CHAPTER II

PROFILE OF THE STUDY AREA AND LEADING APPAREL RETAILERS IN BANGALORE, INDIA

An understanding of the context in which this study is undertaken is imperative to draw meaningful insights into the results obtained. In this section a brief description of the location of the study and the apparels market in Bangalore is presented. To elaborate, this study has been conducted in the cosmopolitan city of Bangalore, India. The respondents were young adults in the age group of 18 – 25 years, residing in Bangalore. The study examines the influence of values held by this consumer segment on their shopping style or purchase decision-making style for apparels.

PROFILE OF BANGALORE CITY, INDIA

FIG. 1

MAP OF INDIA-STATES AND CAPITALS

Source: www.en.wikipedia.org
Bangalore, also known as Bengaluru, is the Capital city of Karnataka. Bangalore being India’s leading IT exporter and the 4th largest technological hub in the world and largest in Asia, is known as the Silicon Valley of India. The World Economic Forum identified Bangalore as the Innovation Cluster. Located on Deccan Plateau in the South Eastern part of Karnataka, Bangalore is spread across four zones namely Bangalore North, Bangalore East, Bangalore South and Anekal. A demographically diverse city, Bangalore is a major economic and cultural hub and the second fastest growing major metropolis in India with an economic growth of 10.3%. The city possesses world class infrastructure in housing, education & research. Bangalore is packed with restaurants, clubs, pubs, health spas, amusement parks, supermarkets, theatres, cinemas, shopping malls, discotheques and other necessities of a modern-day metropolitan lifestyle.

Bangalore is home to many well-recognized colleges and research institutions in India. Numerous public sector heavy industries, technology companies, aerospace, telecommunications, and defence organisations are located in the city.

**Historical Background**

The region of modern day Bangalore was part of several successive South Indian kingdoms. Between the fourth and the tenth centuries, the Bangalore region was ruled by the Western Ganga Dynasty of Karnataka, the first dynasty to set up effective control over the region. The Western Gangas ruled the region initially as a sovereign power (350 — 550 A. D.), and later as feudatories of the Chalukyas of Badami, followed by the Rashtrakutas till the tenth century. The Begur Nageshwara Temple was commissioned around 860 A. D. during the reign of the Western Ganga King Ereganga Nitimarga I, and extended by his successor Nitimarga II. At the end of the tenth century, the Cholas from Tamil Nadu began to penetrate in areas east of Bangalore; they later began to extend their control over parts of present-day Bangalore, such as Domlur on the eastern side of the city. Around 1004 A.D., during the reign of Rajendra Chola I, the Cholas defeated the Western Gangas, and

48 http://en.wikipedia.org/wiki/Bangalore
captured Bangalore. During this period, the region of Bangalore witnessed the migration of many groups - warriors, administrators, traders, artisans, pasturals, cultivators, and religious personnel from Tamil Nadu and other Kannada speaking regions. The Chokkanathaswamy temple at Domlur, the Aigandapura complex near Hesaraghatta, Mukthi Natheshwara Temple at Binnamangala, Choleshwara Temple at Begur, and the Someshwara Temple at Madiwala, all date from the Chola era.

A succession of South Indian dynasties ruled the region of Bangalore until in 1537 A. D., KempéGowdā—a feudatory ruler under the Vijayanagara Empire—established a mud fort considered to be the foundation of modern Bangalore. Following transitory occupation by the Marāthās and Mughals, the city remained under the Mysore kingdom, which is now a part of the Indian state of Karnataka. Bangalore continued to be a Cantonment of the British and a major city of the Princely State of Mysore which existed as a nominally sovereign entity of the British Raj. Following the independence of India in the year 1947, Bangalore became the capital of Mysore state, and remained capital when the new Indian state of Karnataka was formed in 1956.

In the 19th century, Bangalore essentially became a twin city whose residents were predominantly Kannadigas, and the "cantonment" created by the British, whose residents were predominantly Tamils. Throughout the 19th century, the Cantonment gradually expanded and acquired a distinct cultural and political salience as it was governed directly by the British and was known as the Civil and Military Station of Bangalore. While it remained in the princely territory of Mysore, the Cantonment had a large military presence and a cosmopolitan civilian population that came from outside the princely state of Mysore, including Britons, Anglo-Indians, and migrant Tamil labourers and contractors. The city, on the other hand, had a largely Kannada-speaking population.

