



From the house of

GBTL

GRADO by GBTL Launches New Products At The Delhi Conference For All Channel Partners

GRADO by GBTL, the leading manufacturer of premium fabrics, recently held a grand conference to launch myriad new product offerings at the ITC Dwarka, New Delhi. The conference witnessed all channel partners from across India, assembling over the days.

With a stunning product display, this gathering was fuelled by the brand to launch their new collection.

The 4-day conference showcased a brilliant new range of products which included a fantastic array of Ethnic Wear presented in different colours, designs and patterns of reds, blues, creams, emerald, maroon and much more. The various fabrics have been segregated into various occasions leading up to the wedding too including haldi and mehendi. An Ethnic Wear catalogue & a show-stopping video was also launched at the conference.

Best sellers like ALSACE - 20% wool tweed for jacketing and suiting, PICASSO – fibre dyed TR fabrics in unique colours, and STREEZA – India's #1 four-way stretch fabric in many unique designs and colours, were also showcased.

Apart from these best sellers there was a range of products in different colours and designs that were well appreciated with over 400 new designs in the latest collection.

The dealers and retailers were very optimistic about the range. The brand has a very committed and dedicated dealer network and over the days in the New Delhi conference a lot of new strategies and roll out plans for the brand were discussed.

The conference ended with a renewed enthusiasm to work hard towards building more market share and increasing retail footprint.

Manish Shukla, CMO of GRADO by GBTL, said, *“We worked very hard to put this new collection together which is exciting for our success partners (dealers and retailers). It showcases our strength in the poly viscose, TR & 20% wool segments but also a range of celebration/ethnic wear for the upcoming season. With such interesting new products making their place in the brands product basket, GRADO by GBTL is all*

set grow its market share at a very fast rate. We are really overwhelmed by the response from dealers participating and how everyone is optimistic about the products.”