

"सम्मान भरी सुंदरता"



MANUFACTURING APPARELS FOR THE WORLD
SINCE 2011

SAREE | SUIT | LEHENGA | KURTI | MEN'S WEAR | KIDS WEAR and many more


ajmera®
FASHION

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ajmera®
F A S H I O N

"सम्मान भरी सुंदरता"

WE ARE AJMERA FASHION.

ONE OF THE MOST AWARDED AND LARGEST TEXTILE
MANUFACTURERS IN SURAT

A FASHION POWERHOUSE WITH A COMPLETE RANGE OF
WOMEN'S, MEN'S & KIDS' APPARELS

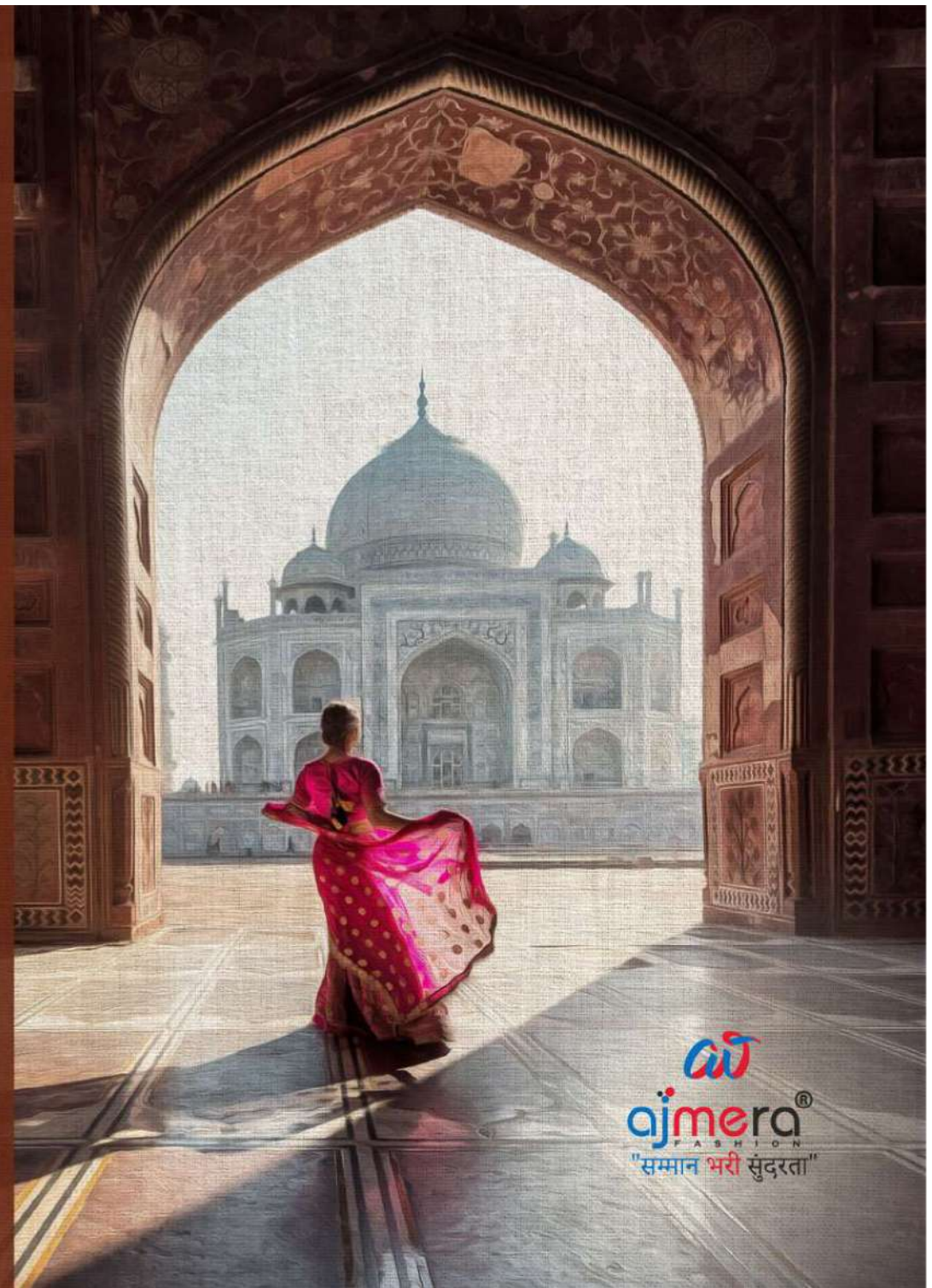
HAVING A CLIENTELE OF 50,000+ RETAILERS, WHOLESALERS
AND TRADERS PAN INDIA AND EXPORTS TO 30+ COUNTRIES
ACROSS THE GLOBE