Bangalore experienced rapid growth in the decades 1941–51 and 1971–81, which saw the arrival of many immigrants from northern Karnataka. By 1961, Bangalore had become the sixth largest city in India, with a population of
1,207,000. In the decades that followed, Bangalore's manufacturing base continued to expand with the establishment of private companies such as MICO (Motor Industries Company), which set up its manufacturing plant in the city. Bangalore experienced a growth in its real estate market in the 1980s and 1990s, spurred by capital investors from other parts of the country who converted Bangalore's large plots and colonial bungalows into multi-storied apartments. In 1985, Texas Instruments became the first multinational corporation to set up base in Bangalore.

Geographical Profile

Bangalore lies in the southeast of the South Indian state of Karnataka. It is in the heart of the Mysore Plateau (a region of the larger Precambrian Deccan Plateau) at an average elevation of 900 metres above sea level. Bangalore experiences a tropical Savanna climate with distinct wet and dry seasons. Due to its high elevation, Bangalore usually enjoys a more moderate climate throughout the year, although occasional heat waves can make things very uncomfortable in the summer.

FIG. 2

Source: en.wikipedia.org

http://en.wikipedia.org/wiki/Bangalore
The city is spread over an area of 2190 square kilometres. Its tree-lined streets and abundant greenery have led to it being called the ‘Garden City’ of India. It is connected by air, rail and road to all major cities of the country and has direct international connections to many cities worldwide.

The clean and spacious city of Bangalore has many imposing structures full of historic and modern architecture. The majestic Vidhana Soudha, a magnificent post-independence structure housing the State Legislature and Secretariat, stands in the centre of the city with its attractive dome and galleries. However, since local entrepreneurs and the technology giant Texas Instruments discovered its potential as a high-tech city in the early 1980s, Bangalore has seen a major technology boom. It is now home to more than 250 high-tech companies. Including home-grown giants like Wipro and Infosys.

Population Profile

<table>
<thead>
<tr>
<th>TABLE: 03</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>POPULATION OF KARNATAKA</th>
</tr>
</thead>
</table>

| According to 2011 Population Census: | |
| Population of Karnataka | 61,130,704 |
| Males | 3,10,57,742 |
| Females | 3,00,72,962 |

| Population of Karnataka consists of: |
| Hindu - 83% |
| Muslim - 11% |
| Christian - 4% |
| Jains - 0.78% and Buddhist - 0.73% |

| Sex Ratio in Karnataka 1000 males for every 968 females |

Source: http://www.indiaonlinepages.com/population/karnataka-population.html

The total population of the State of Karnataka is 61,130,704. This amounts to 5.05% of the total population of India which is 1,21,01,93,422 as per 2011 census data. The gender ratio is 1000 Males : 968 females for Karnataka, compared to the 940 females to 1000 males for India.

Karnataka is one of the major states of South India. Karnataka is the ninth largest state in India in terms of Population. According to Population census of
2001, the Population of Karnataka was 5.273 crores (52.73 million). The Population of Karnataka increased by 17.20% as compared to last census of India in 1991. Karnataka is one of the top states in terms of literacy rate in India. Bangalore is the top city with a population of over 1 million in Karnataka.

**TABLE: 04**

**POPULATION OF BANGALORE CITY [URBAN]**

<table>
<thead>
<tr>
<th>According to 2011 Population Census:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population of Bangalore 95,88,910</td>
</tr>
<tr>
<td>Males 50,25,498</td>
</tr>
<tr>
<td>Females 45,63,412</td>
</tr>
<tr>
<td>Population of Bangalore consists of:</td>
</tr>
<tr>
<td>Hindu –79.4%,</td>
</tr>
<tr>
<td>Muslim – 13.4%,</td>
</tr>
<tr>
<td>Christian –5.8%,</td>
</tr>
<tr>
<td>Jains –1.1% [Provisional population totals</td>
</tr>
<tr>
<td>census of India 2011 Govt of India]</td>
</tr>
<tr>
<td>Sex Ratio in Bangalore 1000 males for every 908 females</td>
</tr>
</tbody>
</table>

Source:http://www.indiaonlinepages.com/

With an estimated population of 9,588,910, according to provisional Census 2011 data, Bangalore is the third most populous city in India and the 18th most populous city in the world. Bangalore was the fastest-growing Indian metropolis after New Delhi between 1991 and 2001, with a growth rate of 38% during the decade. Residents of Bangalore are referred to as *Bangaloreans* in English and *Bengaloorinavaru* in Kannada.

