

CHAPTER III

INDIAN RETAIL GARMENT INDUSTRY AND PROFILE OF THE ORGANIZED RETAIL TEXTILE SHOWROOMS

3.1 Introduction

India's textiles sector is one of the oldest industries in Indian economy dating back several centuries. Even today, textiles sector is one of the largest contributors to India's exports with approximately 15 per cent of total exports. The textiles industry is also labour intensive and is one of the largest employers. The textile industry has two broad segments. First, the unorganized sector consists of handloom, handicrafts and sericulture, which are operated on a small scale and through traditional tools and methods. The second is the organized sector consisting of spinning, apparel and garments segment which apply modern machinery and techniques such as economies of scale.

3.2 Indian Garment Industry

Indian sub continent is the second largest manufacturer of garments after China being the global leader in garment production. India is known for its high quality garments and most of the garment manufactureres are in the small and medium scale industry. Indian garment industry has been growing steadily over the past few years, this has been possible owing to more fashion conscious, and hence there is more consumption which has increased global demand of garments by the rest of the world.

Indian Garment Industry has an advantage as it produces and exports stylish garments for all at economical prices due to cheap labour rates. Today, by the way of Technological advancement and use of sophisticated machinery it has enbaled the manufacturers to achieve better quality and well designed garments. India's Garment Industry has been rapidly growing in last few years. Exports have been rising as there is an increase in orders from global buyers accompanied by a rise of investments in the garment sector of the country. The garment industry is of major importance to the Indian economy as it contributes susbtantially to India's export earning, it is estimated and analyzed that one out of every six households in the country depends on this sector either indirectly or directly for its livelihood. From all over the world the retailers also increasingly come to India attracted by low production costs.

3.3 Garment Industry – Growth Perspective

India's Garment Industry is a well-organized enterprise and is among the best in the world. It constitutes of designers, manufacturers, exporters, suppliers, stockists and wholesalers. Indian garment industry has carved out a niche in the global markets and earned a reputation for its durability, quality and beauty. Today's changing consumer preferences – buying branded garment and fashion accessories are a major boom in retail industry, people shopping at department and discount stores, shopping malls, with rising disposable incomes, government policy focused on fast-track textile export growth and ambitious goals have created several investment opportunities in India.

Government has even made effort to include benefits for garment industry. To promote the textile sector, government included the schemes for attracting foreign direct investments, brand promotion through public-private partnership for global acceptance of Indian brands, trade centers for facilitating business and image building, fashion hubs as a stable market place for Indian fashion, common compliance code for creating garment standards for the benefit of buyers, and training centers for developing human resources. Indian garment industry's has a decentralized production structure – subcontracting, which is low risk and low capital has served the industry well but has excluded Indian products from the mass market for clothing, which demands consistent quality for large volumes of single item.

3.4 Indian Garment Retail Industry

Indian garment industry which is the second largest contributor in the retail industry after food and grocery is seeing some major shifts. Entry of international brands, changes in preferences from non-branded to branded, the fast growing economy, large young consuming population in the country has made India a highly lucrative market. India has the world's largest youth population, which is becoming fashion conscious owing to mass media and social media penetration. This has opened unprecedented retail market opportunities. The promising growth rate of 9.7 per cent makes the Indian fashion industry prominent in the retail sector. Favorable trade policies and increased penetration of organized retail among other factors contribute in making Indian fashion industry attractive for investors.

Within the retail categories, garment retail has demonstrated comparatively high receptivity towards corporatized retail. High penetration of corporatized retail in apparel has also

paved the way to introduce more formal and systematic processes and procedures in operations, procurement and distribution. As a consequence, garment retail market has managed to harness the advantages offered by modern management concepts leading to improved product offering, better customer management and scientific supply chain management techniques. It is expected that garment retail will continue to witness deeper penetration of corporatized retail beyond the major urban clusters and the increase in the demand of branded products.

3.5 Indian Retail Market Overview

Indian economy, one of the fastest growing economies of the world, is witnessing major shifts in consumer preferences. Increasing disposable income, brand awareness and increasing tech-savvy millennial population are the driving factors of corporatized retail within the country. Overall, Indian retail scenario has shown sustainable long-term growth compared to other developing economies.

The Indian retail market was worth Rs 41,66,500 crore (US \$641 billion) in 2016 and is expected to reach Rs 1,02,50,500 crore (US \$1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 per cent. It is envisaged that the current fashion retail market worth Rs 2,97,091 crore (US \$46 billion) will grow at a promising CAGR of 9.7 per cent to reach Rs 7,48,398 crore (US \$115 billion) by 2026.

