



RAJNANDINI[®]
A STYLE OF EVERY STORY

Rajnandini Fashion India Ltd.

Formerly Known as
“Rajnandini Fashion India Pvt. Ltd.” & “Jainam Overseas Pvt. Ltd.”

ISO 9001:2015 Certified

— **COMPANY PROFILE** —
2025

CHAIRMAN AND MANAGING DIRECTOR

VIKESH LUNAWAT

CHAIRMAN & M.D

With a visionary mindset and an unwavering passion for Indian fashion, Mr. Vikesh Lunawat leads the company as its Chairman and Managing Director. Under his leadership, the brand has carved a strong presence in the women's ethnic wear segment, blending traditional craftsmanship with modern elegance.

With over a decade of experience in the textile and apparel industry, vikesh Lunawat has been instrumental in driving innovation, quality, and customer-centric strategies. His deep understanding of market trends, coupled with a commitment to empowering artisans and promoting sustainable fashion, has positioned the brand as a trusted name in ethnic wear for women.

His leadership style emphasizes creativity, collaboration, and continuous growth, ensuring that the company remains at the forefront of the evolving fashion landscape in India and beyond.



SUSHIL LUNAWAT

DIRECTOR & CFO

A visionary and results-driven Director with over 40 years of distinguished experience in the textile industry, specializing in strategic procurement and raw material sourcing. Adept at leading large-scale purchasing operations for fabrics, tailored to the evolving demands of ethnic fashion.



ABOUT US

Established in **2010**, Rajnandini Fashion India Ltd set out to create a truly global fashion brand grounded in ethical values, innovation, and expert craftsmanship.

By harnessing cutting-edge technology and closely tracking market trends, we deliver premium fashion tailored for the modern woman—while fostering a workplace culture centered on growth and empowerment.

With a robust in-house production system and a deep reverence for tradition, Rajnandini continues to set new benchmarks in design excellence, product quality, and customer trust.



Jaipur Factory Unit



Surat Factory Unit



Surat Sales & Marketing



SURAT CORPORATE OFFICE

1 Year = 365 Possibilities



OUR MISSION



01

Mission

At Rajnandini, our mission is to become a trusted household name by delivering consistent value, quality, and innovation in every product we offer, making everyday life better for families around the world.



02

Vision

To become a globally recognized leader in fashion by building a brand that inspires trust, reflects tradition, and champions innovation.

To deliver high-quality, ethically made apparel by combining technology, trend research, and in-house manufacturing — while fostering a positive and growth-focused work environment.



03

Value

At Rajnandini, our work is guided by a strong set of core values that define who we are and how we operate — from design to delivery.

CORE VALUE



Quality First

We never compromise on craftsmanship. Every piece is made with attention to detail, ensuring durability, comfort, & elegance.



Sustainability

We are committed to responsible sourcing, minimal waste, and eco-friendly practices wherever possible.



Customer Focus

Our customers are at the heart of what we do. From fit to fashion to service. we prioritize their needs and satisfaction.



Integrity in Every Stitch

We believe in honest business, ethical manufacturing, and transparency in our processes with customers, partners, and employees.