According to the 2011 census of India, 79.4% of Bangalore's population is Hindu, roughly the same as the national average. Muslims comprise 13.4% of the population, which again is roughly the same as the national average, while Christians and Jains account for 5.8% and 1.1% of the population respectively; double that of their national averages. The city has a literacy rate of 89%. Roughly 10% of Bangalore's population lives in slums, a relatively low proportion when compared to other cities in the developing world such as Mumbai (50%) and Nairobi (60%).
The official language of the state is Kannada, though, being a cosmopolitan city many languages are spoken here. In Bangalore there are people speaking languages such as Kannada (38.38%), Tamil (21.38%), Telugu (16.66%), Urdu (12.65%), Malayalam (2.99%), Hindi (2.64%), and others. The cosmopolitan nature of the city has resulted in the migration of people from other states to Bangalore.\(^\text{50}\) English is widely understood, and spoken with variable fluency.\(^\text{51}\)

The large number of central government and defence establishments with many employees from northern India, movies and television have made Hindi a widely understood language in the city. A majority of them belong to the middle class and the upper middle class. Bangalore with its high growth rate and population density has the most skewed sex ratio at 908 females for 1,000 males. According to the data, literates constitute 76 per cent of the state’s total population aged six and above and illiterates form 24 percent. Overall, the male literacy rate in the state has gone up from 76.1 per cent in 2001 to 82.85 per cent in 2011, while female literacy rate has increased from 56.87 per cent in 2001 to 68.13 per cent in 2011.

**Economic Profile**

With a Gross Domestic Product of $83 billion, Bangalore is listed 4th among the top 15 cities contributing to India’s overall GDP. Bangalore’s ₹52,346 crore (US$9.6 billion) economy (2006–07 Net District Income) makes it one of the major economic centres in India, with the value of city's exports totalling ₹43,221 crore (US$7.9 billion) in 2004–05. With an economic growth of 10.3%, Bangalore is the second fastest growing major metropolis in India, and is also the country's fourth largest fast moving consumer goods (FMCG) market. The large number of information technology companies located in the city contributed 33% of India's ₹144,214 crores (US$26 billion) IT exports in 2006–07.

With a per capita income of ₹74,709 (US$1,400) in 2006–07, the city is the third largest hub for high-net-worth individuals. The high per capita income in Bangalore can be compared to top cities in the world. This is because most

\(^{50}\) [http://en.wikipedia.org/wiki/Bangalore](http://en.wikipedia.org/wiki/Bangalore)

\(^{51}\) [Provisional Population Totals Census Of India 2011 Govt Of India](http://www.censusindia.gov.in/2011Census/)
businesses focus on intellectual property, considered the future of business. As a result there's a lot of capital flowing into the city. The standard of living is better than in other metros. Bangalorians' life-style exhibits a high level of brand awareness/consciousness. This is reflected in the increasing number of car and two-wheeler owners, the number of people eating out and those who splurge on goods of well-known brands.

The headquarters of several public sector undertakings such as Bharat Electronics Limited (BEL), Hindustan Aeronautics Limited (HAL), National Aerospace Laboratories (NAL), Bharat Heavy Electricals Limited (BHEL), Bharat Earth Movers Limited (BEML) and HMT (formerly Hindustan Machine Tools) are located in Bangalore. In June 1972 the Indian Space Research Organisation (ISRO) was established under the Department of Space and headquartered in the city.

Bangalore's IT industry is divided into three main clusters—Software Technology Parks of India (STPI); International Tech Park, Bangalore (ITPB); and Electronics City. UB City, the headquarters of the United Breweries Group, is a high-end commercial zone. Infosys and Wipro, India's third and fourth largest software companies are headquartered in Bangalore, as are many of the global SEI-CMM Level 5 Companies.

Bangalore is the home to the biggest bio-cluster in India with 137 Biotechnology companies, making it 40% of the total 340 such units in the country; a total of 87 Fortune MNCs, 2084 IT Companies and 195 BT companies are there in Karnataka.