OUR STATE OF THE ART MANUFACTURING FACILITY HAS A
PRODUCTION CAPACITY OF 10,00,000 PIECES OF APPARELS PER
MONTH

WE BELIEVE IN EXCELLENCE AND CREATE VALUE FOR ALL OUR
STAKEHOLDERS

OURS IS A BUSINESS THAT NURTURES MORE BUSINESSES AS
WE ENDEAVOUR TO BUILD AN ECOSYSTEM WHICH ENCOURAGES
ENTREPRENEURSHIP

WELCOME TO AJMERA FASHION




ajmera®
FASHION
"सम्मान भरी सुंदरता"

Vijay Ajmera
CO-FOUNDER

Ajay Ajmera
CEO & FOUNDER



ABOUT 10 YEARS BACK WE STARTED AJMERA FASHION FROM A SMALL OFFICE IN SURAT. A DECADE HAS PASSED, BUT IT SEEMS AS IF IT WAS ONLY YESTERDAY.

THE PASSION WITH WHICH WE STARTED THE COMPANY IS STILL THE SAME TODAY OR MAYBE WE ARE EVEN MORE EXCITED TODAY BECAUSE OF THE EXTRAORDINARY OPPORTUNITIES WE CAN ENVISAGE IN THE FUTURE.

We are very glad and proud of the fact that in such a short span of time we have not only become Surat's leading textile manufacturer but we are also exporting garments to more than 30 countries across the globe. Today, Ajmera Fashion is recognized in India and abroad as an award winning textile manufacturer who is capable of providing Quality with Quantity along with the value for money. The full credit for this great achievement goes to our dedicated and self motivated team of employees who always believe in providing the best services to the customers in any circumstances. Perhaps this is the reason why we achieved reasonable growth using technology and other means even in odd circumstances like the Corona period.

The textile industry is the second largest employment generating industry in India after agriculture. Recently, the Government of India set an ambitious goal of achieving 100 billion dollars of textile exports in the next 5 years. We are confident that in the coming decade, Ajmera Fashion will create thousands of entrepreneurs and lakhs of job opportunities in the textile industry. Our biggest strength is the enterprising Indians coming from all over India. Today, more than 50,000 retailers and wholesalers have partnered with us for their clothing needs. Apart from this, we are grateful to more than 5000 women who believed in our business model and started saree business from the comfort of their home and today they have become a perfect example of women empowerment through social entrepreneurship.

We are certain that Ajmera Fashion will achieve phenomenal growth in the coming years while taking care of all its stakeholders and will further strengthen its position as a visionary company in the textile industry.

“ VISION

TO MANUFACTURE THE BEST TEXTILE
AT LOW COST AND ENABLE
ENTREPRENEURS TO START THEIR
PROFITABLE CLOTHING BUSINESS



“ MISSION

TO ESTABLISH AJMERA FASHION AS
ONE OF INDIA'S LEADING ONE STOP
SHOPS FOR EVERY KIND OF APPAREL
NEEDS WHILE MAINTAINING OUR
UNCOMPROMISING PRINCIPLES AND
WORK ETHICS.

