

[Home](#) / [Business](#) / [Manufacturing](#) / [News](#)

Sakho Group diversifies into fabric and trims; lays plans for 2021 onwards

by Apparel Resources News-Desk | 22-December-2020 | 4 mins read



Sakho Group – a leading technology provider for apparel and textile industry – has diversified into **fabric manufacturing and trim supplying**, owing to evolved market landscapes and requirements during COVID-19.

With this diversification, Sakho Group will now provide an enriched product portfolio that comprises technologies such as bonding & welding machines, press, tester, fabric and trims.

According to **Anshuman Dash, Director of Marketing, H&H Asia Group Ltd. and Chief Consultant, Sakho Enterprises**, the three main components of the garment industry are machines, fabrics and trims, which encouraged Sakho to bring all these products under one umbrella.

Sakho Group has set up a mill near Erode in Tamil Nadu which is considered a major textile hub in India. To start with, the Group has established a manufacturing unit of 16 autolooms (Rapier), which is run by one of Sakho's business partners, who has an experience of more than 30 years in the field of woven fabric.

The unit will produce fabrics such as *modal, cotton linen, viscose, yarn dyed check, polyester cotton and georgette* etc. and the production capacity will be **1 lac metres** of fabric per month.

During a conversation with *Team Apparel Resources*, Anshuman further informed that when it comes to knit fabrics, the company will discuss with the mill – Royal Classic Group which is a partner in Unik Technology – in future to work on it.

However, Sakho Group realises the fact well that the road ahead isn't that smooth as there is already a saturation in the market as far as fabric manufacturing is concerned and the current order scenario in apparel factories doesn't allow them to stock more fabrics as inventories.

"The market is flooded with thousands of fabric suppliers so there will be a tough competition but our main goal is to produce those kinds of fabric and design which the market really needs. As a technology supplier we know really well what challenges a factory faces when a sub-standard fabric goes to machine for stitching or bonding purpose. *We have analysed the bottlenecks in fabric division before laying plans for setting up our own unit.* This way we can differentiate ourselves from the others," mentioned Anshuman.

On one hand, Sakho is eagerly looking forward to bring its own fabric in the market, it, on the other hand, strongly believes in growth in trims sector through partnership with various suppliers.

The main focus of the Group is to provide **desired quality of trims** to the industry which, at times, finds it difficult to source the trims. "The business of trims is huge and there are too many products to cater to, so initially we will concentrate on *labels, buttons, zippers, adhesive tapes, twill tapes, laces, rivets, elastics and interlining*," informed Anshuman.

As far as the target market is concerned, Sakho Group has made '**Atmanirbhar Bharat**' concept its key mantra for this new venture and, hence, it will target India and its apparel industry with 'Made in India' fabric and trims, before moving out to export markets. The key strategy involves partnering with buying houses to tap factories.

However, Sakho Group realises the fact well that the road ahead isn't that smooth as there is already a saturation in the market as far as fabric manufacturing is concerned and the current order scenario in apparel factories doesn't allow them to stock more fabrics as inventories.

"The market is flooded with thousands of fabric suppliers so there will be a tough competition but our main goal is to produce those kinds of fabric and design which the market really needs. As a technology supplier we know really well what challenges a factory faces when a sub-standard fabric goes to machine for stitching or bonding purpose. *We have analysed the bottlenecks in fabric division before laying plans for setting up our own unit.* This way we can differentiate ourselves from the others," mentioned Anshuman.

On one hand, Sakho is eagerly looking forward to bring its own fabric in the market, it, on the other hand, strongly believes in growth in trims sector through partnership with various suppliers.

The main focus of the Group is to provide **desired quality of trims** to the industry which, at times, finds it difficult to source the trims. "The business of trims is huge and there are too many products to cater to, so initially we will concentrate on *labels, buttons, zippers, adhesive tapes, twill tapes, laces, rivets, elastics and interlining*," informed Anshuman.

As far as the target market is concerned, Sakho Group has made '**Atmanirbhar Bharat**' concept its key mantra for this new venture and, hence, it will target India and its apparel industry with 'Made in India' fabric and trims, before moving out to export markets. The key strategy involves partnering with buying houses to tap factories.

"We are confident about the success of this new venture as our backend team and strong ERP support are there to help us perform well in the role. It will be a great learning for us. We have an experience of years with us in customer service, which, I feel, will serve our team with all positivity in the year 2021 and beyond," concluded Anshuman.