

The Complete Man



Government of India awards for outstanding export performance. The company has over 30 retail outlets abroad.

History

The history of brands across the globe is littered with names that perished. Few have survived the rigours of modern marketing warfare. Raymond has not only survived but has also significantly improved its brand position over a history spanning more than eight decades.

It was in Kanpur, in 1925, that the Raymond journey began. The company was moved to Calcutta where it began consolidating its business. Soon thereafter, with a keen foresight, the family decided that to grow they must set up the operations in Bombay – the business capital of India.

In 1944, the late Lala Kailashpat Singhania, grandfather of the current Chairman & Managing Director took over a small mill outside Bombay in Thane Creek. The Raymond Woollen Mills which produced coarse, cheap woollen blankets was born.

Today, Raymond continues to make woollen blankets. Only now they are of finer quality and available in a wider range. They are sold across

Market

The Indian textile industry is among the oldest in the country, embracing a wide variety of natural fibres and blends, textiles and readymades. It comprises a bewildering array of brands competing at the local, regional and national levels. At the leading end of the market for decades is a brand that has come to be known far and wide for its superb quality, exceptional looks and outstanding value – Raymond.

Raymond manufactures and markets woollen and wool-blended fabrics, commonly known as worsted.

As an integrated player, Raymond wields complete control over everything that goes into the fabric that the Complete Man wears.

It is estimated that Raymond caters to over three million customers annually. Over the decades Raymond's market has grown organically even as it has innovated and introduced a range of products that the discerning consumer wants. Raymond continues to grow and today, with a production of 31 million metres per annum is the clear leader in the worsted-suiting category. It has a market share of over 60% (Source: industry estimates).

Raymond worsted fabrics are worn in 58 countries including the most demanding markets of the European Union, the US, Canada, Japan, Australia and several others in the developed and developing world.

Backing this huge operation is a force of over 20,000 employees, eleven factories and a nationwide sales and distribution network.

Achievements

While Raymond is amongst the oldest Indian names in textiles, it continues to be seen as contemporary by each successive generation. This ability to stay current and young, amidst a



slew of local and international competitors is a continuing achievement. This is even more remarkable considering that Raymond has evolved from being a company making coarse woollen blankets to being among the most efficient manufacturers of the most refined fabric anywhere in the world.

Today, under the stewardship of its young, fifth generation entrepreneur Gautam Hari Singhania, Chairman & Managing Director, Raymond continues to be the preferred choice of fabric amongst all genres of buyers.

Raymond's success lies in the fact that its pursuit of innovation is part of an on-going strategy, not a knee-jerk response imposed by market conditions.

Raymond is one of the top three integrated producers of pure wool and wool-blended fabrics in the world. It is the largest exporter of worsted fabrics and readymade garments from India and has consistently been the recipient of



India and are exported to major 'Home Improvement' brands.

Product

Product innovation is among the primary reasons for the success of Raymond. It takes its role as a leader of the textile industry very seriously and spares no effort to understand the consumer and his needs.

Raymond's research in basic fibres began in the 1950s. This was soon extended to fibre blends and the creation of completely new varieties of yarns for different applications. Similarly, Raymond has developed new spinning techniques and has been one of the first to adopt these in commercial production. The series of launches that Raymond has had is a fine example of design and production working together in tandem.

Terool the first wool-blended yarn was

introduced in 1958. Trovine was introduced a few years later and was followed by the Lineage Line – a super fine pure wool collection – in 1995. The Renaissance Collection made from merino wool blended with polyester and specialty fibres made its appearance in 1996. The extra fine merino wool and cashmere blend was introduced in 1999 as the Chairman's Collection. Polyester wool blended and PV Lycra suiting was launched in 2000.

In 2003, an easy-care, home washable wool-rich collection, under the brand name Applause was placed in the market. The same year saw the new version of the Chairman's Collection introduced using Super 200s wool. In 2005, a unique collection of innovative blends with wool and fibres like bamboo, casein, etc. was launched as Expressions. The same year saw the launch of the Super 230s suiting fabric – in a fineness of 11.8 microns; this was perhaps the finest suit length ever made. Raymond successfully outbid several buyers from Italy, Japan and Korea to procure this bale of wool. Today, Raymond offers a range of over 5000 designs and more than 20,000 patterns with prices ranging from Rs. 185 (US\$ 4) per metre to as much as Rs. 400,000 (US\$ 8900) per suit length.

