



From the house of

OCM

Press Release: November 2018

PRINT COVERAGE

Date	Publication	Edition
13th November' 18	Dainik Jagran	Delhi

अमिताभ बच्चन 'ग्राडो' के ब्रांड एंबेसडर
मुंबई | जीव्हीटीएल-ग्रासिम और ओसीएम ने ब्रांड 'ग्राडो' को लॉन्च किया है। कंपनी ने अभिनेता अमिताभ बच्चन को ब्रांड एंबेसडर बनाया है। यह जानकारी डोनियर इंडस्ट्रीज के प्रबंध निदेशक राजेंद्र अग्रवाल ने दी। उनके अनुसार इस प्रीमियम ब्रांड में सभी अवसरों पर काम आने वाले फैब्रिक्स का खास सेगमेंट तैयार किया गया है।



Date	Publication	Edition
November issue	Indian Textile Journal	National

TRAILBLAZER

Foray into cotton soon: MD of OCM

OCM, a household name in India, is well reputed for its quality and is one of the leading names in the fabrics, apparel and fashion industry. "OCM (formerly known as Oriental Carpet Manufacturers) began its journey in 1924," said Ashok Handa, OCM's Chief Operating Officer, with his suave smile, radiating positiveness. Handa has a rich experience of almost 40 years in the company.



Ashok Handa,
Chief Operating Officer

Talking through the journey of OCM, Handa added: "In 1972, the company forayed into manufacturing of worsted fabrics for the India market and many overseas markets. Till 2017, W. Ross & Co, the private equity firm founded by billionaire and current US commerce secretary Wilbur Ross, owned OCM. Today, the company's ownership lies with the promoters of the Doner Group and HDFC. The company has its factory in Amritsar (Punjab) and a corporate office in Delhi."

The company has a sprawling 37 acre complex that houses a new-age plant with an annual capacity of 8 million metres of fabric and an employee base of 1,000. With an extensive wool based product range, it is the second largest manufacturer of worsted fabrics in the country.

Grado: The new-age fabric

Speaking on Crado, Vikram Mahaldar, Managing Director and Chief Operating Officer of OCM, had this to say: "Crado is a perfect amalgamation of the finest quality, trendy designs and vibrant colours, the perfect fabric for all occasions under one brand. We are proud to introduce Crado's unique feature apart from its rich repository of fabrics and apparels, the wrinkle freeness, the lustre so we apply to cotton, that cotton fabrics which is done with an ammonium finish all the wrinkles free properties and the lustre of any other fabric."

On Crado's uniqueness, Mahaldar says, "Over the years, the company has developed many types of fabrics. But with Crado, we are planning to target the younger

audience too. We are going to enhance our product basket. We are going to give them larger colour options like pastel colours. Our catalogs will show them the innovative methods a product can be stitched. They can be different from the other in the crowd, which today's youngsters need. That is what makes Crado different from other brands. We have more infusion of colours, varied designs, and the catalogs targeting the younger customers, which was missing from our other product. At every stage of a product—the design, colour, etc—we have set a benchmark. It has a price point of Rs 250 or Rs 10,000 per metre. We are offering the best at that particular price."



Vikram Mahaldar, Managing Director & COO

Date	Publication	Edition
November issue	Apparel Magazine	National

microns are popular. "To increase market reach in an already niche segment, product re-engineering is essential. The products are made with an optimum percentage of wool, blended with poly and/or viscose in fine counts/microns. The intention is to make the drape impeccable, the finish smooth and the price affordable, catering primarily to the mass premium segments. Grado from the House of OCM has recently launched these fabrics as part of the mid-season range. The products span across superfine 90s to 140s poly/wool/viscose blends," says Vikram Mahaidar, MD, OCM. Finishes/treatments are applied to woollen fabrics to further enhance the performance of the product, such as the machine washable finish which is especially treated with a polymer to improve the after wash appearance. Wrinkle resistance is given through a chemical treatment that has a strong covalent bond, which replaces the weaker hydrogen bonds and gives more stability to the fabric. Aroma treatment on fabrics (particularly for special occasions) is coated with nano-capsules and emanates the respective fragrance.

