

# IMS

## India Merchandising Services



**Director** : Dr. P. Vasudevan

**Established** : 1991

**Products:** Providing agency services to overseas buyers in handicrafts and home textile industry. Right from introducing the buyers into this market, developing a vendor base for them, identifying relevant producers, quality control inspection, interaction with forwarders and shipping lines etc.

**History:** The firm was started mainly to look after the business of Williams Sonoma Inc, USA but later added several buyers from USA, UK, Chile, Japan, Hong Kong etc.



**Achievements:** In a short span of 6 years, the firm became one of the highest tax payers and an award has been honoured to us by the Ministry of Finance in this regard. A lifetime achievement Award was bestowed on to Dr. P. Vasudevan by the Textile Ministry for his enormous contribution to the handicrafts industry.

**Market:** Although the handicrafts and textile industry in India faced a steep downfall in the recent past, gradually the business is picking up.

**Brand values:** We provide responsible dedicated and sincere services to our customers and therefore hold a respectable position amongst the buyer's community. Instances are there where a buyer terminated the services and later has come back to us. We were able to work with craftsmen and make them earn good money.

HOME FURNISHING



FURNITURE



**Expansion plans:** Embarked into diversified activities in hospitality industry. In this regard, a 60 roomed resort in the banks to Kerala backwaters was just commissioned. We also have plans for setting up other tourism related projects like Ayurvedic Resorts, Heritage Village, Adventure Tourism Resorts etc.

**Facilities for staff:** Yes last year we took the employees for a week's trip to Kerala backwaters which included airfare and stay at Resort at company expenses.

**Mantras to become successful entrepreneur:** If you have passion towards whatever you are doing you do not feel fatigued, irrespective of turbulences. If you do your work with passion and patience, success will be yours.

**Corporate Social Responsibility:** The firm is performing in compliance with the spirit of the law ensuring the activities do not affect the environment fulfilling all requirements in relation to taxes and other statutory obligations.

KITCHEN & BATHROOM ITEMS



CHRISTMAS ARTICLES



**Recent developments:** We have recently signed agency contract with following buyers: 1) Uniek from Illinois for picture frames 2) Wallgreen, Hong Kong for Bags, Jewellery, fashion accessories etc. 3) Gibson, USA for Gifts and decorative articles 4) Thomasville Furniture Co, USA for furniture 5) Bernhardt, USA for Furniture

**Promotion:** Different promotional medium. Recently organised an extended promotional trip to Hong Kong and USA where we have explored possibilities to enhance the present business and to introduce new buyers into Indian market.

OTHER PRODUCTS



Nauticals



Telescopes



Compass