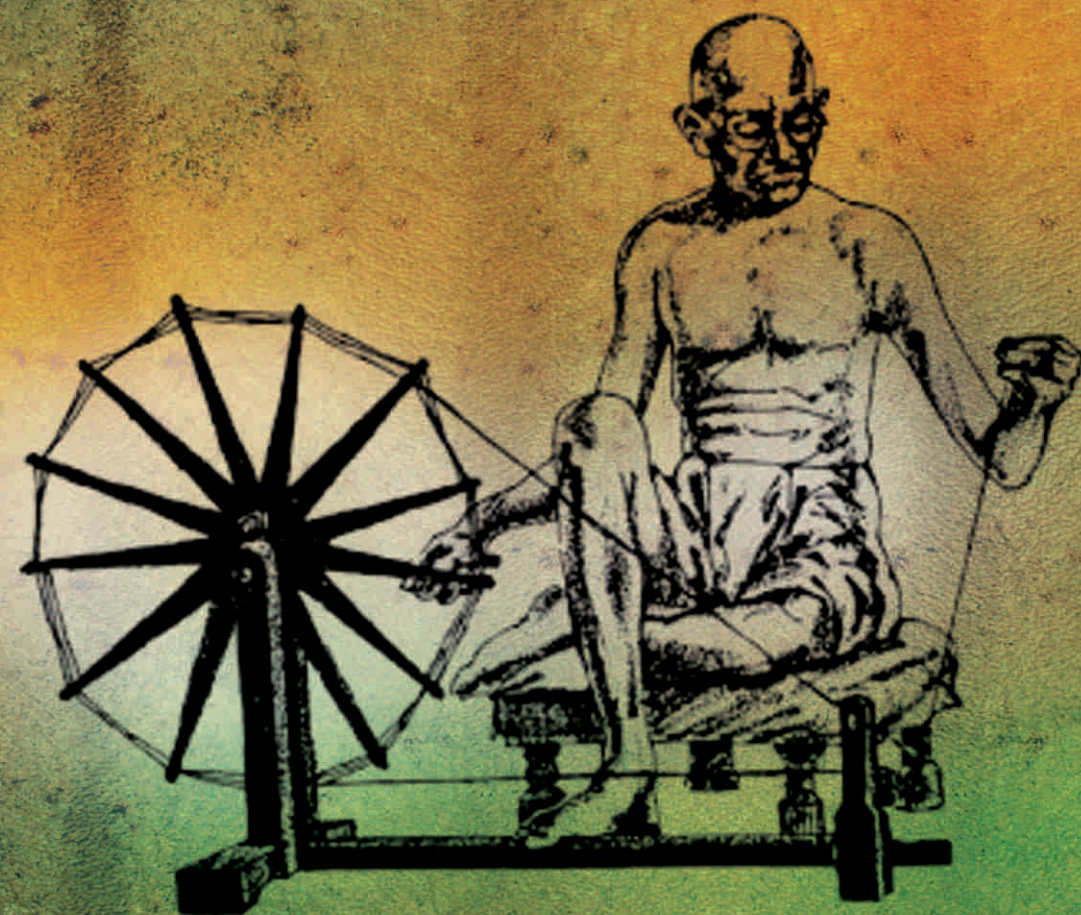




P R O F I L E

for the prestigious people





Weaving wonders in white...



"A cloth is woven not just with a thread.  
It is woven with culture, prosperity,  
imagination, sun, rain...  
many such qualities go into the weave.  
From dressing Gods to spinning khadi on the wheel  
during the freedom struggle,  
clothes are an integral part of the Indian way of life.  
Only because of the strength of this tradition have  
we made a success story out of selling the dhoti  
even in this era..."





### Small threads. Giant weaves.

From a single seed, the huge banyan grows,  
From baby steps, giant leaps are made,  
From simple threads, magical reams of clothing spring forth  
From humble beginnings, a White Ramrajayam emerges.

## Birth of the Ramrajayam

Ramraj Cotton was founded at Avinashi, by entrepreneur and visionary, Mr. K. R. Nagarajan. The company was started with single, unwavering vision - to deliver quality ethnic men's wear to people in the southern states.

Ramraj Cotton started out small in the year 1983. With very limited resources and very little financial leverage, Mr. K.R. Nagarajan founded the company on big dreams and huge aspirations.

