



**RETTER WORKWEAR**

AN ISO 9001: 2015 CERTIFIED MANUFACTURERS  
OF WORKWEAR & UNIFORMS

*Investor's Pitch Deck*



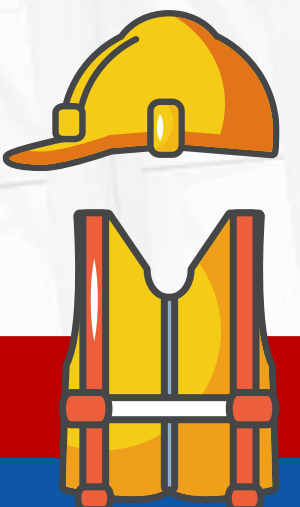
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# Did you know?

Pre-Pandemic Contribution: Indian manufacturing accounted for 16-17% of the nation's GDP.

Growth Projection: Positioned as one of the fastest-growing sectors in the post-pandemic era.

The Indian government aims for the manufacturing sector to contribute 25% to the country's GDP by 2025, driven by policies like the Make in India initiative.



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# Need of the Industry



## Standardization

- Formalized, regulated processes to ensure operational consistency and compliance.
- Structured frameworks for efficiency and interoperability.



## Branding

- Strategic identity development for impactful market access.
- Cultivation of brand loyalty and competitive differentiation.

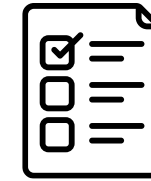


## Quality

- Rigorous control and testing to maintain consistent, high standards.
- Building trust through reliable product and service excellence.

Retter Workwear is a leading manufacturer, supplier, and exporter of industrial safety clothing, established in 2015. With a focus on delivering high-quality workwear, uniforms, and protective gear, the company adheres to strict manufacturing standards.

# Introducing Retter Workwear



## Mission

To deliver superior value to our customers by providing innovative, high-quality, and reliable solutions, enhanced by state-of-the-art automation and utilizing modernized facilities, while maintaining the highest standards of safety.



## Vision

To be a leading force in industry transformation through the integration of advanced automation technologies and the development of cutting-edge facilities, setting new benchmarks for excellence and sustainable progress.



# Market Overview



## Market Size and Growth

- The global workwear market was valued at USD 18.82 billion in 2023.
- It's projected to reach USD 30.47 billion by 2032.
- This represents a Compound Annual Growth Rate (CAGR) of 5.5% during the forecast period (2025-2032).



## Key Market Growth Drivers

- Growth in various industrial sectors (construction, manufacturing, healthcare, etc.).
- Increasing focus on workplace safety and regulations.
- Rising demand for comfortable and durable workwear.
- Technological advancements in textile manufacturing, leading to improved workwear materials

# Product Wise Market Scenario

High Visibility Clothing Market  
Size to Achieve US\$ 30.5 Billion  
by 2034.

Industrial Workwear Market is  
expected to grow at a CAGR of  
3.96% throughout the forecast  
period, to reach US\$ 17.58 Bn by  
2030.

The global fire resistant  
fabrics market size was  
valued at USD 3.38 billion in  
2023 and is projected to  
grow from USD 3.54 billion  
in 2024 to USD 5.44 billion  
by 2032, exhibiting a CAGR  
of 5.5%