Innovation & Style

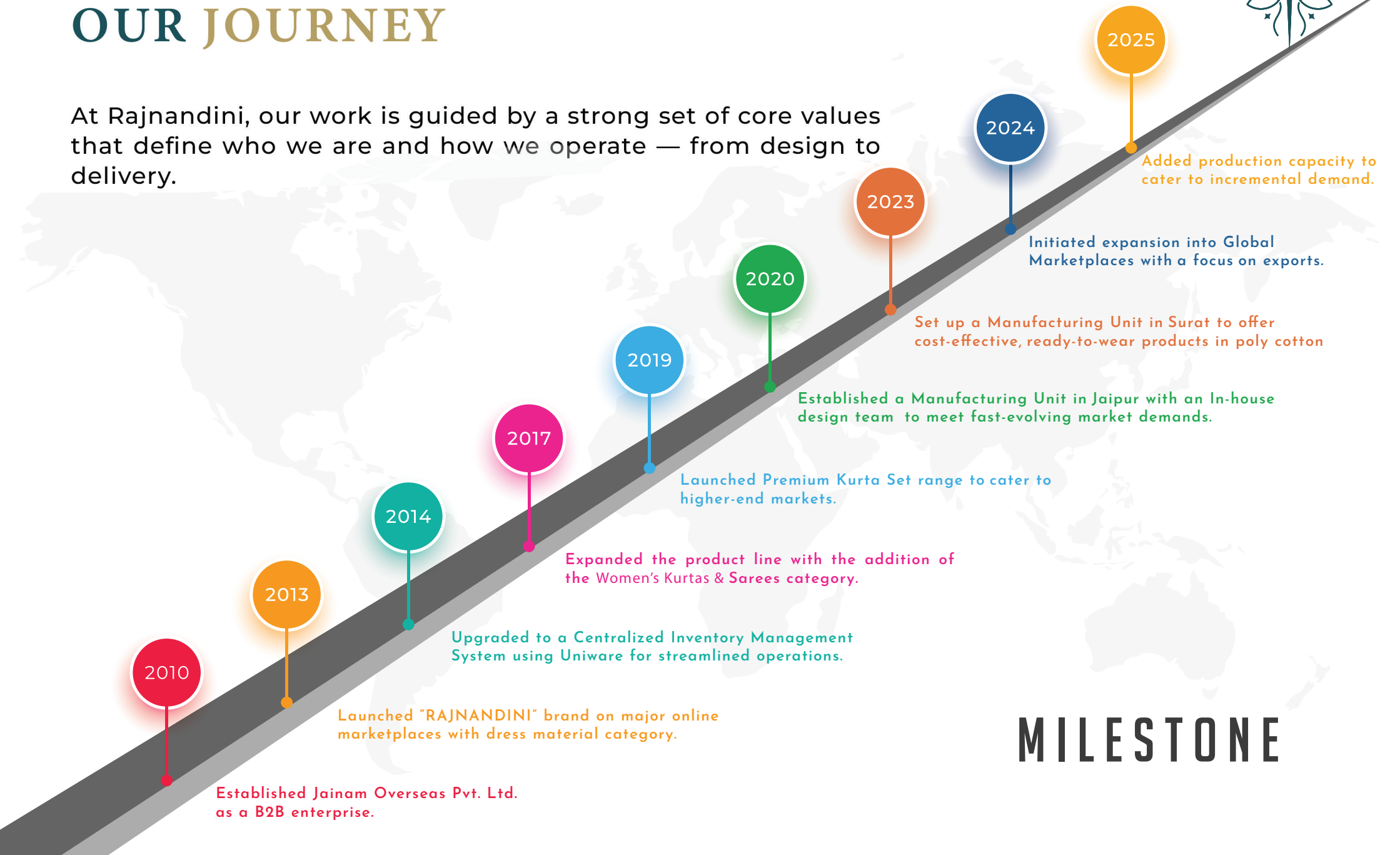
We stay ahead of trends to bring fresh, modern designs while preserving the charm of traditional Indian wear.

BRAND WE OWN



OUR JOURNEY

At Rajnandini, our work is guided by a strong set of core values that define who we are and how we operate — from design to delivery.



MILESTONE

OUR CATEGORIES

At Rajnandini, we offer a curated and diverse range of women's fashion that blends traditional elegance with modern style. Our collections are crafted with precision, designed for comfort, and made to inspire confidence in every woman. We serve a wide audience—from everyday wearers to fashion-forward customers—across the following categories



COTTON TOPS



SHORT DRESSES



LONG DRESSES



SAREE



TUNICS



MATERNITY GOWN



CORDS - SETS

OUR CATEGORIES



KURTA SETS



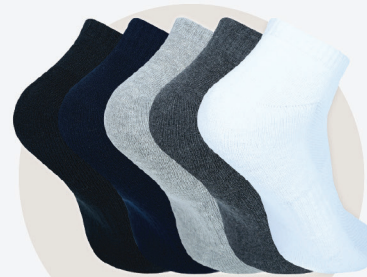
PATIALA SUIT



DRESS MATERIAL



PLUS SIZE



ANKLE SOCKS



DRESS SOCKS

FABRIC SALES / DIVISION

We also deal in bulk fabric sales, offering a wide range of high-quality materials such as cotton, poly cotton, rayon, and blends—sourced and manufactured in-house to meet the needs of resellers, tailors, garment manufacturers and majorly exporters.



OUR ONLINE PRESENCE

Rajnandini has built a strong digital footprint to reach customers across India and beyond. By leveraging the power of e-commerce and social media, we ensure our products are accessible, visible, and well-represented online.

» E-commerce Platforms

Our collections are available on all major online marketplaces:

Each platform is managed with real-time inventory, competitive pricing, and optimized listings to enhance discoverability and conversions.



Flipkart



snapdeal

MIRRAW
come, relive india

LR
LimeRoad

m meesho

» Official Website

Visit us at www.rajnandinifashion.com

Our website is a one-stop destination offering the latest collections, exclusive offers, easy navigation, secure checkout, and personalized shopping experiences.