With several years of marketing experience to back him, Mr. K.R. Nagarajan understood one simple success mantra - the power of branding. He understood that if his product has to stand out, people need to identify it by a brand name. That's how the brand Ramraj was born. (Ramraj incidentally, is a combination of two names - Founder Mr. K.R. Nagarajan and his father Mr. Ramaswamy)

The company's mantra of 'quality without compromise' was the driving force behind its astounding success, even during those early years. Slowly but surely, the company made definite inroads into the South Indian market.





Inspired thoughts... Smart actions....

## Founder & Visionary



The story of Ramraj Cotton is the story of one man's pursuit of success against all odds. It's the story of how dedication, hard work, diligence and perseverance can inspire unparalleled levels of success. Mr. K.R. Nagarajan was born and raised in a small village near Avinashi, Tamilnadu. A boisterous Child, Mr. K.R. Nagarajan exhibited great curiosity and an innate exuberance from a very small age.

Here's how a simple incident helped shape his future course of actions. As a child, he once saw a man dressed in white, riding a huge white car. He learnt that this person was a textile mill owner. It immediately dawned on him that only a textile business can get him a huge car and a lot of success. This was the small seed that grew into the huge Ramrajyam.

After studies, Mr. K.R. Nagarajan took up textile marketing and was a hugely successful player. He was a top-tier marketing guy who managed to get orders worth 1.48 lakhs within 18 months in Andhra Pradesh. That too without much knowledge of the local language! He later went on to start a joint business venture with his friends. It didn't quite work out. He walked away with surplus dhothis from his failed business venture to start off on his own. Thus, Ramraj Cotton was born. Since then, there was no looking back.

Today, Mr. K.R. Nagarajan heads a crores in business, employs many people and sells thousands of dhothis in every day. He is a regular tax payer and a socially-conscious citizen.

So, what's behind all his incredible achievement? Strong work ethics, passion and the ability to convert failures into success, plus the divine blessing of his Guru Vedathrimaharishi.

Vazhga Vaiyagam  
Vazhga Vazhamudan



## THE SOUTH INDIAN DHOTHI

### Traditional attire. Modern outlook.

The dhoti is the traditional attire for the South Indian male. It has been in vogue since time immemorial with kings, poets and the common man draping it with grace and finesse. It's a long piece of white cloth that is wrapped around the waist. Dhoti signifies elegance and poise.

Even in these modern times, dhoti has still not lost its sheen. In fact, it's significance as the formal ethnic wear for men has increased dramatically in recent times. South Indian men still wear the dhoti with great pride for marriages, festivals and so on.

The dhoti is known by different names in different places. Its veshti in Tamil, panche in Kannada, mundu or veshti in Malayalam, pancha in Telugu and so on. But whatever be its name, dhoti is undoubtedly majesty woven in white.







## A steady growth curve

Climbing the ladder of success, step by step...

Through hard work and unerring focus, Ramraj dhotis became a leading ethnic wear brand in Andhra Pradesh. With success came the ability to expand production and marketing strategies. The company soon made its presence felt in Kerala, Tamilnadu and Karnataka.

The secret of Ramraj's success is its emphasis on quality, at all times. Mr. K.R. Nagarajan understood that people are always willing to pay a little more for quality. Nobody buys a bad quality product, the second time, even if costs a whole lot less. So, the focus was to sell a great product and let the customer see the difference. This strategy worked well. People ask for Ramraj dhotis by name, and are happy to buy it, even at a premium price.

Today, 70 out of every 100 dhotis sold in these four states, bear the distinct Ramraj brand name. Anyone and everyone...from the politician to the common man, from the bridegroom to the industrialist, now proudly sport Ramraj dhotis!

The company boasts of a turnover running across several crores and it's business continues to grow exponentially each year.







Cool... Comfort... Peace



## Innovation

Adapting to deliver more...

At a time when even the elderly were opting for western wear, how do I sell dhotis, the traditional attire of South Indians? It must be comfortable to wear. Research showed that youngsters don't prefer dhotis because they tend to slip easily. Thus, the ingenious idea of the white dhoti belt was born.

Second, how to incorporate the cellphone (a very modern necessity) with the traditional dhoti? Thus, the dhoti cellphone pouch was created. Now, Ramraj dhotis, dhoti Belts and cellphone pouches are a huge hit among the young and the old. This innovative spirit is the powerful force behind Ramraj's outstanding success.

Through the times, Ramraj has continued to innovate in an effort to deliver value to customers. The company has now added a diversified product portfolio to cater to the client's increasing demands. Ramraj, thus, changes with the times, to serve customers better.





# Infrastructure

Top-of-the-line machines. Top-quality products.

