



## SOCKING IT RIGHT

SuperSox are the pioneers of diabetes and blood pressure socks made with Silver Frost technology. That was just the start, today the brand marries innovation with style and is hinting at a bigger change at every aspect.



**S**uperknit Industries was launched in 1999, primarily as a socks manufacturing and export company. Having been in the socks business since 1985, Mr. Naval Saraf had acquired deep industry knowledge and technical know-how which made us aware of serious gaps in the industry. Socks brands existed, but none that could satisfy the growing demand and sensibilities of the Indian consumer. Team Superknit recognized that there was a market and grabbed this opportunity. As a result of their focused efforts and hard work, Supersox brand was born in 2012. Having an Indian brand sustain along with big established brands can be challenging. But brand took the challenge head-on and Supersox today is a well-known brand in the socks industry. Harsh Saraf, Business Development Head, Supersox, tells us the future brand Superknit is eyeing and how they are already bringing about a change within the socks industry.



# Benchmark - Changemakers

## REDEFINING THE SOCKS STORY

Socks in India have been functional items, hidden underneath the trousers, inside the shoes and not paid much attention to they usually came in staid, boring colours. However, over the last decade, the Indian socks market has witnessed a paradigm shift. Today, socks are fast turning into an important fashion accessory where consumers demand global styles and designs with quality and comfort that matches their standards. Estimated at 5000 crores+ market at this time, the socks market in India is set for exponential growth.

Supersox offers the Royale Collection, a range of very stylish and classy luxury socks for men made from mercerized cotton. Our products undergo rigorous quality control to ensure high standards that set us apart from the rest. Our dedicated R&D team knows the pulse of the market and is constantly innovating new designs and trends to bring the best and latest to our consumers. Our vast and in-depth experience in the export market provides us an edge over the competitors in terms of understanding current trends and popular styles, which are further brought by us to the Indian market. We have installed the latest machines at our production house in Daman. With 300 state-of-the-art knitting machines and the capacity to manufacture 11,000,000 socks annually, quality is our prime focus.

## RETAIL TOUCHPOINTS

Currently we distribute in the Indian market through a nationwide network of 300+ distributors. The brand is available across 15,000 plus retail stores across India. The products can also be bought on their online storefront [www.supersox.in](http://www.supersox.in) as well as online on Amazon, Flipkart, & Mynta.

Our products, manufactured under stringent quality standards, are sold by many large retailers across India. We are also one of the largest exporters of socks in India - supplying to Europe, North America, South America and the Middle East to top. We are also manufacturers for prominent brands in India such as Raymond, Max, Shoppers Stop, etc.

## BEING FUTURISTIC

Technology has helped us acquire customer demographics and stay connected to them by sharing content, product updates and develop a relationship. We take care that our social media interactions with customers maintain the social look, tone and feel of the brand which helps sustain brand consistency and brand loyalty. Lead form generation on websites and social media get us more information on customer tastes, and provide a better experience through direct interaction. Certainly, technology has increased brand-customer interaction which keeps the brand on its toes as well. However, technology and human insights must work in tandem to foster deep, meaningful relationships.

We very recently introduced the Supersquad heroes as Supersox brand mascots. Each mascot- Kookie,



## SNAPSHOT

**Company Name:** Supersox - Superknit Industries

**Reach:** Prominent multibrand outlets and online in India and abroad

**Category:** Socks Manufacturing & Export Company

**Website:** [www.supersox.in](http://www.supersox.in)

Eddie, Bruno, Misty and Finn- has a distinct personality of his own making the brand more versatile. Bruno is the captain, Eddie is the party animal, Kookie the Little one, Misty is the fashionista and Finn is the Cool Dude. The Supersquad mascots have further added fun and a style element to the brand, taking it to the next level.

With respect to distribution of the brand, we look forward to increased presence across the country as well as in global markets in the forthcoming years. In India, we aim to spread further across multi brand outlets in tier II and III cities.

## GOING DIGITAL

By 2021, there will be about 635.8 million internet users in India. With this kind of access to the internet and social media, digitalization of the brand is the need of the hour. Fashion is not only changing at a faster pace, it is reaching people even faster in this digital world. At Supersox, we are completely working in tandem with this change to retain customer loyalty. We introduce technology at each stage of the consumer journey, make use of dynamic data in more creative ways to capture online customers. We have recently revamped our website to make it more personal and user friendly. We have spread out our presence across social media channels to increase sales. ■