



madame

SINCE 1993



About us

Our story began in 1993. Starting from a humble setup and range of mufflers, we have always strived to be bigger & better.

MADAME is now a leading fashion retailer offering compelling clothing, shoes and accessories to women. Since 1993, we've been committed to providing our customers with the best possible service—and to improving it every day.

This commitment has taken us from a small muffler manufacturer to the leading fashion retailer we are today. We're proud to serve customers at 150 full-line stores and 300+ Retail Partners across India; 2 Production units & 4 warehouse hubs. We also serve customers online through glamly.com & all leading fashion portals.



Our Vision

We strive to be a global leader in **fashion-knit and fashion wear** by empowering innovation and design to provide customer satisfaction. We endeavor being a caring and well-managed organization for our **business partners, customers and employees and a responsible corporate citizen to our society.**

Our Mission

1- We strive to be responsible in making meaningful products that are not only an epitome of our ethics & lifestyle, but enhances the ability to experience it. Our customers are the reason and inspiration for everything we do.

2- To create inclusive fashion clothing and accessories that enable our customers to be the best version of themselves all the time.

Our Values

- Ethical Business
- Exclusivity
- Sustainable
- Cultural Responsibility

MADAME Positioning Statement

"A legacy cannot be created," is what MADAME believes in, "it must be worked upon. And that is what sets our story apart."

MADAME is certainly not the only fashion brand to make legacy an underlying part of our brand positioning strategy, but what differentiates us is our clear and consistent brand message as a maker of precise, sustainable garments of such high quality that they're trusted by our customers. This legacy of value & design finesse brings with it adventure, nostalgia and a pioneering spirit that certain consumers long to be associated with.



PROMOTERS



K. L. DUGGAR JAIN (CHAIRMAN)

An English graduate of early 1940s, Mr. Jain is an influencer to his followers. He is a mentor for his next generations, ensuring the ethical and moral code of business practises is well maintained.



AKHIL DUGGAR JAIN (DIRECTOR)

A fiery instinct & a burning passion is what describes him the best. He always follows his own approach which makes him a fascinating PR face of the organization.



SUNIL KUMAR JAIN (MANAGING DIRECTOR)

A true guardian of the organisation, his analytical skills and efficient financial management techniques has ensured the good health of the company for decades.



VIBHAV JAIN (DIRECTOR)

He is the mainstay of the entire production department, who dreams big and welcomes challenges. Ensuring the highest quality product is his forte.



BIPAN JAIN (DIRECTOR)

A traveler to over 50 countries in a zest to expand horizons, his futuristic vision and strong business acumen has inspired his colleagues to help the organisation excel with its brands and products. He spearheads the innovations.