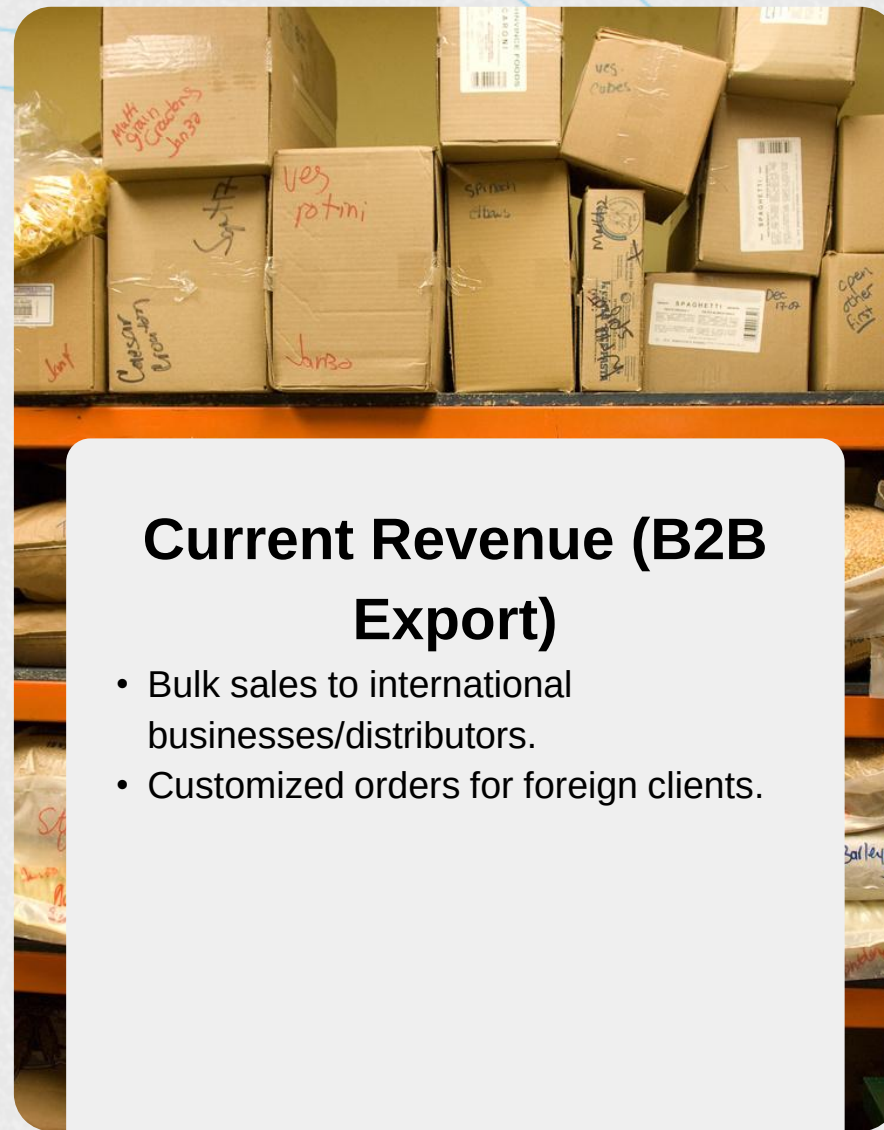
With a projected CAGR of 7.8%  
from 2024 to 2032, the medical  
clothing market is poised for  
substantial growth.

In 2023, the global hospitality  
market reached over 4.7 trillion  
U.S. dollars and was forecast to  
grow to around 5.5 trillion U.S.  
dollars in 2024.