VALUES



INTEGRITY

CUSTOMER FIRST

ENJOY YOUR WORK

QUANTITY WITH QUALITY

ANYONE CAN DO BUSINESS

TOGETHER WE MAKE THE
DIFFERENCE

AJMERA FASHION/ THE JOURNEY



1992

AJAY AJMERA SET HIS FOOT ON THE ENTREPRENEURIAL LAND OF SURAT AND FOR ALMOST TWO DECADES WORKED AS A TEXTILE BROKER & DID A LUCRATIVE JOB AT A LEADING TEXTILE COMPANY.

2011

FOUNDED AJMERA FASHION

2013

STARTED YOUTUBE CHANNEL

2015

BECAME ISO CERTIFIED

2017

BECAME THE FIRST MANUFACTURER OF SURAT WHO DIRECTLY DEALT WITH RETAILERS WITHOUT ANY INTERMEDIARY

2017

STARTED EXPORTING APPARELS ACROSS THE GLOBE

2017

STARTED THE MISSION "HAR GHAR BUSINESS"

2018

BECAME THE FIRST MANUFACTURER TO SET UP AN EXCLUSIVE CALL CENTER FOR CUSTOMER SERVICE

2020

FEATURED IN FORBES MAGAZINE

MOVING FORWARD

WE BELIEVE IN THE INFINITE POTENTIAL OF THE TEXTILE INDUSTRY AND ARE DETERMINED TO GROW EXPONENTIALLY IN THE COMING YEARS THEREBY CREATING IMMENSE VALUE FOR ALL OUR STAKEHOLDERS.

HONOURS & AWARDS



MILLENIUM BRILLIANCE AWARD

FOR BEST MANAGEMENT IN
TEXTILE INDUSTRY OF THE YEAR



PRESENTED BY KANGNA RANAUT

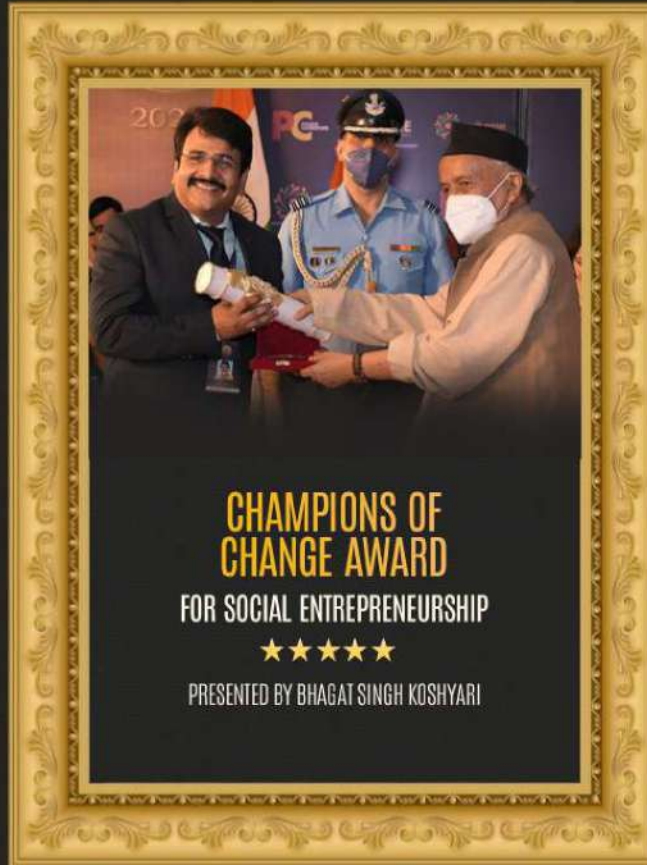


WORLD SIGNATURE AWARD

FOR THE BEST PROMISING WOMEN'S
DESIGNER CLOTHES MANUFACTURER
OF THE YEAR



PRESENTED BY GOVINDA



CHAMPIONS OF CHANGE AWARD

FOR SOCIAL ENTREPRENEURSHIP



PRESENTED BY BHAGAT SINGH KOSHYARI

IN RECOGNITION OF ITS CONTINUAL IMPROVEMENT
IN EXPORT PERFORMANCE, AJMERA FASHION HAS BEEN AWARDED
WITH MANY ACCOLADES AND AWARDS

