



INDOMITABLE COMFORT

Lux Industries Limited (LIL) is a premium Indian hosiery company. The company has over 55 years of experience in the Indian market and has created a huge presence through out the country over the years. The company has over 5 lakh retail outlets spread across India through which it sells its quality innerwear.



BLAZE TO BRILLIANCE

Lux Industries started on its journey when Shri Girdharilalji Todi first dreamt of manufacturing and selling quality inner wear. To achieve his dream, he established Biswanath Hosiery Mills in 1957. The company has since then steadily grown into a global brand and has shown great returns. Lux has grown a staggering 100 times in the last two decades with 'Lux Cozi', the flagship product under Lux Innerwear – the leading brand of Lux Industries Limited.

The company has launched a number of pioneering initiatives in its many years of operation. These initiatives have helped the category itself to prosper in a new era in the industry. The company had launched a consumer

coupon scheme in 1992 called "Mazedar Mauka" which was a grand success. Lux Industries is also credited with the first International Dealer's tour in the Indian hosiery industry. The company was also the first in the industry to have celebrities as brand ambassadors.

The company had a humble beginning and at first used to produce only 1 product. From 1 product, the company's product range has expanded to more than 150 products today. The company uses the latest technology and the most efficient techniques to run a fast and efficient production line; therefore Lux produces astounding 10-lakh pieces every day. The Lux Cozi also has a strong brand presence all over India from Kashmir to Kanyakumari. The company has

several offices in major cities like Kolkata, Delhi, Mumbai, Tirupur, Agra, Indore, Ludhiana, Jaipur and Roorkee.

In the 90s, the company started exploring international markets. Within a few years the company had established a strong global brand presence in the Middle East, Europe and Africa. Recently Lux has extended its presence in other global regions like Thailand, Malaysia, Australia, Singapore and Indonesia. The company also established offices at these locations to manage their exports and international sales better. Within a very short span of time Lux's export business has grown exponentially and the company has been established as a major player in the global hosiery industry, thereby becoming a certified

Star Export House. In its industry, the company is the largest Indian exporter selling products under their own brand name.

After establishing various milestones in the competitive hosiery industry in the country, Lux gave birth to other brands – GenX Style Inners and ONN Premium Inners to cater to different target markets.

FAITH FACTOR

Lux is renowned for making quality innerwear that delivers unparalleled comfort. The company enforces stringent quality controls



across all its manufacturing plants so that their products are always of the best quality. Due to their diligent manufacturing and the uncompromising quality of their products, the company has seen a great demand for their products not only from within the country but also from global markets, specifically the Middle East, Europe, Africa, Thailand, Malaysia, Australia, Singapore and Indonesia where the company's innerwear is widely popular.

The company has a hi-tech manufacturing facility in Tirupur, set up over a massive area of 3 lakh square feet. Along with this factory, Lux had already established 2 more factories in Tirupur. The company is setting up a manufacturing unit in Kolkata with a massive area of over 10 lakh

square feet, with an integrated yarn mill & end-to-end manufacturing system including a dyeing unit. Lux has factories located at Roorkee and Ludhiana along with Tirupur and Kolkata. Lux has a separate unit at Kolkata with an area over 1-lakh square feet, which caters only to the export market.

Lux, having been highly successful in their endeavors in the hosiery industry, has decided to expand their portfolio beyond innerwear. The company aims to produce outerwear, premium-wear and women-wear. The company will focus on the new trends that are emerging in

has also been the first in many endeavors such as having celebrities endorsing the brand, starting the industry's first International Dealer's Tour, sponsoring the cricket teams in the Indian T20 versions and sponsoring a Bollywood award event of huge international repute like TOIFA.

BRAND PROMISE

The company wants to provide everyone in India with comfortable innerwear at a reasonable price. The company aspires to be the global pioneer in the industry.



the industry and will adapt to them to produce great quality products that will appeal to the new generation of youngsters in India.

ENGAGEMENT THAT ENTHRALLS

The Lux Cozi brand is quite well known in India. One of the bold steps that the company took in the marketing department was to have celebrities advertise their brands. They were the first company that had a celebrity become their brand ambassador. Bollywood personalities such as Shekhar Suman, Sunil Shetty, Sunny Deol (presently the brand ambassador for Lux Cozi), Aman Verma, Boman Irani, Paresh Rawal and Satish Kaushik have been associated with the Lux brand. Presently, Neil Nitin Mukesh is endorsing the Brand GenX Style Inners and Shah Rukh has been roped in for endorsing the brand ONN Premium Inners.

The company with the flagship brand - 'Lux Cozi' - recently partnered with Times of India and sponsored the awards function held at Vancouver, Canada as 'Lux Cozi TOIFA' awards. Lux has also sponsored the teams in the Indian T20 format. In the 5th season, Lux Cozi was the official comfort sponsor for the teams Kings XI Punjab and the erstwhile Deccan Chargers. This year Lux Cozi was the official comfort sponsor for the teams Kings XI Punjab & Pune Warrior India.

INNOVEDEGE

Lux Cozi is greatly focused towards innovation in its products and also its policies. The company has set up a facility in Kolkata which is equipped with the latest technologies so that they could make quality products at a quicker pace. The company

FACTOIDS

1. Lux is ISO 9001:2008 certified.
2. Lux Cozi boasts of having established a strong brand presence in the Middle East, Europe, Africa, Singapore, Indonesia, Malaysia, Thailand etc. on the international front.
3. In the year 2002-2003 Lux was awarded the title of 'Best Manufacturer' by the then textile minister Mr. Shahnawaz Hussain.

PROMISE BEACON

- The company produces 10 lakh pieces per day.
- The company is setting up a manufacturing unit with a massive area of over 10 lakh square feet with an integrated yarn mill end-to-end manufacturing system along with a dyeing unit.
- Lux has over 5 lakh retail outlets in India.
- The company recently sponsored the Times of India Film Award (TOIFA 2013).
- Lux group's turnover is about Rs. 1000 crores, majority of which is churned out from parts of rural India.