Men & Women Undergarment Manufacturing Business.

Innerwear Garments Industry.

Manufacture of Regular Silk & Cotton Panties, Bikini Sets, Brasseries (Wired), Brasseries (Non Wired), Men’s Briefs and Men’s Baniyan.

Most Profitable Apparel Business Ideas to Start

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Introduction

Undergarments help to avoid soiling of outerwear are generally of two types: upper body and lower body garments, which cover the torso and waist and legs respectively. For undershirt, we include vest, sleeved vest and muscle vest. For briefs, we include regular briefs, trunks and boxer shorts. In winters, long underwear are preferred to provide extra warmth.
Undergarments commonly worn by women today include brassieres and knickers (known in the U.S. as panties), while men often wear briefs, boxer briefs or boxer shorts. Items commonly worn by both sexes include T-shirts, sleeveless shirts (also called singlets or tank tops), bikini underwear, thongs, and G-strings. Increasing awareness regarding health and fitness and personal hygiene among men is influencing them to use two fresh/clean sets of undergarments in a day.
Market Outlook

Indian undergarment market by volume had grown at a compounded annual growth rate (CAGR) of 7% in the last 3 years. Population growth, increasing disposable incomes of consumers and the demand emanating more from women segment due to change in demographics influenced growth in demand.

The undergarment industry in India is highly fragmented. The bulk of the market, approximately 70%, is dominated by private label brands and small local or regional players. There is only a minimal garment market for women. Traditional sari serves this function and replaces sleep and leisure wear at home. Indian women have long regarded underwear as an accessory, not an everyday item.
However, the undergarment industry in India has recently seen rapid changes. The annual growth rate in this industry is close to 12% and this market is considered to be the most highly developed sector of the fashion industry. Soon, factors like growth in income level, preference for recognizable brands and rapid growth of retail chains are anticipated to increase the share of the underwear market that national brands control.
## Undergarments

### Demand: Past and Future

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The innerwear industry in India holds immense growth potential and it is evident from the entry of large international brands in the Indian market in the last few years. A key factor characterizing the huge growth in the Indian innerwear market is the increasing size of the organized market and the declining share of the unorganized market resulting in growing independent brands taking charge of the market.

The Innerwear Category is one of the high growth categories in the apparel market and promises growth and innovation. The higher income, along with higher discretionary spending, growing fashion orientation of consumers and product innovations by the innerwear market have turned innerwear from a traditionally utilitarian item to an essential fashion requirement.
The current size of the Indian innerwear market is Rs. 15,870 crores ($2.9 billion). The category is also growing at an impressive CAGR of 12 per cent and is expected to reach Rs. 27,900 crores ($5.1 billion). The womens innerwear market, which is driven by value-added innerwear products, contributes around 60 per cent to the market.

The growth of the innerwear category is primarily centered in urban India. The trend towards Western outfits, combined with the demand for occasion and outfit-based innerwear, is acting as a boost for the market. Demand for innerwear with higher functionality and greater comfort is rising fast. The market for innerwear product variations like seamless intimates, plus size inner wear, body shape enhancers, etc., is burgeoning both in the metros and mini-metros.
Men’s Innerwear Market

The men’s innerwear market, worth Rs. 6,330 crores ($1.2 billion), is characterized by the presence of numerous Indian and international brands catering to different segments of the market. Though many fashion/apparel players have extended their existing brand labels in menswear to men’s innerwear as well, the product recall of players with focus solely on innerwear products is comparatively higher.

The market is dominated by a large number of small-scale players making ~60-65 percent of the market fragmented and unorganized. However, the market segment is evolving gradually and moving towards organized retail.
Women’s Innerwear Market

On the basis of demographics, behavior traits, lifestyle activities and purchase patterns, the typical consumers of the women’s innerwear market can be divided into three distinct categories: Urbane Enthusiasts, Exuberant Seekers and Thriving Homemakers.

