

## “INTERNATIONAL DEMAND FOR DENIMS SHIFTING TO INDIA”



*A branch of the Dainik Bhaskar Group, Bhaskar Industries Ltd., is a leading denim manufacturer located in Bhopal, in Central India. Mr Srigopal Jhawar, Business Head, Bhaskar Denim, speaks with F&A Update on their plans for the south... and the market as a whole.*

### **What are the latest products you intend promoting at F&A Show 2011?**

Launching new products and designs is an ongoing process at Bhaskar Denim. We launch our lines at least one year in advance. For example, we are now preparing for the autumn/winter 2012 which will be revealed in September. We have just launched our spring/summer 2012 collection. We have European designers who make seasonal presentations specially for us.

In the domestic market, we launch around 8 to 12 designs a month. It all depends on the coming season. For example, for the summers we concentrate on light weights and light colors. For winter, it is the heavier weights and dark colors. The trend nowadays is towards stretch, dark indigos and over dyes.

### **What are your latest expansion plans?**

We are in an expansion mode. Earlier, we manufactured three million meters a month, which has now gone up to 3.5 million meters. By the end of this year, we should be doing four million meters a month, and by March 2012, this figure will reach five million meters a month. We are

adding new looms to increase the capacity.

### **What is your penetration in South India?**

We are already into Bangalore, Bellary and Chennai. We are planning to aggressively enter the Chennai market with light weight denims starting from 3.5 oz to 8 oz. We are already strong amongst garment manufacturers in Kolkata, Mumbai, Delhi, Ahmedabad, Kanpur and Indore.

### **What do you feel about the market in South India?**

In southern India, denim is going to be the trend due to youth demographics. Earlier, only ladies went in for stretch denim, but now, even young men want to wear stretch denim.

### **Do you feel the worst is over for the textile industry?**

The textile industry, as such, is doing fine. The only concern is the increase in raw material and the issue of the excise duty. Raw material prices have more than doubled the last one year and margins are getting squeezed. Selling prices are going up, but there is a limit on how much we can raise prices.

### **How is the international market positioned for denims?**

The international market is also okay. As compared to China, India is in a better position with prices and therefore, the

international demand for denim is shifting towards India. This shift is likely to continue. Our strengths are quality, commitment and after sales service. Indian companies respond faster as compared to China and take corrective action as far as shade consistency, shrinkage variations, skew related problems and shipment problems.

