

apparel



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KEWALCHAND JAIN
Co-Founder, KKCL

What Makes Killer Jeans

A Big Success

Summer Trends of 2024



(Sitting) Kewalchand Jain, Co-Founder, KKCL;
(Standing) Co-Founders Dinesh Jain, Hemant Jain & Vikas Jain

Kewal Kiran Clothing Limited (KKCL), that emerged five decades back, manufactures denims for its in-house fashion brand Killer Jeans—the second largest seller of denims in India. Established in 1989, the brand’s story of resilience and innovation has kept it strong decade after decade. Here’s a case study on its growth and success.

AN INTRODUCTION TO KILLER JEANS

Killer Jeans has an eclectic collection of denim wear, street wear, casual wear, winter wear and more. A complete wardrobe solution for men (offering denims, shirts, T-shirts, trousers, winter wear, briefs, lounge-wear, accessories),

What Makes Killer Jeans A Big Success

A lifestyle fashion brand, ‘Killer Jeans’ pioneered by Kewal Kiran Clothing Limited has been ruling the apparel industry in India since 1989.

Text | **Bindu Gopal Rao**

COVER STORY



the brand offers almost everything to the men's group catering to 16-35 years.

Hemant Jain, JMD, KKCL, spearheading the business of Killer Jeans, says, "When it comes to innovation, the brand is leading by the kind of fabrics being used, its stitching quality and washing infrastructure across the product line. Having a strong presence in multi-branded outlets, large format retail stores, exclusive stores and e-commerce platforms in India, we are also exporting to the UAE market with the Lulu Group being the biggest buyers."



KKCL is the largest denim manufacturer and seller in India that sells up to 1 crore SKUs per annum.

The organisation is led by four brothers—Kewalchand Jain, Hemant Jain, Dinesh Jain and Vikas Jain. The second generation of young entrepreneurs consisting of Pankaj Jain, Hiten Jain, Yash Jain and Jai Jain are also actively involved in the business with a clear vision.

THE GROWTH STORY

KKCL is the largest denim manufacturer and seller in India that sells up to 1 crore SKUs per annum. The denim and shirt category has shown strong growth over the years. Killer Jeans has rapidly been growing in double digits through its innovation and rapid expansion.

Post-pandemic, the denim fashion brand has expanded its flagship and exclusive stores to over 300+ stores across India.



KKCL has its own retail stores called K-Lounge that exclusively sell clothing and accessories from four brands—Killer, Easies, Lawman Pg3 and Integriti.

In multi-branded and trade business, KKCL lead in many other categories like shirts, T-shirts and winter wear. “We are also targeting a large-scale retail base that includes 700+ large format stores and over 2000+ multi-branded outlets,” adds Hemant Jain.

“Having our own state-of-the-art manufacturing plants in Mumbai, Daman and Vapi, we deliver better washed products in-house which ensures a higher standard of denims through our washing techniques. The denims and shirts are completely manufactured in-house with a wave of innovation. The company also deals in import of jacket and shirt fabrics, keeping in mind its requirements, quality, seasonality and geography,” he advocates.

ONE COMPANY, DIVERSE BRANDS

KKCL has its own retail stores called K-Lounge that exclusively sell clothing and accessories from four brands—Killer, Easies, Lawman Pg3 and Integriti. “The stores are located at high-end malls and high streets in metros and Tier 2 and Tier 3



COVER STORY



cities. 'Easies' is a brand extension of Killer with a vision of fulfilling Friday dressing needs among youth with relaxed fits and smart office casuals, and semi-formal wear. 'Integriti' is a casual wear brand targeted at a young audience with an affordable price. Pocket-friendly fashion is the brand vision. 'LawmanPg3' is a Page-3 design-centric brand that has introduced 13 patented stitching and washing techniques that are unique to the brand," states Vikas Jain, Director, KKCL.

"Under the same parent company KKCL, we have recently introduced leading women's Western wear brands—Izel and Iti—that encourage women to express their distinct style. Since our major focus is on youth, we use strong marketing strategies where we directly communicate with them—from becoming India's first official sponsor of BCCI Cricket from the Indian apparel industry to having a *Tadap* fame Ahan Shetty as the brand ambassador for Killer Jeans and Rohit Shetty for LawmanPg3," states Hemant Jain.

"At the retail level, technology is guided by ARS (Auto Replenishment System) that helps us replenish stocks on immediate basis."

TECHNOLOGICAL INNOVATION

Killer Jeans strongly believes in technology as a part of its operations by having a robust warehouse management system that assists order management system as the industry works on six months' advance orders. "We take three orders before the start of the season, and we first sell and then manufacture. At the retail level, technology is guided by ARS (Auto Replenishment System) that helps us replenish stocks on immediate basis. We also use technology for customer





“Ours is the first and biggest brand that has introduced Sarona fabric, a sustainable yarn that helps the environment.”



delight—our customer relationship management program—where we connect with our existing and new customers with promotions, discounts and offers. Finally, for our employees, we use technology for engagement programs,” he adds.

COMMITMENT TO GO GREEN

Killer Jeans is clearly focused on sustainability. “We are working on programmed fabrics, as we do not buy ready fabrics. We go to the mills and decide the count, colour and GSM of the fabric. About 15 per cent of the fabric in our denim range is from a material that has recycled PET bottles. Ours is the first and biggest brand that has introduced Sarona fabric, a sustainable yarn that helps the environment. As denims need a lot of water, all the water at our Daman unit is recycled and no water is discharged from the plant,” continues Hemant Jain.

OVERCOMING CHALLENGES

Pandemic had been a little challenging in the industry but Hemant Jain admits the impact was limited on the brand. “The brand has an allocation based on all

formats—retail, large format, and export. We also have a decent exposure across all four regions of India and have never been a regional-centric brand. The exposure on high street stores and malls was on a balanced side. We learned that in terms of a property category mix, we had to increase our retail base and hence we increased our stores from 30 to 325, post-pandemic,” he informs.

THE PATH TO FUTURE

Killer Jeans looks forward to the future path with expansion plans that are clearly in place. With its continuing high demand, the brand is now focusing on increasing the number of retail stores to have at least 600+ Killer EBO's and add more category lines than are currently available online.

“The brand aims to go deeper by launching Junior Killer which will be available in the Killer stores from February 2024 onwards. The Killer brand is now all set to be a favourite brand among kids and wants to become a ‘Four to Forever’,” concludes Hemant Jain. 🍷



HIGHLIGHTS

The Brand

- Launched in 1989
- 325+ stores across India
- 700+ large format terminals
- 2000+ multi-branded outlet points
- 1 crore+ SKUs (per annum)

The Collection

- Denim wear
- Street wear
- Casual wear

Diverse brands

- **Integriti:** Casual young pricing brand for the youth
- **K-Lounge:** Exclusively retails the company's brands
- **Lawman:** A Page 3 design-centric brand
- **Easies:** Friday dressing with relaxed fits, smart office casuals, semi-formal wear for youth
- **Izel and Iti:** Women's Western wear brands

To be launched

- Junior Killer