Bangalore is a Medical Hub due to the presence of World’s largest ‘healing centre’ and ‘telemedicine centre’. A ‘Silk City’ with an investment of US $ 14.5 million (INR 70 Crores) is upcoming in the north Bangalore region. Business Week placed Bangalore among the ‘Global Hot Spots of the 21st Century’.

The garment industries in the State of Karnataka are concentrated in Bangalore where some of the largest export houses of the country exist. Overseas buyers view Bangalore as an important location for sourcing of garments after
Bombay and Delhi. Brand images are being felt in this region and there is a great potential for production of value added goods.

Field studies conducted in earlier researches have showed that there are approximately 40,000 readymade garment-manufacturing units in India. Many leading world fashion labels are being associated with Indian products. India is being looked upon as a major supplier of high quality fashion apparels, which are being appreciated in major international markets.

Cultural Profile

Bangalore is one of the most ethnically diverse cities in the country, with over 62% of the city's population comprising migrants from other parts of India. Being the fastest growing city of India, it comprises of a dynamic blend of people, belonging to various religions, castes and communities. With the introduction of information technology in the city, it has assumed an international character. IT professionals not only from the various parts of India, but also that of the world, are migrating to the city.

Bangalore is also a major centre of Indian classical music and dance. The cultural scene is very diverse due to Bangalore's mixed ethnic groups, which is reflected in its music concerts, dance performances and plays. Performances of Carnatic (South Indian) and Hindustani (North Indian) classical music, and dance forms like Bharat Natyam, Kuchipudi, Kathakali, Kathak, and Odissi are very popular. Yakshagana, a theatre art indigenous to coastal Karnataka is often played in town halls.

The two main music seasons in Bangalore are in April–May during the Ram Navami festival, and in September–October during the Dusshera festival, when music activities by cultural organizations are at their peak. Though both classical and contemporary music are played in Bangalore, the dominant music genre in urban Bangalore is rock music. Bangalore has its own sub-genre of music, "Bangalore Rock", which is an amalgamation of classic rock, hard rock and heavy metal, with a bit of jazz and blues in it. Notable bands from Bangalore include The
Bangalore is home to the Kannada film industry, which churns out about 80 Kannada movies each year. Bangalore also has a very active and vibrant theatre culture with popular theatres being Ravindra Kalakshetra and the more recently opened Ranga Shankara. The city has a vibrant English and foreign language theatre scene with places like Ranga Shankara and Chowdiah Memorial Hall leading the way in hosting performances leading to the establishment of the Amateur film industry. Kannada theatre is very popular in Bangalore, and consists mostly of political satire and light comedy. Plays are organized mostly by community organizations, but there are some amateur groups which stage plays in Kannada. Drama companies touring India under the patronage of the British Council and Max Müller Bhavan also stage performances in the city frequently.

The diversity of cuisine is reflective of the social and economic diversity of Bangalore. Bangalore has a wide and varied mix of restaurant types and cuisines and Bangloreans deem eating out as an intrinsic part of their culture. Roadside vendors, tea stalls, and South Indian, North Indian, Chinese and Western fast food are all very popular in the city.

Bangalore has a number of elite clubs like the Century Club, The Bangalore Golf Club, the Bowring Institute and the exclusive Bangalore Club, which counts among its previous members Winston Churchill and the Maharaja of Mysore. Bangalore's pleasant climate makes it a suitable place for a variety of outdoor sports. Cricket is by far the most popular sport in Bangalore. Sports personalities from Bangalore include national swimming champion Nisha Millet, world snooker champion Pankaj Advani and former All England Open badminton champion Prakash Padukone, former Indian cricket team captains Rahul Dravid and Anil Kumble.
Educational Profile

Until the early 19th century, education in Bangalore was mainly run by religious leaders and restricted to students of that religion. The western system of education was introduced during the rule of Mummadi Krishnaraja Wodeyar. Subsequently, the British Wesleyan Mission established the first English school in 1842, and the Bangalore High School was started by the Mysore Government in 1858.