What sets Ramraj Cotton apart,  
**is the quality of its products.**

Be it the humble socks or  
the stately shirts,  
Ramraj Cotton  
has always used  
**the best-in-business manufacturing**  
procedures and codes  
**to deliver genuine value**  
to customers.

The company has invested  
**in top-end machines**  
and high-end infrastructure  
to match the growing demand  
for its varied products.

Here's a detailed overview of the  
**Infrastructural Muscle of  
Ramraj Cotton.**





Blow Room



Auto Winding

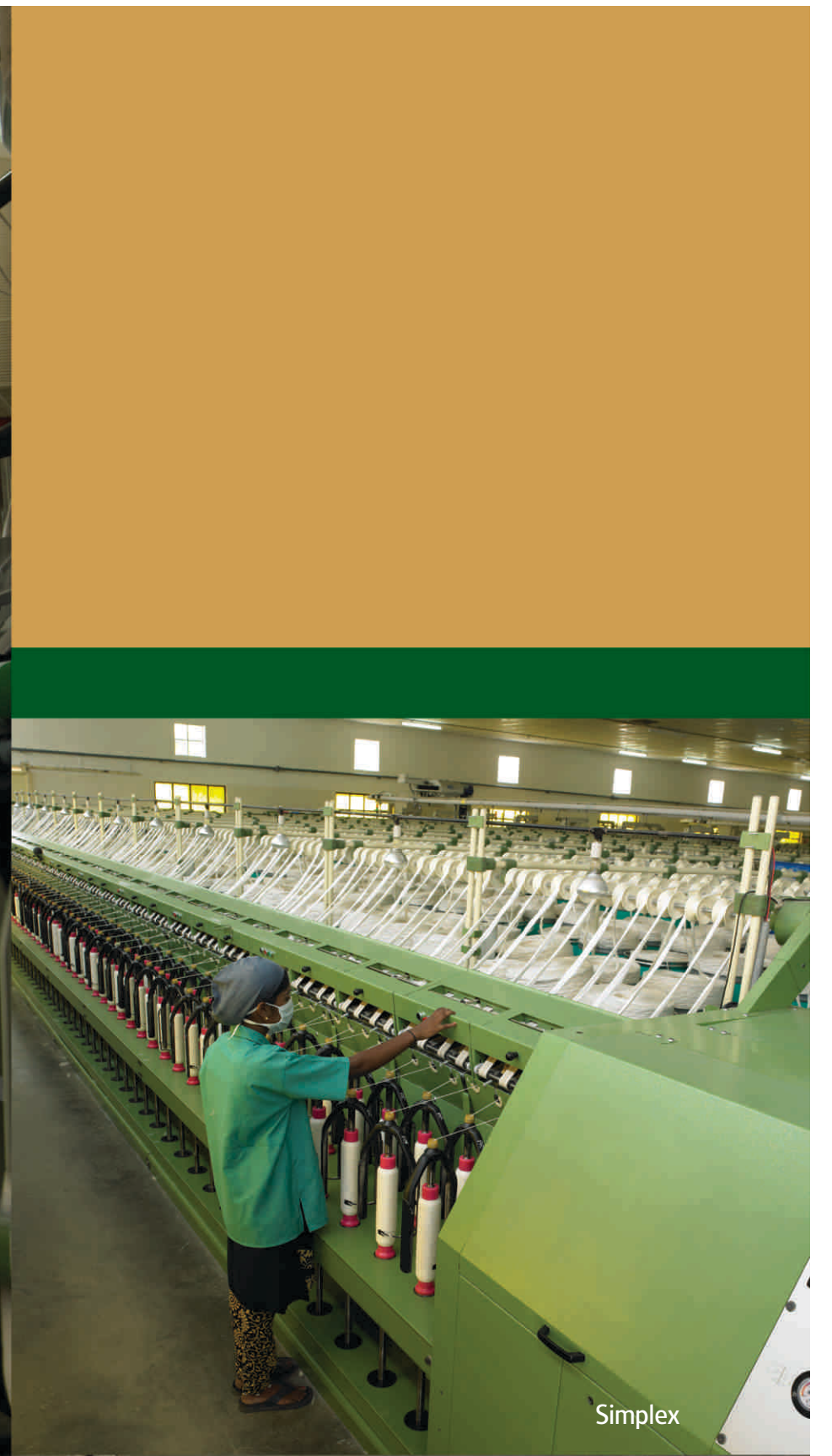
Quality in every fibre!







Ring Frame



Simplex

Quality in every weave!





Quality in every process!











