

Ashapura Apparels to focus on markets abroad

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Ashapura Apparels, retailers of undergarments since 1976, have recently unveiled their new range of lounge wear and sportswear for men, women, boys and girls under the brand name Valentine. With focus on style and comfort, the collection is an array of lightweight and cool fabrics that look chic and comfortable for all weather conditions. Natural fabrics that are thin and feel soft on the skin have been used. The collection includes a vibrant range of joggers, pajamas, bermudas, capri's and T-shirts. As Harshad Thakkar, Managing Director, Ashapura Apparels says, "This time we have used pure viscose lycra fabric. And the collection signifies noticeable quality over mass-produced garments due to the care, attention to detail and pride that goes into each garment. With fresh vibrant colors, this collection from Valentine not only celebrates the new season but also reflects the latest trends and looks."

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Ashapura Apparels has 42 distributors spread across the length and breadth of the country. It has a presence in over 5,000 retail stores, which includes departmental stores and EBO's. The company is now focusing on increasing its network abroad. "We are already present in the UAE, Saudi Arabia and some other Gulf countries through our channel partners. Our current focus is to expand our network there. In the domestic market Valentine is available in Globus, Ritu Wears, Chunmun, Bindals et al in Delhi," he says. The brand has three exclusive stores located in Mulund and Thane in Mumbai. Other cities where they

have a presence include: Jaipur, Chandigarh, Mumbai, Ghaziabad, Noida, Ahmedabad, and Chennai. Valentine also has prominent presence in exclusive lingerie stores in Kolkata, Ahmedabad, Raipur and Aurangabad.

Operating from a factory spread across 45,000 sq. ft. the company now plans to integrate another 30,000 sq. ft. by the end of 2010. This will result in a total working area of 75,000 sq. ft. "In the 45,000 sq. ft. area factory, the output is 3,000 sets per day as of now. The projection with the new added space is to increase production to 5,000 sets per day," opines Thakkar. The factory has state-of-the-art machines from reputed companies like Juki, Yamato, Pegasus etc. The company also has an exclusive 1,500 sq. ft. area for the design studio. Another 3,000 sq. ft. is dedicated for checking, finishing, pressing and trimming purposes.

They currently see a huge potential in e-retailing. They have already been doing transactions online through shopping portals such as e-bay. With a turnover of over `260 million, the company has registered a growth rate of 100 per cent over the last 10 years of its operation. For 2010-2011, they are aiming for a 50-56 per cent growth. "Our core firm, Ashapura Apparels, is likely to show a turnover of `100 crores in the coming year," concludes Thakkar.