NOW TRENDING

Hand-woven stripes and abstract print stripes in weaves are a massive win this winter. This season could also be called aloud as 'the season of blends and mixes'. Garments in cashmere mixed with wool, silk and linen are the newest launches in town. In terms of shirting, cotton shirts with

flannel finish are also in vogue. Today, woollen wear has gone beyond the cliché jerseys. "The modern gentleman now is as precise as never before. Be it a casual day, a gathering or the wedding day, new heights of creating trends are touched at every aspect. Talking about the trends for this winter, it is all about asymmetrical cuts and blends of prints and embroideries. Detailing in terms of embroideries and quirky patterns is becoming a must. Talking about accessories, grooms are going for shawls instead of the regular stoles with shenwanis, thus adding a little quirk yet class," says Sagar Mehra, Creative Director at House of Sunil Mehra. Consumers are moving towards a more versatile wardrobe space—the blazer has taken the prime role in a variety of occasions. "Although it is something that everyone wears, its importance is even more emphasised in the consumer's wardrobe now. The new age urban customer is also seen shifting from off-the-shelf jackets to a more customised/tailed solution. Blazers can be worn with contrast trousers and shirts to office, and worn down with a pair of jeans and sneakers and a t-shirt for an evening out. Another top trend is superfine 140s woollen shirting fabrics and kurta fabrics in fine wool blends, which are the top sellers in the northern and eastern parts of India," adds Mahaidar.



Date	Publication	Edition
November issue	The Textile Magazine	National



GBTL Grasmim - OCM to carry on the legacy with absolute panache

By Ganesh Kalidas



Mr. Rahul Aggarwal, Director

GBTL Grasmim, formerly known as Grasmim Bhiwani Textile Ltd., and OCM, two of the oldest and most renowned brands in the Indian and overseas markets, have come together to make the new power brand GRADO that combines the potential and portfolio of the two. While the former is the center for premium poly viscose fabric, the latter is the leading player in the wool & tweed fabric and jacketing segment.

TEXTILE MAGAZINE • OCTOBER & NOVEMBER 2018

Truetzschler India Private Limited, Ahmedabad

40 YEAR ANNIVERSARY



The companies of the Truetzschler Group share a wealth of experience, innovative technologies, cooperative proximity to the customer and comprehensive service. That is what we stand for on a global basis.

Our common objective is to get the best out of every single fiber. This applies to natural and man-made fibers, regardless of how they are processed and to what end.

In the world of Truetzschler, traditional corporate values play an important role. That's why you can take our word for it: What we promise, we deliver.

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Truetzschler India Private Limited, a part of German multinational, is a leading producer of high-tech spinning preparatory machines in India for last 40 years. Our plant in Ahmedabad is one of the most sophisticated manufacturing unit in India equipped with the latest machines and systems for producing world class blow room lines with foreign Part separator, TC 10 card, TD draw frame, TCO comb and complete card clothing range.

Our parent company Truetzschler GmbH & Co. KG, Germany-129 years old family owned business is considered a market leader in our industry and occupy a leading position in the international arena.

Our core competency of "Getting fibers into shape" means that we optimally prepare natural and man made fibers for further production steps. Our work is found in virtually every wardrobe: Fibers prepared with our technologies form the basis for high quality clothing such as jeans, shirts, trousers and sheeting.

TRÜTZSCHLER
GETTING FIBERS INTO SHAPE - SINCE 1888

BRAND BUILDING

This section presented by



Mr. Rajendra Agarwal, Managing Director, **Grado**
Mr. Anilash Sachchar, Brand Ambassador, **Grado**

GRADO offers a wide product basket, including PV, PV blends, wool, tweed, suiting, cotton, cotton shirting, linen shirting, and cotton blends. It is also being presented as the most premium brand in the apparel and fabric business.

Although the brand is currently open only for fabric, the next move is to add apparel to the GRADO portfolio. However, cotton shirting, cotton suiting and CVC shirting are new additions that are exclusive to GRADO. Apparel additions could be expected in shirts, trousers, suits and blazers.