# Our Products

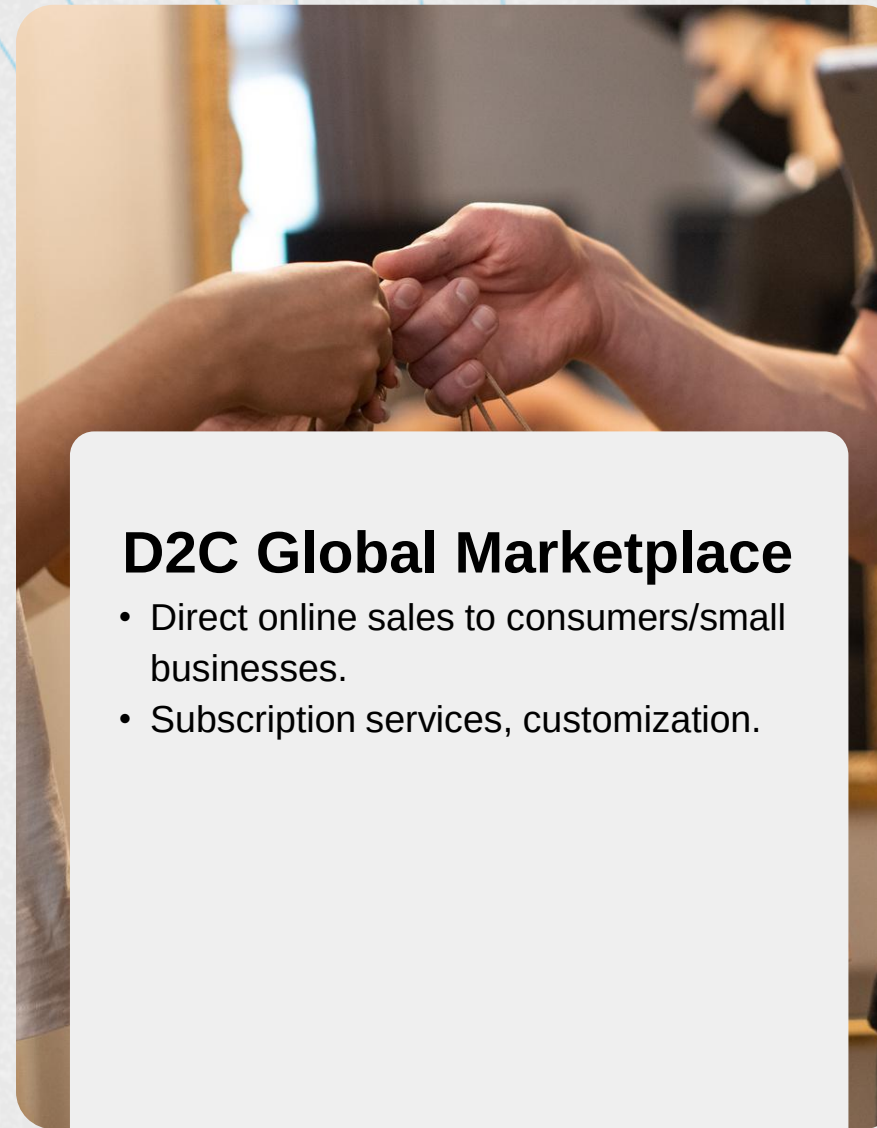


# Revenue Model



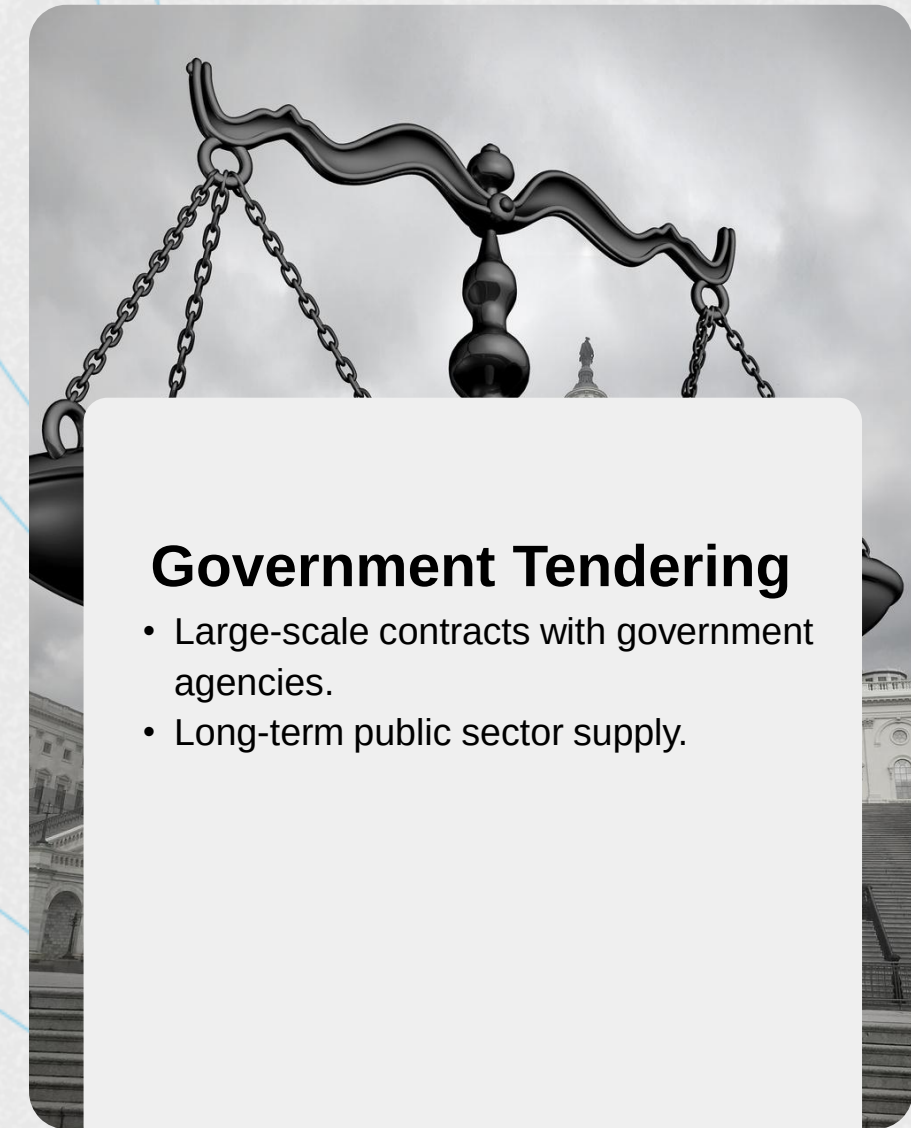
## Current Revenue (B2B Export)