3.6 Rise of Organized Retailing

The Indian fashion retail industry is transforming rapidly and is seeing shift from unorganized to organized retail. The transformation is due to increase in income, increased penetration of branded wear in country and awareness of fashion trends among consumers. Nowadays couture is not limited to metros only. Tier -II cities and semi-urban cities have emerged as huge potential markets for these organized players. Penetration of organized retail chains has contributed to the growth of garment market. Market expansion in non-metros seems a lucrative opportunity for domestic and international brands. Once considered value conscious consumers of Tier -II cities are now open to spend more on fashion and look good. Garment retail in non-metros is growing exponentially due to which more brands are entering hinterlands.

Nowadays organized retailing plays a significant role in the fast growing fashion industry in the world. From the last few decades, the fashion industry in India has been experiencing

an explosion due to considerable dynamic nature which increases fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the garments throughout the world. Garments define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era.

3.7 Customer Buying Behavior

In today's business environment, customer is the king. Customers buying behaviour is the study of individuals and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society. It has become imperative for the manufacturers to cater to the customers according to their taste and preference. With mass media penetration and growing disposable income, Indian customers have become more demanding and adaptable to change in fashion. With the rapidly changing profile of customers, it has become challenging for retailers to keep up with shifting shopping demands. Shoppers today are well informed about fashion trends and demand accordingly. Thus, it becomes challenging for retailers to cater their customers with constant change in preferences.

3.8 Customer Satisfaction

Customer satisfaction is a critical issue in the success of any business system, traditional or online. In a turbulent commercial environment, in order to sustain the growth and market share, companies need to understand and satisfy customers, since customer satisfaction is critical for establishing long term client relationships. It is evidenced by the fact that over the last five years, customer satisfaction surveys have become common in many institutions. Thus a fundamental understanding of factors impacting customer satisfaction is of great importance to business.

A few scholarly studies, to date, have been undertaken to identify quality dimensions and detailed aspects of services and their relationships with customer satisfaction. One of the more widely used instruments for assessing customer satisfaction is SERVQUAL developed by Zeithmal et al., (1988).

Achieving quality service in the eyes of the customer requires proactive organizational commitment. According to Berry et al., (1994) 'service' plays a key role in providing value and drives a company's success. For the customer, this represents the benefits received against the burdens – like high price, an inconvenient location, unfriendly employees, or an unattractive service facility. Quality service helps to maximize the benefits and minimize such errors. Understanding customer expectations and measuring the organizations performance with regard to them are a central component of building service quality.

In today's largely competitive market environment, retail textile showrooms are increasingly realizing the need to focus on service quality as a measure to improve their competitive position. It is the element of customer service that plays a vital role to have competitive advantage. Good service or quality customer service includes politeness, responsiveness, promptness, care and commitment towards the customer and designing systems, procedures and responses with a view to make the customer feel secure, special and satisfied. Tom Peter, a famous American author of Corporate Management and Leadership books has quoted that "Listening to customers must become everyone's business. With most competitors moving ever faster the race will go to those who listen and respond". While this is true for all business, it has special relevance to retail; such a customer service quality is also being reflected, in the form of or dimensions such as Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Further, the service quality is situation specific and largely defined subjectively and qualitatively by the customer. On the other hand, customer satisfaction is the total of the customer's expression of the service quality. It is the degree to which the retailer conforms to the customers' quality specifications that includes five factors such as tangibles, reliability, responsiveness, assurance and empathy. Hence, this study assesses the customers' satisfaction towards service quality of the organized retail textile showrooms on the basis of these five dimensions.

3.9 Customer Service

In today's competitive retail environment, the delivery of high quality of 'Customer Service' has long been treated as the basic of retailing strategy. A high quality of Customer Service is very much demanded by the current times customers who are well aware of similar

offerings by retail showrooms across the world. A good Customer Service creates a positive impact about the shopping experience of organized retail textile showrooms. This leads to improvement in customer's perceived value, satisfaction and customer loyalty for the textile showrooms. Customer Service at a textile showroom usually includes

- **Easy Payment Options** - As the times are changing customers do not prefer to carry heavy wallets, they prefer plastic money i.e. credit cards or debit cards. Hence, a lot of textile showroom can provide the facility of making payments by credit cards and thus delight the customers.
- **Parking Space** – Parking Space is very much required by the customers residing in metropolitan cities. The textile showrooms which provide ample parking space to its customers provide better satisfaction to their customers, this leads to customer loyalty and showroom success.

3.10 Service Quality

Service quality is a concept that has aroused considerable interest and debate in the literature because of the difficulties in both defining it and measuring it with no overall consensus emerging either. There are a number of different “definitions” meant for service quality. One that is commonly used for service quality is the extent to which a service meets customers' needs or expectations. Service quality can thus be defined as the difference between customer expectations of service and the customer preference. If expectations are greater than performance, then the perceived quality is less than the satisfaction level and hence customer dissatisfaction occurs.