» Social Media

We actively connect with fashion-conscious customers through:

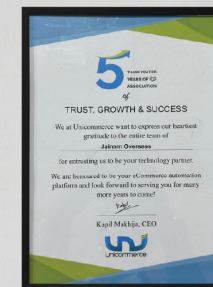


@rajnandinifashion



rajnandinifashion

AWARDS & RECOGNITION





AMAZON INDIA PREMIUM SELLER

Amazon STEP is a performance based benefits program to empower sellers of all sizes and tenure to drive growth on Amazon India by focusing on their performance



FLIPKART TOP SELLER

Flipkart Tiering system is designed to reward you for seller performance. Seller must outperform the current growth index benchmark to get this reward.



UNIWARE ASSOCIATION AWARD

Uniware is industry leader in order management, omnichannel retailing and warehouse management solution. We are one of the first seller to associate with uniware, which gives us benefit

ACHIEVEMENTS

E-commerce Performance Excellence

Best Seller on Flipkart

Consistently awarded the "Best Seller" badge in Women's Ethnic Wear for 12+ consecutive months, reflecting exceptional sales volume and customer trust.

Amazon Premium Seller Recognition

Achieved Premium Seller status by maintaining outstanding performance in:

- Product Quality, Order Fulfillment, Customer Satisfaction

Sales Growth & Customer Success

- ☐ 100% YoY Sales Growth

Leveraged data-driven marketing and strategic catalog optimization to double online sales revenue year-over-year.

4.5-Star Rating from 15,000+ Reviews

Maintained a high customer satisfaction score backed by:

- Strong post-sales support, Seamless returns handling.

Nationwide Fulfillment Excellence

- ☐ 100%+ On-Time Delivery Rate

Achieved flawless delivery coverage across India by utilizing:

- Marketplace fulfillment networks, Third-party logistics (3PL) integration.

OUR MANUFACTURING FACILITY

Our fully integrated manufacturing facility is designed for efficiency, scale, and quality. From fabric sourcing to final packing, every stage is managed in-house by skilled professionals and modern machinery. With a strong focus on design flexibility and quick turnaround, our infrastructure supports both premium and affordable product lines, ensuring we meet diverse customer and market needs with consistency and care.

RAW MATERIALS

At Rajnandini, quality starts at the source. We carefully select premium raw materials—ranging from cotton, poly cotton, rayon to blended fabrics. Each fabric is selected for its comfort, durability, and visual appeal, forming the base of our signature style and craftsmanship. This meticulous selection process ensures that every garment reflects our commitment to quality, versatility, and value.

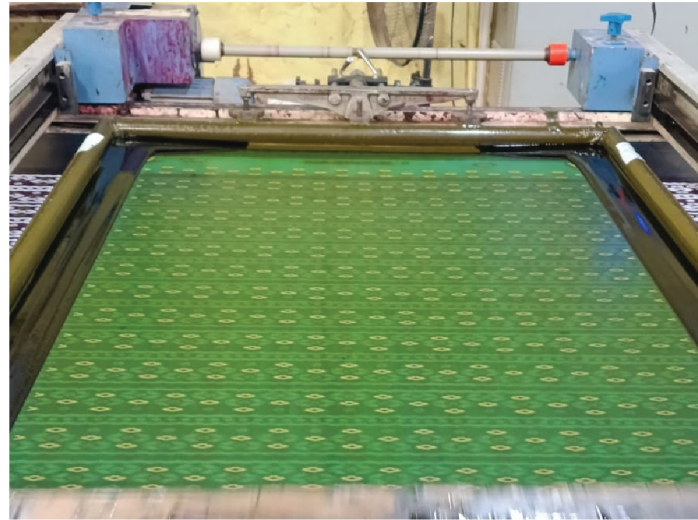
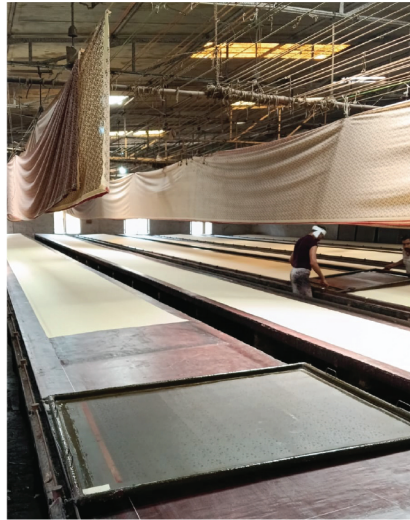