Bleaching



Dryer







Folding



Checking



Checking







Folding and Cutting







Storage Godown



Ware House



Despatch Process

Reams and reams  
of white!







Corporate Office

Smart Work... Sharp Results...







Conference Hall

**Bright Thinking... Big Decisions...**







Creating white magic!





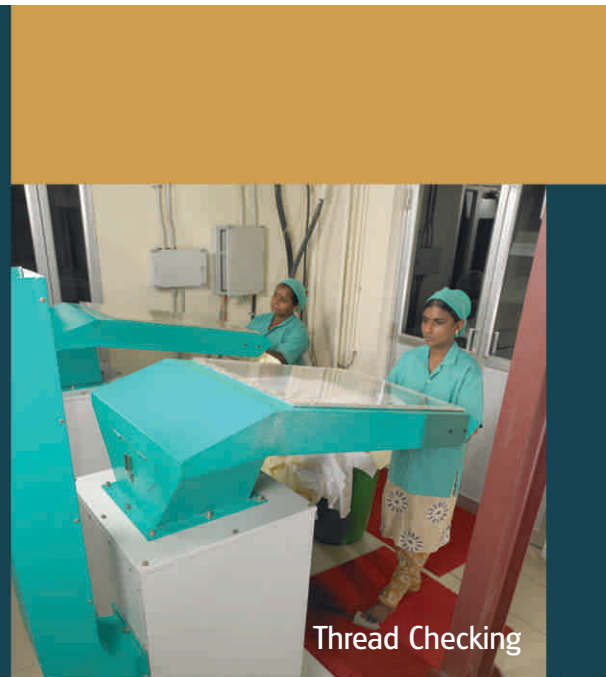


Cutting

Precision maketh perfection!