Measurement of service quality allows for comparison before and after changes, for the location of quality related problems and for the establishment of higher standards for service delivery. The starting point in developing quality in services is analysis and measurement. The SERVQUAL approach, which is applied in this research, is the most common method for measuring service quality.

By the 1990's, service organizations were also beginning to understand what their manufacturing colleagues had discovered earlier that quality cannot be improved unless it is measured, and the best measure is the customer. Parasuraman et al. (1988) devised the scale for measuring service quality on the basis of five-dimensions as follows.

- **Tangibility** : This dimension of service quality refers to those elements, which provides tangibles to the service and includes physical facilities, equipments of the service provider, dress and appearance of the service personnel.
- **Reliability** : This refers to the ability of the service provider to accurately perform the promised service of right quality goods at right prices.
- **Responsiveness** : It refers to the willingness of the service provider and the staff to provide assistance and prompt service to customers.
- **Assurance** : This refers to the ability of the service provider and the employees to use their knowledge and courteous behavior to instill trust and confidence in customers regarding the services rendered.
- **Empathy** : This refers to the care and concern shown to the customers and the capability of the firm to devote individualized attention to its customers.

3.11 Determinants Affecting the Choice of Customers at Organized Retail Textile Showrooms

The factors that are observed in the study can be used by the organized retail textile showroom in developing their marketing strategies in a better way. With its help the retailers has an opportunity to convert their potential customers to actual customers garment retailers needs lot of improvement in their ambience and location, brands offered, prices offered, discounts offered, services provided within the showroom as well as after sale service in order to boost their demand. There is also factor like payment mode, discounts on apparels, location and ambience etc. are some other significant factors that affect their choice of selecting the organized retail textile showroom.

1. Display and Presentation of Garments

The garment display plays an important role in influencing the buying decision of the customers. It is the display of the garment which attracts passing individuals into the showroom. The showroom must have an attractive display to entice the customers. Shopping may be the last priority for an individual but a creative display encourages him to spend on shopping. A retailer must intelligently display the latest trends on mannequins to prompt the customers to buy the same and must make sure the products are kept on their respective racks.

Since most of the customers are right handed, they tend to go towards the right side of the showroom, the moment the customers step inside. The retailer must thus display expensive and unique garments on the right side of the showroom.

2. Ambience of the Showroom

The showroom ambience plays an important role in attracting new customers and retaining existing ones. A customer would never purchase anything from a showroom which is not clean. Foul smell irritates individuals and thus they leave in no time. Play soulful music for a positive effect on the customers. The showroom should be well lit and ventilated for the customers to enjoy their shopping.

3. Customer Treatment

Warm customer treatment is an effective way to pull the customers into the showroom. It is essential for the retailers to treat the customers like kings to expect loyalty from them. Understand the customers well. Try to satisfy their expectation in the showroom. The sales representative must greet the customers with a warm smile. It makes a difference. Assist them in their purchase. The retailer must never lie to the customers. If something is not looking good on them, be honest and give them a correct feedback. If a customer comes for an exchange, don't be rude; instead help him with an alternative.

4. Showroom Design and Layout

A customer would never prefer garments from a showroom which gives a cluttered look. There should be ample space in the showroom for the customers to move and shop freely. The stickers and labels on the shelves and racks should have size, colour and so on. Classify the complete range of garments into small categories comprising of similar and related products. Categories help the customers to locate the products easily. A showroom must have a trial room. Individuals avoid places where there is a parking hassle. The showroom should have an adequate parking space.

5. Other Factors

Discounts and rebates influence the customers to showroom more. A customer might not need a garment, but a discount will encourage him to purchase the same as he would now get it at a lower price. Promotional schemes like free gifts also affect the buying decision of

the customers. A Free T Shirt with a pair of jeans would definitely prompt the customers to shop more. Customers also indulge in shopping to redeem their coupons and avail discounts.

3.12 Factors Influencing the Choice of Customer Behavior in Textile Showroom

Factors influencing the consumers regarding the choice of selecting the garment and organized retail textile showroom are based on the five dimensions, namely consumer characteristics, reference groups, showroom attributes, promotion and product attributes. All these dimensions are created based on the various research studies on the consumer behaviour and also through the opinion of various experts from the industry and academic institutions.

1. Customer Characteristics

Customer characteristics are the customer attributes like involvement, fashion & brand consciousness, loyalty, emotion etc. which differs from customer to customer and also have effect on garment buying behaviour. This dimension is measured under the indicators viz. the preference of readymade garments, fashion consciousness, brand consciousness, receiving or giving garment as gift, importance of showroom image, impulsive buying behaviour, planned buying behaviour, loyalty towards textile showrooms and product brand, comparison behaviour, garment purchase decision making, brand awareness, importance of emotional feelings, preference to wear and try before purchase, bargain behaviour, eco-friendly garment, and importance to business ethics.