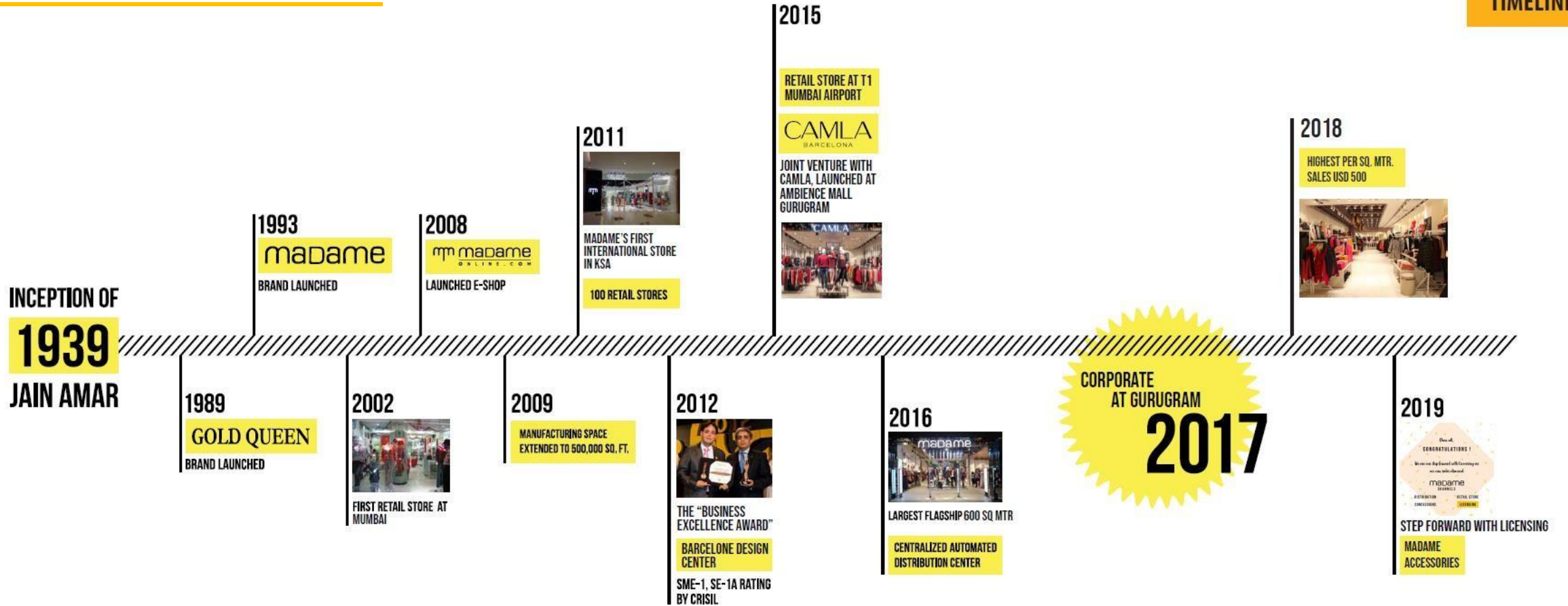


ASHISH JAIN (DIRECTOR)

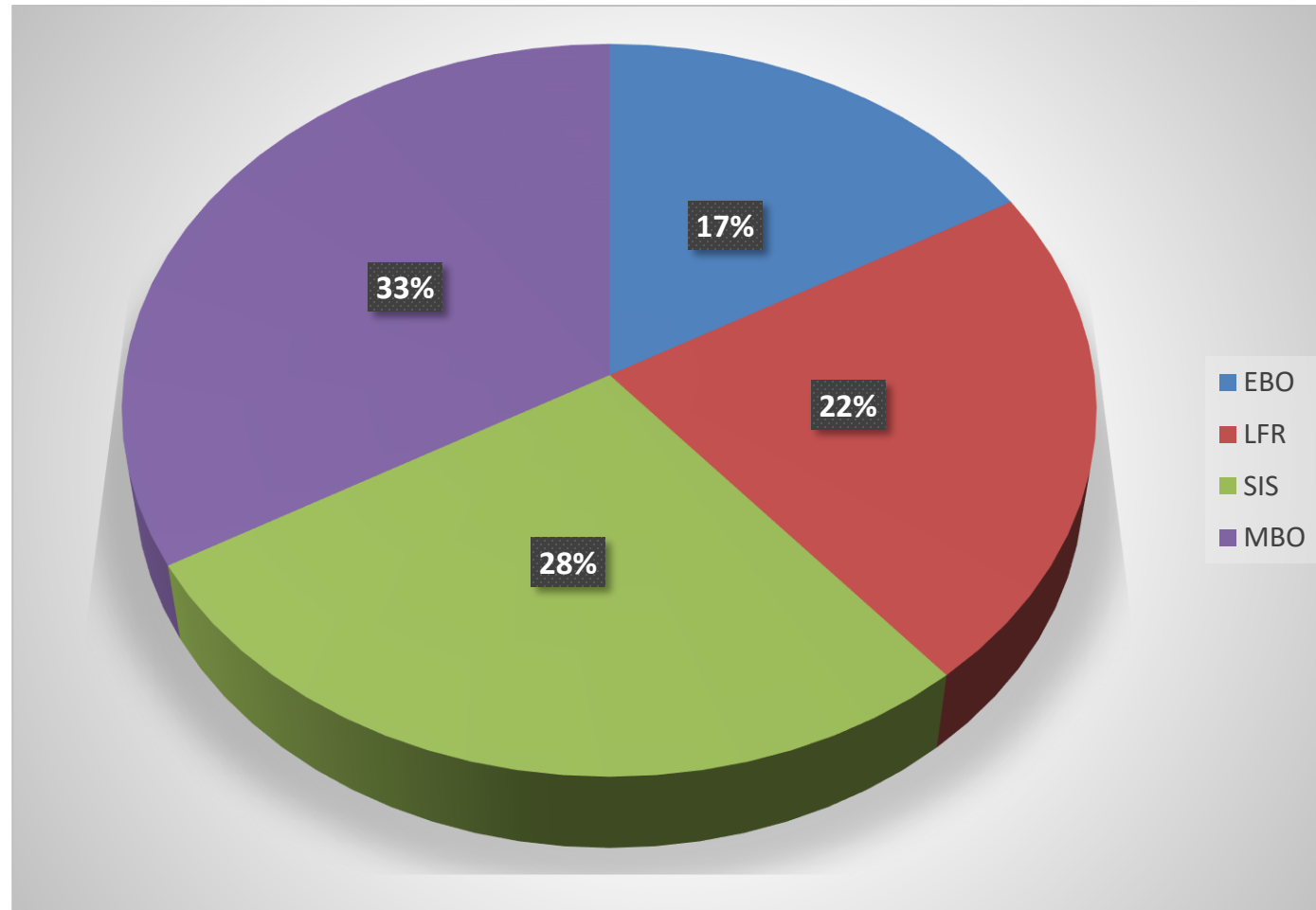
His thoughtful and young approach to International market has made him the face of International Expansion. He has always been passionate about business and entrepreneurship.

