

# Industry **Outlook**

TEXTILE & APPAREL SOURCING COMPANIES

THEINDUSTRYOUTLOOK.COM

JULY, 2023

**Anil Saboo**  
Founder

## **ANIL** **ASSOCIATES**

KNITTING THE FUTURE OF INDIAN TEXTILE & APPAREL BUSINESSES  
THROUGH EFFICIENT SOURCING & MARKETING SERVICES

₹150







We truly believe in the power of trust & knowledge sharing with our business partners and ensure complete transparency in all aspects of the business

Industry Outlook TOP 10  
**TEXTILE & APPAREL**  
SOURCING COMPANIES - 2023

# ANIL ASSOCIATES

**KNITTING THE FUTURE OF INDIAN TEXTILE & APPAREL BUSINESSES THROUGH EFFICIENT SOURCING & MARKETING SERVICES**

**B**eing home to the largest population in the world, India is one of the largest markets globally for textiles & apparels manufacturing. Domestically too, the industry contributes over two percent to the country's GDP and comprises 11.4 percent of our overall exports, thus being the third largest exporter of textiles and apparels in the world. Given such fine conditions, India currently houses one of the largest numbers of textile and apparel businesses in the world. As a result, the recent government estimates put the textiles industry to be worth \$250 billion by 2025. Though at present the textile and apparel industry is passing through a difficult time globally due to the war between Russia and Ukraine. It will take some time to recover.

Textile Industry is also a fashion industry besides being an important basic need of human being like Food, Shelter and Cloth. As a result, the application of textiles during the last 10 years has taken a transformative change from normal fabrics to fashion fabrics. Its usage has widened to Technical Textiles, Geo Textiles, Medical Textiles, Protective Textiles (for army and similar services) and many others. This has been possible with the introduction of large variety of natural & synthetics fibers, organic & non-organic fibres, many types of chemicals, woven, knitted and non-woven fabrics.

The Textile Industry is very concerned and careful about the challenges of carbon footprint and the need to save the environment, which has created the need and awareness of sustainable & recycled fibers of pre and post-consumer stage. Besides, the textile industry operates at different stages - from farms, forest, petroleum to the end product of apparels, home textiles and other final usable fabrics.

There is a long chain which employs different production stages, and they are hardly under one roof. One segment is supporting or supplying to other to the end of the fabrics being used by the consumer. Thus, there is always a need for the knowledgeable and experienced professional service within the textile and apparel industry.



**Samarth Saboo**

**Anil Saboo  
Founder**

**Saurabh Saboo**

**Rakhi Saurabh Saboo**







Over and above this, textile and apparel industry is very large and it's market is global. This pushes textile & apparels manufacturers to search for reliable and high-quality sourcing services. Anil Associates is one such sourcing partner that has created a niche for itself in the industry through its profound market knowledge, transparency and a clear understanding of various facets of the textiles & apparel sourcing business. Based in Ahmedabad, the company was founded in 1991 by Anil Saboo as a yarn indenting company and could earn the status of the trusted business partner. And it is today one of the most sought-after companies in the country for diverse textile related sourcing and marketing needs.

"Our business philosophy is 'Value Business, Growth Guaranteed', and this has given us a distinct recognition in the industry. We truly believe in the power of trust and sharing knowledge with our business partners and ensure complete transparency in all aspects and phases of the business. This has enabled us to maintain long term relationships with our stakeholders, wherein we are even associated with most of them for over three decades now. To give better service to our buyers and principals, we have divided the responsibility & accountability of Domestic Sales, Imports & Export Sales and other trading activities, wherein Anil Associates is for all Domestic Sales, Anil International is for all Imports & Exports, and Anil Retail Venture is for other activities of Yarns, Fabrics, and Towels", says Anil.