2. Reference groups

Reference groups are the external influencers like television programmes, magazines, customers' favourite celebrities or stars, friends, family members, other persons etc. who influence the garment buying behaviour of the customers. Maninder Singh and Kuldip Kaur (2010) cited that celebrities are individuals who enjoy public recognition and who use this recognition on behalf of a customer good by appearing with it in an advertisement. They also cited the ability of a celebrity to generate the actual purchase behaviour of customers by their trustworthiness and credibility and celebrities have great source power to attract the customer and change their behaviour positively towards the purchase intentions of the product. This dimension is measured with the indicators viz. TV shows, magazines, favourite celebrities,

influence of friends, friends favour towards the garment buying behavior of the customer, parent's preference and other peoples' perception.

3. Showroom attributes

Showroom attributes are the atmospheric and characteristics like facilities in the showroom, services provided by the showroom, showroom format etc. which influence the customer garment buying behaviour. Reynolds et al (2002) states that, understanding patronage behavior is one of the key to success for today's retailers. Increasingly it is necessary that managers know which retail attributes are important to which shoppers so that the appropriate retail strategies can be developed. Past studies have done a commendable job in developing shopper profiles or typologies. Researchers have sought to identify customers' motivation for shopping and the showroom attributes most important to various segments of shoppers. This dimension is measured by the indicators viz. parking space, trial room, debt card acceptance, membership card provision, garment free alteration services, garment updates through mail, mobile phones etc., selling garment on credit basis, online services, Multi-Level-Marketing format, and shopping space.

4. Promotion

Promotion is the various promotional techniques adopted by the retail showroom to attract and persuade customers. Many previous research studies indicated that there is a significant positive influence of promotional techniques on customer buying behaviour. This dimension is measured by the indicators viz. marketing techniques adopted by the retail textile showrooms, advertisement, pricing techniques, and visual displays.

5. Product Attributes

Product attributes are the product features like style/design, quality, price, brand, fit etc. Kwan et al (2004) mentions that researchers have identified many product attributes and criteria that are critical for fashion customers in clothing purchases and basically all these can be summarized under intrinsic and extrinsic categories. They also identified five factors in clothing choice criteria viz. named product and self image related criteria, style and quality related criteria, durability and easy care, fit and sex appropriateness, and price. This dimension is measured by using the indicators viz. style, price, fit, brand, and quality.

6. Location

Location has long been recognized as one of the prime determinants of showroom choice and success in retailing. The location of a showroom and the distance, which customers must travel to go shopping are basic criteria in their showroom choice decisions. In addition, showroom visibility is an element often discussed in the literature that does effect customers decision of choosing one showroom over another (Levy et al 2009). They argue that showroom choice decisions also depends on the total shopping costs and time which is required to access the showroom. Therefore, it can be argued that 'Location' makes the overall shopping experience of customers convenient, thus enhancing the image of organized retail textile showrooms.

7. Salesperson's Service

According to Parasuraman et al (1985), an organized retail textile showrooms can differentiate its retail offerings by providing excellent 'Salesperson's Service' and thus build customer loyalty. Overall shopping experience of the customers convenient because with these, the customers are well assured that there is someone in the showroom will help in making their shopping experience easy and comfortable. Once the shopping experience is easy and comfortable, the perceived value of the textile showroom is enhanced which leads to satisfaction and ultimately customer loyalty. Customer satisfaction and loyalty are essential for sustainability and success of a organized retail textile showrooms.

8. Layout of the Showroom

According to the literature, a convenient showroom 'Layout' can play a vital role in enhancing the overall shopping experience of a customer at organized retail textile showrooms (Bloomer et al 1997). This is indeed important in highly competitive retail sectors, like we assume the garment sector to be, and is therefore an interesting and relevant aspect to remember. A retail showroom 'Layout' should be designed to facilitate easy movement of customers within the showroom, and allow the optimal presentation of merchandise (Sharma et al 2000). As organized retail textile showrooms are relatively huge as compared to other showrooms and convenient 'Layout' becomes an essential tool in making the overall shopping experience of the customer exciting and fruitful. Signage and Graphics is important element of showroom design and layout, which can help customers locate

specific products and departments within the organized retail textile showrooms. Customer friendly signage and graphics provide product information, and suggest items of special purchases. By using visual communication, a retailer can help the customer through the showroom, especially in the case of multibrand organized retail textile showrooms, which are huge in size and are spread over large areas and housing many brands less than one roof. It is also believed that, signage at the entrance and in windows can be used to attract consumers' attention. In addition, signage of new arrivals is also a tool to get people's attention.

