

# Prapti®

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सुशियों की

Selected 2011-13



**Achievements:** Prapti has been awarded the Most Admired Retailer of the Year - East by Images Group in January 2012 and Indira Gandhi Sadhbhavna Award.

**Director** : Mr. Praveen Kumar Agarwal  
**Established** : The brand was started in 1985 .

**Product:** Ethnic wear for men and women comprising of Ladies Kurtis, Salwar Suits, Sarees, Men's Kurtas and Sherwanis. We are being renowned for use of natural fabric in all our products. Our products meet traditional hand techniques with contemporary designs. Products are classy yet affordable.

**History:** Mr Praveen Agarwal started his journey in 1980 from an 80 sq ft garment store in air conditioned market in Kolkata. Currently he owns about a lakh sq ft retail space. Till 2001, Prapti was available in Pantaloon stores in the East. But to directly reach the customers, Prapti's exclusive 6000 sq ft store was born in Gariahat, Kolkata. Today we have 18 exclusive Prapti stores across India, 3 Sony Centers, 8 Nokia Priority Stores, 5 Multibrand Electronic store etc.

**Market:** Having seven exclusive stores in Kolkata (four stores in premium malls like South City Mall, Mani Square, City Centre II and Avani Riverside and three in upmarket localities – Elgin Road, Gariahat Road and Tollygunge), Prapti commands a very high brand recall.. Prapti has expanded to Durgapur, Siliguri, Jalpaiguri, Bhubaneswar and Raipur in the east. We are present in premium malls like RCity Mall Ghatkopar, Korum Mall Thane, Inorbit Mall Pune, Mantri Square Bengaluru, Ampa Skywalk Chennai and Inorbit Mall Hyderabad.





**Promotion:** Prapti runs promotion events time to time to create more footfalls and drive new customers to the store. We get tremendous responses from these promos. We also do BTL activities like cross promotion of brands. Prapti also believes strongly in print and outdoor advertising.

**Future plans:** By March 2012 we plan to open another 8 stores in Kolkata, Bengaluru, Mumbai, Surat and Delhi. We plan to be present in every part of the country and are expanding towards having 150 stores by 2015.



**Facilities for staff:** As a part of our recreational activities we conduct annual picnics with the participation of all staff members during which we conduct various sports and games competitions. We also give yearly awards for recognising employee performances.

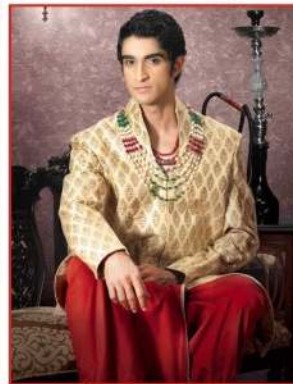
**Mantras for a successful entrepreneur:** Plan everything and manage funds wisely. Remember it's all about the customer. Build a top notch business team. Get involved and master the art of negotiation and give constant follow ups.

**Brand value:** Prapti is a brand for confident men and women who have awareness of style, personality and sex appeal. The brand has created a concise



image with a clear belief in modernity and independence. The brand represents a modern feeling of life, extravagance which does not work in a strained way and a strength which is paired with emotions.

**Corporate Social Responsibility:** The thought of giving back to the society who has made us today is always there. Orphans, street children and old people are been taken care of by funding NGOs from time to time



**Salient features:** Did not know the art of losing. In my life not all ventures clicked, but I did not stop experimenting with new things in life or lost motivation, rather worked hard and planned in minute details and came back with a bang.