

Bombay Dyeing to open 35 franchise stores in east by 2020

Kolkata: Textile major Bombay Dyeing is looking to enhance its market reach in eastern India by setting up 35 franchise stores by 2020. Each franchise store would entail an investment of Rs 50 lakh. It is aiming to double outreach in traditional multi-brand outlets from 5,000 to 10,000 in four years.

Nagesh Ranjanna, CEO, Retail, Bombay Dyeing, said "There is a lot of potential in the east since almost 25% of the main townships are here. We have to get it across to the customers that Bombay Dyeing is not just for premium products." The firm

has moved out of textile manufacturing with most of its production being outsourced to vendors on a franchise basis. "We ensure quality control by making sure our agents are present at each step of the manufacturing process," said Ranjanna.

The company aims to launch three to four new products each year, with millennial being the target population. An organisational overhaul has been in effect to ensure dynamism. "Investments will go into retailing business with more customer facing IT architecture," confirmed Ranjanna. TNN