3.13 Profile of the Organized Retail Textile Showrooms

RMKV Silks

RmKV is an Indian manufacturer and retailer of silk sarees, based in Tirunelveli. One of the oldest and largest saree retailers in Tamil Nadu, it is notable for having introduced pioneering techniques and manufacturing innovations into the traditional silk saree weaving industry. Founded in 1924 by Sri Rm.K.Visvanatha Pillai, RmKV today is reputed for its wedding silks, unique silk sarees, as well as family apparel, with large showrooms in Chennai, Tirunelveli and Coimbatore. With 89 years' experience in silk, RmKV is identified with quality products, design innovations and new techniques in handloom silk weaving which have won two National Awards. Today RmKV's vision is taken forward by Sri. Rm. K. Sivakumar, following in the illustrious foot-steps of his father Sri.V.Kumaraswamy and his brother Sri.K.Viswanathan. RmKV also carries a wide range of fancy and embroidered sarees, salwar kameez, and a complete range of ladies', gents' and children's products .

A combination of skills of the traditional Kanchi weaver with French tapestry technique is used to faithfully reproduce the famous painting in the pallu portion. This is a tribute to the Royal Painter, Raja Ravi Varma on his 150th anniversary. Traditional Silk Saree that captures the grandeur of the architecture of the famous Padmanabhapuram Palace, the seat of the Travancore Royalty. The pallu has an exquisite display of sari work with 90 different flowers.

Design and Manufacturing

RmKV Silks can be said to have begun the trend of innovation in the traditional field of silk sarees when they came out with a saree depicting, in woven silk and jari, the 33 Bharatanatyam dance poses for Subramanya Bharathi's song Chinnanchiru Kiliye. Since then RmKV has released about three dozen designer sarees, including Aiswarya Pookkal (National Award, 1998); Hamsa Damayanthi, based on the Raja Ravi Varma painting and modeled by then-unknown Deepika Padukone (National Award, 1999); Kural Oviyum (depicting couplets from the Thirukkural); a line of textured "embossed silk" sarees; the reversible silk saree; a 50000-colour saree (modeled by Jyothika); natural-dye silk sarees; and light-silk sarees using patented methods. Conceptualization and design are performed at their studio in Tirunelveli and manufacturing at Arani, Tamil Nadu. Noted textile designer Subrata Bhowmick of the National Institute of Design was the consultant behind RmKV's Hamsa Damayanti saree and its subsequent advertising campaign.

Mahaveers Silks

Mahaveers, situated in the heart of the textile city of Coimbatore has earned a reputation among Coimbatoreans as an exclusive Sarees and Salwar Showroom. Contemporary ideas and collaborative efforts of Shri B. Balchand and his group of members in 1971 began to give customer trade a new dimension in terms of quality, exclusiveness and customer service. The group's pioneering efforts to unveil new range of Sarees has brought fame, trust and license which are foundation of phenomenal growth.

The range of Saree collection includes Hand Crafted Exclusive Banarasi Sarees, Kancheepuram Silk & Cotton, Maheshwari, Mangalgiri, Hand Painted Kalamkari, Tussar, Crepe and Georgette, Silk Kota, Khadi Tussars, Ikat from Putupakka, Silk and Cotton Uppadas and many more sourced from all over India. Over the years, Mahaveers has grown rapidly and secured name and fame from customers as powerhouse in excellent Silk Sarees.

In 1984, the group branched into manufacturing hand crafted silk sarees under the banner "Ajeeths Creation". And today, the name Ajeeths Creation reckons with high creativity, exquisite designs and extensive range of sarees. The customers list for Ajeeths Creation Sarees

carries all prominent shops and showrooms from all the major metros, towns and cities of the country. Mahaveers is energetically promoting the Silk Sarees which has brought laurels. The forte lies in presentation of collections that are latest, fashionable and elite at all times.

Mahaveers continual endeavor is to understand the esteemed customer's buying behavior and serving them with best varieties that have helped to build strong relationship. In order to render excellent customer service, Mahaveers is entering into online trade which is looking promising these days. Hope this would be convenient for the customers to shop for all the needs from anywhere, anytime.

Ganapathy Silks

Sri Ganapathy Silks have their origin at the historic Place of Sankarankovil, the southern light of matchless tamil heartland, the abode of the Lord Sankara Narayanar. Our founder Thiru. T.M.Ganapathy Mudhaliar, being a cloth hawker at the hustle & bustle market, started his small time shop in the most humble way in 1944. All that he carried were not the loads of clothes, they were the seeds waiting to sprout as trees all big and bigger still. 1959 - the dream to start a textile showroom turned true, finally "Sri Ganapathy Cloth Showrooms" came in to existence. In the process of adding quality, own looms were started. It is not merely weaving the yarn of silk, they include honesty, care and love. Another glory in the proud journey of Sankarankovil - a milestone at a new frontier - "Sri Ganapathy Silks" entered the Machester of South India, Coimbatore, in 2005. As our customers encouragement came like a gushing stream. Our mind boggling dreams came true. New Show Room Launch by 7th June 2010 at Gandhipuram, Coimbatore.

