



# PROJECT ETHNIC

## Investment Teaser

Potential Investment  
opportunity in Men's Ethnic  
Wear Industry



# Business Overview



Premium men's ethnic brand positioned at the intersection of tradition and modernity to redefine men's fashion for every generation and occasion. Product portfolio includes kurtas, bandhgalas, sherwanis, tuxedos and Indo-western attire—crafted from fine fabrics and elevated with artisanal detailing and hence tapping into the evolving demand for sophisticated, design-led ensembles that merge heritage, craftsmanship with global aesthetics.

## OUR MILESTONES



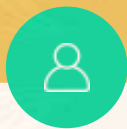
## PURPOSE

To be the most preferred partner for every occasion in celebrating life's most cherished moments by crafting trendsetting ensemble, blending tradition with modern elegance.

## VALUE

**T** – Taking Ownership  
**R** – Responsive and Agile  
**U** – Uniquely Innovative  
**S** – Surpassing Customer Expectations  
**T** – Teamwork and Collaboration

## PROBLEMS IN THE SECTOR



Limited premium ethnic wear options for men that combine style, comfort, and affordability



Market dominated by either overpriced designer labels or mass-market brands with mediocre quality



Lack of contemporary, fashion-forward ethnic wear tailored for modern Indian men



Poor in-store experience and limited personalization

## SOLUTIONS WE OFFER

01

Designer look and elegance with premium fits and fabrics

Affordable luxury with designer style

02

03

Fashion forward, in house designs suited for diverse occasions

Brand exclusive Store that ensure experience

04

## OUR USP

Localization based on market, rapid in-house design with customer feedback, and quick product turnaround.

