

PROJECT LUXE TEASER

Opportunity to partner with premier denim fabric manufacturing company in central India.

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WHITewater
— CORPORATE ADVISORY —



Company Overview



Business: Started operations in 2019, engaged in the **weaving, processing, dyeing and finishing of denim fabric**



Manufacturing Facility: State of art denim manufacturing facility spread over **~48 acres of private diverted land** on state highway located in central India.



Advanced Technology: Fully equipped with the latest technologies, including **Rope dyeing technology, dobby, Airjet & Rapier looms etc**



Brand Network: Caters to brands such as **Primark, Next, Mufti, Louis Philippe, Aldi, Flying Machine, Kik, Lee Cooper, John Players, U.S. Polo etc.**



Strong Leadership: Experienced management team with **over 3 decades** of experience in textile industry. Experienced operational/marketing team drawn from reputed companies like Raymond's, Arvind etc.



Strength: Having employed **~500 employees**, benefits from a robust team that drives productivity and operational excellence

Financial Highlights

~₹ 145-150 Crs
Revenue

~72-75 Lac Meters
Fabric Sales

~11%-12%
EBITDA Margin %

₹ 95 Crs
Gross Block

~27%-30%
Exports

~85%
Capacity Utilised (Peak)

Key Brand Customers

PRIMARK®



U.S. POLO ASSN.
SINCE 1890

NEXT



LOUIS PHILIPPE



JOHN PLAYERS

MUFTI

Company holds a prominent position in the industry, known for high & consistent quality, timely delivery, customized solutions with changing fashion trends, technology, skilled talent and commitment to sustainability



Manufacturing Facility



Rope Dyeing Technology

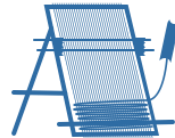
Wide variety of shades

- Indigo up to 5%
- Indigo Bottom Sulphur Top (IBST)
- Sulphur Bottom Indigo Top (SBIT)
- Sulphur Bottom Dyeing / BBIT
- Green Bottom Indigo Top (GBIT)
- Luster Jet Black
- Grey



Eco-Friendly & Sustainable

- Zero liquid discharge treatment system ETP with RO and MEE
- Rainwater Harvesting (80 Mn Litres capacity)



80 Rapier, Dobby & Airjet Looms

Weave Styles

- Plain 1/1 & 2/1
- Twill 3/1 RHT, LHT & Broken
- Fancy 5/1
- Dobby knit structures
- Honeycomb
- Matty
- Herringbone
- Oxford



Finishing

- Merceriser
- Desizer
- Kuster Padder
- Stenter
- Jigger
- Wet Finishing



Certifications



Installed Capacity

Weaving (at Avg. 60 Grey PPI)	110 Lac meters p.a..
Yarn Dyeing	15 Mn meters p.a.
Fabric Processing & Finishing	13 Mn meters p.a.
No. of Dyeing Lines	1

Manufactures denim ranging from **4.5 oz to 14.5 oz**, widest possible width in Asia

Denim Fabrics

- Rigid
- Shirting
- Basic twill
- Dobby structures

Man Made Fibres

- Viscose
- Lyocell
- Modal
- Spun poly
- Hemp

Varied Composition

- Ring
- Ring slub
- Cross hetch
- Poly
- Cotton stretch
- Stretchability (40-75%)

Finishing

- Width upto 76 inch
- Soft finish
- Flat finish
- Over dying
- RFD



Investment Rationale



Industry Growth Outlook

- Domestic denim market is valued at \$ 6.9 Bn in FY24, expected to grow to \$ 12.6 Bn by FY31 (CAGR 9%)
- India ranks 3rd largest denim fabric exporter globally, valued \$ 296 Mn in FY24, projected to grow to \$ 930 Mn by FY31 (CAGR 13%)



Scalable Production Capacity

- ~25 acres free land available for further expansion to meet projected denim demand in global markets.
- Existing operations and infrastructure could support vertical integration.



Sustainable Manufacturing Practices

- Major compliance certificates available like OEKO-TEX, ZLD, ZDHC, Higg FEM, SEDEX etc. which enables to cater premium global brands such as Next, Aldi, Primark, etc
- Zero liquid discharge (ZLD) plant, supplemented by a rainwater harvesting system (80 Mn litres capacity)



Locational Advantage

- Company enjoys a strategic geographic advantage, which lowers logistics costs and enhances distribution efficiency for both domestic and international markets.
- Convenient connectivity to Airport, Railways, National Highways. Close to Cotton and Yarn suppliers



Favourable Government Policies

- Specialised package for garment and textiles by the state government
- The PLI scheme expanded to include small textile firms, aiming to boost garment exports to \$50 Bn by 2030

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