A social venture called "Maasila Theni" aiming at revamping Theni district to make it more cleaner and greener was launched in the year 2011. The venture received a standing ovation from public with a encouraging support from numerous government officials, NGO's and schools. 2012 was a significant year that marked the grand opening of yet another offshoot at Theni that received a hearty welcome from public. The volume of crowd that gathered on the launch was the testimonial for the devotion and hard work behind Sri Ganapathy Silks. The year adorns the history of Sri Ganapathy Silks with introduction of a unique saving scheme in silk industry named Kalaiyazhagu. The scheme helps its customer to get a silk by monthly savings.

In continuation with Kalaiyazhagu, another saving scheme called "Thedi Varum Aadi" helps the customers to purchase all textiles goods in the showrooms.

Pothys

Pothys has established itself as house hold name in the textile industry in Tamil Nadu. Pothys undisputed reputation stems from our unflinching dedication to give you the highest quality, exclusive and diverse clothing options and unmatched customer service.

Pothys hard work, dedication and perseverance as earned the distinction of being voted the most preferred saree showroom in Chennai. Pothys are also the first retail showroom in Tamil Nadu to be accredited with ISO 9001 certification way back in 2003. Pothys desire to innovate and excel in silk manufacturing won us the Guinness World Record in the year 2005 for creating the world's longest silk saree.

Pothys showrooms house the largest collection of silk sarees in Tamil Nadu. At Pothys gives benefit of diverse silk varieties, exclusive designs and authentic silk brands. Pothys is the first Textile showroom in Tamil Nadu to launch its own unique brand of silk sarees namely Samudrika, Parampara and Vastrakala. These silk brands stand apart for their richness in silk, exclusiveness in design and luxury, genuine zari work and weaving artistry for that special look and feel. Pothys branded silks are truly heirlooms in their own right and are designed to last for generations to come.

The house of Pothys has a rich legacy and vibrant history, the fore fathers served as weavers to the royal households of the maharajas of yesteryears. Pothys itself was established over 90 years back by K.V. Pothy Mooppanar our founding father, under the name Pothy Mooppanar to sell cotton sarees, dhotis and towels woven in his own loom. Thus Pothys first showroom was set up at Srivilliputtur

Pothys has always strived to balance both the traditional and the contemporary, be it innovation and excellence in art and craft, personalized customer service, the assurance of quality and trust and an elegant showroom ambience we have it all. A drive to make a difference and recreate history is Pothys passion and inspiration.

At Pothys values of nationalism and patriotism are greatly admired, since we are truly a company that has been nurtured by India and its citizens. India's glorious history, varied culture

and diversity and the intrinsic unity that hold us citizens together has always been an issue of global fascination. This beautiful nature of Mother India has been captured in writing, music and on canvas, but never on a silk saree. Pothys quest to pay tribute to Mother India and also to do it uniquely we came up with the concept of re-creating India's glorious history and achievements, beginning from the ancient Mohanjo-Daro civilization up to India's freedom from British bondage.

This mammoth silk saree measures a whopping 1276 feet in length, it took a total of eight painstaking months to create this masterpiece in pure Kancheepuram silk. The saree was woven by three Master Weavers, six weavers and nine painters, all belonging to the POTHYS family. This unique creation, which is a result of original concept and design, painstaking hard work, is indeed a remarkable milestone in the annals of our Nations proud handloom industry.

Awards

It is this quest to achieve excellence and be daringly different that we have been awarded certain distinctions and recognitions that we are proud to share with you.

- Pothys has been conferred with two prestigious awards from the Government of India, The National Award for Master Weavers and The Silk Mark distinction, which is an authentic certificate of quality and creativity.
- Pothys is the first showroom in South India to be accredited with ISO 9001:2000, a mark of international quality and reliability.
- Pothys has been voted as the most popular Silk Saree Showroom in Chennai in a survey conducted by SUN TV and Nelson in the year 2002.
- Created history in the field of silk weaving by stepping into the Guinness Book of World Records for World's longest silk saree (1276 feet), endowed with images that trace the rich and varied heritage of India through five millennia.

Guinness Record Saree

The motifs that adorn the saree were first created on canvas before being woven in pure gold zari on the saree. The images recreated on this saree historically trace India's progress beginning with Glimpses from the Mohanjadaro-Harappa civilization, Rama Era, Krishna Era, Budda, Mahavera, Maurya, Chera, Chola, Pandiyas, Rajputs, Moghuls and culminating with the

nation's freedom struggle. Apart from this it also features images of India's Map, the Globe and Monuments of national importance. The cultural and social diversity of India has also found a place on this silken canvas with images depicting folk dances, festivals and cultural attire. Images of some of our freedom fighters have also been included such as Mahatma Gandhi, Thiruvalluvar and Swami Vivekananda.