Primary and secondary education in Bangalore is offered by various schools which are affiliated to one of the boards of education, such as the Secondary School Leaving Certificate (SSLC), Indian Certificate of Secondary Education (ICSE), Central Board for Secondary Education (CBSE), International Baccalaureate (IB), International general certificate of secondary education (IGCSE) and National Institute of Open Schooling (NIOS). Schools in Bangalore are either government run or are private (both aided and un-aided by the government). Bangalore has a significant number of International Schools due to its expats and IT crowd.

Bangalore District is a renowned centre of learning, with numerous legendary professional institutions, high schools, colleges and universities. Premium institutes in the country like IIM Bangalore, National Law School, Indian Institute of Science, etc. are in Bangalore. Leading international schools like MallyaAditi International School, Ryan International School, Bangalore International School attract students from all over the world.

The Bangalore University, established in 1886, provides affiliation to over 500 colleges, with a total student enrolment exceeding 300,000. The university has two campuses within Bangalore – Jnanabharathi and Central College. University Visvesvaraya College of Engineering (UVCE) was established in the year 1917, by Bharat Ratna Sir M. Visvesvaraya. At present, the UVCE is the only engineering college affiliated to Bangalore University. UVCE is one of the prestigious institutions in India. Bangalore also has a large number of private Engineering Colleges affiliated to Visvesvaraya Technological University. Notable among them particularly for undergraduate degrees are BMS College of Engineering,
Indian Institute of Science, which was established in 1909 in Bangalore, is the premier institute for scientific research and study in India. Nationally renowned professional institutes such as the National Centre for Biological Sciences (NCBS), University of Agricultural Sciences, Bangalore (UASB), Institute of Bio-informatics and Applied Biotechnology [IBAB], National Institute of Design (NID), National Institute of Fashion Technology (NIFT), National Law School of India University (NLSIU), the Indian Institute of Management, Bangalore (IIM-B), the Indian Statistical Institute and International Institute of Information Technology, Bangalore (IIIT-B) are located in Bangalore. The city is also home to the premier mental health institution in India, The National Institute of Mental Health and Neuro Sciences (NIMHANS). Bangalore also has some of the best medical colleges in the country, like St. John's Medical College (SJMC) and Bangalore Medical College and Research Institute (BMCRI). The M. P. Birla Institute of Fundamental Research Institute has a branch located in Bangalore.

**Readymade Garments Industry in Bangalore**

The garment industries in Karnataka are concentrated in Bangalore where some of the largest export houses of the country are situated. Today, overseas buyers view Bangalore as an important location for the sourcing of garments after Bombay and Delhi.

Brand images are being felt in this region and there is a great potential for production of value added goods. Garment industries in Bangalore started from the period of British colonisation. M/s. Bangalore dressmaking Co. was the first unit, started to manufacture garment in Bangalore during 1940, which was started by Mr. Vittal Rao. During the rule of British, there was a need of clothing dress materials. This led to the development of RMG industries in Bangalore. Apart from RMG industries, there were silk weaving industries in Bangalore, which led to the

---

development of silk exporters also. After India’s independence in 1947, the industries started picking up slowly to cater the needs of dresses of the common man and local market. The industry started flourishing. After the de-reservation of garments, big players like Mafatlal, Arvind Mills, etc. started entering the field and occupied places in the sector which indirectly affected the small scale sector.

There are about 3000 RMG units in and around Bangalore. Most of the buying agencies in the world have established their branch office in the city. Apart from this, Apparel Park, at Doddaballapur has started functioning in a big way. In India, RMG units are concentrated in the cities like Delhi, Mumbai, Kolkata, Bangalore, Chennai, Jaipur, Tirupur, and Ludhiana. There is a difference in the end products manufactured at Bangalore and other places. RMG are mainly made for export house. There are many SSI units mainly doing job work providing supports to the SMEs like GE, Arvind Fashion, Sonal Holding, Texport Syndicate units in the cluster. The technology and manufacturing processes are the same as those used in other regions.

In Bangalore, garment units are mainly concentrated in the following areas: Bommanahalli, Bommasandra, Peenya, Yeswanthpur, Rajajinagar Industrial Estate and Industrial town. The important products manufactured here are: Ladies Jacket, Blouses, Churidar sets, Petticoats, and Gents Trousers, Shirts, and T-Shirts.