RAW MATERIAL QC DEPARTMENT



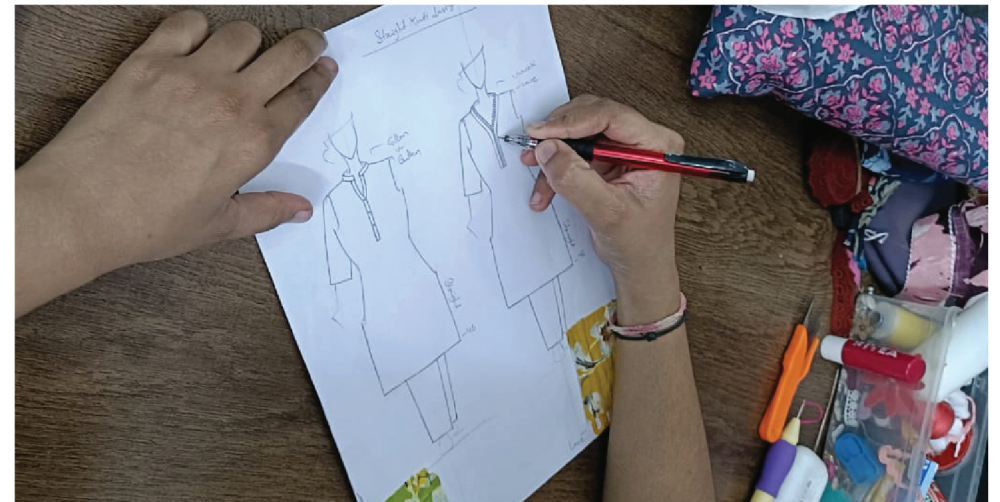
MATERIALS PRINTING

Our In-house printing unit brings designs to life with high-quality screen, digital, and rotary printing. From bold patterns to subtle motifs, we ensure vibrant colours, sharp detail, and long-lasting prints on a wide range of fabrics. This enables fast turnaround and full creative flexibility for seasonal and custom collections.



DESIGN SKETCHING

Every garment begins as an idea brought to life through hand-drawn or digital sketches. Our in-house designers blend ethnic aesthetics with modern silhouettes, capturing trends, fabric flow, and wearability. These sketches are the first blueprint before sampling and production.



PATTERN MAKING

Our skilled design and sampling team creates precise patterns that ensure perfect fit and flow across all garment types. Using a mix of manual drafting and digital tools, we develop patterns that align with current trends, fabric behaviour, and production efficiency—laying the foundation for high-quality, consistent garments at scale.



LAYERING & CUTTING OF GARMENT

We use precision layering and cutting techniques to ensure minimal fabric wastage and consistent sizing. With a mix of manual expertise and machine accuracy, our team prepares fabric stacks and cuts patterns in bulk—ensuring speed, efficiency, and quality in every piece.



STITCHING

At Rajnandini, stitching is where design takes form. Our dedicated unit, equipped with advanced industrial sewing machines and a team of highly skilled tailors, ensures each garment is crafted with precision. We use a range of stitching techniques tailored to fabric types and garment styles, focusing on fit, finish, and comfort, ensuring a polished final product.



With a daily production capacity of **3800–4000** pieces, we efficiently meet high-volume demands without compromising on quality.

HANDWORK & EMBROIDERY

We enhance our garments with intricate handwork and embroidery, adding traditional charm and artisanal value. Our skilled artisans create detailed embellishments—from threadwork and mirror work to sequins and beads—tailored to each design. This in-house capability allows us to offer premium, handcrafted finishes that elevate the final look.



THREAD CUTTING

At Rajnandini, stitching is where design takes form. Our dedicated unit, equipped with advanced industrial sewing machines and a team of highly skilled tailors, ensures each garment is crafted with precision. We use a range of stitching techniques tailored to fabric types and garment styles, focusing on fit, finish, and comfort, ensuring a polished final product.



QUALITY CHECKING

Every garment undergoes a thorough quality check to ensure it meets our standards for stitching, fit, finishing, and presentation. Our dedicated QC team inspects each piece to deliver flawless, ready-to-wear products to our customers.



IRONING

Each garment is steam ironed to ensure a crisp, wrinkle-free finish. This final touch enhances the garment's presentation and prepares it for packing and delivery in perfect condition.