SOCIAL IMPACT AWARD

FOR SIGNIFICANT CONTRIBUTION TO SOCIAL
WELFARE IN INDIA.



PRESENTED BY DIA MIRZA

INDIAN ACHIEVERS AWARD

FOR MOST DYNAMIC ENTREPRENEUR OF THE
YEAR IN APPARELS INDUSTRY



PRESENTED BY RAMESH POKHARIYA

AQE AWARD

FOR BEST MANUFACTURER IN TEXTILE
INDUSTRY OF THE YEAR



PRESENTED BY KARISHMA KAPOOR

INTERNATIONAL PRODUCT & SERVICES AWARD

FOR THE LEADING WOMEN'S CLOTHES
MANUFACTURER OF THE YEAR



PRESENTED BY JUHI CHAWLA

AND MANY MORE

AN IDEA THAT
CHANGED
EVERYTHING!



ajmera®
FASHION

AS A LEADING TEXTILE COMPANY, AJMERA FASHION HAS ALWAYS BEEN CONCERNED WITH THE BETTERMENT OF THE WHOLE TEXTILE ECOSYSTEM.

BEING A PART OF THE TEXTILE INDUSTRY FOR ALMOST THREE DECADES, OUR FOUNDER AJAY AJMERA WAS WELL AWARE OF THE PAIN POINTS OF RETAILERS. HIS INTENSE URGE TO IMPROVE THE CONDITION OF THE RETAILERS GAVE BIRTH TO AN IDEA THAT CHANGED EVERYTHING.

THE IDEA TO DIRECTLY DEAL WITH RETAILERS AND BY-PASS THE TRADERS AND WHOLESALERS IN THE SUPPLY CHAIN.

Ajmera Fashion became the first manufacturing house of Surat who started giving finished products to retailers and at the same rate as any wholesaler or trader would procure the goods.

The idea, though opposed by many who's who of the textile industry, became a game changer.

Retailers from Kashmir to Kanyakumari, from the hinterland to the metro cities, started flocking to Ajmera Fashion. Gradually we became a preferred supplier to more than 50,000 retailers across the nation.

We are grateful to the respected retailers and assure them that all our endeavours are directed to further strengthen our relationship with them.

OUR EXQUISITE RANGE OF PRODUCTS

COMMITTED TO QUALITY AND CUSTOMER SATISFACTION, AJMERA FASHION IS A MULTI-FACETED ORGANIZATION, PROVIDING AN ARRAY OF PRODUCTS SUCH AS:



SAREES

PRINT LOSE SAREE
RAPIER SILK MATCHING
DIGITAL PRINT SAREE
SUTI COTTON SAREE

PRINT CATALOG
RAPIER JEQ. SILK CATALOG
DYED MATCHING
DYED FANCY MATCHING

KURTI
SUIT
DUPATTA

LEHENGA & CHUNDARI
MEN'S WEAR
GIRL'S TOP

BLOUSE & PETICOTE
NIGHTY
GOWN

GIRL'S BOTTOM
UNDER GARMENTS
KID'S WEAR



GLOBAL FOOTPRINT & OUTREACH IN

- ASIA
- EUROPE
- MIDDLE EAST
- THE USA & OTHER COUNTRIES

ORIENTED TOWARDS ACHIEVING DESIRED RESULTS, AJMERA FASHION WORKS WITH A HIGHLY PROFESSIONAL APPROACH, WHILE MAINTAINING ETHICAL BUSINESS PRACTICES. AT PRESENT, AJMERA FASHION EXPORTS TO ALL THE MAJOR DISCERNING MARKETS ACROSS THE GLOBE.