Development of RMG units in Bangalore was started in the year 1970 onwards by leading exporters like Gokaldas export, Ashoka export, Continental Exports, Leela Fashions, Texport Overseas etc. Later, small industries (fabricators) were started by taking the orders from large scale. Most important reasons for developments of RMG is the availability and sourcing of export fabrics from places like Salem, Erode and Coimbatore which are nearest to Bangalore. The other reasons, which contributed for the development of industries, are availability of space, availability of raw material, skilled labour, existence of airport/cargo container depot/infrastructure, flexible specialization, entrepreneurship.

There has been increase in the number of RMG units in Bangalore since 1990. At present there are about 900 active readymade garment manufacturers and
exporters, the number is likely to increase as per the reports of Apparel Park at Doddaballapur. Karnataka Industrial Area Development Board is in the process of acquiring the lands for the further expansion of the park. There are about 1600 fabricators who are doing job work for these exporters, apart from domestic market needs. There are 50 embroidery units who are supporting these units for value addition. Broad sub-grouping of the products is as follows: Readymade garments for Gents: 60%; RMG for ladies: 30%; RMG for kids: 10%. The economy of Bangalore is inextricably mixed up with that of readymade garment industry. Thirty per cent of the Readymade Garments of the country are made in this region. This is the third biggest readymade garment manufacturing cluster in the country.

**Brief Profile of Leading Apparel Retailers in India who have a large brand visibility in Bangalore**

**Mudra Life Style Limited**

The Mudra Group, started its operations in 1986 and are in the textile industry having facilities for fabrics & garments manufacturing, processing, design development and sampling, etc. Mudra manufactures fabrics and garments for domestic and export market. The brand “MUDRA” has built a strong goodwill for itself in the domestic market and commands a premium. They are gradually moving towards garment manufacturing mainly in the designer shirts and ladies wear segments to capitalize on the huge opportunity unleashed by the removal of quotas. Mudra’s product portfolio consists of finished fabric; processing and garments comprising of –Men’s Wear –Shirts; Ladies Wear – Tops, Skirts; and Kids Wear.

Mudra follows the concept of complete lifestyle for men, women and children. Mudra caters to well known names in the fashion market with its ability to offer collections that are set to seasonal fashion trends, colours, patterns and international designs. To realize the fabric into brilliant expressions of styling, the company has set in-house state-of-the-art garment manufacturing units, wherein fabric get realized into quality finished products. Mudra houses the complete

---

53http://www.mudralifestyle.com/
technology for manufacturing the perfect garment that speaks of global lifestyle and quality. The Garment manufacturing units are equipped with high-tech machines like Juki stitching, Brother, interlocking, button stitching, automatic cutting, fusion and automatic steam ironing.

With an annual capacity of 7.20 million garments, Mudra offers high quality garments for buyers in over 30 countries worldwide. Mudra has spread business over to both domestic and global customers. It caters to national brands like Raymonds and Arvind Mills. International houses associated with Mudra are Zara, Cortefil, Carrefour, Wal-Mart and its brands, like Weekends, George, Non-stop, Metropolis and other brands like Tricos, American Juliet & Liver Pool.

Mudra has garment manufacturing plants in Bangalore, Daman and Vapi, India. A Complete range of specialized machines needed for all critical operations like cutting, sewing, pressing, finishing and quality control are housed under one roof ensuring speed, consistency and quality.

**Gokaldas Exports Ltd**

Gokaldas Exports Ltd (GEL) was incorporated in 1979. GEL is a major player in the readymade garment industry across the globe. The company which is an ISO 9001:2000 Certified Company is one of the largest manufacturer/exporter of Outerwear, Blazers and Pants (Formal and Casuals), Shorts, Shirts, Blouses, Denim Wear, Swim Wear, Active and Sports Wear.

The subsidiaries of the company are Madhin Trading Pvt Ltd, Magenta Trading Pvt Ltd, Rafter Trading Pvt Ltd, Reflextion Trading Pvt Ltd, Deejay Trading Pvt Ltd, Rishikesh Apparels Ltd, Vignesh Apparels Pvt Ltd, SNS Clothing Pvt Ltd, Seven Hills Clothing Pvt Ltd, Glamourwear Apparels Pvt Ltd, Rajdin Apparels and All Colour Garments Pvt Ltd. Gokaldas Exports Pvt Ltd and Unique Creations (Bangalore) Pvt Ltd was merged with the company with effect from 1st April 2004. During 2004-05, the company had set up three new factories at

---

54http://www.indiainfoline.com
Bangalore-at Bommasandra Industrial Area, at Yeshwanthpur, and one at Doddaballapur.