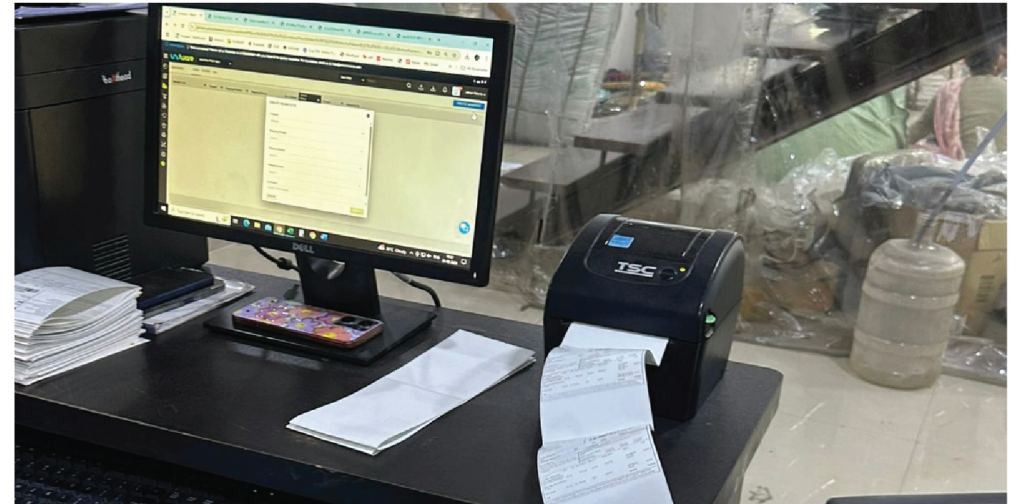
BRANDING & PACKAGING

Our packaging process reflects our commitment to quality and brand identity. Each garment is neatly folded, tagged with SKU labels, and packed in branded, tamper-proof bags. We ensure clean presentation, product protection, and easy inventory management—ready for retail or direct delivery.



ORDER PROCESSING & DISPATCH

Our dispatch team ensures timely and accurate delivery of every order. Once packed, garments are systematically sorted, scanned, and handed over to reliable logistics partners for domestic and international shipping. With SKU-based tracking and organized workflows, we maintain efficiency in handling both bulk and direct-to-customer shipments



SEWING MACHINERY

At Rajnandini, our commitment to precision and quality is supported by state-of-the-art sewing machinery. From basic stitching to advanced processes, our machines ensure efficiency, consistency, and a premium finish for every garment. With **150+** machines, we produce **3800–4000** pieces of complete garments daily.




Types of Machine	Quantity
Auto Lock Sewing Machine	140
Over Lock Machine	17
Button Hole Machine	1
Button Stitch Machine	1
Thread Cutter Machine	5

FACTORY MACHINERY

Our modern manufacturing facilities are equipped with a comprehensive range of high-performance machinery to streamline garment production from start to finish.

Types of Machine	Quantity
Straight Knife Cutting Machine	10
Iron Machine	11
Boiler	6
End Cutter Machine	5

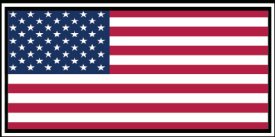



STATISTIC

200+ Number of Employee	
	100 % On Time Delivery
1100+ SKU	New Launch 50 per Month
	100k to 120k Production Capacity / Month
200+ Number of Machine	
	2 Manufacturing Unit

INTERNATIONAL PRESENCE & EXPORT MARKET

Rajnandini’s fashion journey extends beyond India, with a growing presence in global markets. Our designs are embraced by customers in countries like the USA, Canada, UK, and more, reflecting the universal appeal of Indian craftsmanship blended with modern trends.

With a streamlined export process, dedicated quality control, and global-ready packaging, we ensure our garments meet international standards while maintaining the essence of our brand. As we continue to expand, we aim to bring Rajnandini’s elegance to wardrobes across the world.

USA	
UAE	
AUSTRALIA	
CANADA	

TECHNOLOGY STACK

Rajnandini leverages smart technology to enhance accuracy, speed, and scalability. Our integrated software systems ensure end-to-end visibility.



Third party ERP solution which takes care of our accounting, production and warehousing, ensures seamless and transparent operations.



Uniware powers our order management, inventory control, and warehouse operations. It enables real-time sync across multiple sales channels, ensuring faster processing, accurate dispatches, and smooth backend efficiency.



Our website is developed in the shopify platform. Currently we are using 20+ application in Shopify to create buying experience for our customers.



SURAT | JAIPUR

**Registered Office and
Factory Unit jaipur**

G - 41 Sitapura Industrial
Area, Tonk Road, Jaipur,
Rajasthan - 302022

Corporate Office Surat

7th Floor, Shop No. 7010 - 7018,
Shree Kuberji Deck Kadodra
Road, Kumbhariya gam, Saroli,
Surat, Gujarat - 395010

Factory Unit Surat

Plot . 4 To 9 , 1st Floor, Krishna
Park, Opp. RRTM 2, Saroli Gam,
Surat - 395010