



EMERGING

AUTOMOTIVE | EDUCATION | ENERGY & POWER | FINANCE | FOOD & BEVERAGES | HEALTHCARE | HOUSEHOLD PRODUCTS

DEEPEE TWISTER LEGGINGS

Deepee Twister Leggings is giving a very tough competition to other popular brands which are there in the market since decades. The company values every single penny of each customer being invested in its products and thereby, it is inclined to meet up all the hopes of its clients. Among the many famous brands, Deepee Twister Leggings is a name that has succeeded to give a new face to women clothing range

Clothing is a very essential commodity available in various styles. Since modernity has led to the emergence of different looks, today's women are open to experiment with several dressing styles. Of course, things get even better if one gets comfort along with the styling. Women of all age groups prefer to try new attires. After all, in an era where good looks are ought to be maintained who would not like to appear fashionable all the time. Among all the industries Ready Made Garment industry is one of the most famous and talked about ones. Many brands keep introducing new designs and patterns to engage the customers but only a few make through the hearts of people. A brand that can judge what people like and want, surely has the right to claim a strong position in the market.

Deepee Twister Leggings was incepted in 1986 by Late Devi Prasad Jhajharia. In the year 2009, the company began to manufacture ladies bottom wear segment with the intention to make women attires more comfortable.

In order to make a strong hold in the industry the firm has put its best efforts to provide a wide range of clothes with the utmost quality. 'Deepee Twister' Leggings has a wide range of colours and provide ultimate comfort to the body. The warm acceptance that the brand has received demonstrates that the

company is true to its promise of relishing superior quality products. The durability and Four-way Cotton Stretchable Fabric has added more significant value to the products.

THE EVERLASTING DEDICATION FOR QUALITY

The company offers many products with uncompromised quality. The Research and Development department of the organisation does extensive research to make sure every product that is being produced at the company is up to the mark and is appreciated by the targeted group of people.

There is a premium segment brand of the Company - "Pink 'n' Purple", in which a wide range of products are manufactured like Leggings, Ankle Length, Premium Churidar, Capri, Printed Leggings. An attribute which has enhanced the Brand Equity is the ability of the product to go with both ethnic and western attires.

With the motto of, "Inspire Your Wardrobe", Deepee Twister Leggings innovates consistently to create international-quality products. It follows four main steps while developing any product - Consumer





Need, Finest Fabric, Stitching, and Colour Range. Thus, it focuses on using more and more colours so that people can go for mix and match trend and use the leggings and other products with kurtis, tops and tunics for a unique and attractive look.

In April 2016, the Deepee Twister launched its TVC with a new campaign - "Har Pal Rango Ki Azaadi". The advert is a move towards women empowerment and speaks about the freedom to choose and play at any occasion and time.

Deepee Twister Leggings is developing with a pace that is surprising rest of the brands in the market. Though it has been in the market for only 7 years, its fame is reaching the sky.

Since the company was always determined to gain a distinct position, it focused on the aspects that needed improvements.

For those who seek fashion and comfort together, Deepee Twister Leggings are a perfect alternative to add a glamorous yet comfortable touch to their attires. Though this brand is new in the market but the rapid growth of Deepee Twister Leggings demonstrates that soon it will be one of the top most brands in the Ready Made garments' industry.

In the terms of quality, Deepee Twister Leggings is surpassing its own performance every year that denotes its excellent business growth.

The company works with the intention to provide the utmost products and is consistently moving up the growth ladder.

TOUR DE FORCE

- Deepee Twister Leggings is the utmost brand in terms of quality.
- Soha Ali Khan is the face of the brand since 2013.
- It has been maintaining a consistent growth since years.

QUANTUM LEAPS

- It is one of the most reliable brands in the Ready Made Garment Industry.
- It is providing a wide variety of attractive, comfortable and durable products to the masses and is redefining the fashion.