The new state-of-the-art laundry facility at Bangalore was commissioned in June'06. The company also commissioned knit wear unit at Bangalore during 2005-2006. The expansion programme at Chennai, Hyderabad, and Mysore was also under progress during the year.

Gokaldas Exports has four decades of partnering the world's most trusted fashion labels, 30 state-of-the-art factories and 32,000 employees. Gokaldas have led the Indian readymade garment industry, year after year, earning customer loyalty, winning industry awards and growing reputation for reliability. They had done it by orienting to fashion trends and customer needs, investing in the latest technology, relentlessly training the highly-skilled workforce and setting the highest standards in both the production process and the end-product. Shri J. H. Hinduja is the Founder.

Arvind Limited

Arvind Ltd is the largest cotton textiles manufacturer and exporter in India. They are the leading player in the branded garments in the domestic market. The company's principal business consists of manufacturing and marketing of Denim Fabric, Shirting Fabric, Shirts, Knitted Fabric and Garments. The company has acquired the rights to market international brands such as Lee, Wrangler, Arrow and Tommy Hilfiger in India. The company also owns popular brands such as Newport, Flying Machine, Excalibur and Ruf&Tuf. Arvind Ltd houses their production facilities at Ahmedabad, Mehsana, Gandhinagar in Gujarat; Pune in Maharashtra, and Bangalore in Karnataka.

Arvind Ltd was incorporated in the year 1931 as Arvind Mills Ltd by three brothers Kasturbhai, Narottambhai and Chimanbhai. In the year 1934, they established themselves amongst the foremost textile units in the country. They were the first company to bring globally accepted fabrics such as Denim, yarn dyed

http://www.arvindmills.com
shirting fabrics & wrinkle free gabardines to India in the year 1986. In the year 1987, they started retail outlets for Arrow brand and became the first company to bring the international shirt brand Arrow to India.

During the year 2003-04, the company expanded their shirts manufacturing capacity from 2.4 million pieces to 4.8 million pieces per annum. During the same year, their subsidiary company, Arvind Spinning Ltd commenced their operation. In March 2005, the company commenced their operations of producing Jeans in Bangalore with the installed capacity of 4 million pieces per annum. During the year 2005-06, new Denim collection was launched which was aimed at the Super Premium brands of the USA, Europe, Japan & Korea. The Company has a joint venture company namely Arvind Murjani Brand Pvt Ltd, through which they hold license to sell Tommy Hilfiger brand apparel in India. The operations of Arvind Brands Limited and their subsidiaries were merged with the company with effect from April 1, 2006. The wholesale branded apparel business of Arvind Fashions Ltd has been sold to VF Arvind Brands Pvt Ltd with effect from August 31, 2006. In March 2008, the company signed an exclusive license agreement with the Philips-Van Heusen Corporation for designing, distribution and retailing of IZOD brand apparels in India. From May 2008, the company name was changed from Arvind Mills Ltd to Arvind Ltd.

Arvind has a strong focus on Research and Development for process improvement, cost reduction and new product development. This is evident in the fact that Arvind continuously modifies its production process to enhance flexibility on the use of various types and quality of cotton.

State-of-the-art technology and equipment have made Arvind one of the leading producers of denim in the world, paving the way for the Company to emerge as a global textile conglomerate. This cutting edge position comes to Arvind courtesy technologies such as Open-end Spinning, Foam Finishing, Mercerizing, Slasher-dyeing, Rope-dyeing, Air-Jet, Projectile and Wet Finishing. Arvind’s quality fabrics are in high demand in the markets of Europe, US, West Asia, the Far East and Asia Pacific.
Design, Innovations and Sustainability have been their core competency and have played a key role in their success. The use of sophisticated ultramodern technology under the guidance of world-renowned designers has enabled Arvind to deliver many firsts in the international markets. All their products are designed and modelled on the basis of expert design inputs coming from designers based out of India, Japan, Italy and the United States. All Arvind Denim products come with the hallmark of distinctiveness and quality.

