and upgrading its units, another Rs. 35 crore is in the pipeline. **Rajnish Arora, Vice-Chairman, DiciteX Furnishings** shared that the company is now experimenting with digital prints as well and has also added 24 velvet jacquard machines and is producing 65,000 metres of velvet jacquards per month.

(Sep. 1-15)

Bombay Dyeing fresh approach to business



Till the 90s, Bombay Dyeing enjoyed monopoly in the Indian and international market for its bed linens and towels, but over the last decade, due to market fluctuations the company faced many challenges resulting in slowdown. But sensing a boom in the textile business, the top management is again putting thrust to revive the company to its past glory by inducting a new **CEO Debashis Poddar** who has a rich experience of working in textile companies like Birla Cotsyn and Donear Industries. His 'priority areas' are divided into three parts – domestic retail, RMG-industrial wholesale kind of business (interlining) and exports, and every segment has potential to grow more. "We chose retail because we are a strong brand name and the domestic market is a potential growth segment." Believing in quality and design as the company's strength, Debashis has today ensured that their product reaches the customer through 350 odd showrooms including retail outlets, selling brands and design collections.

(Oct. 16-31)

Green path for Orient Craft Home



With a slow market for home products globally since the last three years, OC Home has changed its strategy to sustain itself in the difficult market scenario in the US and Europe. From regular products, the company has moved to service the more high-end market, along with picking up cue from directions of top retailers and brands that going green and believing in green while fetching higher revenue to the company can also help to sustain in the recessionary phase. "We took a strategic decision to feed the high-end market as we are a product development driven company," says **Aman Dhingra, Sr. Vice-President, Orient Craft Ltd.**

(Nov. 16-30)

SEL increasing its Terry Towel capacity



Ludhiana-based rapidly growing, vertically integrated company, producing yarns, fabrics and garments, SEL Manufacturing ventured into terry towel manufacturing three years back. Starting with a capacity of 10 tonnes per day, the company in the short span has increased capacity in terry towels to 45 tonnes/day and now looking at touching 100 tonnes/day to become an important player in the world market. "We at SEL believe in the power of quick decision making and speed in action and execution besides being customer-centric and development oriented; this approach gives us some edge against competition," says **V.K. Goyal, Executive Director & Group CEO**. Recently, the company has added the illusive and much sought-after Ikea in its buyer list.

H2F BUYERS...



(Oct. 1-15)

Ikea India Office Sourcing Goods Worth US \$ 900 mn
Looking at 20% Growth YoY

With 'sustainability' as its key agenda, the Swedish retail giant Ikea Trading (Hong Kong) is a well respected name for home fashion operating in 41 countries across the globe out of which it has 29 Trading Service Offices in 25 countries, 27 distribution centres and 11 customer distribution centres in 16 countries. **Gregg Mowins, Regional Purchase Manager**, heading the India sourcing operations located in Gurgaon, informed how they were propagating sustainable products and methods of production. With an expansive network of suppliers, Ikea interacts with over 1,074 vendors in 55 countries to source a huge range of products that number approximately 9,500 different categories. The India office is an important source base for the retailer and last year the total purchases from this region was US \$ 900 million. Ikea is also looking forward to increasing non-textile business from Indian subcontinent along with the textiles business.

(Sep. 16-30)

Arielle Sourcing:
Strengthening its position through Smart Management
Practices... Expects to double sourcing in two years

Arielle Sourcing, located in Noida-NCR region, is a professionally managed Indian sourcing office founded in April 2008. Moving against the tide, it is one buying operation which opened its account when both the US and Europe were reeling under recession. Specializing in the sourcing and merchandising of home textiles, hard goods, furniture, apparels and fashion accessories has a unique management setup, wherein professionals are inducted as partners of the company.

"Our total sourcing for last year was US \$ 9 million and this year we expect to grow by 50%, and by next year it will be 100% as all our marketing efforts will start to mature by then. From then on, we hope to grow with a compounded annual growth of 23-25% for next 3-5 years," says

Rajeev Tyagi Sr. Vice-President – Operations.



(Dec. 1-15)

Pardesh adds China in its Buyer's List
Growing at 25-30% YoY

Created with a vision in year 2000 to establish a company which would one day become a leading expert in sourcing home and lifestyle products from India, Pardesh Agencies has proved it right. **Martin Graham, CEO, Pardesh Agencies** who came to India 20 years ago, shares that 'pressurized sourcing' is becoming a norm in the present global economic scenario and how one can maintain consistent growth despite not so favourable economic conditions. Pardesh is today sourcing for leading brands, retailers, wholesalers in the United Kingdom, Europe, North and Latin America, Asia and Australia. The buying office has expanded reach to include China in its buyers list just six months back for high-end home furnishing products. According to Martin, 2012 is going to be a difficult year as the financial crisis in Western countries which includes the US and Europe is not going to ebb as quickly as many may wish it to do. Martin feels that he would still be on the safer side because he is working with strong economies of Europe namely France, UK, and Germany and less affected by recession.

