

**APOLLO**  
FASHION

# Company Profile

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# Apollo Fashion Overview

- Apollo Fashion, a division of Apollo International Limited, is a prominent player in the fashion industry, specializing in leather accessories, footwear, and outerwear.
- Based in Noida, Apollo Fashion operates as a B2B brand, manufacturing products for numerous renowned international brands. With a strong emphasis on ethical practices, sustainability, and customer-centric production, Apollo Fashion stands out as a leader in the industry.



# Apollo Fashion Approach

- **Customers First:** The company model is centered on serving the clients, who serve as the best indicator of how they are doing. All their innovations, aim to deliver processes that are consistently higher-quality, more effective, and more sustainable.
- **Design Expertise:** Around **1500+ employees** call Apollo Fashion home and each one brings exceptional talent, raw creativity, and a deep understanding of the customer they're creating for.
- **Smarter Production Processes:** The company's roots are in manufacturing, and they have earned a reputation for producing goods of the highest calibre at the most competitive prices. They have high standards because they are dedicated to ethics and excellence.



# Why Apollo Fashion? —

## 3 Decades of Dominance

- Supporting Global Fashion Brands with quality and innovation since 1994.

## Design Expertise

- Team of 1500+ Employees with Design Experts Meeting Customer Expectations.



## Global Sourcing

- Partnership with Global Supplier for quality raw material.

## Tech Enabled Operations

- Leveraging Digital Innovation to optimise operation and maintain competitiveness

## Flexible Orders

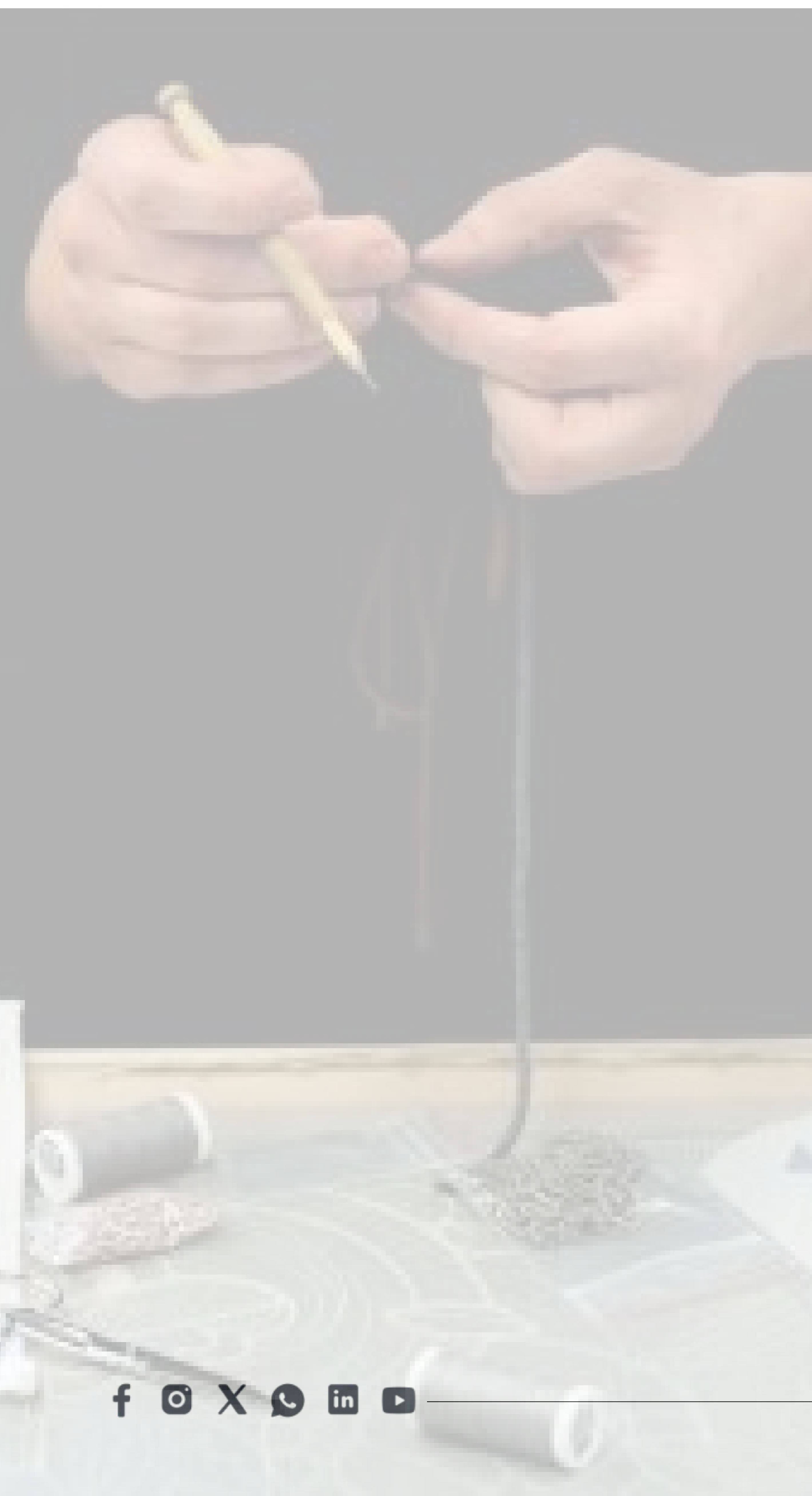
- Accommodates both small & large orders through robust supply network.