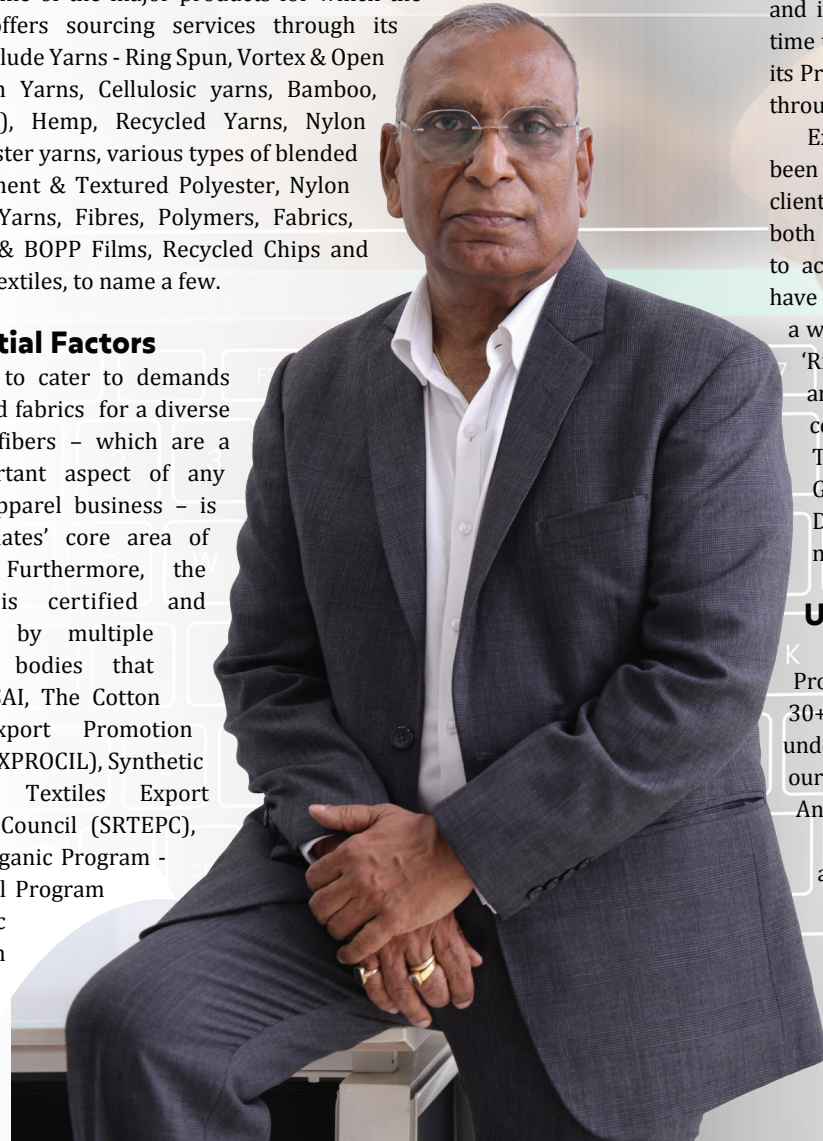
### Wide Portfolio of Offerings

Managed by the father-sons trio of Anil Saboo, Saorabh Saboo and Samarth Saboo the main strength of Anil Associates since its inception is that it acts as a Marketing and Sourcing company, wherein it bridges the gap between raw material providers

and manufacturers by offering both marketing and sourcing services. Some of the major products for which the company offers sourcing services through its network include Yarns - Ring Spun, Vortex & Open End, Cotton Yarns, Cellulosic yarns, Bamboo, Linen (flex), Hemp, Recycled Yarns, Nylon Yarn, Polyester yarns, various types of blended yarns, Filament & Textured Polyester, Nylon & Viscose Yarns, Fibres, Polymers, Fabrics, Films TPU & BOPP Films, Recycled Chips and Technical Textiles, to name a few.

### Differential Factors

Being able to cater to demands of yarns and fabrics for a diverse variety of fibers - which are a very important aspect of any textile & apparel business - is Anil Associates' core area of expertise. Furthermore, the company is certified and recognized by multiple regulatory bodies that include FSSAI, The Cotton Textile Export Promotion Council (TEXPROCIL), Synthetic & Rayon Textiles Export Promotion Council (SRTEPC), National Organic Program - US, National Program for Organic Production



(NPOP) and Federation of Indian Exporters Organization. This has enabled the firm to cement its position as one of the most trusted textile & apparel sourcing and marketing partner in the country.



Keeping client satisfaction as paramount, Anil Associates is always ready to go that extra mile by offering a host of additional services such as market & partner identification, ensures competitive prices, keep market updates, quality assurance, market research, updating business associates with new demands and product developments globally, quality assurance, end-to-end logistic support, personal attention to each of its clients, and certification services. Anil Associates and its team takes care of the order bookings at the Right time to in time deliveries and remitting the payments back to its Principals. This way the company handholds its customers throughout the process of complete business cycle.

Explaining further, Anil says, "Our main focus has always been in providing excellent Quality, Trust and Service to our clients. We maintain very good and long term relation with both our customers as well as our supplier and help them to achieve their requirement and targets respectively. We have a specialized team to look after each product and have a wide network all across the globe which helps us find the 'Right Product at the Right Time from the Right Place'. We are currently associated with many prominent textile companies and corporate buyers such as Vardhman Textiles Group, RSWM (LNJ Group), Reliance, Jayashree, Grasim & Century Textiles of Aditya Birla Group, GTN, Dharanidhara, Welspun, Arvid, Jindal, Chiripal Group to name a few".

### Unique Client Engagement Process

"My working experience as a Marketing and Commercial Professional in the textile industry Along with our company's 30+ years' industry presence has enabled us to clearly understand the changing market dynamics which we use in our day to day business in the mutual interest of all", shares Anil.

Catering to both buyers and sellers in the textile & apparel space, the company follows a unique client service approach, wherein it first looks at the strengths of the spinners, the kind of products they are offering, their installed capacity and machinery setup they possess.

Additionally, its internal marketing & research team always keeps an open eye about the requirements of each buyer in the market, thus enabling us to efficiently match the demand and supply by acting as a bridge between the two stakeholders. Owing to this, we are very fortunate to have the patronage Of the prominent and leading textiles houses in India and abroad. And this Privilege is our great strength.

Furthermore The company even has its own brand of bath towels & bath sets named 'Froya', which is exported to other countries as well.



**We have a specialized team to look after each product & have a wide network all across the globe which helps us find the 'Right Product at the Right Time from the Right Place'**

### Future Roadmap

When asked about the company's future roadmap, Anil says, "Our growth journey so far since our inception has been steady yet satisfactory. We derive our satisfaction from people who are happy with the services we offer. For future growth, technical textiles is one area which we have already been working on. Also, we will be working on import & export of knitted fabrics, home textiles and garments by adding them as well into our products portfolio".



# Industry Outlook

TEXTILE & APPAREL SOURCING COMPANIES

THEINDUSTRYOUTLOOK.COM



IS PROUD TO PRESENT

**ANIL ASSOCIATES**

AS ONE OF THE

**TOP 10  
TEXTILE & APPAREL  
SOURCING COMPANIES  
2023**

*in acknowledgement of its unwavering focus and dedication  
to achieve excellence in quality and delivery in this field.*

*Sudhakar Singh*

Sudhakar Singh  
Managing Editor  
Industry Outlook