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# Snuggle Up in Supersox

With unique prints, inventive design and fabric of superior quality, Supersox aims to provide both fashion and comfort right at their feet to people of all age groups.

**H**aving identified the gaps in India's socks market and the lack of a strong resonating brand for quality socks, Harsh Saraf and Vivek Saraf, sons of Super Knit Industries' founder Naval Saraf, joined the family business in 2012 and realized its sheer potential. The duo entered the market with their own socks brand 'Supersox' that boasts of a wide range of export quality socks. Since its inception, Supersox has become the fastest growing brand in the socks category in India.

Supersox is available at 15,000+ MBOs across India through its 300 strong distributors network. Apart from general trade, the

company is the go-to brand for school uniform socks that supplies directly to a number of schools. It is also present in leading modern trade outlets and large format stores of India. Supersox not only dominates the physical retail market but also has a strong presence online. The brand is available on all major e-commerce platforms and has an official e-commerce website too.

Understanding the

changing demands and catering accordingly to Indian customers, Harsh Saraf, Founder and Business Head, Supersox shares, "Serving the Indian population is no easy task. There are people with all kinds of speciality needs across the length and breadth of the country. Understanding what they seek and delivering all these products are challenging yet an exciting journey for all of us at Supersox."

The brand constantly innovates on new designs to add fun to a niche category that can otherwise get monotonous. All the designs are made in-house and are exclusive. Saraf mentions, "We have a very strong design team which takes inspiration from global markets and trends. Since we are working with brands across the globe, we understand the design sensibilities across demographics very well and

are able to tailor-make collections for the Indian consumers."

In tune with the huge fandom that Disney and Marvel's characters enjoy, Supersox has acquired their licensee rights to manufacture and sell their entire

range of character socks across all franchises within India. The company has been awarded Licensee of the Year – Fashion Accessories Award at Label Awards 2019.

The Saraf brothers plan to further expand their business and have recently extended their product range to include men's boxers under the brand name Supergear. Currently, the company is focusing to increase its pan-India presence by venturing into Tier-II and Tier-III cities.

**"SINCE WE ARE WORKING WITH BRANDS ACROSS THE GLOBE, WE UNDERSTAND THE DESIGN SENSIBILITIES ACROSS DEMOGRAPHICS VERY WELL AND ARE ABLE TO TAILOR-MAKE COLLECTIONS FOR THE INDIAN CONSUMERS."**



**LtoR: Harsh Saraf**, Business Head; **Naval Saraf**, CEO; **Vivek Saraf**, Operations Head, Super Knit Industries