

It Happened in Indian Retailing Revolution

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Abstract: Kishore Biyani, a visionary entrepreneur, rose from a middle-class Indian family to establish a retail empire. His journey began with textile trading, then launched Manz Wear Pvt. Ltd. (1989), later renamed Pantaloons Fashion. Biyani pioneered the franchising model, direct marketing, and modern retail. With innovative branding and marketing strategies, Pantaloons expanded nationwide, offering diverse apparel lines. This entrepreneurial story highlights Biyani's vision, hard work, and commitment to building a successful business.

Keywords: Kishore Biyani, Entrepreneurship, Retail Industry, Pantaloons Fashion, Franchising Model, Brand Building, Marketing Strategy, Indian Business, Textile Industry, Entrepreneurial Success

INTRODUCTION

Kishore Biyani who was born in a middle class Indian family whose grandfather hailed from a remote place in Rajasthan's Nagaur district a tehsil Called Nimbi. Started his first business as a Textile merchant in withwadi in Central Mumbai he believed in hard work commitment and ethics as a businessman.

Kishore Biyani born on 9th August 1961 the second. Son of shri laxminarayan and Smt Godavari Biyani As a kid he used to behave and act differently his room was filled with posters and Stills of famous cricketers and sportive car's and Star's. He was passionated and found of playing cricket as it is popularly called as gully cricket.

The year he was born his family set up its second business in Synthetics and furniture.

After completing his schooling he got admitted in H.R. College in Mumbai all of the sudden he was exposed to a whole new world. He looked thing's is a different way perceptively where Optimism was his vision his college days where the best days of learning and good phase of his Student life where he learned about human dynamics, developed networking, Relationship's and discovered life in general.

Having been experiential in family run apparel business Kishore Biyani was not that Interested in the

familial business nor took part to suggest the business ideas. In college day's he noticed more fashion Conscious young people student friends wearing trousers made out of new Kind of Textured fabric which was called as Stonewashed fabric. He took the trouser and Showcased before the garment trader's cartel, Later he approached Jupiter mill's one of the largest producer of Textiles a government undertaking hills Located in Mumbai.

He placed a purchase order of 2000 units of the fabric and made an attempt to sell to garment makers and college going young crowd in six month's he was able to sell many thousands of meters Of Stonewashed fabric that's how he made his first profits and started his own enterprise by name (manz wear private Ltd..) (1989) where he and his wife started and launched couple of brand's and got into franchising model and direct marketing and ten years Later plunged into modern retail During this period the company's name was renamed from manz to pantaloons fashion's The company was incorporated with a Seed capital of seven Lakhs and initial production capacity 2000 trousers/Day. The trousers were sold under the brand name of pantaloons within a year of its operations the Company touched a turnover of 32lakhs.

Marketing, Advertising, Media planning, and promotion and the power of Branding had always held a deep effect on his belief was that Brand Building.

After catering to the needs of Mumbai market. His Friend's was running an apparel Store in Goa which was not faring well. Kishore Suggested him to set up pantaloons franchise Shoppe that world sell only Trousers and his friend agreed and the first store was opened in 1991 at Goa which was called as Pantaloons shoppee.

Once it was opened up he wanted to setup a nationwide franchise Store's network. The next set up Pantaloons Store came up in Cochin, Ernakulum, in Kerala Colaba and Andheri in Mumbai C-G. Road at Chennai T. Nagar.

Kishore also traded in some third party brands and made Small margins later he started to have his own Jeans brand Bare Necessities. Next he decided to make pantaloons A one stop destination for all shoppers apparel need's Shirt's, Trousers, sportswear denim wear, Ties, Blazers which were launched under the name of Knighthood with this The store was tagged and positioned as a Complete men's wear destination.

Later pantaloons made a conscious effort and blended the Indian context into everything it offered women's wear's etc.

Questions:

1. What are the Concerns of pantaloons in present day market conditions and its position as a Brand once upon a time?
2. Discuss the reasons for slowing Sales and unfavourable market acceptance to the Industry as a whole? Suggest ways how it should be a turnaround moment for the retailer.

REFERENCES

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