Fusing



Thread Checking



Kaja & Button

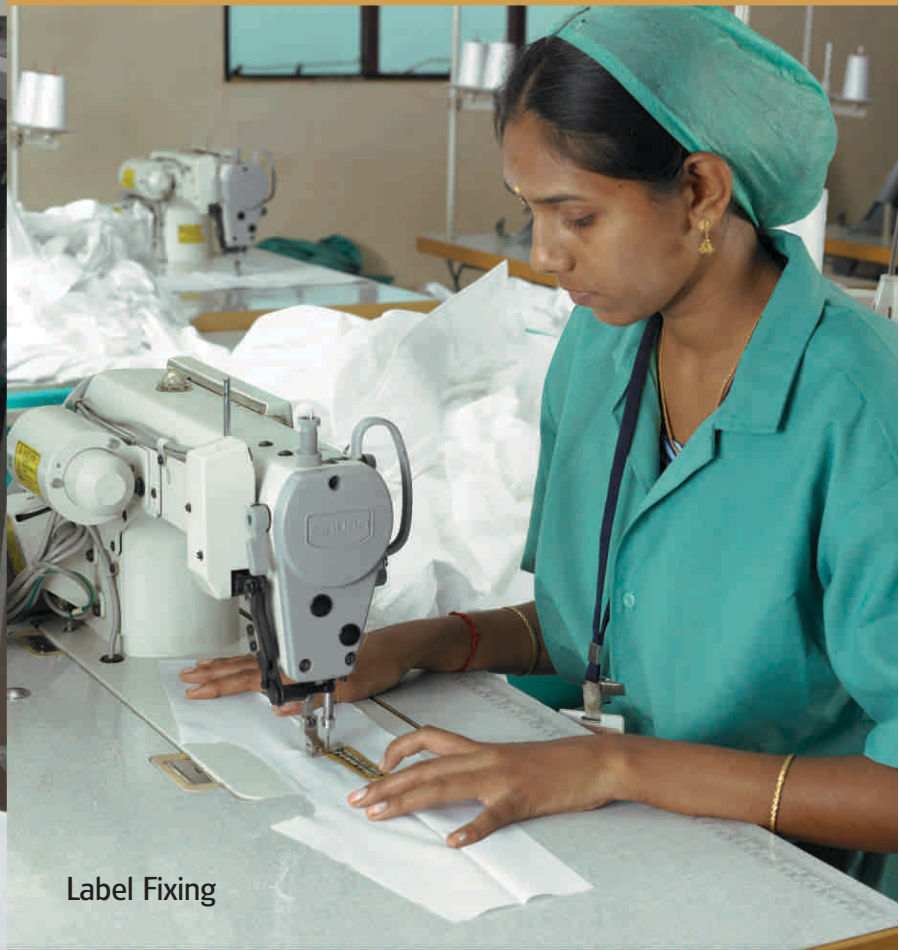






Embroidery

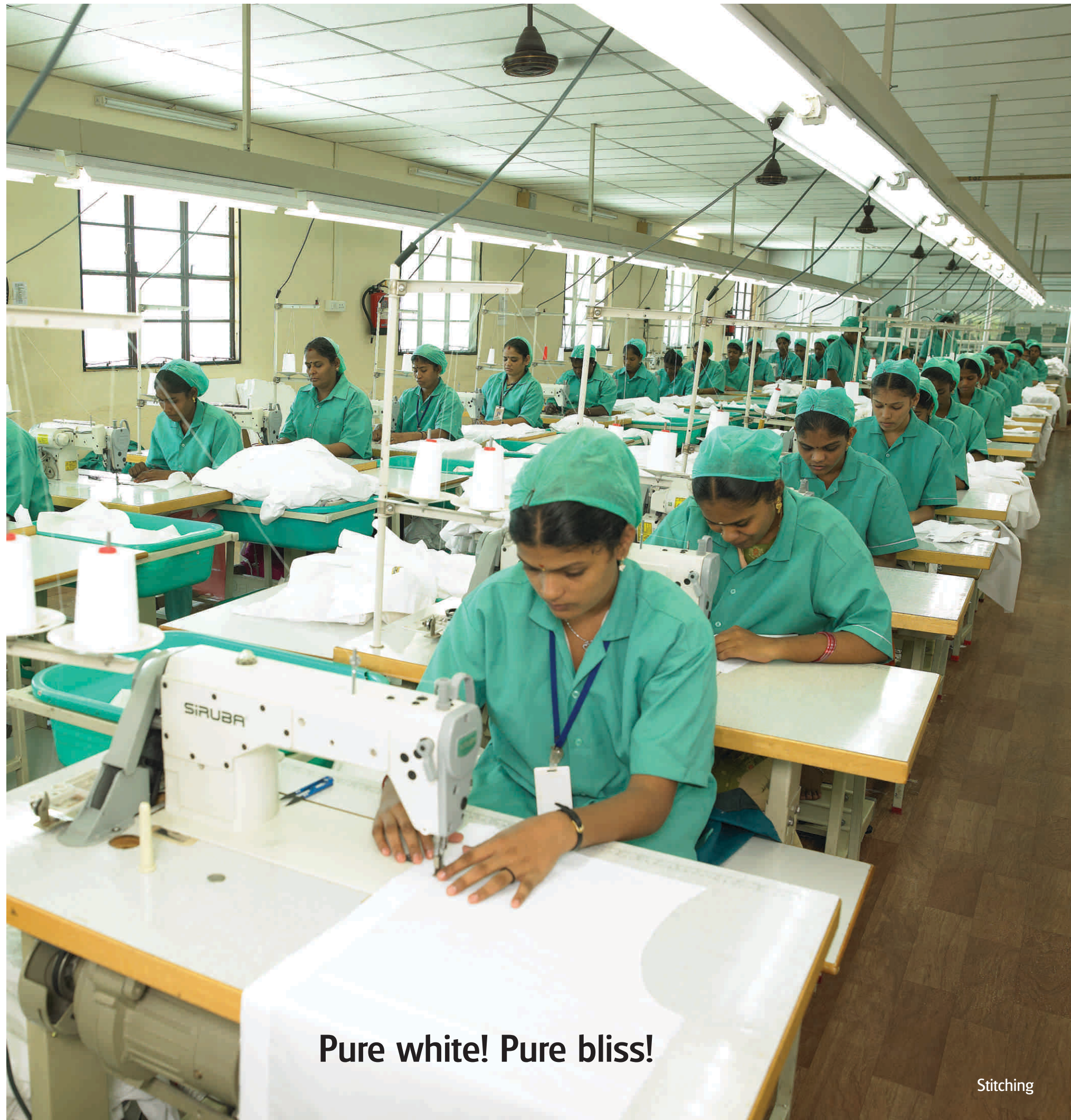
Intricate designs.  
Exquisite collections



Label Fixing







Pure white! Pure bliss!

Stitching



Final Checking



Ironing and Packing







Ramraj Cotton...  
for the winner in you!







