DRESSING TO IMPRESS

THE BEST OF CORPORATE BRANDS

As Madura Fashion & Lifestyle has left a distinct impression on the Indian apparel space, it has emerged as a pioneer in the space of corporate branding. With a vast armory of prestigious brands in its arsenal, Madura Fashion & Lifestyle has established itself as a truly global player. The company has pride of place amongst the four best-selling branded apparel brands in the country.

The journey of a thousand miles begins with a single step, and the pioneering moves made by Madura Fashion & Lifestyle have been instrumental in consolidating its position as one of the leading brands in India. In 2000, Madura Fashion & Lifestyle was the first apparel manufacturer to operate a chain of branded apparel stores in India. This move was a game-changer for the Indian retail industry, as it introduced the concept of shopping for branded apparel in a retail setting.

“Since inception, VRK Madura Fashion & Lifestyle has set itself as a truly differentiating brand by focusing on providing customers with quality products made using best technology and ensuring that our customers are provided with world-class services at all times,” says Naveen Kishore, Chief Operating Officer of VRK Madura Fashion & Lifestyle. “We believe that by providing excellent customer service, we can uphold our brand promise of ‘better than the best’.

Today, Madura Fashion & Lifestyle has a presence in more than 4,000 multi-brand stores across the country, including brands such as Allen Solly and Peter England. The company has a wide range of products in its portfolio, which caters to the diverse needs of consumers across different age groups and genders.

The company has also been proactive in terms of sustainability initiatives. Madura Fashion & Lifestyle has adopted the concept of ‘manufacturing base and is a pioneer in the ‘Make in India’ movement. It also ensures high energy-efficient technology and refrigerants to address environmental concerns.

Sustainability is a cornerstone of the company’s philosophy, and Madura Fashion & Lifestyle is committed to reducing its carbon footprint and minimizing its impact on the environment. The company has implemented several measures to reduce its energy consumption, such as using energy-efficient lighting and thermal insulation in its factories.

Over and above the internal efforts, the company has also taken steps to promote sustainability through initiatives such as the ‘Eco-Warrior’ program, which encourages employees to adopt environmentally friendly practices.

In conclusion, Madura Fashion & Lifestyle has emerged as a leader in the Indian apparel industry, thanks to its commitment to quality, technology, sustainability, and customer service. The company’s focus on innovation and excellence has enabled it to stay ahead of the curve and continue its growth trajectory.

RANA KAPOOR, ADDID COO, YES Bank

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