



# Bharat Plaza

*indify yourself...*

Selected 2011-13



Quality Brands  
INDIA



**Name of the Director:** Mr. Lalit Khatri

**Established** : 2004

**Product:** Wedding sarees, Bridal Ghagras, Salwars Kameez, Groom Sherwanis and party-wear Men's kurtas and many more products related to Indian Wedding Wear.

**History of the Company:** Started with Online Shopping for NRIs for their requirement of wedding wear.

**Achievements:** One of innovative entrepreneurs is an established name in Wedding Wear brand.







**Marketing Strategies:** Online good ranking in Goggle and other search engines for major keywords. Word of mouth publicity is a key factor. After opening Retail Bridal store - we use hoardings and news paper ads.



**Participation in corporate activity:**

- ❖ Well-equipped Noise proof call centres.
- ❖ Proper well set office for smooth working for team mates
- ❖ All insurance covered for team mates
- ❖ Every year fix amount for donation in different aspects.

**Recent Developments:** Constructed G+ 5 building as fashion house for retail shopping at Jodhpur, an online shopping HUB and an export team.

Will be soon be starting campaigns for Indian online shopping with facilities of COD. We will keep ready stock to be shipped on same day client places the order.

**Promotion of Products:** We will be releasing TV ads abroad for promoting brand. Also email marketing with different genuine media companies.

**Further Expansion Plan :** We will be opening stores in major metro cities of INDIA as well as in abroad like UK, Australia, USA, SA.

**Facilities for staff members:** Annual increments.

**Mantras to become successful entrepreneur :** Success= Intelligence+ Hard work + Patience + Application

**Brand Values:**

- ❖ Affordable Hi Fashion Wedding Wear.
- ❖ Understanding choices of online client.
- ❖ Prompt Serving and Delivering.
- ❖ 24 hrs online support.

**Salient features:** Online Shopping is one of upcoming market for every kind of product and service in INDIA too.

People are shopping for their wedding products on online.

Bharat Plaza leads in serving these of clothing.

