



CERTITUDES

Brand Portfolio

Lux Group is a branded house currently having 11 brands under its portfolio.

- Lux Cozi Innerwear is the flagship brand of LUX group.
- ONN Premium Wear is the men's innerwear brand targeted for the premium segment

BEACON OF TOMORROW

Awards and Recognitions

- Lux is ISO 9001:2008 certified.
- In the year 2002-2003 Lux was awarded the title of 'Best Manufacturer' by the then textile minister Mr. Shahnawaz Hussain.
- Lux has been awarded with the honor of 'Star House Export'.

Lux Industries started on its journey when Shri Girdharilalji Todi first dreamt of manufacturing and selling quality inner wear. To achieve his dream, he established Biswanath Hosiery Mills in 1957. The company has since then steadily grown into a global brand and has shown great returns. Lux has grown a staggering 100 times in the last two decades with the 'Lux Cozi', the flagship product under Lux Innerwear – the leading brand of Lux Industries Limited.

The company had humble beginnings and at first used to produce only 1 product. But over the years it has grown and expanded, and so has its products range. From 1 product, the company's product range has expanded to include more than 150 products today. The company uses the latest technology and the most efficient techniques to run a fast and efficient production line; therefore Lux produces an astounding 10-lakh pieces every day. The company has over 5 lakh retail outlets across India and has several offices in major cities like Kolkata, Delhi, Mumbai, Tirupur, Agra, Indore, Ludhiana, Jaipur and Roorkee to manage its business interests all over the nation.

In the 90s, the company started to look at international markets. The company was confident that it could succeed in the international arena and it was right, within a few years the company had established a strong global brand presence in the Middle East, Europe and Africa. Recently Lux has extended its presence in other global regions like Thailand, Malaysia, Australia, Singapore and Indonesia. The company also established offices at these locations so that they could manage their exports and international sales better. Within a very short span of time Lux's export business has grown exponentially and the company has been established as a major player in the global hosiery industry. The company is a certified Star Export House. In its industry, the company

is the largest Indian exporter by selling the products under their own brand name.

After establishing various milestones in the competitive hosiery industry in the country, Lux gave birth to other brands – GenX Style Inners and ONN Premium Wear to cater to different target markets.

LEADING THE INDUSTRY

Lux is the leading Indian Innerwear company and the reason is the uncompromising quality of the products. It is renowned for making quality innerwear that delivers unparalleled comfort. The company is very serious about the quality of the products and enforces stringent quality controls across all its manufacturing plants so that their products are always of the best quality. The idea is to make best quality innerwear available to everyone at the most affordable prices.

INFRASTRUCTURAL CHANGES

Due to the diligent manufacturing and the uncompromising quality of the products, the company has to meet the great demands for their products not only from within the country but also from global markets, specifically the Middle East, Europe, Africa, Thailand, Malaysia, Australia, Singapore and Indonesia where the company's innerwear is widely popular.

The Lux group has one of the best and most efficient manufacturing infrastructure and facilities in the global hosiery industry. The company has a hi-tech manufacturing facility in Tirupur, which is set up, over a massive area of 3 lakh square feet.



LUX[®] *cozi*[™]

Lux Cozi

Comfort First

Lux is a premium Indian hosiery company. The company has over 55 years of experience in the Indian market and has created a huge presence throughout the country over the years. The company has over 5 lakh retail outlets spread across India through which it sells its quality innerwear