Hon'ble Thiru Surjeet Singh Barnala, Governor of Tamil Nadu was gracious enough to formally launch this Saree at a function in Raj Bhavan, Chennai very recently. The Governor praised the efforts that have gone into creating the Saree and lauded the distinction achieved by Pothys. The record Saree was unveiled for public viewing by Dr. Nalli Kuppusamy Chettiar of M/s Nalli Kuppusamy Chetty in the presence of Mrs. Y.G. Parthasarathy - the educationist, Ms Padma Subramaniam – a well known Bharatnatyam dancer, Mrs Sudha Rangunathan – the popular carnatic singer. Dr Nalli Kuppusamy Chettiar also honoured the weavers and the artisans involved in the project.

Chennai Silks

Nearly five decades have been witness to transit from modest khadi showrooms to the largest textile kingdom in Tamilnadu. The Chennai Silks (TCS) strongly believe that it is the time tested heritage that has made The Chennai Silks (TCS) today. The rich legacy has not just taught the finer points of business, but also helped to see beyond business. It was one man's penchant and passion for the art of weaving that initiated the group in 1962. Today, looking back at a glorious past look forward to a fine future, The Chennai Silks (TCS) shall ensure to continue to stand the test of time for generation to come.

Vision & Mission

At The Chennai Silks (TCS), is unique value system that has made today, an ethical approach to business ensures integrity in all the dealings, making synonymous with reliability and trustworthiness. The Chennai Silks core focus has always been to make sure that each person connected with The Chennai Silks - vendor, employee of customer – finds association fulfilling as well as fruitfulness. As change with the times, the Chennai Silks (TCS) will ensure that the values stay constant, because more than anything else, we will remain a group that values its values, to come.

The Chennai Silks

The largest textile kingdom in Tamilnadu, The Chennai Silks (TCS) has proven to be a shopper's delight for generations of families. It has a widespread reach with sprawling showrooms in Chennai, Coimbatore, Tirupur, Erode, Trichy, Karur, Ernakulam, Tirunelveli, Vellore, Salem, Villupuram, Hosur, Madurai and Chittoor. Our Airport showrooms at Coimbatore Airport, Madurai Airport, Hyderabad Airport, Mumbai Airport, Chennai Airport and Trichy Airport. The Chennai Silks continues its endeavours to reach out to customers, beyond barriers and beyond boundaries.

The Chennai Silks (TCS) has always been known to extend an exclusive and exquisite collection that keeps pace with the discerning customer's taste. It has the most exhaustive collection of clothing for men, women and children, under one roof. These include Wedding Silks, Designer Sarees, Cotton & Silk Sarees, Chudidars, Dress Materials, Traditional & Western Wear, Suitings & Shirtings, Formal & Casual Wear, Dhoties, Sherwanis & Children's Wear. With clothes for every season and every occasion, The Chennai Silks (TCS) has indeed become the favourite family shop.

The advanced supply chain Management makes automatic updation of stock, and therefore greater precision in inventory control. With on-time supply, The Chennai Silks (TCS) enjoys a smooth rapport with its vendors, a relationship that has always been governed by ethical business practices & hassle-free online payments.

Testifying to authentic products of The Chennai Silks (TCS), are the Silk Mark and Handloom Mark. In compliance with International Quality Management Systems, the Chennai & Coimbatore showrooms are certified with ISO 9001:2000.

Thechennaisilks.com is e-commerce arm of the The Chennai Silks. The Chennai Silk (TCS), delivers across more than 200 countries. thechennaisilks.com is able to offer a wide range of genuine products at very reasonable prices, confidence of buying from a trusted source and the convenience of returning in our Showrooms.

PSR Silks

PSR Silk Sarees India Private Limited is a Private incorporated on 14 July 2008. It is classified as Non-Governmental company and is registered at Registrar of Companies,

Coimbatore. Its authorized share capital is Rs. 4,75,00,000 and its paid up capital is Rs. 4,75,00,000. It is involved in Spinning, weaving and finishing of textiles.

Directors of PSR Silk Sarees India Private Limited are Ammapattai Marichettiar Subramani, Rangasamy Jawahar, Rangasamy Srinivasan, Parasapalayam Sennappa Chettiar Rangasamy and Rangasamy Jagadeesh.

Fifty years ago, Shri P S Rangasami, the founder of the group, embarked on his career as a master weaver with a passion for handlooms, he has worked steadfastly for half a century, promoting the art of handloom. Today, thanks to Shri P S Rangasami inspiration and the entire group which is dedicated to handloom weaving. The PSR Group is run by a formidable team for production and designing, a team who are experts in their field of handloom manufacturing and designing.