- | | | | | |
|------------|---------|-------------|--------------|----------------|
| AUSTRALIA | EGYPT | JORDAN | NEW ZEALAND | SPAIN |
| AUSTRIA | ENGLAND | KUWAIT | OMAN | SRI LANKA |
| BANGLADESH | FRANCE | MALAYSIA | PAKISTAN | SWITZERLAND |
| CANADA | GERMANY | MAURITIUS | SAUDI ARABIA | UAE |
| COSTA RICA | ITALY | NEPAL | SINGAPORE | UNIKED KINGDOM |
| DENMARK | JAPAN | NETHERLANDS | SOUTH AFRICA | USA |



WHY CHOOSE AJMERA FASHION



EXPERIENCE AND EXPERTISE OF
30 YEARS
IN TEXTILE INDUSTRY



TRUSTED BY MORE THAN
50,000
RETAILERS, TRADERS AND
WHOLESALERS



EXPORTS TO OVER
30+
COUNTRIES



PRODUCTION CAPACITY OF
10 LACS
PIECES PER MONTH



STATE - OF - THE - ART
MANUFACTURING FACILITY



QUALITY + QUANTITY AT
LOW COST



TRENDY & FASHIONABLE
APPARELS ACROSS
CATEGORIES UNDER ONE ROOF



WINNER OF EVERY MAJOR
AWARD IN THE TEXTILE
INDUSTRY

QUALITY CONTROL

WE GIVE UTMOST IMPORTANCE TO THE QUALITY OF OUR PRODUCTS. STARTING FROM THE PURCHASE OF RAW MATERIALS TO THE SHIPMENT OF LOTS WE HAVE BUILT IN MECHANISMS TO CONDUCT QUALITY CHECKS AND MEET THE SPECIFIED QUALITY STANDARDS.



COLOR BLEEDING
TEST



FUSING
TEST



DISPATCHING
TEST



FINISHING
TEST



SHRINKAGE
TEST

PRODUCTION STRENGTH



WOMEN EMPOWERMENT

THERE IS A CHINESE PROVERB, "GIVE A MAN A FISH, AND YOU FEED HIM FOR A DAY. TEACH A MAN TO FISH, AND YOU FEED HIM FOR A LIFETIME."

Our founder Mr. Ajay Ajmera has brought this proverb to life by promoting women entrepreneurship. He has helped more than 5000 women belonging to the underprivileged sections of the society to start their own business.

These women were first equipped with the know-how of doing Saree business and then Ajmera Fashion provided them with quality saree stock at a very subsidized rate.

The results were surprising, the women who were confined to the four walls proved that they can do anything if given an opportunity.

Many such women are now the primary breadwinners of their family and many who started the business from a small room now own a big saree showroom. The powerful impact of this initiative was also recognised by the government.

Ajay Ajmera's selfless efforts won him the prestigious, "The Champions of Change Award 2020", which was conferred by Shri Bhagat Singh Koshiyari, the Governor of Maharashtra.

Mr. Ajmera is determined to take this movement forward and help even more women to believe in themselves and become self-reliant.


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AS A RESPONSIBLE COMPANY WE BELIEVE THAT GIVING BACK IS NOT JUST THE RIGHT THING TO DO, IT'S AN ESSENTIAL PART OF BEING A GOOD MEMBER OF SOCIETY. THAT IS WHY WE HAVE BEEN SUPPORTING A MYRIAD OF ACTIVITIES TO CONTRIBUTE TO THE DEVELOPMENT AND WELL-BEING OF THE SOCIETY.