## Quality Compliances

- Apollo Fashion known in the Industry for International Quality Products.

## Timely Delivery

- Ensures timely delivery through efficient supply chain management.



# Product Offerings



## FOOTWEAR

From sturdy everyday wear to elegant high-fashion designs



## OUTERWEAR

Leather Jackets and coats blend with durability



## BAGS

Versatile leather bags, crafted for both functionality and style



## BELTS

A diverse collection of belts, from classic to contemporary

# Annual Production Capacity

800k+

Footwear

600k+

Outerwear

350k+

Bags

700k+

Belts



# Understanding Value Chain —

## 1 Sourcing and Procurement

- Apollo Fashion sources 90% of its leather from LWG certified tanneries, ensuring the use of chrome-free leather, recycled textiles, and premium quality trims sourced globally. This diverse sourcing strategy includes various leather types such as Aniline, Napa, Nubuck, and Suede, along with textile options ranging from 100% cotton blends to silk and scuba.

## 2 Production Floor and Machinery

- The production floor is maintained by skilled craftsmen and equipped with advanced machinery set up by trained technicians. Regular audits ensure compliance with REACH standards and approvals from renowned quality institutions like Intertek and Bureau Veritas.

## 3 Quality Control

- A stringent grading system and a 6-point inspection process ensure that only high-standard products are packed for delivery. This meticulous quality control allows for early detection and rectification or removal of defects at every production stage.

## 4 Design Team

- Apollo Fashion's design team analyzes brand aesthetics, understands materials, and creates a wide range of custom options based on trends. The team collaborates closely with client design teams to conceptualize ideas, utilizing pattern masters, CAD makers, garment technicians, and craftsmen to finalize initial product designs.

## 5 Renowned Partnerships

- The company partners with globally recognized brands, providing high-quality products that exceed customer expectations.