RESOURCE CENTRE Haberdashery 2011

Containing latest developments in the trims and embellishment industry, our Resource Centre pages also brings for our readers new directions for growth the ancillary industry has adopted... Some of the companies that we covered in 2011 in these columns are highlighted below.

■ Amann Group Consolidates Position with more Manufacturing Units and Product Offerings *(Feb 16-28)*



Amann Group with its wide product and strong research wing has regularly been bringing out products to satisfy the emerging and evolving needs of the sewn product industry challenging the fashion industry successfully. It has many firsts to its credit, among them is a security thread BlueSky to address the growing menace of counterfeits by adding security codes. "Amann is serving the apparel (60%), embroidery (10 to 15%) and technical textiles industry including automotives (20%) with equal commitment.

Bodo Th. Bolzle, CEO and Sanjeev Grewal, Regional Sales Director, Amann Group

■ DCC: Thrust on Complete Solutions in Printing

The apparel industry today is looking to associate with technology players who not only give 'machines' but also solutions and offer a complete package related to the need. In the printing segment, Dhaval Colour Chem or DCC as it is popularly known as, has over the years forged strategic tie-ups with the world's best names in printing to offer complete printing solutions of international standards. "The company has been in the business of screen printing supplies for over a quarter of a century and has the unique distinction of being the only company in India that provides a one-stop solution for all screen printing needs." *(March 16-31)*

Dhaval Dadia, Executive Director, DCC



■ WFX on Cloud The Next Generation IT Solution to Control Supply Chain *(April 16-30)*



As the global apparel supply chain becomes more complicated, the need to integrate the whole chain into one seamless process with greater transparency becomes important. US-based World Fashion Exchange Inc. (WFX), specializing in end-to-end apparel software for different segments of the fashion value chain including retailers, brands, buying/sourcing agents, importers and suppliers/manufacturers has become the preferred solution provider because of its working on the Cloud.

Jatin Paul, Director, WFX

■ Labour Saving Technology the most sought-after at Turel Classic Show (May 1-15)



The Turel Classic 2011 expo organized by E H Turel and Company held in Bangalore was a treasure trove of the latest machines from Germany, Italy and Taiwan. Top names like PFAFF, Vibemac, Macpi, Kingtex, Typical, Maier, Bella, Japsew, Kaiyu, ASS BASS and Maica showcased their latest innovations for the garment industry at the three-day event. "The domestic market in the ready-to-wear segment is growing at a tremendous rate and we have seen the demand for machines for casual and formal trousers and jackets grow by around 25% since the start of 2011."

Viraf Turel, MD, EH Turel & Co.

■ DHL Targeting Apparel Industry for Growth; Invests in FTZs to be closer to Clients (May 16-31)

DHL, a leading market player in express, logistics and supply chain services is constantly focusing on executing strategies and capabilities adapted to the changing market needs, seamlessly integrating the company's global experience and local expertise. With a global network in more than 220 countries and about 3,00,000 employees' worldwide, the company offers a comprehensive suite of services drawing on the global scale and local insight to deliver value across a complete supply chain.

"DHL enjoys about 40% market share in international express category and around 12% in freight category in India and on a global perspective the country is among the top 15 priority countries for us and considered a high growth market."

Chandrashekhar Pitre, Senior Director Marketing – South Asia, DHL Express

"DHL will continue to expand its footprint in India and is the first global logistics company to invest in a Free Trade Zone (FTZ) facility in Tamil Nadu, giving the company the first mover advantage by offering a number of benefits to customers. We are examining the options of opening similar facilities at FTZ sites across India."

Sandeep Pingle, Director, Marketing & Sales, DHL Global Forwarding, India



■ Welco Organizes Annual Conference 2011 to chalk out Strategy for Growth (June 16-30)



For a company that believes in collective growth, the annual conference of Welco Agencies held in Gurgaon saw active participation from the staff followed by serious discussions on the roadmap for growth. "The idea behind the two-day event was to review past performance and workout a strategy based on market feedback to improve services and products for greater customer satisfaction. How the interlining and trims market is developing," a strategy to give 20% growth in FY 2011-12 was charted out that focuses on upgrading average performance.

Mahesh Pahwa, MD, Welco

■ Kolkata-based YKZ Zip Fasteners Spreading Wings (July 1-15)



In an industry like garments, which is very quality-driven, producing even the smallest of accessories is a challenge and if the product is used for specific performance the test of quality is even higher. Meeting these challenges head-on is a new player to the zip market, Kolkata based YKZ Zip Fasteners. Founded on the auspicious Bengali New Years Day last year (2010), the company is an extension to the very successful Jap Stretch, a group enterprise, which is a proven supplier of high quality needle looms and zipper making machines imported from the parent company in China since 2001. "The response that we have received from the market gives us the confidence to project a turnover of Rs. 100 crore by the year 2015."

Sudip Mukherjee, Managing Director, YKZ

■ INVISTA Confident of Capturing 'Differential' Market in India (July 16-31)



India is a target market for many international textile giants, as the domestic market matures to keep pace with export market in textiles and apparels in both quality and diversification. In India for many years, INVISTA, the manufacturer and marketer of LYCRA® Fiber Brand and COOLMAX® Fabric Brand, is now making a new thrust to capture a larger share of the differential fibre market with its various innovative and performance-driven offerings including a leader in 'Stretch and Recovery' – LYCRA® Fiber.