SOME OF THE CAUSES ENDORSED BY US INCLUDE:

WOMEN EMPOWERMENT



ENVIRONMENTAL ISSUES



BLOOD DONATION



KNOWLEDGE SHARING SEMINAR FOR TEXTILE INDUSTRY



AFTER SALES SERVICE

QUICK DELIVERY



EASY RETURN & REPLACEMENT



SECURE PACKAGING



INSURANCE



TELEPHONIC SUPPORT



EMAIL SUPPORT



WHATSAPP CHAT SUPPORT



SOCIAL MEDIA PRESENCE

PUBLISHING IN 8 LANGUAGES

HINDI
ENGLISH
KANNADA
ODIA

TELUGU
TAMIL
MARATHI
GUJARATI



40000+
FACEBOOK FOLLOWERS



14000+
INSTAGRAM FOLLOWERS



3LAKH+
YOUTUBE SUBSCRIBERS



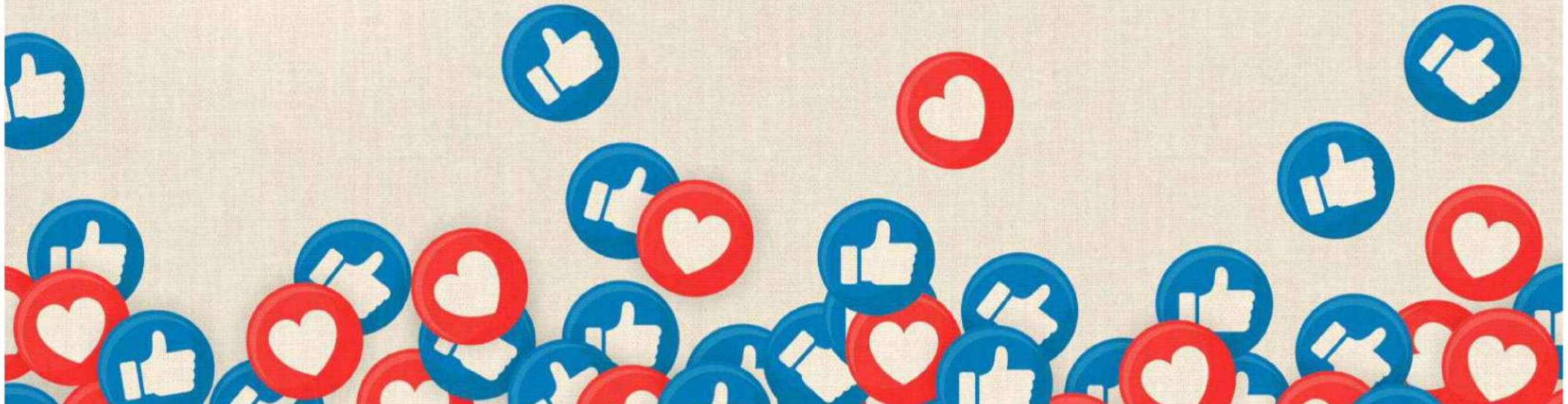
40000+
PINTEREST MONTHLY VIEWS



1100+
LINKEDIN FOLLOWERS



1000+
TWITTER FOLLOWERS



TESTIMONIALS



“

AJMERA FASHION IS A COMPLETE PACKAGE. STAFF BEHAVIOUR IS VERY GOOD, I GIVE IT A 5 OUT OF 5 RATING. WHOEVER VISITS HERE WILL SURELY BE SATISFIED WITH ITS PRODUCT AND SERVICES.

NANDAN KUMAR PANDEY, BALLIA, U.P



“

I HAVE BEEN RUNNING A JEWELLERY BUSINESS FOR 10 YEARS, THEN I SAW AJAY SIR ON YOUTUBE AND HE INSPIRED ME TO DO SAREE BUSINESS. THE STAFF AT AJMERA FASHION IS VERY SUPPORTIVE AND THEY GUIDE YOU TO MAKE THE RIGHT DECISIONS.

