

Garment Mantra: MANUFACTURING QUALITY APPAREL THAT EXCEEDS CUSTOMER EXPECTATIONS

Fashion industry is always on the move, embracing new trends with exquisite designs and different styles. While new companies are entering the market every day to meet the changing demand, it is imperative for garment manufacturers and retailers to make a great impression on buyers. Since the textiles & apparels industry is a highly diversified sector with a wide range of segments offering a variety of products, customers are looking for manufacturers who can offer an array of quality fabrics at affordable prices, with different designs & materials. Furthermore, the pandemic's impact and the shift in global markets have brought numerous challenges to the garment industry around the world. Therefore, the sector needs to innovate, upgrade and diversify by investing in flexibility, sustainability, worker welfare, and infrastructure.

Perfectly understanding these requirements, Tirupur-based Garment Mantra offers extensive, peerless, and high-quality apparel varieties that meet international quality standards. The company offers a wide range of products in the protective wear and nightwear category for women, men, and kids, which are appreciated by clients owing to their quality, durability, lasting finish, and affordable price.

Garment Mantra manufactures the latest fashionable nightwear under its exclusive brands such as Hylex, Monk, and Helicon. The company has expertise in the lounge/intimate wear segment and offers products with unmatched quality. Currently, Garment



Mantra specializes in the manufacturing of nightwear for ladies, girls, and kids, along with products such as t-shirts, tops, Capri set, lycra pants, leggings, palazzo pants, and more.

Premium quality fabrics

"Our products are best in quality as garments are made using premium quality fabrics, which is sourced from the global market. All the products are thoroughly tested by quality controllers to ensure they are of the best quality and are long-lasting", says Prem Agarwal, Managing Director, Garment Mantra.

As a BSE-listed company, Garment Mantra implements various business models. While Garment Mantra is a B2B brand that manufactures and

sells its products, Price Mantra is a retail chain following a B2C model and has a presence in Tamil Nadu, New Delhi, and Surat. Although this is an unorganized sector, the company runs it in an organized manner. It also offers Poorti - a B2B brand that sells surplus stocks to wholesalers.

Customer-centricity

Customers are critical to the sustainability and success of every business. Hence, organizations need to strive to meet customer requirements. Garment Mantra understands the needs of customers well and offers customized products that help to meet their requirements. The company keeps updating its patterns and prints according to the latest trends.



It is vital for organizations to make customer satisfaction their top priority. Perfectly understanding these, Garment Mantra communicates with customers, answers their queries, and obtains their valuable feedback in order to customize the products as per customer requirements.



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Steady growth since inception

Incepted in 2005, Garment Mantra began its journey as a trading Company for knit garments as a proprietorship concern. Owing to its immense hard work and perseverance the company has been observing steady growth which has

helped in setting up its production unit - Junction Apparels, in the first few years of its establishment and a ready-built factory - Jannat Apparels in 2013.

Unless a company internalizes and believes in its core values, it is highly unlikely for it to be successful. Garment Mantra is built around a set of core values, such as reliability, professionalism, teamwork, and innovation and this has helped the company in becoming highly successful and establishing itself as a leading garment manufacturer in the country. Besides the domestic business, the company has also been engaged in exporting its products to the Middle-East Market. Garment Mantra was honoured with 'Nugavor Express Dr. Abdul Kalam award for Best Service' in 2015 & 2019.

When it comes to up-skilling, Garment Mantra renders training to its employees to help them understand the current market needs and manufacture garments accordingly. "We firmly believe that we can come up with newer segments which can be created by tapping into the unexplored markets and leveraging advanced technology in the process. Therefore, to achieve this and have an edge in the market, our R&D department is constantly working and has started implementing technologies such as Artificial Intelligence, Business Intelligence, AR/VR," says the MD.

The Journey Ahead

Having carved a niche for itself in the Indian market, Garment Mantra aims to become one of the leading garment companies in the world. ■