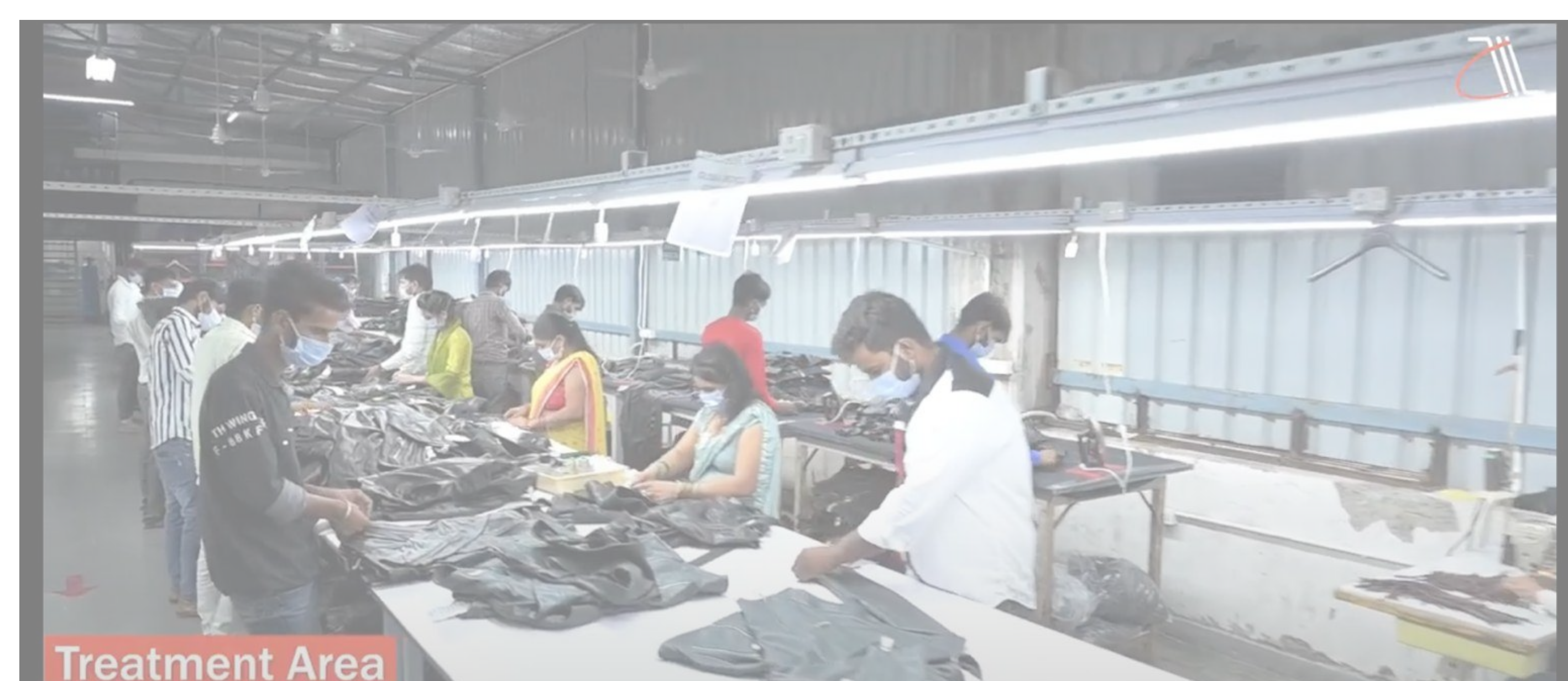
## 6 Service and Support

- Continuous collaboration with clients ensures that the final product aligns with their brand identity and market needs, showcasing Apollo Fashion's commitment to exceptional service and support.



# Manufacturing Process

- **Manufacturing Units:** Apollo Fashion operates four manufacturing units, encompassing sizes of 2700, 1500, and 1000 square meters. While two units are company-owned, the other two are leased.
- **Operational Dynamics:** Apollo Fashion adheres to a single-shift operation model, ensuring product clarity and consistency among workers. This streamlined approach aids in maintaining high-quality standards across all manufacturing processes.
- **Manpower Utilization:** Despite the integration of machinery from various countries, the manufacturing process remains predominantly labor-intensive. With over 1500 workers, Apollo Fashion emphasizes skilled labor to uphold product quality and precision.
- **Supply Chain Management:** Apollo Fashion strategically procures leather from diverse sources, including Russia and certified Indian suppliers. Strong ties within the supply chain mitigate operational disruptions, facilitating seamless production processes.





