

Company : Valentine Group

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Ashapura Intimates Fashion Ltd. Plans to Open 200 Valentine Retail Loungewear Showrooms within 3 Years

Mumbai, Maharashtra, India



- **PLANS TO OPEN 26 VALENTINE RETAIL SHOWROOMS IN MUMBAI WITHIN A YEAR: 3rd VALENTINE SHOWROOM OPENED AT GHATKOPAR & 4th TO OPEN AT BORIVALI SOON**
- **HARSHAD H. THAKKAR- CMD OF ASHAPURA VALENTINE GROUP RECEIVED GIRNAR AWARD OF BRUHAD MUMBAI GUJARATI SAMAJ**

Ashapura Intimates Fashion Ltd., a leading manufacturer of intimate –loungewear garments has a vision for aggressive growth in the retail segment. The company plans to open 200 Valentine loungewear

retail showrooms all over India within 3 years on franchise basis.

The company opened its 2nd Valentine loungewear retail showroom in **Bangalore** in February 2015 and will be opening its 3rd showroom in **Bangalore** by March end.

Two Valentine showrooms in **Ahmedabad** will be opened by the company in April 2015.

The company plans to open 26 Valentine showrooms in **Mumbai** within one year. Majority

Valentine showrooms in Mumbai will be company owned showrooms. The first Valentine showroom, spread over 1550 square feet was opened at Hill Road, Bandra in the month of December 2014. The second Valentine Loungewear showroom was opened at Vardhaman Nagar, Mulund (West) in the month of February 2014. Mulund showroom, which has been spread over two floors, is the largest loungewear showroom in Maharashtra. **Third Valentine loungewear showroom was opened at Kamdar Shopping Center, Tilak Road, Ghatkopar (east) on 15th March 2015.** Fourth Valentine showroom will open in Borivali and 5th showroom in Thane by April 2015.

Mr. Harshad H. Thakkar, Chairman & Managing Director of Ashapura- Valentine Group was honoured with Girnar Award of Bruhad Mumbai Gujarati Samaj on 14th March 2015 at a glittering ceremony held in Mumbai.

Ashapura Intimates Fashion Limited has emerged having largest product basket globally in a niche segment of loungewear. With the vertically integrated manufacturing, the 2nd state of the art plant will open in Gujarat in near future, the company will have biggest capacity in production & warehousing in loungewear in India.

Under the 'Valentine' brand, the company sells intimate garments such as lounge wear, bridal night wear, honeymoon sets, bathrobes, nightwear, relax-wear, sportswear, leggings, camisole, bra & panties etc. The new loungewear range is meant for gents, ladies, kids and toddlers.

In India, The Group has 130 distributors and products are sold through 13,000 retail outlets across the country. The company has MOUs with online shopping sites like Myntra, Jabong/ Home Shop 18 and own website.

About Ashapura- Valentine Group

The Ashapura Valentine Group consists of 2 listed companies, viz. Ashapura Intimates Fashion Ltd. and Momai Apparels Ltd. Mr. Harshad H. Thakkar, Chairman & Managing Director of the Group has a great vision at a young age of 37 years enabling rapid expansion of the group. During 2013-14 the consolidated group turnover was Rs. 200 crore and it is expected to cross Rs. 240 crore in the current year 2014-15.