DONEAR- A NAME TO RECKON WITH QUALITY SUITINGS AND APPARELS

DONEAR Industries Limited, one of India's leading textile player is known for being a trailblazer in the fabric industry. From championing in simple, functional dressing to a more conceptual style statement, Donear has taken over the men's fashion world by a storm. Donear, as a brand, stands for quality and innovation and has continuously reinvented themselves to cater to the varied tastes of stylish Indian men.. In other words, Donear's aesthetics are neither defined by a single taste nor confined by a strict style.

Donear has successfully kept up with the changing demands of the local and global fashion trends primarily through company's innovative approach in persistently creating modish products, utilizing state-of-the-art-technology, and deploying highly-skilled workforce; thereby making World-Class fabrics. The brand also houses splendid collections from two iconic apparel brands, namely, **D'Cot and Donear NXG.** Donear's wide-range of ingenious fabrics are known for their Color, Texture and Comfort along with Contemporary Designs.

In a step to reinforce its leadership in the market and to take the brand to the next level, Donear group has associated with Bollywood's heartthrob **Hrithik Roshan** as their brand ambassador. Hrithik Roshan's image is in perfect sync with the brand attributes and the company believes that this association will give a new face to the brand and will garner a wider reach nationwide.

Speaking further about the brand, **Mr. Ajay Agarwal, Executive Director of Donear Industries Limited**, *said "We at Donear, the leaders in the organized Menswear market in India, are constantly incorporating innovation and industry trends in our strategies and expansion plans. Our strength lies in providing a choice for every fabric need – be in terms of textile, pattern, texture or colors. These blends of fabrics can also be made available with and without stretch properties basis the end use. These products can also be made available with the desired patterns, colors and designs. Donear is all about dedication and creativity, which is why Hrithik Roshan is the perfect choice to represent our brand. A superstar, a doting father and a down-to-earth human being – Hrithik Roshan needs no introduction. Over years, he has grown in stature as a star and as an individual on the grounds of sheer hard work and absolute commitment – the values the Donear Group has imbibed since inception. We are confident this*

association will take the brand to the next level in terms of the geographical spread in India."

On endorsement of the brand Donear, **Hrithik Roshan** said, *"I am extremely happy to be associated with the Donear Industries as I have always related the brand with great quality and a wide range of menswear fabric. As a child and later as a young man, I have admired Donear as a brand, which has a strong recall among men from different generations. An absolute focus on textiles speaks volumes about the commitment of the Donear management. Given the strong brand image and the quality that the company is known for, I am sure that Donear will further enhance its position as the most preferred fashion brands for Menswear in India."*

Fabrics created by Donear have relentlessly gained control over the domestic textile markets as a result of their well laid and growing sales network consisting of; **50+Agents, 300+ Wholesalers** and **50000+Retailers**, who are spread across India. Additionally, fabrics produced by Donear have strong presence in the overseas markets too, with exports to over 30+ Countries across the globe.

Apart from being a leader in India and with a comprehensive product basket, the company is also an active supplier of fabrics to India's largest brands including Louis Philippe, Van Heusen, Peter England, Blackberry, Arvind, Wills Lifestyle, Future Group and more.