
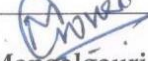



REPORT ON INDUSTRY VISIT TO COTTON KING, BARAMATI

Date of Event	28/03/2023	Venue	Baramati
Day of the Event	Tuesday	Duration 1:00 PM to 2:30 PM	
No of students visited	30		



 Praful Sarangdhar Faculty Prepared by	 Dr. Mangalgaouri Patil IQAC Reviewed/Recommended by	 Dr. Shubhangee Ramaswamy Incharge Director Approved by
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REPORT ON INDUSTRY VISIT TO COTTON KING, BARAMATI


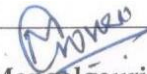
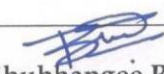
Industry visit for students first year MBA Div. A was organised on 28th March 2023 at Cotton King plant at Baramati. A batch of 30 students and 3 Faculty members visited. Industry visit was initiated and supported by Incharge Director of Marathwada Mitra Mandal's Institute of Management Education Research and Training. (IMERT) Dr. Shubhangee Ramaswamy.

Cotton King has a state of art manufacturing unit at High Tech Textile Park in Baramati. started in the year 2008, it is the only plant of any private garment manufacturer for men that have all production process under one roof. Built across 3 acres of land with an investment of about Rs.25 Cr, the plant has a dedicated workforce of 750 of which about 600 are ladies. The plant currently has an installed capacity of producing about 6000 garments per day.

The company has identified 6 acres of land near its exiting unit in Baramati and is planning to invest another 25 Cr to expand its production base. Cotton king offers great variety of Formal Shirts, Trousers, T-Shirts, Jeans and Casual shirts as well.

H.R. executives of Cotton king introduced complete process of fabric making, she explained Cotton king – Brand synonymous with Success, Trust, Quality and Excellence. The 3 pillars of the brand are 100% Cotton, Maximum Variety in Cotton and Value for Money for its customers Cotton king ensures that all garments are made under one roof – from cutting of fabric to finishing. This gives Cotton king a unique distinction of being a manufacturer and retailer as well. Because of this Cotton king can react to market changes swiftly, control costs and maintain quality which is a cut above the rest.

Cotton king is also one of the most visible brands in terms of its Marketing Campaigns in Print, Radio or TV. Cotton king believes in innovation and is at work to give its customers a completely new product season after season, like recent launch of Cool Slubz, Aerosoft & Easy2Iron shirts

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