GRADO is a premium brand that targets the upper crust of customers. As per the current Indian market demographics, the uber-rich are not in the brand's pursuit list. Different products offered by the brand range from the finest counts in the PV segment to 180s and 280s in woollen blends. It also offers special finishes for softer feel in the fabric and the liquid ammonia finish for enhanced sheen & wrinkle resistance.

In India, the suiting and shirting market continues expanding. However, the fabric business is witnessing a shift to over-the-counter and garmenting business. By playing their cards right, they have the market advantage as both GBTL Grasim and OCM have in-house capacities to have a share



ONLINE COVERAGE

Date	Publication	Link
20th November 2018	Adgully	https://www.adgully.com/mr-amitabh-bachchan-emphasizes-wedding-gifting-in-the-latest-tvc-81749.html

Mr. Amitabh Bachchan emphasizes on the wedding gifting in the latest TVC

ADVERTISING

NOV 19, 2018

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News in the domain of Advertising, Marketing, Media and Business of Entertainment



GRADO is a premium luxury fabric from the house of Donear. The brand has launched a new TVC, wherein it focuses on the wedding gifting as the wedding season is already approaching. This wedding season, your Shagun gift will reflect your focus on high quality and in the TVC. Mr. Amitabh Bachchan emphasizes the wedding gifting in

Date	Publication	Link
21 st November 2018	Indian Textile Journal	http://www.indiantextilejournal.com/News.aspx?news=GBTL-Grasim-OCM-launch-new-clothing-brand&nid=c2FHjvUMN7s82wECEXqMwg



Scaling new heights, industry pioneers, The House of GBTL-Grasim and OCM have announced the launch of a new-age brand 'GRADO'. With the advent of GRADO and the combined star wattage of the greatest actor of Indian cinema, Amitabh Bachchan as the brand ambassador, brand 'GRADO' is all set to usher a successful new wave in the luxury fabrics and apparels industry. GRADO will cater to maximum product segments and across a range of price points so there is something for everyone under the brand name 'GRADO'.

The product positioning and price points will play an important role to increase potential for the trade to cater to product segments and different end-customers, thereby increasing not only the retail width but enriching the consumer consideration set. From an end-consumer viewpoint, the composite GRADO offers a rich repository of fabrics and apparels to choose from, namely, wool, wool blends, PV, PV blends and cottons. With our international consultants for fashion and design we are abreast with every season forecast for product, design and colour keeping the need of Indian

Date	Publication	Link
21th November 2018	Saamana Online	http://www.saamana.com/ amitabh-bacchan-becomes-brand-ambassador-of-grado/Exam



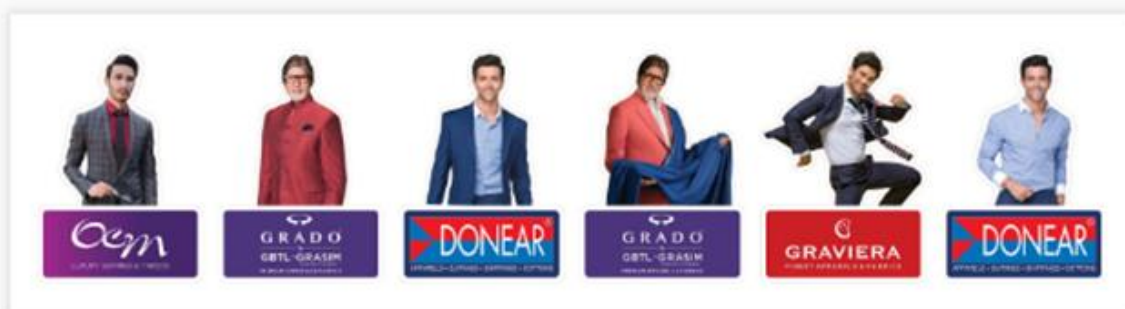
सामना ऑनलाईन, मुंबई

ग्रासिम या वस्त्र निर्मिती क्षेत्रातील कंपनीने ग्राडो नावाचं नवं उत्पादन बाजारात आणलं आहे. अमिताभ बच्चन हे या उत्पादनाचे ब्रँड अॅम्बॅसेडर म्हणून नियुक्त करण्यात आले आहे. उंची पुरुषांसाठीच्या सूटींग आणि शर्टींगसाठीच्या वस्त्रांची ही मालिका असून ही वस्त्रमालिका ग्राहकांच्या पसंतीस पडेल असा विश्वास व्यक्त