The Indian innerwear market is primarily dominated by women’s innerwear which accounts for 64 percent of the total innerwear market and it accounts for 15 percent of the total women’s apparel market. Various product categories in women’s innerwear are – brassieres, camisoles, panties, tees, nighties, shorts, etc. Brassieres and panties contribute 85 percent of the total women’s innerwear segment.
Women’s innerwear segment is poised to grow at an impressive growth rate of 12 percent over the next decade to reach Rs 56,364 crore by 2027 from current market size of Rs 18,454 crore.

**Women’s Lingerie Market**

Lingerie is a category of women’s clothing including at least undergarments, sleepwear and lightweight robes. The specific choice of the word often is motivated by an intention to imply the garments are alluring, fashionable or both. Lingerie is made of lightweight, stretchy, smooth, sheer or decorative fabrics such as silk, satin, Lycra, charmeuse, chiffon or (especially and traditionally) lace. These fabrics can be made of natural fibres like silk or cotton or of synthetic fibres like polyester or nylon.
India lingerie market is projected to grow at a CAGR of over 24% during 2018-2023. Increasing demand from youth women population, increasing adoption of western culture & lifestyle and growing number of working women are aiding India lingerie market. Moreover, increasing expenditure on personal appearance and changing fashion trends in lingerie market are some of the other factors expected to propel demand for lingerie in India over the next five years.

It can be demonstrated by the product differentiation brought by the lingerie manufacturers over online and retail stores which is a key factor complementing the growth of the global lingerie market. Increasing demand from youth women population, increasing adoption of western culture & lifestyle, and growing number of working women are aiding the lingerie market. Also, increasing expenditure on personal appearance and changing fashion trends in lingerie market are some of the other factors expected to propel the demand for lingerie.
The lingerie market is segmented on the basis of product type into the bra, knickers and panties, loungewear, shapewear, and others. Bra segment holds the biggest share in the global market due to its indispensable usage. The knickers and panties segment is expected to make a significant contribution to the overall market as these are considered essential items of an attire. Also, in recent years, the development of technology to manufacture various types of bra and knickers has also increased. Adoption of the newly designed bras for cosmetic purpose is boosting the growth of lingerie market.
Global Innerwear Market

The global innerwear market is driven by several factors, for instance rising demand for shapewear internationally, grooming awareness via social media such as Instagram, Facebook, and Twitter, increasing spending through online retailing, and awareness about predominant global fashion trends. These factors are projected to drive the innerwear market throughout the forecast period. Furthermore, manufacturers are enhancing their distribution channels to increase the sales. As a result, the market is estimated to witness the rising adoption of innerwear. However, various local players and unorganized players offer low cost products made of cheap quality materials which are uncomfortable to wear and also cause skin problems. This is estimated to restrain the innerwear market throughout the forecast period.
Few Indian major players are as under:

- Archana Syntex Pvt. Ltd.
- Bhandari Hosiery Exports Ltd.
- Bodycare International Ltd.
- Creative Casuals (India) Pvt. Ltd.
- Dollar Industries Ltd.
- Lovable Lingerie Ltd.
Machinery Photographs

Bra Sponge Molding Machine

Sewing Machines
Automatic Bra Underwire End Painting Machine
# Project at a Glance

## Cost of Project

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# Project at a Glance

**BEP**

- **BEP - Maximum Utilisation Year**: 5
- **Cash BEP (% of Installed Capacity)**: 58.01%
- **Total BEP (% of Installed Capacity)**: 60.86%

**IRR, PAYBACK and FACR**

- **Internal Rate of Return (In %age)**: 26.54%
- **Payback Period of the Project is (In Years)**: 2 Years 4 Months
- **Fixed Assets Coverage Ratio (No. of times)**: 5.376
1. What is Undergarments (Men and Women) Manufacturing industry?

2. How has the Undergarments (Men and Women) Manufacturing industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Undergarments (Men and Women) Manufacturing Plant?

4. What are the requirements of Working Capital for setting up Undergarments (Men and Women) Manufacturing plant?
5. What is the structure of the Undergarments (Men and Women) Manufacturing Business and who are the key/major players?