# Clients of Apollo Fashion

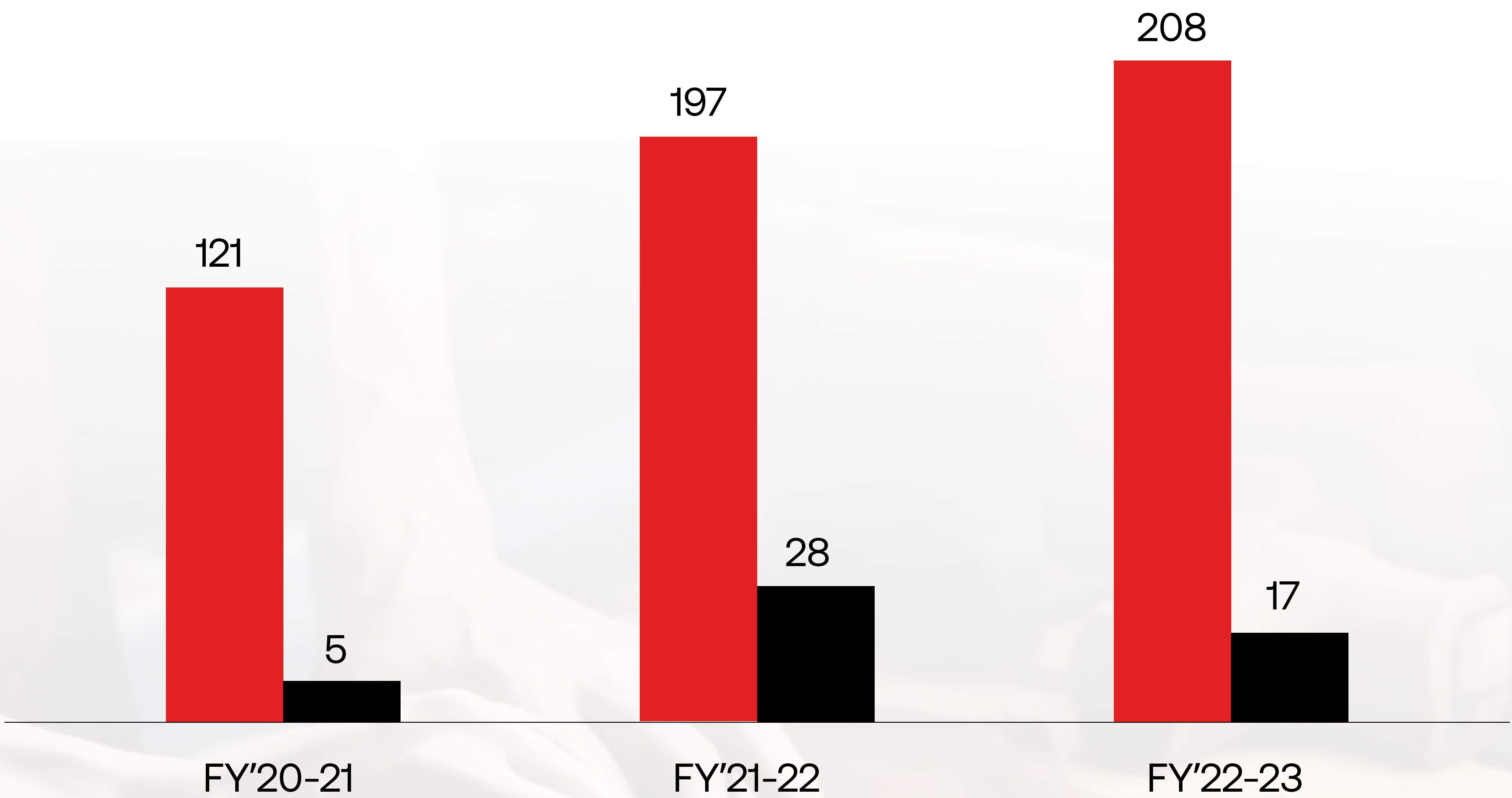
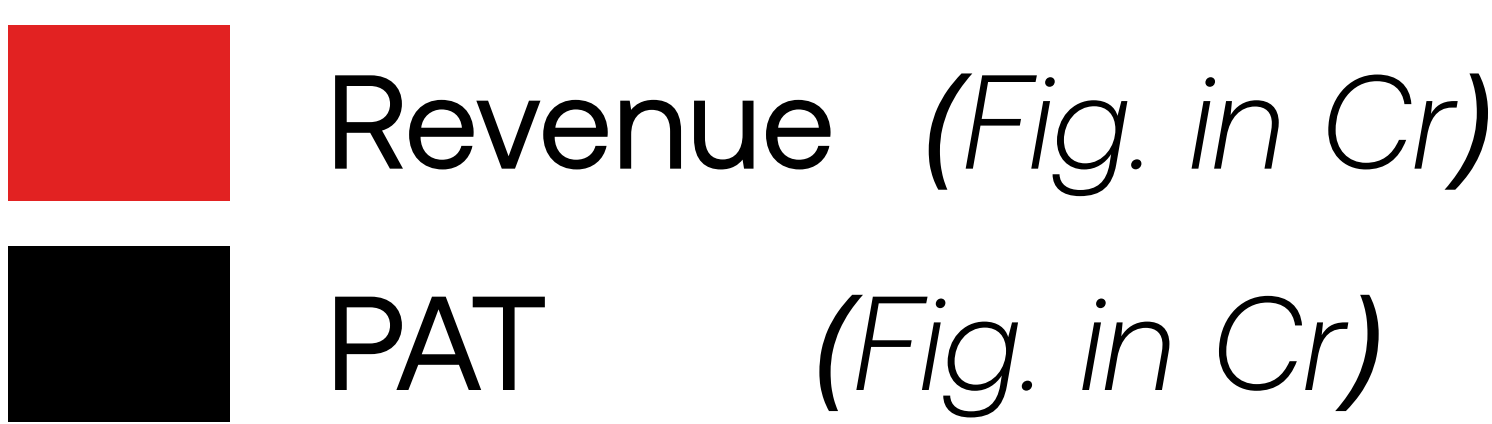


# Clients of Apollo Fashion





# Financial Performance



**Note :** Apollo Fashions has been demerged as a separate entity from Apollo International Limited last year. Therefore, the financial figures provided may not be entirely accurate as they have been extracted from the previous parent company.

## Valuation

- Currently in the Unlisted Market the Apollo Fashions Shares are available at **INR 120** per share with valuation of **~INR 220 Cr.**
- In FY23 they have clocked PAT of **INR 17 Cr** so it is currently valued at P/E ratio of **13x.**





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