Predominantly PSR were in the wholesale business till the year 2000. It is our zeal to market every item that PSR innovate, and it is the dream as well the brain child of the master. PSR directly initiated the process of retailing to public directly led to land up in the Retail Business in the year 2001. Since then the growth escalated immensely, enjoys the relentless patronage of a dedicated breed of steadfast customers, swelling in number all the time. PSR began its retail venture to not only directly market PSR's innovations, but also for immediate customer feedback.

Shri P S Rangasami, the grand old owner of PSR, still weaves in the old-fashioned way sometimes. Shri. R.Jagadeesh, began weave at a time when there were no computer-aided designs and punched cards. "Even the motifs were painstakingly introduced by hand. That is the reason grandmothers' saris seemed heavier. But that way of weaving is cumbersome and time-consuming. These days, people want lighter saris and the time it takes to weave is not matter of consideration. " The reason the saris of those days looked different was also to do with colours. Some of them were imported but were subsequently banned. Red RB, Brown GR, a particular shade of kathiri poo violet... Even the process of dyeing and preparing the yarns for weaving were different and done by hand using age-old methods and natural ingredients. The weavers preparing the yarns for weaving were different and done by hand using age-old methods and natural ingredients. PSR weavers had the patience to spare so much time, energy and attention to one sari. "Besides, setting a loom just for one sari will make the cost prohibitive." But PSR does

receive requests to copy precious old saris. “PSR copy them and make them as close to the original as possible, but they are lighter and may not quite be an exact replica.

Shree Devi Textile

Every successful entrepreneurial venture has behind it a dream, a vision and hardwork. Shree Devi Textile is headed by one such individual...

With the blessings of the Shree Devi Textile ones love and of the divine, today it is the name to be reckoned with. Mr.P.Senthil Kumar joining hands after finishing the education has been instrumental in the exponential growth of Shree Devi. Shree Devi Textile was able to expand and he is the brain behind this growth. Shree Devi Textile’s customers are also a huge part of our growth and Shree Devi Textile never forgets that. Every day, every piece of clothing that is sold, is sold at a value that the customers appreciates. Everyone who steps in, steps out with a smile. That one fact is the symbol of Shree Devi Textile success, and Shree Devi Textile could not have done it without the people who matter to me – my god, my family and my customers.

This special feature is about a showroom where colours, combinations, innovations all come together in six yards of perfection! Shree Devi Textile is a name to reckon in the Coimbatore retail scenario. Having begun in 1986 selling mill goods, the showroom has grown immensely over the last 24 years. The name now is synonymous with the happy customer syndrome! Crowds throng this multi-level showrooms for a complete shopping experience and every day sees many people who travel from nearby towns to be a part of the Shree Devi success story. It has always been the dream of the founders of Shree Devi to build a showroom that will sell exclusively designed Kanchivaram sarees. By 2003, the looms were making sarees exclusively for Shree Devi and designing exclusively for Shree Devi as well.

Shree Devi Textile has been known for breaking new ground in the clothing retail market. Whether it was introducing fancy sarees to Coimbatore or hiring looms that weaves exclusively for them, Shree Devi has always been an innovator. Now, to prove that they are indeed the best in the field, Shree Devi has come up with a new section of soft silks.

The shelves are brimming with colours that put a humble rainbow to shame. These unique sarees have been woven by master craftsmen in units tucked away in tiny villages around Tamil Nadu, and they spend days innovating with design and colour to give the wearer something truly exquisite. These sarees are woven without starch and hence have an almost dreamy softness. The sarees weigh not more than 750gms and can be worn for any occasion. They also have various varieties of colourful salwars right from casual wear to party wear.

FUSION STYLE The designs for some of these sarees are from faraway places like Orissa and Varanasi. A true fusion of northern and southern Indian designs to create a piece that is representative of the country in many ways. Traditional Oriya designs find their way in a traditional Kanchivaram silk, creating a unique handloom hybrid that no one elsewhere will ever weave.

DESIGN YOUR OWN SAREE Sarees can be custom-made to suit your tastes. When a customer likes to design but prefer it in another combination, then give them 60 days and it will be yours! This is Shree Devi's new step into the world of silk retailing.

3.14 CONCLUSION

It is evident from the theoretical aspect that, India has emerged as a nerve centre for textile business in the past decades. The fact is that, garment is an inevitable aspect of Indian rituals and customs. Garment has been a passion of fashion sense and it has always occupied a special place in the heart from ancient times. The designs vary in size and price from elaborate and beautiful to simple and functional. The different organized retail textile showroom has their own design and marketing strategies to influence the mind of consumers. Organized retail textile showroom have emerged and confirmed the quality, price and fashion sense of the customers.