6. What is the total project cost for setting up Undergarments (Men and Women) Manufacturing Business?

7. What are the operating costs for setting up Undergarments (Men and Women) Manufacturing plant?

8. What are the machinery and equipment requirements for setting up Undergarments (Men and Women) Manufacturing plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Undergarments (Men and Women) Manufacturing plant?

10. What are the requirements of raw material for setting up Undergarments (Men and Women) Manufacturing plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Undergarments (Men and Women) Manufacturing Business?

12. What is the Manufacturing Process of Undergarments (Men and Women)?
13. What is the total size of land required for setting up Undergarments (Men and Women) Manufacturing plant?

14. What will be the income and expenditures for Undergarments (Men and Women) Manufacturing Business?

15. What are the Projected Balance Sheets of Undergarments (Men and Women) Manufacturing plant?

16. What are the requirement of utilities and overheads for setting up Undergarments (Men and Women) Manufacturing plant?

17. What is the Built up Area Requirement and cost for setting up Undergarments (Men and Women) Manufacturing Business?
18. What are the Personnel (Manpower) Requirements for setting up Undergarments (Men and Women) Manufacturing Business?

19. What are Statistics of Import & Export for Undergarments (Men and Women)?

20. What is the time required to break-even of Undergarments (Men and Women) Manufacturing Business?

21. What is the Break-Even Analysis of Undergarments (Men and Women) Manufacturing plant?

22. What are the Project financials of Undergarments (Men and Women) Manufacturing Business?
23. What are the Profitability Ratios of Undergarments (Men and Women) Manufacturing Project?

24. What is the Sensitivity Analysis-Price/Volume of Undergarments (Men and Women) Manufacturing plant?

25. What are the Projected Pay-Back Period and IRR of Undergarments (Men and Women) Manufacturing plant?

26. What is the Process Flow Sheet Diagram of Undergarments (Men and Women) Manufacturing project?
27. What are the Market Opportunities for setting up Undergarments (Men and Women) Manufacturing plant?

28. What is the Market Study and Assessment for setting up Undergarments (Men and Women) Manufacturing Business?

29. What is the Plant Layout for setting up Undergarments (Men and Women) Manufacturing Business?
Table of Contents of the Project Report
1. PROJECT LOCATION
   1.1. DISTRICT PROFILE & GEOTECHNICAL SITE CHARACTERIZATION
       1.1.1. General
       1.1.2. Physical Characteristics
       1.1.3. Languages and Culture
       1.1.4. Climate & Rainfall
       1.1.5. Map
       1.1.6. Economy & Industry
       1.1.7. Transportation and Communications

2. INTRODUCTION
   2.1. TERMINOLOGY
   2.2. FUNCTION

3. TYPES AND STYLES

4. CONSERVATIVE PANTY STYLES

5. SKIMPILER PANTY STYLES

6. FASHIONS AND TRENDS

7. B.I.S. SPECIFICATIONS
   7.1. IS:10015:PART 5~SIZE DESIGNATION OF CLOTHES : PART 5 MENS & BOYS UNDERWEAR, NIGHTWEAR & SHIRTS
   7.2. IS:10015:PART 6~SIZE DESIGNATION OF CLOTHES: PART 6 WOMENS & GIRLS UNDERWEAR, NIGHTWEAR, FOUNDATION GARMENTS & SHIRTS
7.3. IS:14454~SIZE DESIGNATION OF CLOTHES- WOMENS & GIRLS UNDERWEAR, NIGHTWEAR, FOUNDATION GARMENTS & SHIRTS
7.4. IS:14484~SIZE DESIGNATION OF CLOTHES- MENS & BOYS UNDERWEAR, NIGHTWEAR & SHIRTS
7.5. IS 4046:1981 - GENTS COTTON KNITTED BRIEFS
7.6. IS 4809:1968 - COTTON KNITTED STRING VESTS
7.7. IS 4963:1980 - PLAIN KNITTED COTTON VESTS
7.8. IS 4965(PART-1):1975 - INTERLOCK COTTON KNITTED VESTS