01

02

Superior craftsmanship with a focus on fit, finish, and fine detailing

Affordable luxury – premium look and feel without the designer price tag

03

04

Complete wardrobe solution for all ethnic wear needs under one brand



# OUR PRODUCTS



Kurta

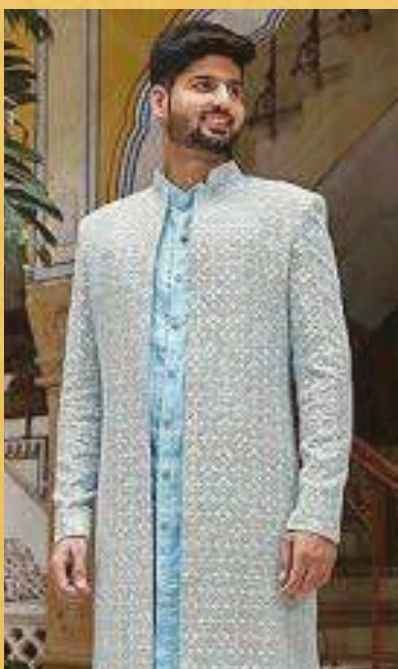
S



Bandhgala



Suits



Jackets



Sherwani



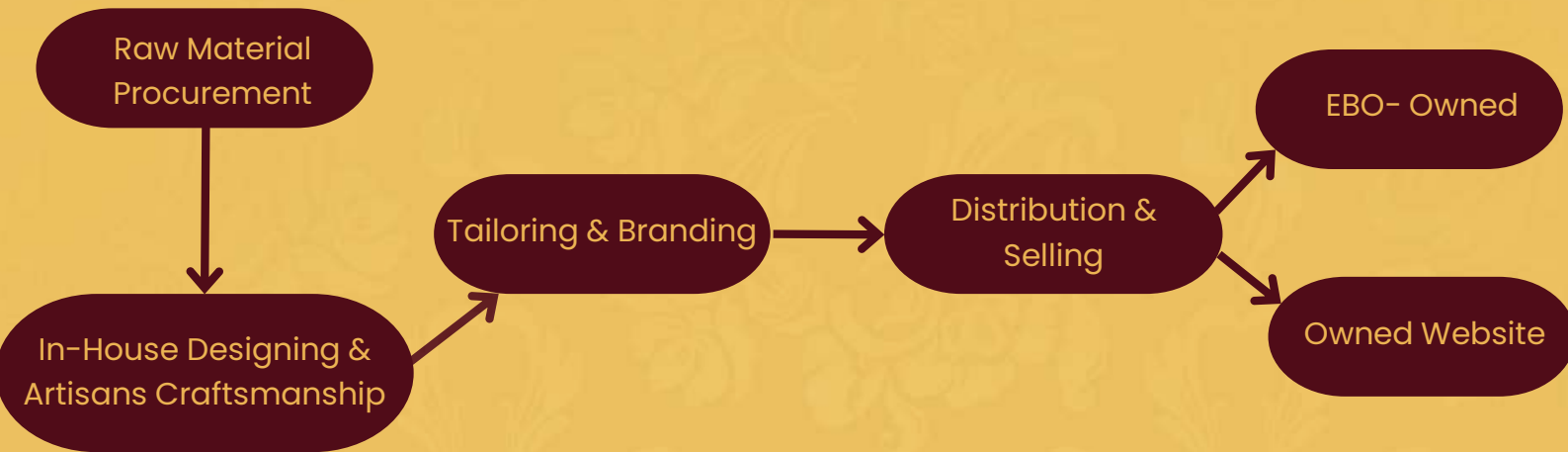
Safa



Mojaris

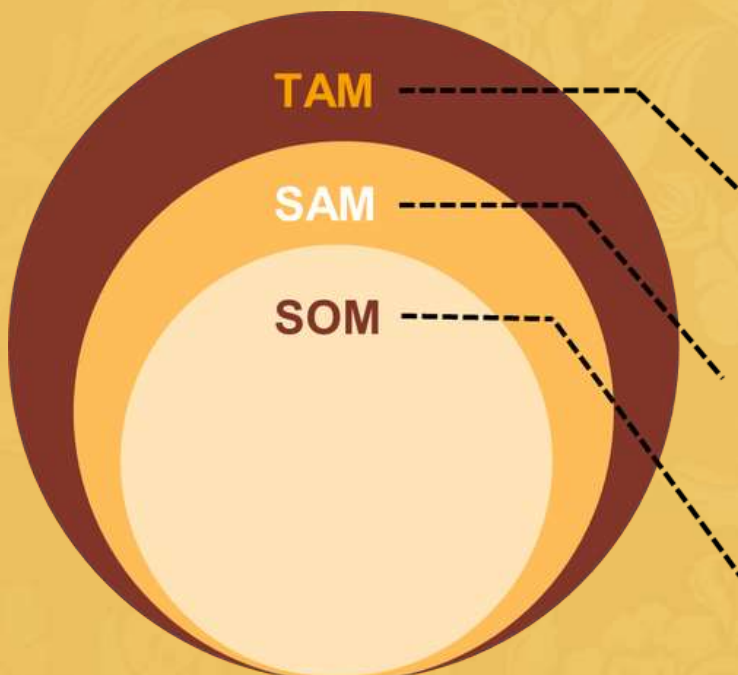
REDEFINING MEN'S  
ETHNIC WEAR

## BUSINESS MODEL



## Market Opportunity

### MARKET SIZE FOR MEN'S ETHNIC APPAREL MARKET



**5,74,000 Crore (INR)**

Total Available Market (TAM)  
Overall Apparel Market in India

**2,41,000 Crore (INR)**

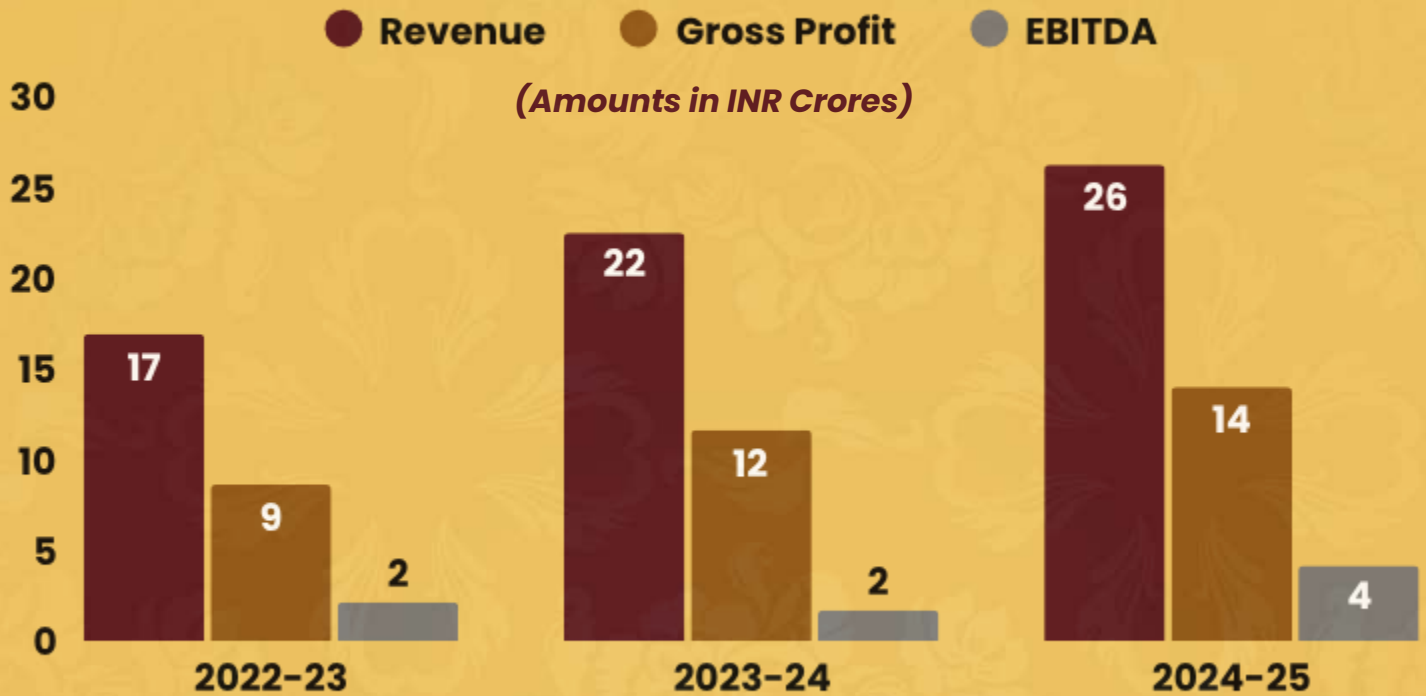
Serviceable Available Market (SAM)  
Men's Apparel Market ~ 42% of TAM

**16,800 Crore (INR)**

Serviceable Obtainable Market (SOM)  
Men's Ethnic Apparel Market ~ 7% of SAM

The men's apparel market in India has a new frontrunner—traditional wear. Sales of men's ethnic attire, including kurtas and sherwanis, have surged by up to 25% over the past three years, driven by aggressive expansion and evolving consumer preferences, according to a report by [Statista](#) India (April 29, 2024).

## FINANCIALS



## ACQUISITION & TRANSACTION INFORMATION



Relevant additional information will be available after signing a Non-Disclosure Agreement.

Interested business/ investors please share your interest on



Top 5 Transaction Advisors League Table Private Equity  
2022 and 2023

The logo features a dark maroon background with two large, wavy, light yellow shapes at the top and bottom. The text "Project Ethnic" is centered in a bold, yellow, sans-serif font.

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