The Raymond story goes beyond fabric. The company also owns powerful brands in the men's ready-made segment like Park Avenue, Parx, Manzoni, ColorPlus and Be: the designer wear brand for men and women.

Recent Developments

In June 2006, Raymond completed its acquisition of ColorPlus. This is in addition to the earlier acquisition of Portugal-based Regency Textile Portuguesa Limitada.

To further augment its manufacturing base, Raymond has set up three state-of-the-art manufacturing units near Bangalore to produce world-class suits, jackets, trousers, shirts and denim wear.

In order to offer their customers a one-stop solution in textiles and garmenting, Raymond has entered into a JV with Gruppo Zambaiti to produce the finest quality shirting and with Lanificio Fedora of Italy for world-class carded woollen outerwear. In the denim category the company has forged an equal partnership with UCO of Belgium, one of the world's leading producers of denim. Apart from these and in an attempt to bring contemporary styling, Raymond has also set up design studios in India and Italy.

Most recently the company has made a foray into the kids' wear segment. Its retail brand Zapp, brings global kids' fashion to India's doorstep.

The company's brands continue to win accolades from



the trade and industry. The Raymond brand is considered one of the top ten brands across all categories of brands in India.

Promotion

Raymond has taken great pains to build the brand and ensure that it stays contemporary and fresh.

Raymond's rendition of its positioning statement has always displayed continuity. It has at all times been linked to the discerning male, who cares about looking good. Raymond has never strayed from this premise; indeed, Raymond advertising has enriched it with images that are in sync with the changing times.

First was the 'Chess King', the monarch of all that he surveyed. The King then became a common man in the late 1960s and 1970s. This was followed by the famous 'Guide to the well dressed man'. The company takes the high ground on dressing and looking good. This is embodied in the Style Guide, a book on dressing and fashion tips, distributed every year to trade partners and customers.

The theme running for the past decade was 'The Complete Man'. The company has often been asked who the Complete Man is. Quite simply, he is a man of many virtues. He is particularly sensitive to relationships, all of which have been beautifully portrayed in the brand's communications.

Retaining the focus on this Complete Man with his sensitive outlook, the brand needed to anchor this more strongly on the way fine fabrics make him look and, therefore, feel good. There was need for a stronger focus on the product offering and the feeling it evokes. Thus, the new initiative 'Feels like heaven, feels like Raymond' came about. Demonstrating that the complete man is not only a good, sensitive person but also looks sharp at all times.



Today, Raymond has evolved into a corporate brand in an India where economic prosperity has ushered in an aspirational life style. Raymond has strengthened this positioning by associating itself with The Economic Times Corporate Excellence Awards.

To answer the issues relating to customer access to the brand and provide him with a purchase experience, Raymond's far-sighted leaders embarked on a retail strategy 30 years ago. Later, in 1990, the company set up exclusive franchisee outlets under the name The Raymond Shop.

The Raymond Shops have grown in number across India and in places like the UAE, Oman, Kuwait, Bahrain, Saudi Arabia, Bangladesh, Sri Lanka with many more on the anvil. Raymond products are available in over 400 Raymond shops in 150 towns in India and abroad, as well as in over 20,000 multi-brand outlets nationwide.

Brand Values

The name Raymond evokes imagery of four values tightly woven into a cohesive whole: trust, excellence, quality and leadership.

Raymond is the first choice of millions and is the leading men's brand in the country, across product categories. Its consistent theme of The Complete Man is highly recalled and greatly liked. Raymond stands for good looks no doubt, but its users are also seen as good people – sensitive and caring – who place a huge premium on relationships. For such people, Raymond is but the number one choice.

www.raymondindia.com



THINGS YOU DIDN'T KNOW ABOUT

Raymond

- Raymond has the widest range of wool-blended fabrics in the world and is, perhaps, the world's largest integrated textile and apparel company.
- Raymond, through its ready-made garments, is not only the largest marketer of formal wear but also of leisurewear.
- Raymond, with over one million square feet of retailing space is among the top retailers in the country.
- In three successive years Raymond has demonstrated its unique manufacturing skills. In 2003 it introduced a super 210s pure wool suiting using 13.2 micron wool; in 2004 it launched a super 220s pure wool suiting made from 12.6 micron wool and in 2005, a super 230s pure wool suiting made from 11.5 micron wool. Raymond is now only one of two companies in the world to own this technology.
- Raymond created the world's largest suit, measuring 64 feet in height and weighing 200 kg from its Sapphire poly wool fabric. The Guinness Book of World Records created a separate category for this.