8. MARKET SURVEY
8.1. SCENARIO OF INTIMATE WEAR MARKET
8.2. WORLDWIDE MARKET GROWTH FORECAST OF LINGERIE
8.3. UNDERGARMENT INDUSTRY IN INDIA
8.4. KEY MARKET TRENDS
8.5. WOMEN’S INNERWEAR MARKET
8.6. MEN’S INNERWEAR MARKET

9. EXPORT & IMPORT : ALL COUNTRIES
9.1. EXPORT: ALL COUNTRIES ON BRIEFS AND PANTIES OF COTTON
9.2. EXPORT: ALL COUNTRIES ON BRASSIERES
9.3. EXPORT: ALL COUNTRIES ON UNDERPANTS AND BRIEFS OF COTTON
9.4. IMPORT: ALL COUNTRIES ON BRIEFS AND PANTIES OF COTTON
9.5. IMPORT: ALL COUNTRIES ON BRASSIERES
9.6. IMPORT: ALL COUNTRIES ON UNDERPANTS AND BRIEFS OF COTTON

10. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES
10.1. ABOUT FINANCIAL STATEMENTS OF CMIE DATABASE
10.2. PROFITS & APPROPRIATIONS
10.3. TOTAL LIABILITIES
10.4. TOTAL ASSETS
10.5. NET CASH FLOW FROM OPERATING ACTIVITIES
10.6. SECTION – I
10.6.1. Name of Company with Contact Details
10.6.2. Name of Director(S)
10.6.3. Credit Ratings
10.6.4. Plant Capacity
10.6.5. Location of Plant
10.6.6. Name of Raw Material(S) Consumed With Quantity & Cost
10.7. SECTION – II
10.7.1. Assets
10.7.2. Cash Flow
10.7.3. Cost as % Ge of Sales
10.7.4. Forex Transaction
10.7.5. Growth in Assets & Liabilities
10.7.6. Growth in Income & Expenditure
10.7.7. Income & Expenditure
10.7.8. Liabilities
10.7.9. Liquidity Ratios
10.7.10. Profitability Ratio
10.7.11. Profits
10.7.12. Return Ratios
10.7.13. Structure of Assets & Liabilities (%)
10.7.14. Working Capital & Turnover Ratios

11. COMPANY PROFILE OF MAJOR PLAYERS
12. EXPORT & IMPORT STATISTICS DATA OF INDIA

12.1. EXPORT STATISTICS DATA FOR LADIES UNDERGARMENTS
12.2. IMPORT STATISTICS DATA FOR LADIES UNDERGARMENTS
12.3. EXPORT STATISTICS DATA FOR BRIEFS MEN’S
12.4. IMPORT STATISTICS DATA FOR BRIEFS MEN’S
12.5. EXPORT STATISTICS DATA FOR BANIYAN MEN’S

13. PRESENT MANUFACTURERS

14. RAW MATERIAL
14.1. FABRIC OVERVIEW
14.2. COMPOSITION

15. TECHNICAL INFORMATION

15.1. POLYAMIDE/ NYLON
15.2. POLYESTER
15.3. COTTON

16. MANUFACTURING PROCESS

17. RECENT DEVELOPMENTS IN GARMENT MANUFACTURING

18. PROCESS FLOW DIAGRAM
19. THE MOST COMMON INSPECTION PROCESSES PERFORMED ON FOR LINGERIE TODAY

19.1. PRE-PRODUCTION INSPECTION FOR LINGERIE
19.2. VISUAL INSPECTION FOR LINGERIE
19.3. FINAL INSPECTION FOR LINGERIE
19.4. QUALITY CONTROL INSPECTION OF LINGERIE

20. SUPPLIERS OF PLANT & MACHINERY

21. SUPPLIERS OF RAW MATERIAL

22. PHOTOGRAPHS/IMAGES AS REFERENCES

22.1. MACHINERY PHOTOGRAPHS
22.2. RAW MATERIAL PHOTOGRAPHS
22.3. PRODUCT PHOTOGRAPHS

23. PLANT LAYOUT

24. QUOTATION OF PLANT, MACHINERY AND EQUIPMENTS FROM SUPPLIER
Project Financials

- Project at a Glance
- Assumptions for Profitability workings
- Plant Economics
- Production Schedule
- Land & Building
- Factory Land & Building
- Site Development Expenses

Annexure
• Plant & Machinery
  Indigenous Machineries
  Other Machineries (Miscellaneous, Laboratory etc.)

