



Cheer Sagar

A Govt. Recognised Star Export House
An ISO 9001:2015, BSCI, SMETA & Wrap Certified Company

WOMEN FASHION WEAR | KIDS WEAR

THE COMPANY

A three generational family business run by an experienced, yet young team that has worked with clients spread over 6 continents. Cheer Sagar is an ambitious organization committed towards working with world class fashion brands and retailers all across the globe, and has over time built a reputation for the sustained delivery of excellence.

Cheer Sagar is all about partnerships. Partnerships with customers and employees, vendors and all those associated with us. We invite you to interact with us, to discuss some of the 'little ways' in which we could make a huge difference in your business interests.

We employ methods for raising productivity and quality performance ahead of time. While our strength has been in Women's Fashion wear, we see a tremendous opportunity in all kinds of garments, and are poised for growth across the segment.

Vision

To become the most preferred destination for trading houses, brand owners, retail chains for sourcing all kinds of garments. The vision provides a big driving force and leads us to conceptualize the customer needs, channeling our creative thinking to make solid business plans, strategies & policies.

WE STRIVE
TO STITCH
SUCCESS
FOR YOU,
WITH YOU



G.P. Poddar
Chairman



Ravi Poddar
Managing Director



Sujata Poddar
Creative Director



Arnab Poddar
Director



Tanushree Poddar
Director



Tarin Poddar
Director



Priyanshi Poddar
Director

WE AIM TO SOAR HIGH IN THE SKY

Our Aim

Since we were founded in 1991, our aim has been to focus on a customer-centric approach in driving innovation to deliver the best quality standards. This, along with our uncompromising business ethics, makes us stand out as a privileged industry constituent across India. New contemporary design methods with a blend of traditionalism has kept us growing sustainably by delivering spectacular innovative designs one after another.



Road To Success

It was way back in 1991, that the company was established by a Visionary group of entrepreneurs. The vision is being realised through well managed fully equipped garment production units.



Looking Ahead

Cheer Sagar plans higher investments in training and development, machinery and equipments, as it constantly looks to remodel itself to suit the prevalent global business needs.



Turnover

The achievements and recognition ultimately show up in our numbers: our sales turnover is US\$ 13.5 million per annum.

We focus
on our ethos
to embrace
success





FULFILLING COMMITMENTS FOR OVER 31 YEARS

Our Biggest Strength

Family of textile professionals and fashion designers delivering customer value in terms of quality, contemporary designs and prompt deliveries since 1991. We are an **ISO 9001:2015, BSCI, SMETA & Wrap** Certified Company, committed to continuously evolving our processes.

Certifications



CONTEMPORARY YET HOLDING OUR VALUES

Yes, we are conservative

A focused organization comprised of employees, customers, vendors and most importantly our factory workers, who believe in our ability to grow by sticking to our traditional values. We are a lean organization, driving towards cost efficiencies and eliminating management bureaucracy. We enjoy talking to our customers and fulfill their requirements.

Yet Modern

In the journey of scaling up our organization from 50 machines in 1991, to over **1250 machines** today, we have been at the forefront of technological enhancements. We have added various machines to support efficient production:

- Optitex CAD
- Specialized Juki Sewing Machines
- Japanese Barudan multihead and SWF Korean Computer Embroidery Machines
- Konika Minolta Digital Printing Machines
- Laser Cut Machines
- Renzacci Dry Cleaning Machines
- Hashima Needle Detection Machines
- An Integrated ERP System





DESIGN | SAMPLING



CUTTING



EMBROIDERY/
HANDWORK



STITCHING



QUALITY CHECK



PACKING



DISPATCH

CRAFTING IDEAS

Fabricating Aspirations Behind The Scene

Our skilled and talented designers create magic by giving life to fabric, be it through the splashing of exquisite colours or with beautiful embroidery to take care of the most detailed specifications. We aim to provide you with the best in terms of quality and design. We seek the finest fabric and raw material to work with. We are equipped with the latest **Konika Minolta digital printing machines** to work on supreme quality latest prints at a faster pace.

PROFESSIONAL APPROACH TO INNOVATIVE EXECUTION





WE ENDOW AN EXQUISITE COLLECTION

Creating Tomorrow

Our dedicated team of design professionals work with **WGSN**, a renowned international fashion trend forecasting website. We are experts in manufacturing all kinds of women's fashion wear, encompassing various processes like tie & dye, embroidery, laser cut, bead and sequence, lace, patch work, screen print, digital print, brush print, mill print, yarn dyed, enzyme/stone wash etc. We have been working with all kinds of fabrics, be it **cotton blends, viscose, voiles, crepes, georgette, velvet, jacquard, dobbies, chiffons, linens, jersey** and many more in order to meet the needs of our customers while providing them with a versatile range of products.

With the excellence in creating top quality women's fashion wear, we are now expanding in kids wear as well.





WOMEN'S
WEAR



KIDS
WEAR





MARKING OUR GLOBAL PRESENCE



Showcasing our exquisite collection worldwide, we are proud to have worked with brand owners, designer labels, trading houses and store chains from across the 6 continents with clients based in **Japan, Europe, South America, USA, Canada, South Africa, Australia and many other regions.** The factory is spread over 175,000 square feet, employing over 1,500 skilled professionals, who undergo constant training through our on-site Training & HR facility. In addition, our fabric sourcing operations are spread across India and China.

WE AIM TO ALTER DREAMS TO REALITY

Committed To Vision, Enjoying The Success

We dare to dream big and vow to make it a reality. This has been our habit right from the inception. We have earned several Awards from the Government & Associations, some of them are:

- Award for Export Excellence.... year 1994-95, 2003-04 and 2009-10. By Hon'ble Chief Minister of Rajasthan
- National Award for Export Excellence in year 1995-96. By Hon'ble President of India
- National Awards for Quality & Entrepreneurship in year 2010. By Hon'ble Central Minister for MSME, India
- AEPC Award for Highest Exports by Young Entrepreneur in year 2010-11 & 2011-12 By Hon'ble Minister of Textile, India
- National Productivity & Innovation Award ... year 2013-14 and 2014-15 by Hon'ble Minister for MSME, India
- State Export Award for Highest Growth.....Year 2019 By Hon'ble Chief Minister of Rajasthan.
- India SME 100 Award for SCORING in the Top 100...year 2022 By Jury India SME Forum.



MANAGEMENT MANTRA

Mission & Values

- To excel in product quality & customer services.
- To enhance value of outputs & control costs of inputs and offer most competitive prices to the buyers.
- To develop new products and offer the same to buyers regularly.
- To maintain ethics to earn trust of customers, stake holders, vendors and employees.
- To enhance performance of employees by treating them as whole persons and fulfilling their needs - physical (pay package & resources), mental (training & empowerment), emotional (inspiration & motivation) & spiritual (noble cause).
- Personalized approach as far as interpersonal relationship with customers, employees & vendors is concerned.
- Professional approach in goal setting & execution, appraisals & review etc.

Cheer Sagar

Satya
Foundation

CSR

Goodness is the only investment that never fails

We believe every business has a responsibility beyond its basic responsibility to its shareholders; a responsibility towards broader society, in which it operates. Therefore, we take CSR seriously and through our organization Satya Foundation, we regularly organize blood donation and health check up camps in the industrial area to support the workers and their families. We also regularly participate in labour training and job placement programs under government schemes and have used our factories and resources to train and place hundreds of unemployed young adults.

