



APPAREL/SPOTLIGHT

THE **SILK** ROUTE

BINDU GOPAL RAO speaks to Sriram Devatha, Managing Partner, Devatha Fabrics, about Tattva.

Devatha Fabrics, which started out as a wholesale business for pure silk saris is probably the only institution in the region that has a 100 year heritage of dealing in silk to its credit. After concentrating on saris for a little over two decades, the company noticed an opportunity in the high-end men's wedding wear segment and launched Tattva which is now available at over 200 retail outlets in South India. Sriram Devatha, Managing Partner, Devatha Fabrics, tells us more in this exclusive conversation.

YOU HAVE A 100-YEAR-OLD HERITAGE IN DEALING IN SILK - HOW DO YOU LOOK BACK ON THIS JOURNEY?

According to us, being a 100 year old company and sustaining in the same business for 100 years is a big achievement on its own. The main reason Devatha Fabrics is surviving for 100 years is our focus on quality. Any product that we manufacture goes through quality checks and even our raw materials go through rigorous quality checks. This core value has been passed on



@Tattva