Arvind has carved out an aggressive strategy to verticalize its current operations by setting up world-scale garmenting facilities and offering a one-stop shop service, by offering garment packages to its international and domestic customers. With Lee, Wrangler, Arrow and Tommy Hilfiger and its own domestic brands of Flying Machine, Newport, Excalibur and Ruf&Tuf, Arvind has set its vision of becoming the largest apparel brands company in India.

Arvind runs India’s largest Value Retail Chain - MegaMart. The MegaMart format offers a unique and differentiated proposition to the consumers. It offers mega brands at very low prices and provides a retail experience of a high-end department store.

**Trent Ltd., ‘Westside’**

Established in 1998 as part of the TATA Group, Trent Ltd operates Westside, one of India’s largest and fastest growing chains of retails stores.

The Westside stores have numerous departments to meet the varied shopping needs of customers. These include Menswear, Women’s wear, Kid’s wear, Footwear, Cosmetics, Perfumes and Handbags, Household Accessories, Lingerie, and Gifts. The company has established 74 Westside departmental stores (measuring 15,000 - 30,000 square feet each) in Ahmedabad, Bangalore, Chandigarh, Chennai, Delhi, Gurgaon, Ghaziabad & Noida, Hubli, Hyderabad, Indore, Jabalpur, Jaipur, Kanpur, Kolkata, Ludhiana, Lucknow, Mangalore, Mumbai, Mysore, Nagpur, Nashik, Pune, Raipur, Rajkot, Surat, Vadodara and Jammu.

http://www.mywestside.com
In a rapidly evolving retail scenario, Westside has carved a niche for its brand of merchandise creating a loyal following. With a variety of designs and styles, everything at Westside is exclusively designed and the merchandise ranges from stylized clothes, footwear and accessories for men, women and children to well-co-coordinated table linens, artefacts, home accessories and furnishings. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers’ shopping experience.

**Shoppers Stop Ltd.**

An Indian retail sector major, Shoppers Stop Limited (SS) opened its door in the year 1991, the foundation was made by K Raheja Corp and it was incorporated on 16th June 1997 as a private limited company. It started operations with the first store in suburban Mumbai and is now a multi-channel retailer with 24 large format department stores and online presence.

From its inception, Shoppers Stop has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family. Today, Shoppers Stop is a household name, known for its superior quality products, services and above all, for providing a complete shopping experience. It provides retail range of branded and own label apparel, footwear, perfumes, cosmetics, jewellery, leather products and accessories, home products, books, music and toys. Shopper’s Stop operates in the cities of Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Jaipur and Gurgaon.

The first store was opened in the year 1991 at Andheri, a suburb in Mumbai, only with Menswear and the Ladieswear was introduced in the year 1992. After a year, the company added Children & non-apparels to its list in 1993.

The status of the company was changed to a deemed public limited company in December of the same incorporation year 1997. SS’s status was further converted to a full-fledged public limited company on 6th October 2003.

---

The Company was honoured with Emerging Market Retailer of the Year award in 2008. In April of the same year, 2008, SS had unveiled its new logo and introduced the new expression of the brand. SS bagged Department Store of the Year award in November of the year 2008 for its reputation in the industry.

Shoppers Stop retails products of domestic and international brands such as Louis Philippe, Pepe, Arrow, BIBA, Gini & Jony, Carbon, Corelle, Magppie, Nike, Reebok, LEGO, and Mattel. Shopper’s Stop retails merchandise under its own labels, such as STOP, Kashish, LIFE and Vettorio Fratini, Elliza Donatein, Acropolis, etc. The company is also a licensee for Austin Reed (London), an international brand, who’s men's and women's outerwear are retailed in India exclusively through the chain. In October 2009, Shoppers Stop bought the license for merchandising Zoozoo, the brand mascot for Vodafone India.

Shoppers Stop introduced international brands like CK Jeans, Tommy Hilfiger, FCUK, Mustang, Dior, etc. across the stores. The focus of the reposition was on the service, ambience upgradation and customer connect. Shoppers Stop connects with the youth audience through adopting the communication routes relevant to youth, up the fashion quotient through merchandising, and creates an ambience that connects with their mindset.58

58http://en.wikipedia.org/wiki/Shoppers_Stop