

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

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Denim Club India - The Genesis

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Hello!

Nothing like **Denim Club India** has happened before.

We are just a couple of days away from the formal launch of Denim Club India. It is very appropriate that we share with you the genesis of Denim Club India with you, and also highlight the people involved in the process.

Denim Club India - The Genesis

The idea for Denim Club India germinated in the end of May, while trying to look up information about the denim industry in India. The information was available only in bits and pieces at various scattered sources and thus looking up the information consumed a large amount of time. The absence of a comprehensive resource for reference triggered the concept of Denim Club India in the mind of Mr. Rajesh Dudeja, the Founder of Denim Club India.

The Club was brought to life in about a week, and the first mailer was sent out on 8 June 2008, inviting interested persons to join the Denim Club India. The first issue of the DCI Mailer was sent out on 12 June 2008.

The response we received from all segments of the industry was astonishing, and went much beyond our expectations.

We decided to organize a formal launch of DCI.

Almost at the same time as we started planning the formal launch, Mr. Rakesh Kalia stepped in. If you are wondering who Mr. Rakesh Kalia is... then... read through the following section.



Mr. Rakesh Kalia, CEO, Bhaskar Industries

He is a hard-core industry buff, a caring human being, and full of enormous positive energy. He has been there for a very long time - almost 40 years - playing different roles in a variety of organizations, in India and abroad.

He started his professional career as a Weaving Assistant with Soma Textiles in Ahmedabad. His rendezvous with denim began in 1996 when he joined Modern Denim as Executive Director. He subsequently joined Denim Division of Raymond Ltd. as Executive Director.

When he took charge, he was assigned with the daunting task of turning around the ailing unit which immediately after start-off had run in to problems. No doubt, to-day it remains one of the top names in the world of Denim.

Mr. Kalia is presently associated with **Bhaskar Industries Limited**, Mumbai as CEO.

Bhaskar Industries Limited

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`s denim manufacturing facility is located at Mandideep, near Bhopal.

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 per annum by the year 2012.

When Mr. Kalia was first informed about the concept and setting up of Denim Club India, he was very appreciative of the concept and in the first instant offered to extend support and patronization to **Denim Club India**.

The Formal Launch of Denim Club India, scheduled for 25th July, 2008, is sponsored by Bhaskar Industries Limited.

Denim Club India is thankful to Mr. Rakesh Kalia and Bhaskar Industries Limited to come out and extend support to Denim Club India in its infancy.

About the Founder - Mr. Rajesh Dudeja

Mr. Dudeja has pursued a hybrid career embracing business management, HR and IT consultancy, and has an exposure of more than two decades, in the corporate world and industry.



He has extensive experience in implementing and setting up web based solutions. He is the core architect of a proprietary web-based paper-less system for collaborative virtual working, known as the Universal Virtual Office.

He is also the promoter and founder of perhaps the largest e-group of Textile / Apparel professionals, spread all across the globe known as **TITOBA On Net** .

All along, he has been very closely associated with the business world, as well as the student community, and has done pioneering work in bridging the gap between the industry/corporate world and the educational institutes.

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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