- Bulk sales to international businesses/distributors.
- Customized orders for foreign clients.



## D2C Global Marketplace

- Direct online sales to consumers/small businesses.
- Subscription services, customization.



## Government Tendering

- Large-scale contracts with government agencies.
- Long-term public sector supply.

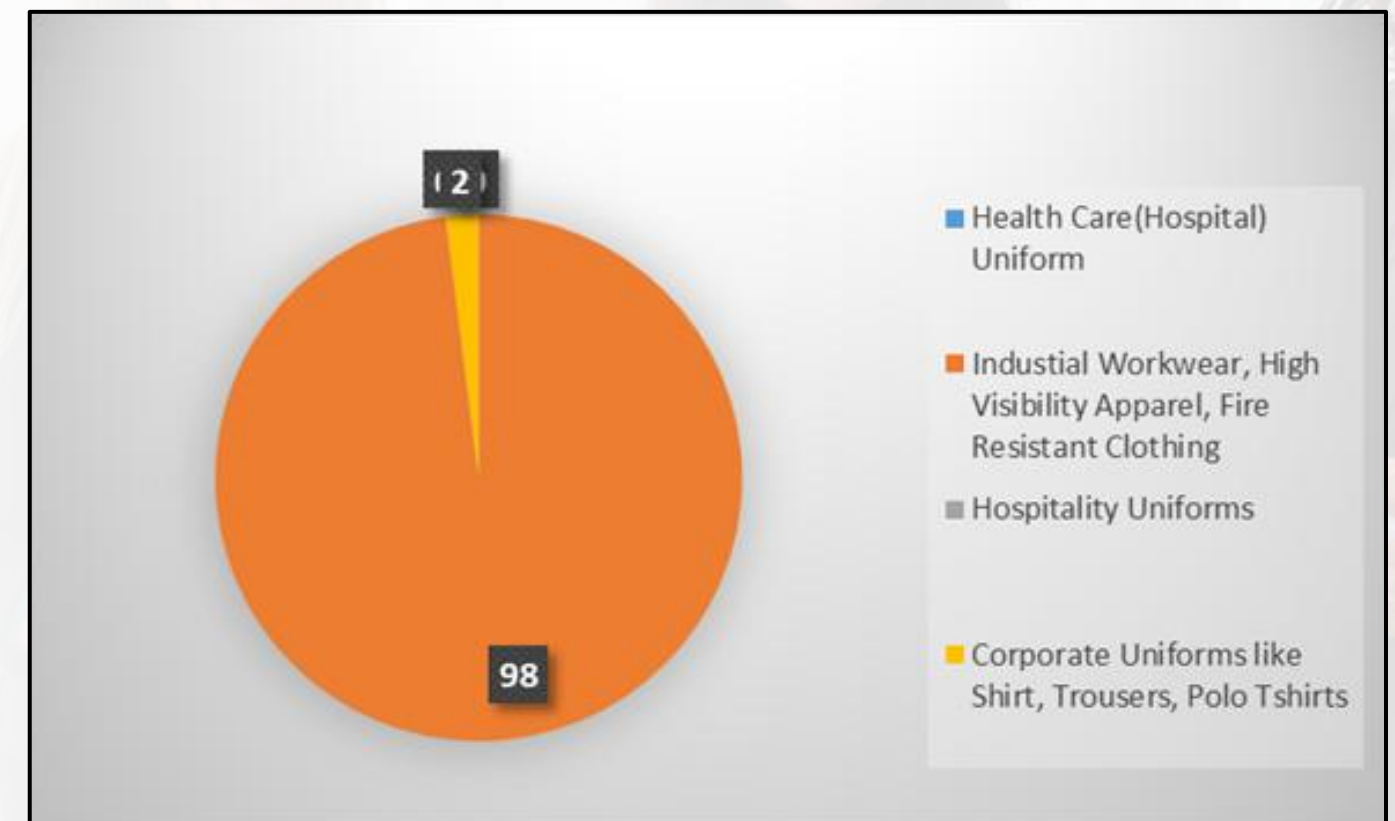
# Our Targets

## Target Audience



## Target Audience

We target people aged between 20–80



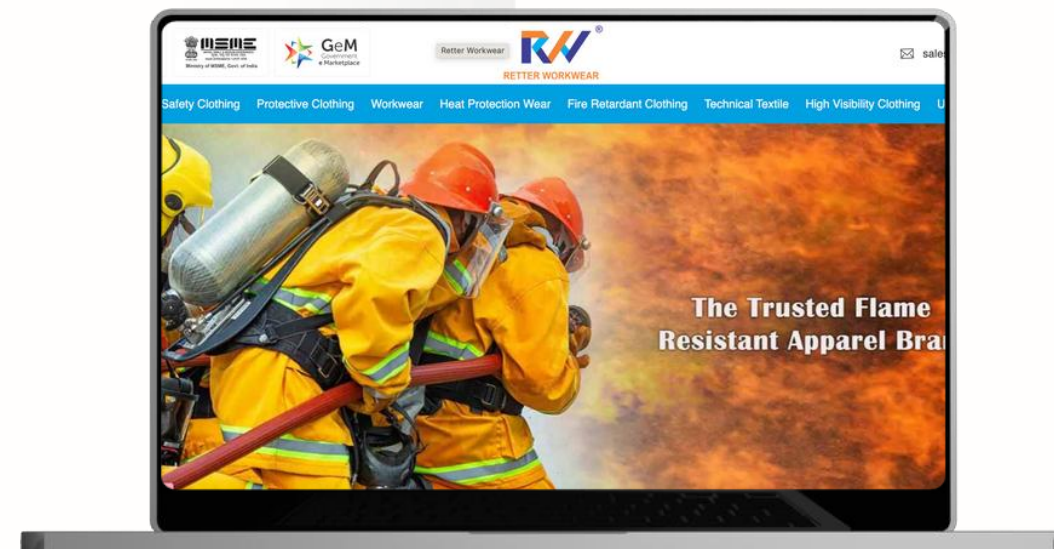
# Go to Market Strategy

- **Website**

Acts as a primary channel to showcase products, engage customers, and facilitate online inquiries.

- **SEO**

Drives organic traffic, improves search engine rankings, and enhances brand visibility globally.



# Why Investors should Invest ?



## **Organized Solutions**

Offers a structured and streamlined approach to industrial workwear production and delivery

**High-Quality Products**  
Delivers premium, durable, and safety-compliant workwear that surpasses industry standards.



# Future Roadmap



## Year 1: Foundation & D2C Launch

- Automation assessment & planning.
- Team building (Sales, Marketing, Production, etc.).
- Product Listing on Ecommerce sites
- Technology infrastructure setup (website, inventory, CRM).
- D2C platform launch.
- Initial marketing push (SEO, social media, ads).
- D2C revenue generation & optimization.