Date	Publication	Link
30th November, 2018	Mumbai News Network	https://mumbainewsnetwork.blogspot.com/2018/11/largest-fabric-manufacturer.html?a=donear

NOV 30 LARGEST BRANDED FABRIC MANUFACTURER DONEAR INDUSTRIES CURATES 15000 AN ALL-IN-ONE RETAILER KIT ACTIVATION FOR RETAILERS; A HUGE SUCCESS ALL OVER INDIA

Image result for donear logo



November 2018, Mumbai: Setting new standards and building new bonds in the Retail world, the largest branded fabric manufacturer, Donear Industries, curated an all-in-one retailer kit for its retailers in 25 regions all across India. In totality, 15,000 kits were shared and the whole exercise was a major success nationally.

The All-In-One Retailer Kit contained essential items as mentioned below:

- Umbrella
- Pass Holders
- Pocket Diaries
- Posters and stickers of brands, namely Donear, , Graviera, D'cot, NXG and the recently launched power brand, Grado from The House of GBTL-Grasim & from The House of OCM
- Matching plates with celebrity faces

The national activation took place in 25 regions which included leading retail locations across India- West Bengal, Punjab, Haryana, Rajasthan, Uttar Pradesh, Gujarat, Delhi, Maharashtra, Orissa, Kamataka, Kerala, Goa to name a few states.

A never before attempt by any textile brand , the activation was undertaken to highlight the amalgamation and strengthen the bond between the brand and its retailers directly, thus enhancing the relationship in process. The purpose of gifting product-related items was to communicate the powerful message that the brand cares about its business and the retailers play a major role in the same, thus making them equal partners in the venture. It is necessary to establish the alignment of business objectives of the brand and its retailers for great execution of work and the engagement, along with the reactions received for the activation, have confirmed the same.

Date	Publication	Link
30th November, 2018	AdGully	https://www.adgully.com/donear-industries-curates-15-0-one-retailer-kit-activation-for-retailers-82022.html

Donear Industries, curates 15,000 all-in-one Retailer Kit Activation for Retailers

MARKETING

NOV 30, 2018

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News in the domain of Advertising, Marketing, Media and Business of Entertainment

RELATED ITEMS

RETAILER

DONEAR INDUSTRIES



Setting new standards and building new bonds in the Retail world, the largest branded fabric manufacturer, **Donear Industries**, curated an all-in-one retailer kit for its retailers in **25 regions all across India**. In totality, **15,000 kits** were shared and the whole exercise was a major success nationally.

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Date	Publication
30th November, 2018	https://www.mediainfoline.com/brand/donear-industries-curates-15000-retailer-activation-retailers

Donear Industries, curates 15,000 all-in-one Retailer Kit Activation for Retailers

 MediaInfoline • November 30, 2018

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Pleased with the activation, Mr. Rajendra Agarwal, Mentor, said "A brand and its retailers work hand in hand to ensure that our products reach the customers via the right channels and it is a constant endeavour to build and enhance a smooth relationship with our retailers. We created these kits to show our appreciation for their work as well as draw emphasis on the synergy and teamwork as a collective effort of them and our brand. It is necessary to let them know that we are serious about our products, business and that they play a key role in the entire process."

Date	Publication	Link
30 th November, 2018	Deccan Herald	https://www.deccanherald.com/business/textile-industry-705731.html

[Home](#) / [Business](#) / Textile industry in India: a beacon of hope

Textile industry in India: a beacon of hope

Interview



Dalu Jose, DH News Service, Bengaluru, NOV 30 2018, 16:13PM IST | UPDATED: DEC 01 2018, 15:51PM IST



Mr Rajendra Agarwal (L). Busy workers in a plant

Rajendra Agarwal has been a pioneer in the textile industry for over three decades now. Being a mentor and spokesperson for GRADO - new power brand by GBTL (formerly known as Grasim Bhiwani Textiles Ltd) and OCM, he is a firm believer of challenging the convention and daring to dream things that are otherwise seen as impossible.