"The company is very upbeat of its future in the country, founded on its confidence that it has the products which can take the industry up the value ladder at a time when 'differentiation' is the key to growth."

- Arnaud Tandonnet, Technical Director Apparel Europe/MEA/South Asia of INVISTA (International)

■ KRF Introduces Intelligent Security Labels in Line with Future Market Needs (July 16-31)

With a good-will in the industry that goes back many years, KRF Ltd., formerly known as Kailash Ribbon Factory, is always on the lookout for new accessories to introduce to the Indian garment industry. "As a company we are constantly exploring new trends and many of our regular clients have been enquiring about RFID labelling, so we thought it was the right time to get into the market."

SK Chaudhary, Chairman, KRF



SK Chaudhary, Chairman, KRF (C) with the next generation brigade of Gaurav Deora and Aashish Chaudhary

■ Rutland (USA)-DCC (India)'s JV inaugurated in Mumbai Offers widest range of inks to screen printing industry worldwide (Aug. 1-15)



world's most advanced ink technology," says **Hal F Crownover, CEO.**

"A partnership with Rutland is a perfect opportunity for both companies to share the technology and market access, as we have technology for the finest quality PVC-free Water-based inks and Rutland has technology for the best Plastisol and Specialty inks with sales and service network across the world."

Narendra Dadia, Group Chairman of DCC

■ RST Rayons Geared Up for the Future... Catering to many diverse industries in Textiles (Sep 1-15)

Formed in 1919, RST Rayons is a leading processor, manufacturer and stockist of world class rayon in India. The Oeko-Tex certified company, specializing in industrial yarns for embroidery, aari, carpet industry, sweater industries, home furnishings, upholstery, weaving fabric, tassels, fringes and trimmings, has development of more than 5000 colours, 1000 colours in aari yarn. "The company is ready for any sudden change in raw material prices with a backup stock of 150 tonnes of viscose yarn ready and procurement for the next six months. We also have an inventory of Rs. 20 crores which can serve the market for six months."

Nikhil Tandon, MD, RST Rayons



Nikhil Tandon, MD (L) and Sunil Tandon, Director RST

■ Eco-friendly and Cost-effective Zero Discharge from Janaksons-Euro Mec (Sep 1-15)



The ongoing processing crisis in Tirupur has brought to the forefront the relevance of ETPs and more importantly technologies for zero discharge. The company in partnership with Euro Mec offers varied solutions in both industrial and sewage wastewater and recovery. "The USP is the low running cost as there are no chemicals used for treatment of water and the waste produced is bio-degradable. The technology providers can now offer around 90-95% of water recovery with osmosis and other membrane technologies which was earlier at around 70%."

- Pranay Behl, Janaksons

■ Shima Seiki offers complete and comprehensive design solution for Flat Knitting Machines (Sep 16-30)

Shima Seiki, a leader in flatbed knitting and wholegarment technology, is offering many new thinking technologies that meet the increasing need for speed, while also adding value and quality to the product. "Among the most interesting offerings from Shima Seiki is the all-in-one designing and communication tool SDS ONE APEX3 workstation which not only speeds up the sampling process, but also saves resources for fashion design. The samples here can be developed virtually in just an hour to maximum two days depending upon the garment. Also products in different colours and styles can be generated with a click."

Vaibhav Behl of Janaksons International, the exclusive agents for Shima Seiki in India



■ Bangalore Sales Corporation Flying High on Manufacturing Strength (Sep 16-30)



After creating a reliable presence in the accessories market, Bangalore Sales Corporation (BSC) has entered manufacturing of polyester buttons and plastic hangers as more and more companies nowadays prefer to buy directly from the manufacturers and not the traders. "We now have a complete control on the business and don't have to rely on someone else who may be in crisis and won't be able to deliver. We are importing all the raw materials from world class suppliers and do not depend on local sourcing because the market is very competitive and quality-driven that you have to produce the best."

Prem Kumar, MD, Bangalore Sales Corporation

■ Bombay Dyeing's Interlining Brand Micron now for Garment Manufacturers (Oct 1-15)



After building an eminent presence for their interlinings in the domestic tailor route for collar, placket, cuff and trouser belt roll, The Bombay Dyeing & Manufacturing Co. is now looking at aggressively promoting its 35 years old "Micron" brand to leading domestic and international brands. "We are India's largest manufacturers of woven interlining with per month capacity of 10 lakh metres, because our main competitors are either importing or taking grey fabric from India and getting it coated elsewhere. We have all the processes in-house right from weaving grey fabric, processing to coating."

- Sunil Kumar Tibrewal, General Manager – Marketing, Textile Division

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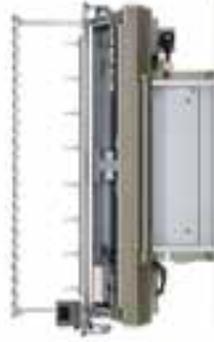
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