

# A FAMILY RANGE



BODYCARE

Founded in 1992 by Satish Gupta, Bodycare International is one of India's leading brands and manufacturers of kids' undergarments, infantwear, and thermals and loungewear for the family.

By **Paulami Chatterjee**

**B**odycare International started with a quilted range of thermals named Bodycare Insider. As the market grew, the company introduced premium thermals with its Gold and Gold+ ranges. And as the market evolved and matured further, it came up with the most premium range Ayaki. Today, the company's reach spans across all states making it one of the country's top five innerwear brands. It is also the only licensee of kids' characters thermals in India.

The brand has a complete range of products for the family—both for children and adults. Around 60 per cent

of the product range is for children and 20 per cent each for men and women in terms of quantity. Value-wise, the ratio is 40 (kids) : 30 (men) : 30 (women). Though fit remains a challenge in the innerwear segment, Bodycare has innovated and made corrections every now and then.

Bodycare is equipped with one of the best manufacturing facilities. Aided by a well-established and state-of-the-art infrastructure and about 180,000 sq ft area with units located in Noida, Delhi and Dehradun, the company produces close to 20 million pieces per annum. It has a fabric manufacturing unit too. Most fabric accessories are

manufactured in-house. The company exports to Russia, Gulf Cooperation Council (GCC) countries and some parts of Europe and Southeast Asia. In the domestic market, it is present across India.

## New additions

When the weather turns chilly and temperatures take a dip, a good set of thermalwear becomes indispensable. Bodycare thermals this season spruced up the winter wardrobe with a new product that not only keeps one warm, but its anti-bacterial technology ensures hygiene and lasting freshness by keeping odour-



BODYCARE

causing bacteria at bay.

“Thermal innerwear is an inalienable part of the people’s wardrobe, particularly in the north Indian winter where mercury dips to a single-digit mark. However, perspiration from day-long wearing sometimes makes people uncomfortable. Our new anti-bacterial thermalwear range counters this hygiene issue by neutralising odour-causing bacteria and providing lasting freshness. This new range has also been designed in response to the changing demands of an increasingly fashion-conscious consumer. We have incorporated a wide array of products to offer multiple design, style and colour varieties to the audience to make the product range aesthetically superior and appealing,” says Mithun Gupta, director, Bodycare International Ltd.

The company has chosen actor-entrepreneur Shilpa Shetty as the brand ambassador of this new product range.

The men’s range has been curated to ensure a wider choice of colours, neck

designs and styles including round, V-neck and crew neck styles in different sleeve length options as well as lowers. The designs in the women’s thermalwear category include camisoles, full-sleeve vests as well as sports bras. Similarly, the kids’ range has been designed keeping in mind the need for optimum protection from cold, aesthetic appeal as well as child-friendly designs. The kids’ range comprises round-neck, full, half or sleeveless vests, balloon-fit pyjamas, body-fit pyjamas and lowers in different colours. The collection includes designs inspired from popular cartoon characters.



BODYCARE



**Mithun Gupta**  
Director  
Bodycare International Ltd

The new-age consumer has increasingly shown a preference for light knitwear that is not very bulky but is sufficiently warm, nevertheless.





- Bodycare International was the first company to introduce Lycra stretch fibre in innerwear in India.
- It was the first to introduce Procion printed girls' panties.
- Introduced latest seamless innerwear technology in India.



### Trends in Indian thermalwear

The thermalwear segment in India has witnessed an enormous transformation over the past few years. "The new-age consumer has increasingly shown a preference for light knitwear that is not very bulky but is sufficiently warm, nevertheless," says Gupta.

"Earlier thermals used to be synonymous with quilt thermals but now consumers want very thin and ultra-light thermals, and Bodycare offers the same through the exclusive range of brand Ayaki.

Also, the new collection that Bodycare makes—thermal with fur—is going to be the product for the next few years in extreme weather condition areas," adds Gupta.

There is also a growing demand among customers for more stylish and fashionable thermalwear and consumers are looking for more options in colours beyond the usual grey and white routines. Bodycare Thermal's range caters to this shifting need of Indian consumers and exemplifies the evolution in quality, aesthetics and functional appeal in the thermalwear segment, says Gupta.

### Retail strategy and plans

Bodycare has huge expansion plans for both ends—backend in plants and frontend in retail and branding. It is planning to open at least 100 more EBOs in the coming years. As of now, Bodycare's brick and mortar stores contribute 98 per cent of the sales, with 2 per cent coming from its own website / e-commerce sites. In the future, the company plans to boost its e-commerce sales and target a 10 per cent share of the overall sales.

In order to deal with the unorganised market for both innerwear and thermalwear, the company's strategy is to offer an excellent product at an affordable price, better delivery, service at retailers' doorstep, consumer demand generation through advertising, etc. To deal with global brands, the company aims to offer value for money and innovative products keep up with standards of good design, fabric, styling, etc. In future, it has plans to expand in rural markets. The North and Northeast are its strong holds, and buyers are mostly middle class or higher middle class. Now, the company wants to target high-income group consumers with premium ranges like Gold+ and Ayaki.**FF**