At present, our primary focus is to serve our customers with an assortment of premium quality, unique fabrics; attuned with the ruling trends in the market.

Responses by – Mr. Vikram Mahaldar, Managing Director, Grado

Q1. Describe your brand journey and how consumers have played a vital role

GRADO from the House of GBTL & OCM is at the forefront of the fashion industry as a power brand to set a new-wave in the Luxury Fabrics & Apparels industry, ever since its inception in 2018. GRADO caters to a variety of products across varied price points, thereby offering something for everyone. The broad price range and exceptional quality of fabrics offered under GRADO adds to repertoire of unique looks for young millennials right through to older segments. In a short span of time, our brand has managed to initiate and conduct successful associations with **Asia Cup, Designer Ashish N Soni** for **Lakme Fashion Week S|R 2019** and **IPL 2019 team – Sunrisers Hyderabad.**

The customer is always at the helm of our undertakings. Every consumer has contributed a great deal in the success of this brand through the wide acceptance of our offerings. Consumer journey mapping and buying preferences also enables us to understand the on-going trends and fashion preference of the new-age generation.

Q2. What are the current/top trends in your market?
Trends keep changing with changing fashion sense of individuals. It could be season or festivity dependant. There facet is to be versatile.
However, at present cotton fabrics including fine Egyptian Giza cotton are in vogue.
The fabric is soft and breathable; available in a variety of colours and designs, and can be designed into any garment of choice. Perfectly suited for the summer season.

In terms of colours, hues like limes, soft blues, lush greens and rusts are ruling the charts when it comes to jackets, suits, trousers or shirts.

Q3. How important is it to keep up with the market trends?
Market trends are extremely important to sense the pulse of purchases. We work backwords, by integrating past trends, understanding demand potential and then designing a new range that caters to the two.
Apart from this, regular consumer insights hold utmost importance in enabling us to stand apart from our competitors, and always keep ahead of the curve.

Q4. Being a dynamic industry, can one brand change or create patterns in the said industry?
Yes, one brand can actually create patterns in this industry.
Consistent market analysis enables us to find special nuances to the product and distribution network.
Brands need to keep their head to the ground to understand the consumers psyche and forecast in accordance to cater to these trends. By doing so, the brand can definitely create a pattern in the industry – be it through product extensions/ diversifications, innovation or through process.

Q5. What does it take to become an apparel/ textile manufacturer?
Apparel & textile manufacturing is a really nuanced field. It's the right marriage between plant, people and process.
An efficient plant with streamlined processes make for good work flow. The people are the heart of any organisation and propel it to run.
In addition, a strong network for functions across the value chain and a keen quality monitoring system is necessary.

Q6. What are the benefits of Quality Inspection?
Quality inspection is essential to ensure a defect-free product to the end-customer. Regular quality inspection warrants for better quality control at every step.

Q7. What are the different ways of Textile/Apparel Quality Control?
Both plants at Bhiwani & Amritsar have very stringent quality control measures at every step of the value chain. With ISO & NABL certifications under our belt, GRADO promises to fulfil the quality requirements of the customer.

Q8. Any expansion plans in the pipeline?
At present, our primary focus is to serve our customers with an assortment of premium quality, unique fabrics; attuned with the ruling trends in the market.
We have increased/ improved our processing capacity, and for example – we have replaced old looms with new high speed looms. We have also strengthened processes across the assembly line to ensure maximum efficiency.
From a marketing point of view, we have taken many incentives in brand building to the end customer and our channel partners.