

# Ranng Company Introduction



PERSONALIZED FASHION FOR YOU.

Rannglabel  
by Vandna

PERSONALIZED FASHION FOR YOU.

# Overview

- 1 COMPANY OVERVIEW

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- 2 HISTORY

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- 3 COMPANY VALUES

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- 4 THE TEAM & PRODUCTION FACILITY

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# Company Overview



Life is too short to wear  
boring clothes





# Company's History

1994 Birth of the company as Aakarshan in New Delhi (Meaning "Attraction" in Hindi).

2003 The second Retail store location opened.

2017 Set up a flagship store in Gurgaon.



## **YOY GROWTH ~22%**

2020 Online D2C E-Commerce platform Launched  
[www.rannglabel.com](http://www.rannglabel.com)

2021 Team growth and adding more B2B Clients in the portfolio

2022 Continued Growth and additional production facility established for ensuring continuous in-house production

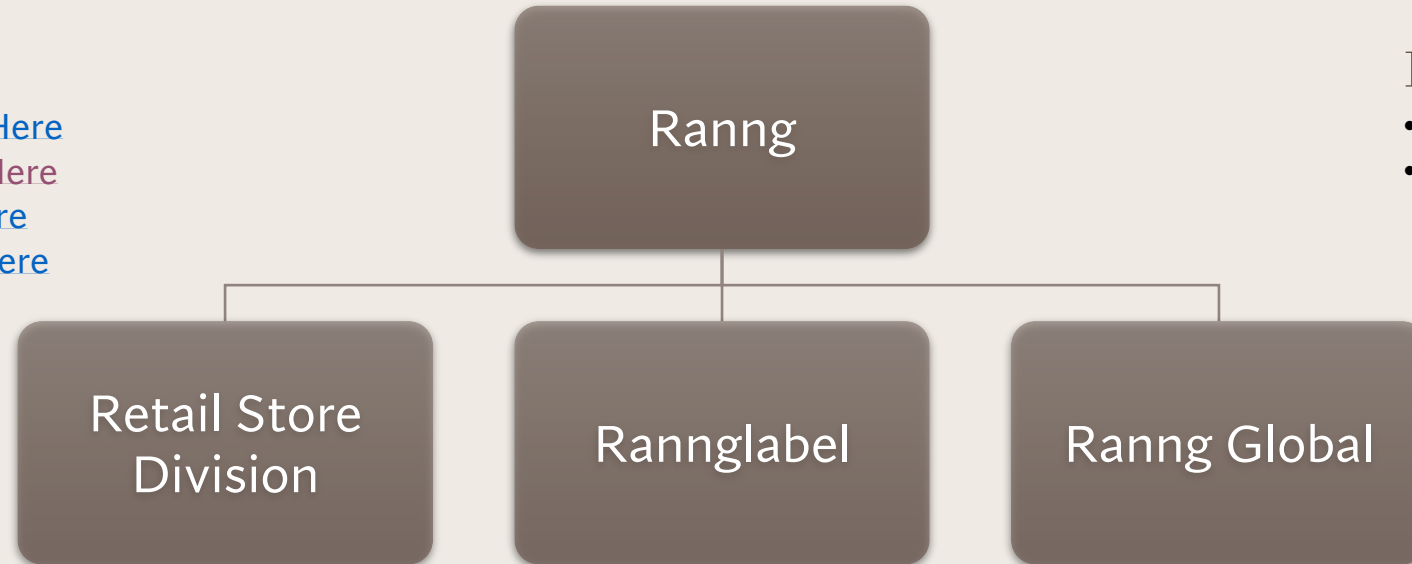
# Divisions in Rannng

## Links:

- D2C Store : [Click Here](#)
- B2B Store : [Click Here](#)
- LinkTree: [Click Here](#)
- Facebook : [Click Here](#)

## Links:

- Instagram : [Click Here](#)
- Blog : [Click Here](#)



### **Retail Store Division**

- Established business since 1994
- Established Supply Chain and vendors for over 28 years.
- 84% customer retention rate in last years

### **Online D2C Division**

- Online platform for personalized fashion
- Product offering includes Western, Indo western and designer wear.

### **B2B Division**

- Inhouse design and production facility maintaining full control on designing , sampling and production processes.

# Ranng Global Product Portfolio

## Uniforms

- School Uniform
- Hotel Staff Uniforms
- House keeping & security uniforms
- Industrial Uniforms
- Hospital Apparels
- Corporate Dresses
- Aviation Dresses



## Personalized Apparels

- Customized T-shirts and Knits
- Hoodies with custom logos
- Tops and Bottoms with customized logos



## GWP

- Satin Pillow Covers
- Customized hand towels
- Fabric tote Bags
- Corporate gifting packages



## Wedding Events

- Personalized wedding dresses for men and women from bridal to family dresses.