The Prestigious Product  
for the Prestigious People







Knitting



Soft Flow







Dryer







Compacting



Band Knife Cutting



Straight Knife Cutting







Stitching



Fusing



Ironing







Lable Making



Checking



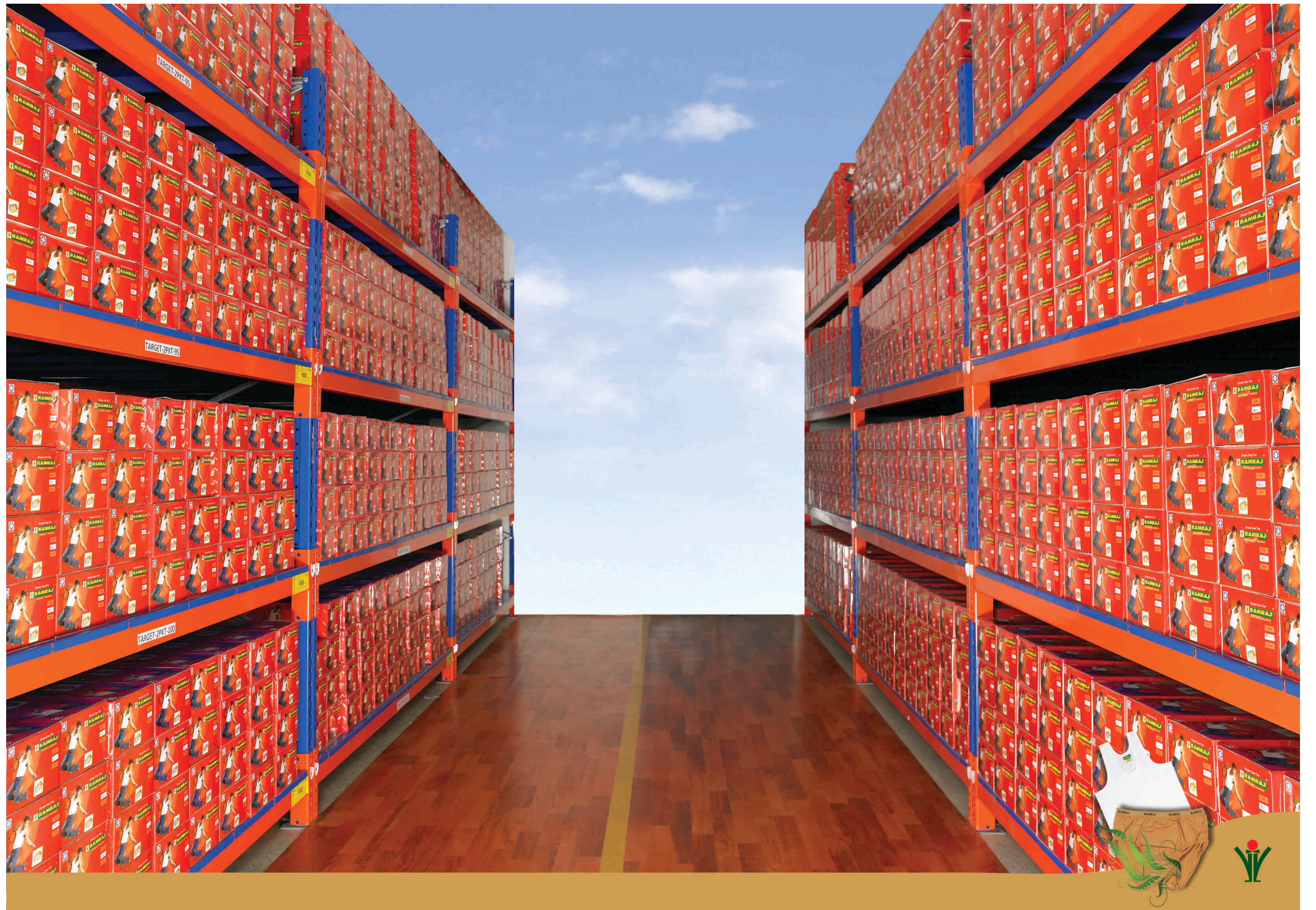




Ready to awe  
the world!