## Year 2: India Expansion & Branding

- Brand visibility: Exhibitions, campaigns, partnerships.
- Distribution network development across India.
- Logistics optimization.



## Year 3: Global Expansion & Vertical Integration

- Global market research & export strategy.
- Compliance & certifications for global trade.
- Invest in fabric dyeing machines.
- Global distribution network setup.
- Online marketplace expansion.



Year 1



Year 2



Year 3

# Founder's Profile

**Former Assistant Manager of Purchase, experience in procurement and supply chain.**

**Incorporated** company in 2015 while working full-time.

Started manufacturing **operations** by the end of **2020**.

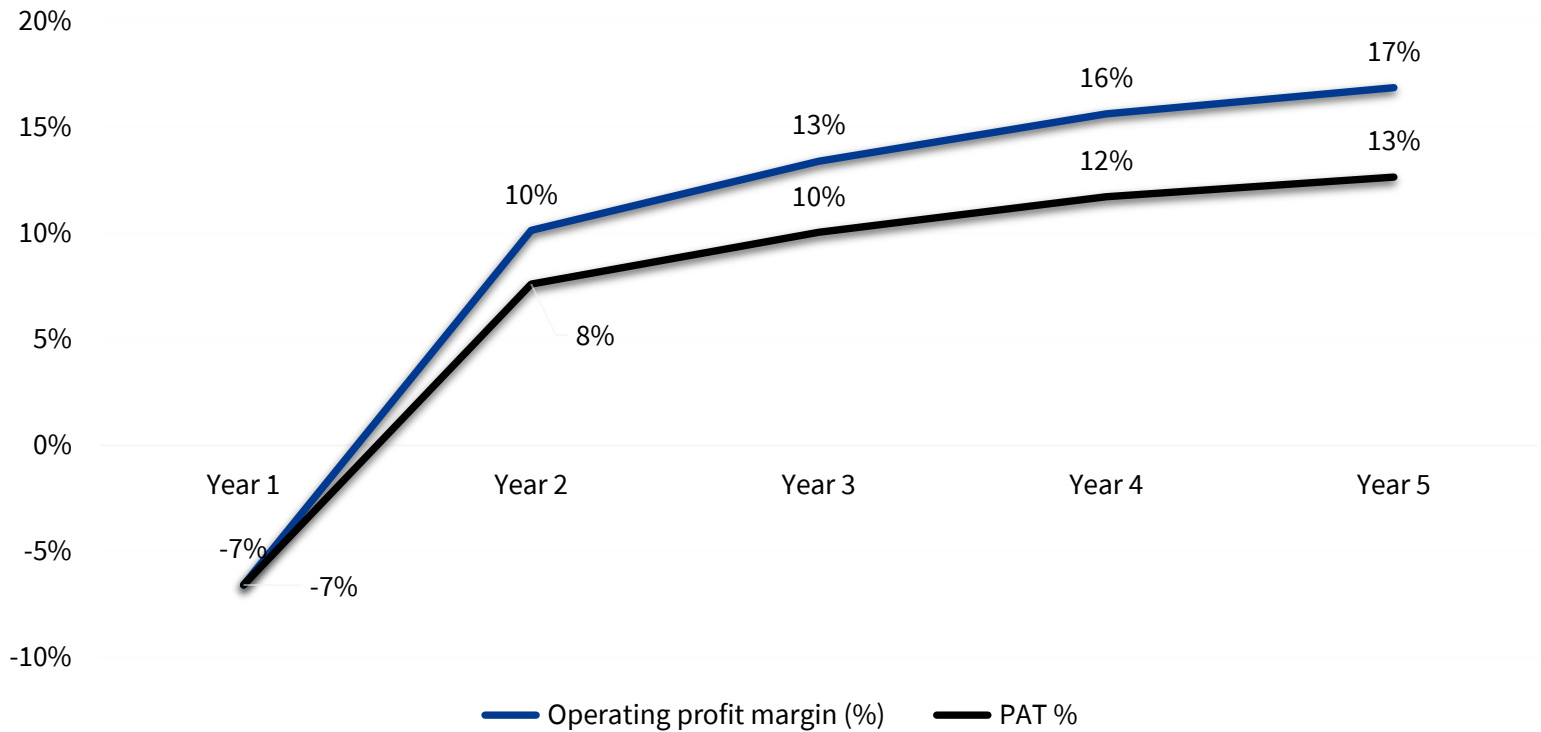
Transitioned from employee to entrepreneur, leading a growing workwear business.



