

# denim club - india

... the world of DENIM professionals

Denim Club India - India's First and Only Community of Denim Professionals and Enthusiasts  
Denim News : Videos : Articles : Websites : Jobs : Careers in Denim

## Denim Club India

[www.denimclubindia.org](http://www.denimclubindia.org)

## Resource Desk

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### Denim Club India Formal Launch on 25 July 2008

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Hello!

We are pleased to write to you to inform you that the **Formal Launch of Denim Club India** has been planned for **25th July, 2008**.

The formal launch event is being **sponsored** by **Bhaskar Industries Limited**.

#### **About the Sponsor**

Bhaskar Industries Ltd. - a part of the **Bhaskar Group**, popularly known for its publication **Dainik Bhaskar**, is a leading denim manufacturer in the country.

Bhaskar Group started its textile operations more than a decade ago, with an initial yarn output of 6700 TPA, which has been growing over the years. Bhaskar started off with 10 mm capacity of Denim in 2003, enhanced it to 20 mm in 2006 and is now fully geared up for 40 mm, with Rope Dyeing technology. Bhaskar plans to move up to 80 mm by the year 2012. Bhaskar's denim manufacturing facility is located at Mandideep, near Bhopal.

Bhaskar Industries Ltd. is headed by Mr. Rakesh Kalia, the C. E. O. of the company, who has had a long and illustrious career as a textile professional, and was instrumental in the growth and evolution of Raymond Denim and Modern Denim in the past.

Mr. Kalia's experience with the Denim industry in India, and expertise in denim production and marketing, make him stand out from the crowd. Mr. Kalia has been quite appreciative of the Denim Club India initiative from the day One. His first reaction, when he came to know about denim Club India was -

***This is what the denim industry in India always needed, and, for sure, this platform would be of great use and utility for professionals involved with Denim in various ways.***

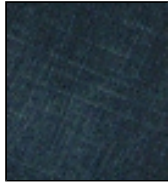
It is a matter of great pleasure and pride for all of us that Bhaskar Industries Limited is sponsoring the program being organized for the Formal Launch of Denim Club India.

#### **Bhaskar Denim Road Show**

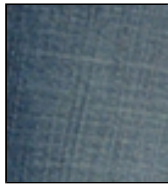
It is also noteworthy that on the same day, a **Denim Road Show** is also being organized by **Bhaskar Industries Limited** - to show-case their complete range of Denims, along with a display of garments made out of Bhaskar Denim.



The Bhaskar Road Show will launch a whole new set of denims, which have been developed in the recent past. You will get to see the **denim magic** - in all varieties of denim - be it cotton by cotton, stretch or polyester.



The exposition will provide an excellent opportunity for merchandisers, designers, product managers, to get a close look at the denim, and at the same time check out the garments made out of the entire range of denims being produced by Bhaskar.



Bhaskar has made things very easy and simple for you - by getting the garments washed and processed in the best of washing facilities, in India, and abroad, to show-case the best in terms of looks and feel which are popular currently and are predicted to be in demand in the times to come.

**Save the Date - 25 July 2008**

Please save **Friday, the 25th of July, 2008**, for being with us.

The event is being organized in New Delhi, at **Intercontinental - The Grand**, Barakhamba Road.

Denim Club India members have privileged access to both the events.

**Membership of Denim Club India**

Please note that the Membership of Denim Club India is currently FREE of charge. Join Denim Club India right away and get privileged access to the Bhaskar Road Show and DCI launch program.

Once you have joined DCI, you can [pre-register by sending an email](#) so that we can send you the invite and you can get privileged access to the Bhaskar road-show and DCI Launch program.

Keep In Touch, and Keep Smiling, Always!

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