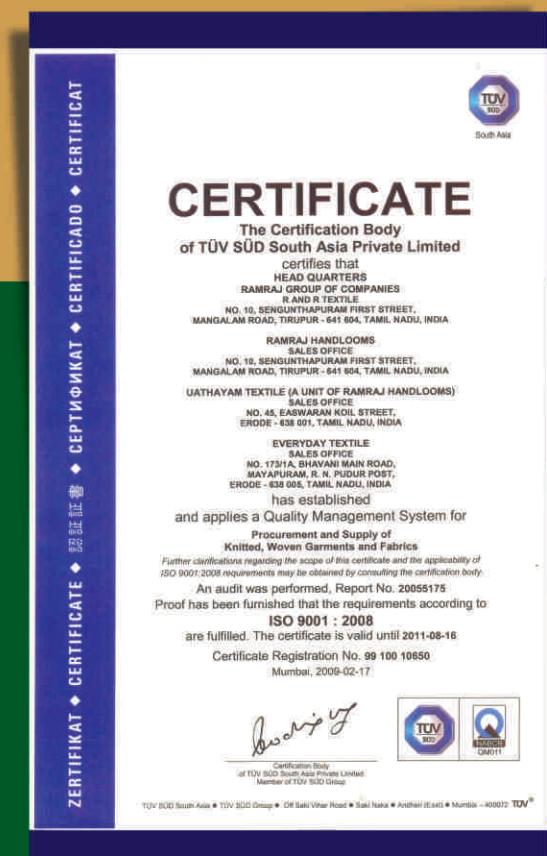


## The Ramraj difference

Real value...Real quality

What sets Ramraj dhotis and other products apart is the emphasis on details, without missing out on aesthetics.

- All Ramraj products are made from the finest threads sourced from India's best mills
- Emphasis on quality at all stages - production, marketing, packaging and retailing
- Price that matches the distinct quality
- Soft clothing. Comfortable feeling.
- Durable whites. Colors that don't wash away.
- Easy maintenance
- Long product life







## The Ramraj Retail World

Showcasing the power of white!

When the time came to decide between investing in land or investing in prime retail space, Mr. Nagarajan chose the later. And it was a smart business decision. One that touched the lives of several people.

Today, Ramraj Cotton has 17 showrooms across South India and employs more than 300 people. The showrooms help strengthen Ramraj's brand presence and serves as a one-stop source for all Ramraj products. Ramraj showrooms showcase an impressive turnover that continues to grow exponentially, each year.

Chennai Puducherry Coimbatore Salem Madurai Erode  
Karur Tirupur Avinashi Pollachi Vilupuram Mettupalayam  
Chennai Domestic Air Port Coimbatore Air Port







# Quality

# Policy

**Quality...at the heart of every endeavor!**

**We, at Ramraj Cotton strive:**

- To pursue excellence with passion
- To innovate continually in order to deliver more
- To uphold the spirit of trust in all relationships
- To race ahead of the competition through fair means
- To find new ways to satisfy our customers
- To keep customer's interests ahead of all else
- To better the best

We, at Ramraj strive for quality that is truly incomparable.





# People

Together...we seek to paint the town white!



True...it's our people who make the difference. Ramraj Cotton employs over 4000 employees across its offices, factories and showrooms. Be it the top-end executives or the smart marketing minds or the tough-as-nails factory employees, all of us at Ramraj Cotton work seamlessly to deliver 100% each and every day.

At, Ramraj Cotton, we believe that our people are our strength. We work tirelessly to cater to the needs of all our employees by providing them with a variety of benefits. We understand that a healthy attitude and a tough mind are required in order to stay ahead of the race. That's why, we conduct regular yoga camps and self-confidence workshops to keep our employee morale up.



Vazhga Vaiyagam  
Vazhga Vazhamudan





# Advertising

## Building the Ramraj brand!

During those early days, when dhotis were no longer in fashion, Ramraj dhotis decided to change the trend and make dhotis user-cool for Gen-X youngsters. The company decided to get into some serious branding in order to establish Ramraj dhotis as the ultimate ethnic wear for the South Indian youth.

Over the years, Ramraj's ad campaign has evolved greatly - using younger models to stately actors. It has seamlessly blended different media campaigns - Television, Press, Outdoor and In-store media. But the essence remains the same - Ramraj, the quality dhoti for both the young and the old.







**Doing our bit to  
make the world,  
a better place!**





## Social focus



“If I can put a smile in one small child's face; if I can rub the tear from one old man's eyes; if I can feed a small family; if I can empower a community through meaningful employment; if I can motivate a few youngsters with the power of speech; if I can live my life as an example to others, I've done my bit for the world.”

- K.R. Nagarajan

That's the way Mr. K.R. Nagarajan, Founder-Director, Ramraj Cotton, feels about giving back to the society.

Ramraj Cotton employs several weavers and handloom workers across its factories. This way, the company provides employment and the hope of a better life to thousands of weavers and their families across the Kongu belt. This according to Mr. K.R. Nagarajan is his most satisfying achievement to date.

Imparting quality education to the under-privileged is one of Mr. K.R. Nagarajan's greatest passions. To this end, he is an active member of the Agaram Foundation that works to provide education to students from marginalized communities. Through this foundation, Mr. K.R. Nagarajan seeks to spread the light of knowledge to several hundred students across Tamilnadu, thereby building a stronger India.

