



## Faze Three Limited



**Ajay Anand**

Chairman & Managing Director

**How would you describe the journey of your company since its inception? What is the vision over next 10 years for the group?**

The Manufacturing journey started in 1982 with 26 handlooms set up within a small factory shed in Panipat. Today the Group has 8 factory locations across India, built as per global standards and considered "State of the Art" in the Industry. The factories spread across 35 acres with approx. 120,000 SQM manufacturing area under operation. The group has grown in global exports business, expanded & survived despite global recessions 2001, 2008/09, 2020.

The vision is to keep serving our customers with our culture / DNA of

innovation and best quality product offerings and growth/multiply ourselves at least 20% per annum averaged over the medium-long term period while continue to remain long term debt free so that the journey is low risk and sustainable.

**What are some of the key milestones of the company in recent years?**

The key milestones recently would be concluding almost 3x expansion within last 12-18 months at our Silvassa locations and being ready for big leap of growth over next 3-5 years. Besides, growth capex being fully funded by internal accruals during the period. Also, we have doubled the Revenue since FY 2019 in FY 2022 with 3x growth in Net Profit over same period, which is an important milestone and testimony of sustainable scalability

**What are some of the key products offered by the company?**

Faze3 is present across multiple product lines under the Home Textiles and Technical Textile

segments. Products range from All types of Bathmats, Ultra Luxury Bath Rugs, Washable Area Rugs, High Performance Outdoor/Indoor rugs, Top of the Bed products, Blanket, Curtains, Patio Mats, Cushions, etc. By and large we continue to work closely with all customers to make pretty much any product / merchandise in home textile category (both polyester and cotton) except cotton sheets and terry towels.

**Kindly elaborate innovations, ESG initiatives taken by your company in recent years?**

Faze3 has introduced innovations like, to name a few Memory Micro, Easydry, Germieshield, silken-cotton, as value adds to tradition polyester / cotton which add specific attributes to the product. Faze3 has been very successful to implement dope dyed across product lines and achieve wide array of colors / options within short span of 60-90 days turnaround times (which is most critical). The trademarks for said innovations are registered with Faze3.





ESG is now integral to our overall strategy. On ESG front, Faze3 has voluntarily adopted the BRSR reporting framework in FY 2022 ahead of time. Some of the big initiatives are: 1) Share of Women in overall work force from 15% to 25% over last 3 years 2) 1/3rd of our electricity consumption at two of largest Silvassa units comes from Rooftop Solar this was integrated as a part of our expansion. 3) Rain water harvesting 4) Water recycling vide ZLD waste water initiative already integrated into our expansion. 4) Also moving towards GAS as exclusive fuel for textile processing in North India (Panipat) unit in FY24 from traditional fossil fuels despite higher costs of operation.

### What are some of the key factors that give you an edge over your peers?

Our diversified product mix/ customer mix, inter-factory learnings to maximize efficiency and productivity, incorporating global best practices and synergies, Group's knowhow in technical fabrics and materials, in house R&D, Design and Innovation team for new tech / high performance home products, overall cost competitiveness, scalability,

experienced team, last but not the least our track record of over three decades of consistent, reliable and quality vendor for some of our large retailers are some of the key factors.

### How is your company uniquely placed to benefit from China plus One trend

Faze Three is an accredited supplier to all large USA/EU/UK retailers who sincerely intend to have an alternative supply chain for all textile products. There are very few textile manufacturers in India with ability to develop & scale new products within short span of time along-with ready infrastructure / capacity of up to 3 times of current capacity capable of doing competing products which erstwhile were done from China. Our Group's know how in Polyester/ MMF is at par if not better with Chinese textiles on MMF. The MMF growth opportunity for the entire country is 30-40x given that India's existing share in global MMF share compared to China is very low. The entire Indian MMF supply chain would have to develop in terms of capacity, capability and economy over next 10 years to gain this market share like India did in cotton from 2000 until today. We are actively exploring

opportunities to set up new products under this initiative to add on to current business with our multiple large customers.

### What is your company's growth strategy for next 3-5 years?

Innovation and quality are our core culture at Faze3. Most of our expansions are brownfield until this time and we are long term debt free as a Group, this offers significant ability to be price competitive at all times and tide over challenging times relatively better. Overall, we are extremely customer focused with customer at heart of every innovation & catering their requirements and growth avenues, with our top 10 customers remains our top priority / growth strategy. We curate / structure ourselves as per business requirements of our customers whether it was expansion, embracing ESG before time, offering recycled options, high quality products, China Plus One, etc.