The Timeline

TIMELINE



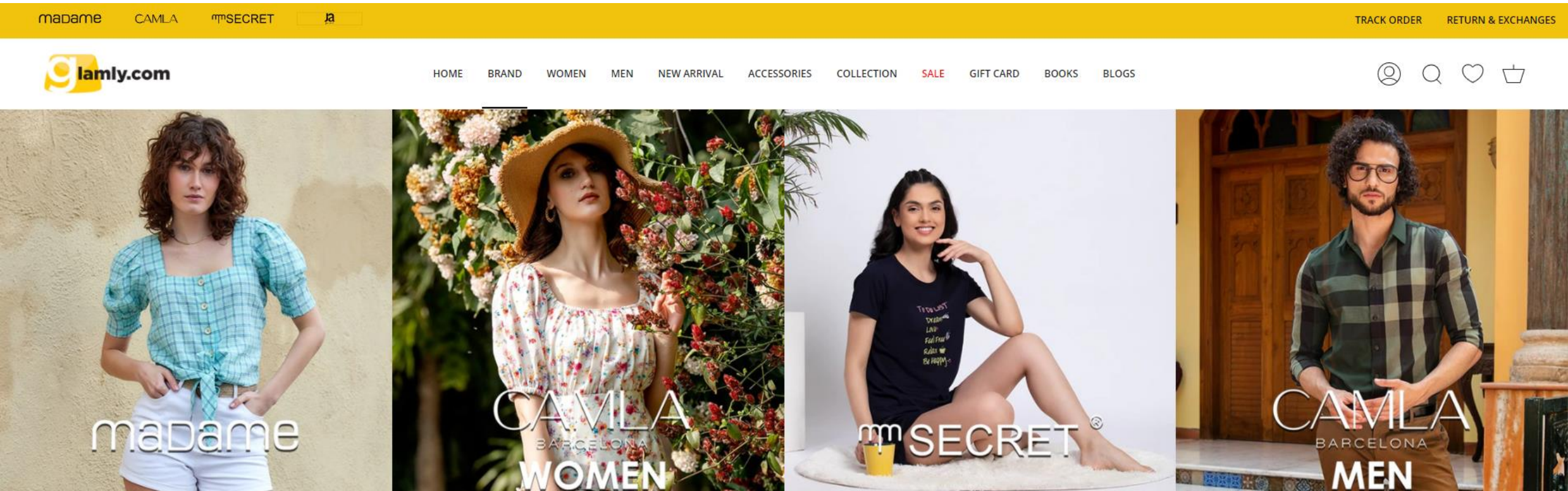
Our Presence



Outlet At A Glance



Our Marketplace



Glamly.com is been introduced in 2018 with a foresight to provide all fashion essentials at one place. It caters to brands namely Madame, Camla & M-Secret. The brand/marketplace has been steadily marching ahead to meet the challenges of the fashion-conscious people. Its zeal and vision to pioneer is being reflected by an almost self-effacing work-style, where the greater good ensures the individual good. As a result, glamly.com has emerged as an elegant trend-setter for the fashion industry.



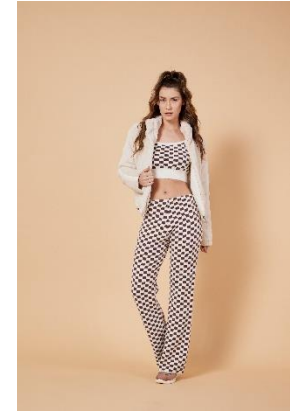
madame x TARA SUTARIA
Presenting MADAME's New Face

BRAND USP

*Singularity: New materials & trend in each new collection

*Usage of artistic designs in collections and character integration (WonderWoman, Tom & Jerry, Looney Tunes, etc.)