Mr. K.R. Nagarajan also realizes that creativity and the spirit of entrepreneurship must take wings among youngsters. That's why he has taken upon himself the task of motivating and guiding youngsters by sharing his life experiences with them. He takes time to meet and interact with youngsters in colleges and universities across Tamilnadu. He is a motivational speaker par excellence who speaks on self-confidence and entrepreneurship in prestigious institutions like IIT, Chennai and PSG College. He inspires youngsters to think differently, take calculated risks and work hard in realizing their dreams.

**Mr. K.R. Nagarajan is associated with several social causes and heads many charitable organizations.**

- :: **Trustee**  
Temple of consciousness, Aliyar
- :: **Vice President**  
The world community service centre
- :: **Treasurer**  
Coimbatore zone, The world community service centre
- :: **Vice President**  
Manavala kalai mandram trust, Tirupur
- :: **President**  
Kamban kazhakam, Tirupur
- :: **President**  
Humour club, Tirupur
- :: **President**  
Vettritamilar Peravai, Tirupur

Through these organizations, Mr. K.R. Nagarajan works tirelessly for the betterment of the society. He spends his free time working to improve the quality of life for those around him.





# Prestigious Landmark

Woven Production Division







Ready Made Stitching Division



Hosiery Production Division



Ware House





# Wind Mills

## Spinning magic in air!

Yes...we've come a long way, indeed! From humble textile units to giant factories to wind mills. Ramraj has spun from success to success. These help generate eco-friendly, economical power for our factories. This way, we do our bit to make the world a safer place for the future generations.

This our Earth. Let's work together to preserve it. That's the Ramraj motto when it comes to harnessing nature's resources for man's benefit. And our wind mills are an extension of this noble creed.

- Azhagiyapandiyapuram, Tirunelveli
- Dharapuram
- Elavanji, Palladam
- Karungulam Village, Tirunelveli
- Sellakkarasal, Palladam
- Theni



### RELATIONSHIP TO CHERISH

#### THOUGHT PRODUCES WORD AND ACTION FOR EVERY ACTION, THERE IS A RESULT

- Shed your Ego that 'i am great' 'i am the best'
- Avoid Loose talks - don't indulge always in meaningless and thoughtless utterances
- Be Diplomatic in handling any problem and be ready to Compromise
- Be Tolerant .one has to reconcile to the in-conveniences at times
- Avoid Adamant arguments justifying your words and actions-don't be Narrow minded
- Avoid carrying tales without knowing what is true and false
- Don't always presume yourself with a feeling of Superiority over others
- Don't be greedy and crave for more than what you need
- Talk to people solely on matters Relevant to them
- Don't believe all that you hear
- Don't magnify matters of trivial nature
- Don't be rigid and dogmatic in your views. Be Flexible.
- Don't misunderstand other's thoughts and actions and get prejudiced
- Be courteous to others and talk pleasantly and soothingly
- Don't behave as if there is no time for you to smile and speak-lovingly and affectionately
- Be humble and gentle. Avoid using indecent words and over smartness in your language
- Now and then meet in person and indulge in free and frank talk
- When problem confront, instead of waiting for others to come down, you take the initiative to settle the issue

-Thathuvagnani Vethathiri Maharishi



## Achievements

Passion translates into success!

With a short span of time, Ramraj Cotton has reached great heights. The company has created several firsts. Like being the first company to brand dhothis. Like being the first company, to advertise dhothis across different media. Like being a market leader in dhothis across South India. Like being the first company to introduce a calendar-system to identify trusted dealers. And so on.



## Accolades

Winner takes it all!

Accolades have always been a part of the Ramraj journey. The company's commitment to quality and passion for excellence has been appreciated across several frontiers.





## RAMRAJ STANDS FOR

Reliability

Adaptability

Marketing acumen

Resourcefulness

Altruistic vision

Just and ethical practices

### Corporate Office |

#### Ramaraj Group of Companies

Ramaraj 'V' Tower,  
10, Sengunthapuram 1st Street  
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Tamilnadu, India.

Tel: +91 421 2248147, 2248148  
Fax: +91 421 2205148  
Mob: +91 98422 84147, 98421 74147

email: [info@ramrajcotton.net](mailto:info@ramrajcotton.net)  
[www.ramrajcotton.in](http://www.ramrajcotton.in)

### Admin. Office |

#### Ramaraj Cotton

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