• Other Fixed Assets
  Furniture & Fixtures
  Pre-operative and Preliminary Expenses
  Technical Knowhow
  Provision of Contingencies

• Working Capital Requirement Per Month
  Raw Material
  Packing Material
  Lab & ETP Chemical Cost
  Consumable Store
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• Annexure 1 :: Cost of Project and Means of Finance

• Annexure 2 :: Profitability and Net Cash Accruals

- Revenue/Income/Realisation
- Expenses/Cost of Products/Services/Items
- Gross Profit
- Financial Charges
- Total Cost of Sales
- Net Profit After Taxes
- Net Cash Accruals
• Annexure 3 :: Assessment of Working Capital requirements

  ▪ Current Assets
  ▪ Gross Working Capital
  ▪ Current Liabilities
  ▪ Net Working Capital
  ▪ Working Note for Calculation of Work-in-process

• Annexure 4 :: Sources and Disposition of Funds
• Annexure 5 :: Projected Balance Sheets

- ROI (Average of Fixed Assets)
- RONW (Average of Share Capital)
- ROI (Average of Total Assets)

• Annexure 6 :: Profitability Ratios

- D.S.C.R
- Earnings Per Share (EPS)
- Debt Equity Ratio
• Annexure 7 :: Break-Even Analysis

- Variable Cost & Expenses
- Semi-Variable/Semi-Fixed Expenses
- Profit Volume Ratio (PVR)
- Fixed Expenses / Cost
- B.E.P
• Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume

- Resultant N.P.B.T
- Resultant D.S.C.R
- Resultant PV Ratio
- Resultant DER
- Resultant ROI
- Resultant BEP
• Annexure 12 :: Shareholding Pattern and Stake Status
  ▪ Equity Capital
  ▪ Preference Share Capital
• Annexure 13 :: Quantitative Details-Output/Sales/Stocks
  ▪ Determined Capacity P.A of Products/Services
  ▪ Achievable Efficiency/Yield % of Products/Services/Items
  ▪ Net Usable Load/Capacity of Products/Services/Items
  ▪ Expected Sales/ Revenue/ Income of Products/ Services/ Items
• Annexure 14 :: Product wise Domestic Sales Realisation

• Annexure 15 :: Total Raw Material Cost

• Annexure 16 :: Raw Material Cost per unit

• Annexure 17 :: Total Lab & ETP Chemical Cost

• Annexure 18 :: Consumables, Store etc.

• Annexure 19 :: Packing Material Cost

• Annexure 20 :: Packing Material Cost Per Unit
• Annexure 21 :: Employees Expenses
• Annexure 22 :: Fuel Expenses
• Annexure 23 :: Power/Electricity Expenses
• Annexure 24 :: Royalty & Other Charges
• Annexure 25 :: Repairs & Maintenance Expenses
• Annexure 26 :: Other Manufacturing Expenses
• Annexure 27 :: Administration Expenses
• Annexure 28 :: Selling Expenses
<table>
<thead>
<tr>
<th>Annexure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>Depreciation Charges – as per Books (Total)</td>
</tr>
<tr>
<td>30</td>
<td>Depreciation Charges – as per Books (P &amp; M)</td>
</tr>
<tr>
<td>31</td>
<td>Depreciation Charges - as per IT Act WDV (Total)</td>
</tr>
<tr>
<td>32</td>
<td>Depreciation Charges - as per IT Act WDV (P &amp; M)</td>
</tr>
<tr>
<td>33</td>
<td>Interest and Repayment - Term Loans</td>
</tr>
<tr>
<td>34</td>
<td>Tax on Profits</td>
</tr>
<tr>
<td>35</td>
<td>Projected Pay-Back Period and IRR</td>
</tr>
</tbody>
</table>
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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation
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