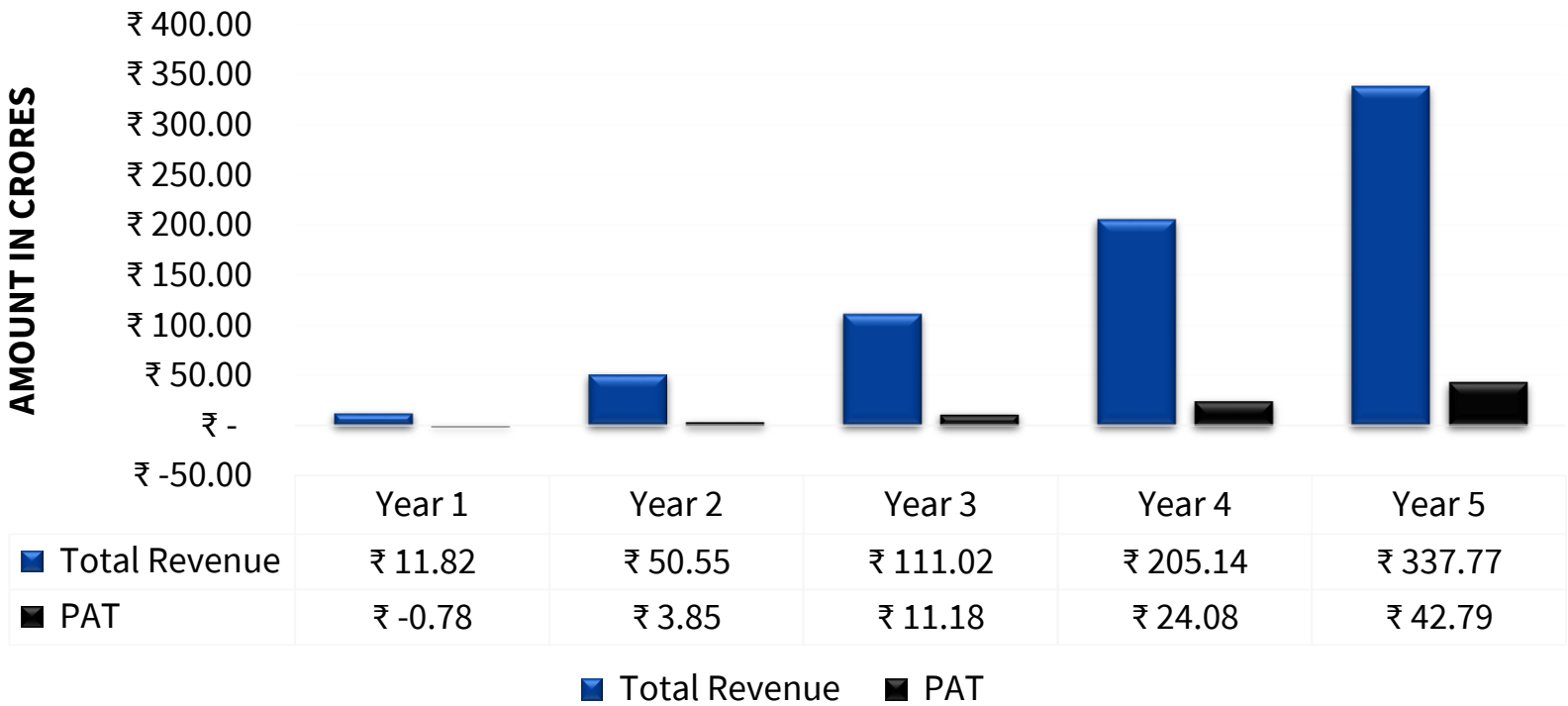


# Financial projections

Operational Efficiency



Key Financial Metrics

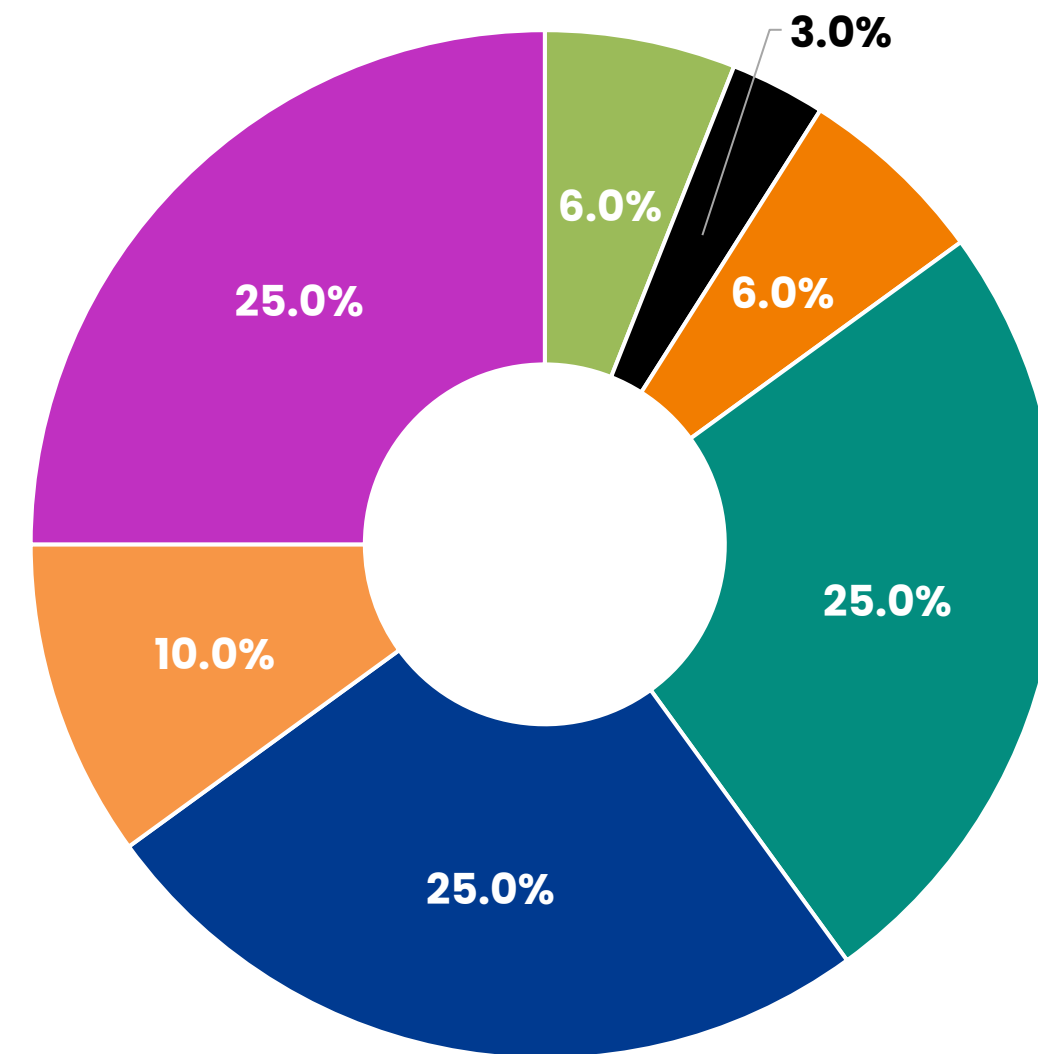




# ASK & USAGE

**Our Ask is for INR 3.5 Cr**

% Distribution



Operations  
Salary  
working Capital

Tech Advancement  
Marketing & Advertising  
Capex  
Indirect expense



# THANK YOU



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[Website](#)

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