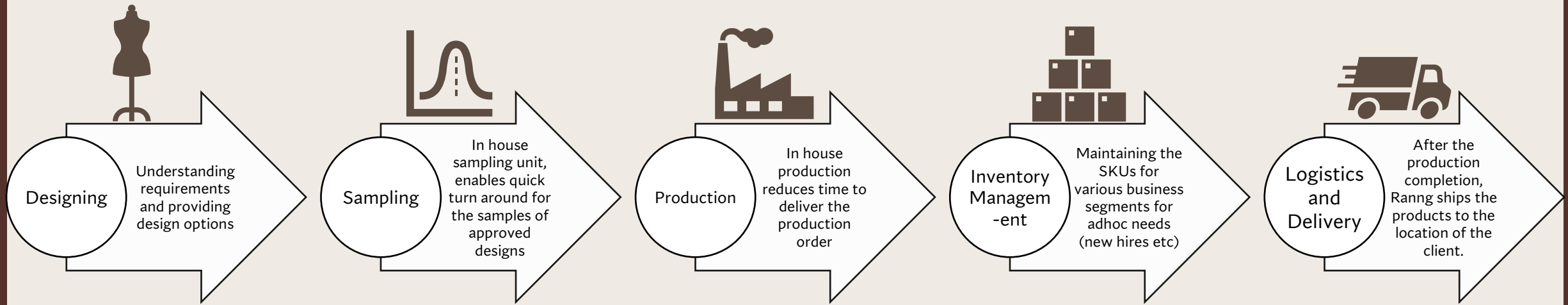


## Corporate Gifting

- End to end Service provider to companies for gifting
- Cups / Mugs
  - Printing Boxes
  - Goodie bags
  - As per requests from the client



# End to End Service Provider



**End to End service provider for all staff segments ensuring faster design and samplings with inhouse production to ensure high quality and timely order delivery.**

# B2C Division Product Portfolio

## Recent Collections 2021 - 2023

Click the collection pictures below to view the entire collection

### Freya & Santorini

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The jacket collection for cosmopolitan women who wear hearts on their sleeves. Using fabrics like suede, mashroo silk and luxury crepe providing comfort and style with warmth ☺



### Genesis

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Becoming a mother is most special feeling in the world and Rang celebrates this feeling with yet another maternity collection for mothers to be and mothers with infants.



### माँternity

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Collection crafted for celebration of a beautiful phase of women – motherhood. Collection enabling style and comfort for expectant mothers including functional zippers for feeding mothers.



### Jashn

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Jashn meaning celebration in hindi is a collection about celebrating life and self love.

Collection features flattering styles with shimmering fabrics indicating celebration of all body type and all individuals



### Merak

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Merak exclaims the joys of oneness with the universe and prolonged sense of contentment for women who like classy and authentic silhouettes over anything else.





# GWP Portfolio



NATURAL LUFFA



SOAP HOLDER



TOTE BAGS



POUCHES

# Uniforms Portfolio



SCHOOL UNIFORM



HOSPITAL UNIFORM



CORPORATE UNIFORM



SECURITY UNIFORM



HOUSEKEEPING UNIFORM



INDUSTRIAL UNIFORM



SPORTS UNIFORM



HOTEL UNIFORM

# Company Values



I like my money right where I can see it – Hanging in my closet 😊



# Core Values and Mission Statement



## One Size Doesn't Fit All

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This is our DNA



## Exceeding Customer Expectations

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High quality, timely delivery and perfect fits enable exceeding customer expectations and maintain 90% retention rate.



## Focus on Growth & Improvement

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Developing our people and continuous investment in our business provides shareholder value.



## Conscientious

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We focus on conscientious practices for production sourcing and people

**Mission Statement:** Rannng's mission is to challenge one size fits all mentality, nurturing people to feel beautiful just as they are, sustainably and responsibly.

# 90% CUSTOMER RETENTION RATE



# Team and Production Facility



Life is too short to wear  
boring clothes



# Production Facility



# Awards and Acclaims for Rannglabel

## THE INDIA DESIGNER SHOW 2022

CITY FIRST

The India Designer show by Ronit Aggarwal and Bibin Babu is all set to host its fourth season which will feature elegant collections by some renowned and emerging Indian designers in the fashion industry and a show stopper at the grand finale by Rocky S as well as a live performance by Shilpa Sur-

rochon December 18 at Major Dhyanchand Stadium, New Delhi.

Prominent celebrities such as Sonakshi Sinha, Nargis Fakri, Daisy Shah, Shehnaz Gill and others, as well as esteemed designers such as Rozy Ahluwalia, Amit Aggarwal, Manali Jagtap Vandana Kumar, Sharvan Kumar will going to be present at the show and the finale of the event will be presented by Rocky S.



PHOTO BY SHAZID CHAUHAN

Amit Bharadwaj, Bodhishatta Karfa from Exchange 22, Garima Nagpal from Travel Unravel, Shafaq Rizvi, Ronit Aggarwal, Deepika Mahajan, Rosy Ahluwalia, Shubhi garg, Bibin Babu, Neharika Sharma, Vandana Kumar, Deepak Sharma and Shaikh





# Production Work Force – Average age of Employee relationship- 12 years



# Thank you

**RANNG**  
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