RAMESH DESAI, AHMEDABAD, GUJARAT



“

AJMERA FASHION IS REALLY GOOD. I STARTED WITH AN ONLINE ORDER AND WAS VERY SATISFIED. THAT'S WHY I PERSONALLY CAME HERE. EVERYTHING IS QUITE GOOD HERE.

JAVED AKHTAR, VARANASI, U.P



“

I WANTED TO START MY OWN GARMENT BUSINESS, THEREFORE I CAME TO AJMERA FASHION. EVERYTHING HERE IS SO NICE, I REALLY HAD A GREAT EXPERIENCE.

SUMAN, BEGUSARAI, BIHAR



“

RATE, QUALITY, VARIETY, RESPONSE, EVERYTHING IS PERFECT AT AJMERA FASHION. SINCE I STARTED TAKING PRODUCTS FROM AJMERA, THE BUSINESS STARTED RUNNING FAST.

DATTA SOMVANSHI, LATUR, MAHARASHTRA



“

IN SURAT, AJMERA FASHION IS VERY NICE, I LIKED IT VERY MUCH. THEY HAVE A HUGE VARIETY UNDER ONE ROOF. WE REGULARLY PURCHASE MANY PRODUCTS FROM THEM. IF YOU WANT TO DO BUSINESS THEN DEFINITELY GO TO AJMERA FASHION ONCE, YOU WILL LIKE IT.

DEVI PRASAD, PURI, ODISHA



“

I WAS A HOUSEWIFE, AFTER SEEING AJMERA FASHION VIDEOS I STARTED MY OWN SHOP. I HAVE TRIED MANY MANUFACTURERS BUT AJMERA FASHION IS THE BEST. NO LANGUAGE BARRIER, ONLINE DELIVERY WITHIN 7 DAYS, RETURN OF DAMAGED PRODUCT, UNDOUBTEDLY I WOULD RECOMMEND AJMERA FASHION TO THOSE WHO WANT TO START A GARMENT BUSINESS.

JOTHI, VIRUDHUNAGAR, TAMIL NADU



“

ONE OF MY RELATIVES WHO RUNS A CLOTHING SHOP SUGGESTED AJMERA FASHION TO ME. SO, I WENT TO SURAT AND BOUGHT STOCK FROM THERE. ALL TYPES OF PRODUCTS ARE AVAILABLE THERE AND THEIR QUALITY IS ALSO VERY GOOD! I AM HAPPY THAT MY SALES AND PROFIT MARGIN HAS INCREASED. ANYONE WHO WANTS TO START A GARMENT BUSINESS MUST VISIT AJMERA FASHION AS I DID.

ASHOKBHAI BABUBHAI RATHOD, KHEDA, GUJARAT

CELEBRITY TALKS



“

AJAY AJMERA JI IS AN ENTREPRENEUR WHO HAS PROVED HIS METTLE IN THE MIDST OF SCARCITY AND ALL ODDS. HE HAS ESTABLISHED AJMERA FASHION AS A GLOBAL TEXTILE COMPANY IN SUCH A SHORT SPAN OF TIME. I LIKE HIS AMIABLE PERSONALITY AND HIS DOWN TO EARTH ATTITUDE. I CONGRATULATE AJAY JI FOR HIS ACHIEVEMENTS AND WISH HIM ALL THE VERY BEST FOR HIS FUTURE ENDEAVOURS.

SONU SHARMA
INSPIRATIONAL SPEAKER AND BUSINESS CONSULTANT



“

ANYONE'S LIFE CAN CHANGE WITH HARD WORK AND THIS HAS BEEN PROVED YET AGAIN BY MR. AJAY AJMERA, THE CEO OF SURAT'S LARGEST SAREE MANUFACTURER AJMERA FASHION. MANY CONGRATULATIONS TO HIM ON THIS GREAT ACHIEVEMENT. I PRAY TO THE ALMIGHTY THAT YOU KEEP ON PROGRESSING LIKE THIS.

MAZHAR SAYED
ACTOR

aj
ajmera®
FASHION

aj
ajmera®
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