

OCM Launches Fashionable Winter'08 Collection

OCM invests over Rs. 32 Crores, expands Retail network and Exports renewed from this year.

New Delhi, Delhi, IND, 2008-05-28 15:54:36 (IndiaPRwire.com)**OCM India Ltd., a leading Indian manufacturing company of worsted wool fabrics, launched its Trendy Winter'08 Collection on the occasion of Sales Conference in Amritsar.** This season OCM is coming up with an exquisite collection for the ensuing Winter. The collection encompasses a range of choicest, coziest and trendiest patterns for different age groups. OCM have invested over Rs.12 crores on new machines and planning to invest over 20 crores during this year on finishing machines for improvement in the finished fabric to meet the ever growing demand for the worsted suitings.

Showcasing the New Winter'08 Collection, Rajeev Surana, CEO, OCM India Ltd., said, 'OCM's all new Winter'08 Collection has over 550 designs in more than 3000 vibrant shades being launched for the domestic consumers. This New Winter' 08 Collection is truly world class and design inputs have come from our design studios in Italy and US providing Indian customers with the very best the market has to offer for festive and formal occasions. This new collection has various compositions of wool, polyester and several other fibres in regular and finer counts Two new ranges have been created this season- one is a unique double faced fabric and the other, a light weight trouser fabric with round the year wearability.'

Rajeev Surana further added, 'OCM has drawn an aggressive sales strategy for the Indian and export markets. OCM has further expanded its domestic retail network with 75 new direct and about 750 indirect dealers to strengthen their market share, which has already increased to 9% in 2007 and further projected to grow to 12% in 2008. With increasing customers preferring to buy readymade garments, OCM has built relationships to supply fabric to prestigious brands like Louise Phillipe, Van Heusen, Peter England, Arrow, Pantaloon Retail, Blackberrys, Benetton, Wills Lifestyle (ITC)…to name a few. OCM has also planned various brand promotional activities throughout the country to increase the visibility of the brand. A new TVC is already on air and new print ads and posters will be out soon. With the objective of establishing ourselves firmly in the overseas markets, an understanding has been reached with internationally renowned brands who will use their resources to promote the sale and distribution of OCM's export fabrics to customers in Europe, USA and parts of Asia and help OCM develop, design and market those fabrics.

Further, keeping in view the demand for finer fabrics of Indian connoisseur, we will shortly be presenting 'Burlington Worldwide ', in India. The collection in Super 120s and above will be available in selected cities and outlets across India. The formal launch of the brand will be announced in 2 months time.

OCM, established over 80 years ago is one of the leading worsted textile mills strategically located in Punjab, the centre of prime North Indian market. A vertically integrated mill with an annual capacity of 8.4 million meters, it has a product range from fine pure wool suitings to polyester wool and various wool blended combinations with silk, cashmere, mohair, camel hair, etc. OCM is a well established and trusted brand with Pan India presence and is particularly known for its exquisite range of tweeds, jacketing and fancies. It is the first worsted textile mill in India to get ISO: 9001 certification.

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