

MERGING OF TWO GIANTS

WITH AN AIM, TO GIVE INDIAN WOMEN PERFECT LINGERIE SOLUTION, THE TWO MAJOR PLAYERS OF APPAREL INDUSTRY HAVE COME UNDER ONE ROOF. INVISTA, OWNER OF LYCRA® HAVE TIED UP WITH ELASTIC GIANTS KONIKA TO WEAVE A SUCCESS STORY IN INDIAN INTIMATE APPAREL MARKET. THIS TIE UP WOULD CULMINATE INTO SPECIALLY DESIGNED ELASTICS TAPES FOR INTIMATES APPARELS. KONIKA, ONE OF TOP LEADERS IN NARROW TAPE PRODUCERS FOR INTIMATE APPAREL SEGMENT IN INDIA, HAS BEEN SINCE LONG TIME A GOOD PARTNER WITH INVISTA. THIS TIE UP WOULD SEE MORE INNOVATIVE SOLUTIONS AND PRODUCTS THAT MEET CUSTOMER'S DEMANDS.

TO HAVE AN-DEPTH UNDERSTANDING ABOUT THE TIE-UP BETWEEN TWO PLAYERS IN IA, WE, AT INNER SECRETS, BRING TO YOU A CANDID INTERVIEW WITH MR RAKESH BAID OWNER OF KONIKA ELASTICS, AND MR PAOLO BRIATORE, MD, INVISTA, INDIA.

How do you differentiate Konika elastics in Intimate Apparels and how would your partnership with LYCRA® fibre help you grow your market share?

- Konika Industries began manufacturing elastics in 1996; it's a long journey of 18 years which makes us the most experienced player in the industry. We have done quite a few changes which have never been done before in India. We have partnered with the innovator of spandex INVISTA Singapore. Partnership with LYCRA® Fiber stands for partnership with quality and Innovation. We are offering entire range of elastics tapes made out of LYCRA® fiber from INVISTA Singapore. We have also looked beyond the conventional weaving of elastics tapes in India and achieved a position ahead of our competitors with our contemporary weaving patterns. We are working hard to bring the international quality standard of elastics tapes to India market.

LYCRA® fibre, comes with lot of technical & marketing support from INVISTA, how do you think this would add value to Konika Elastics?

- INVISTA strongly believes in the growth of their customers and long term value creation and that's the key to success in any business. In today's competitive market place the most important stakeholder is the customer and INVISTA is actively extending marketing support for their client and value chain members, which is big differentiator for,



Mr Rakesh Baid

of INVISTA against competition. This takes the relationship way beyond the buying and selling, and it also shows their high level commitment for their partners.

As an Elastic Manufacturer how do you see LYCRA® Fibre being superior to other spandex fibres?

- LYCRA® Fiber gives you superior performance through its soft stretch and better recovery than any other generic spandex in the market place. Also from the lab test reports it was found that LYCRA® is more durable than the other spandex

compared to generic products. LYCRA® fiber based tapes performance better even after several washes, with superior whiteness retention. Moreover from the business point of view the consumers recognize the brand LYCRA(R) Fiber which is associated with many superior brands such as Levis, Arrow, & Arvind, etc.

After this partnership with LYCRA® Fibre what are your future plans for growth?

- We are now looking forward to work with some industry leaders of this market and are soon planning to fill the space of "imported" quality of elastics tapes in India. Due to our recent innovations in weaving pattern and using superior quality raw materials our product quality had drastically improved. We will soon be pitching to international brands such as Triumph, Jockey, Enamor and so on. These efforts are in line with our company vision to offer better quality product to our garment brands and retailers hence creating a long term value for end consumer.



Mr Paolo Briatore

Please share some insights to your recent association with Konica Elastics?

- Konica, one of top leaders in narrow tape producers for IA segment in India, has been since long time a good partner of INVISTA always looking for innovative solution and up to date new products, supporting their growth and customer's focus, principle matching with INVISTA vision of long term value creation.

How will this association help LYCRA® Brand in increasing its market share in Intimate Apparel Market in India?

- Having strong and innovative solution providers as partners, rather than customers looking for one spot deal, is INVISTA key focus to grow LYCRA® Fiber market share, throughout innovative product line and marketing solutions, legacy which help to establish a longer strategic view on business opportunities with a common win-win objective.

Is this first of its kind partnership or INVISTA has made similar partnerships with other Elastic Manufacturers too?

- INVISTA is always looking for new partnership wherever and with whoever can share the same principles of integrity, compliance and long term value creation. We have strong and long relationship with different

companies in India either in IA segment or as well as in others segments such as Denim, Socks, swimwear, directly to mills manufacturing fabric and yarn or supporting brands and retailers downstream adopting fabric containing our fibers and technologies.

Does this partnership convert Konica Elastics to using 100% LYCRA® Fiber?

- The aim is converting our partners in top leaders in their market segment and been recognized for their innovative and up to date products and differentiated offers, same as per our vision and objective in selling our fibers.

What benefits does INVISTA see from this partnerships

- The association with one of IA segment leader in term of solution provider and quality offer that in combination with our LYCRA® fiber brand can create a well recognize flagship for the whole IA value chain in INDIA and making what is invisible most of the time, much more visible and appreciated.

Does this partnership has any time bonding?

- As long as we have a common and shared long term value creation and principles view in growing IA market, I would not consider a time bonding, but more an exciting opportunity to expand longer our partnership.