*Special mini modules designed keeping current trends in mind



PRODUCT MIX



TOPS - 39%



BOTTOMS - 20%



DRESSES - 6%



JUMPSUITS - 1%



CO-ORDS - 1%



SWEATERS - 18%



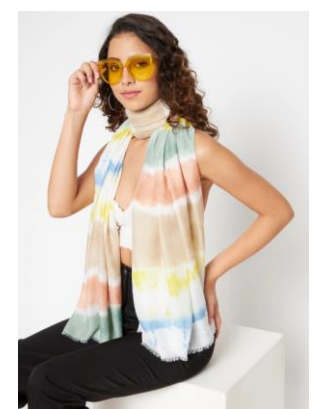
JACKETS - 5%



LONG COATS - 5%



HANDBAGS - 1%



ACCESSORIES - 3%

PRODUCT CATEGORIES



SPRING SUMMER

UPPER WEAR

TOP KNITTED
TOP WOVEN
SHIRT
BLAZER

BOTTOM WEAR

JEANS
JEGGING
TROUSER
CAPRI
PALAZZO
SKIRT
SUMMER SHORTS

DRESSES

JUMPSUIT
DRESS
DUNGAREE

ACCESSORIES

FOOTWEAR
HANDBAG
SUNGLASS

AUTUMN WINTER

UPPER WEAR

TOP KNITTED
SHIRT
TOP WOVEN
SHRUG
K TOP F/S
SKEEVE
SWEATSHIRT
SWEATER
CARDIGAN
JACKET
LONG COAT
BLAZER

BOTTOM WEAR

JEANS
JEGGING
TROUSER
PALAZZO

ACCESSORIES

FOOTWEAR
HANDBAG
SUNGLASS

BRAND ANALYSIS

Market Segmentation

Market niche, also working with customization through strategic collaboration collection

Market Niche Strategies

Quality-price specialist
Product line specialist

Managing Brand Equity

Brand reinforcement through new and innovative collections. Extensive brand portfolio through Flanker products, such as eyewear, fragrances and accessories



R&D CENTRE



The company has an in-house dedicated Research & Development Centre catering to the innovation of its brands. The designers from the premier institutes of India and overseas are well equipped to forecast every season and also participate in the major fashion events across the globe.

FACT
SHEET

Company (Jain Amar Pvt Ltd.)	Founded 1939
MADAME	Brand Launched 1993
Restructuring to Pvt. Ltd.	2006
Number of Exclusive Stores	150
Number of Shop in Shops	200+
Number of other POS	600+
Cities	Metros, Tier 1,Tier 2
Brand Positioning	Mid-Premium To Elite
Segment	Women Fashion - Apparel & Accessories
Price Segment	USD 2200 ~ USD 18500
Store Size	170 sq. mtr. to 600 sq. mtr.
Average Sales Per Store	USD 500,00000
Rentals	7% to 11% on Revenue Sharing Model
Average Margin	27 % Margin (Positive Margin from the First Year)

BRAND
POSITIONING

BUSINESSAND OPERATING MODEL

- Retail Store
- Franchise
- Shop in Shop
- Distribution

BRAND POSITIONING

Madame features a wide range of clothes and accessories for women.
The Brand provides fast fashion in-trend Merchandise, Casual Wear and Party Wear.
In Line with its global image, Madame is known for its vast variety, latest styles and fast turnaround of new collections upto seven times in a year.

MANUFACTURING STRENGTH

Jain Amar is self-manufacturing its brands in multiple facilities spanning across **700,000** Sq. Ft. and engaging a direct employment base of over **2,000** workers. Semi and fully-automated machinery from Japan, Germany and Korea ensures the production is of highest quality. The plants have a manufacturing capacity of over **2 Mn** apparels annually.



MANUFACTURING UNIT (400,000 Sqft)



MANUFACTURING UNIT (125,000 Sqft)



DISTRIBUTION CENTRE



DISTRIBUTION CENTRE (55,000 Sqft)

A central distribution system with a capacity to hold over **500,000** units of inventory spans over 50,000 sq ft. Using the concept of push and pull model of merchandising, this automated DC ensures dispatches across the retail sphere within a stipulated time frame of under 48 hours.

Corporate Responsibility



GOAL 2025

Addressing climate change, reducing the impact of our products and services and accelerating circularity are our environmental sustainability impact areas and we've set goals in each of these areas to track our progress.

Environmental Impact of Products & Services



Reduce single-use plastic in our value chain by 50%.



Use sustainably sourced raw materials for 50% of Jain Amar products made primarily of cotton, polyester or cellulosic fabrics



Ensure 15% of our product assortment qualifies for Sustainable Style.

**THANK
YOU**

