SUPER KNIT
INDUSTRIES

"Our main goal is to ensure, impeccable product quality, consistent customer satisfaction and unmatched services."

Naval Saraf
CEO – Founder

Naval Saraf studied Man Made Fiber Technology and specialized in Knitting Technology from SASMIRA Institute of Textile Technology in the mid 70's. Soon after graduating he began his career in the textile industry by setting up a t-shirt manufacturing unit.

Subsequently in 1984 noticing the gap in the sock industry in India, he started a factory for manufacturing socks. As the market for socks grew, he decided to expand operations and set up Super Knit Industries in 1999. With over 40 years of entrepreneurial and business experience he is still leading his company towards greater heights.

His obsession and main pillar for success all these years, has been his quest for Quality, Quality, Quality!

WHAT IS SUPERSOX ?

Supersox was founded by Harsh and Vivek Saraf in August 2012 – with a vision to offer the widest range of the best quality socks to Indian consumers of all ages.

The well-heeled duo have always been picky about how they presented themselves. While packing for a friend's bachelor party in Vegas, they realized that they'd run out of their favourite pair of socks and no store had those particular mercerized cotton ones with the seamless toe. Determined to set things right, they created Supersox to ensure that anyone in India, looking for a great pair of socks were totally spoilt for choice.

Supersox is a young brand with a vibrant personality that brings socks of superb quality and international styles to the Indian consumers.

CORE VALUES

We design and make socks that reflect the core values of team Supersox, which are:

- To be vibrant
- To stay cool & comfortable
- To always be suave and stylish

BRAND HISTORY AND APPROACH

The brand Supersox was founded at the house of India's preeminent manufacturers and exporters of premium and luxury socks - Super knit Industries.

Super knit's socks are well known for its quality socks in India, the Middle East and Europe. Supersox was established with a strong understanding of the global industry and India's diverse market.

The brand has a global approach to design & development, product quality, and brand management.

OUR USPs

The Sock Specialist
We supply the finest quality of socks that are exported to several countries in Europe & the Middle East

The Product Range
We offer the widest range of socks for all age groups and are present through the consumers' life cycle

The Exclusive Range
Supersox designs and develops trendy and luxury lines of socks that are perfect for all occasions

Competitive Pricing
Our products are reasonably priced and are affordable

Complete Solutions
We are a one stop-shop socks solution for the entire family

MEN
Collection

Supersox®
MEN
Collection

CORE

LOAFER

LOAFER PLUS

LOAFER NX

LOAFER TERRY

NO-SHOW

METAL

US COLLECTION

DENIM COLLECTION

SNEAKERS

JACK PLAIN

FRED

TITAN TERRY PLAIN

NIK PREMIUM TERRY

Supersox®

MEN
Collection

CORE

ANKLE

JACK PLAIN

JIO THUMB

JACK PLUS MOTIF

HAWAI

METAL

LIO

LIO PLUS

BEN

POLO
(Seamless toe)

POLO PLUS
(Seamless toe)

JACK DESIGN

LEADER
(Seamless toe)

Supersox®
MEN
Collection

CORE

ANKLE

MAJOR
(Seamless toe)

RIO
(Mercerized Seamless toe)

RIO PLUS
(Mercerized Seamless toe)

TITAN TERRY PLAIN

NIK PREMIUM TERRY

ADDI TERRY

FORCE TERRY

US COLLECTION

DENIM COLLECTION

DAYS OF THE WEEK
(Seamless toe)

Supersox®

MEN

Collection

CORE

REGULAR

JACK PLAIN

JIO

JACK PLUS

LEO

LEO PLUS

BEN

POLO
(Seamless toe)

POLO PLUS
(Seamless toe)

RIO
(Mercerized Seamless toe)

RIO PLUS
(Mercerized Seamless toe)

DIAMANTE
(Mercerized Seamless toe)

JACK DESIGN

Supersox®

MEN

Collection

CORE

REGULAR

LEADER
(Seamless toe)

MAJOR
(Seamless toe)

ALAN
(Seamless toe)

ROMANO
(Mercerized Seamless toe)

CLASSIO
(Mercerized Seamless toe)

TITAN TERRY PLAIN

NIK TERRY

DIABETES
(Seamless toe)

BLOOD PRESSURE
(Seamless toe)

DAYS OF THE WEEK
(Seamless toe)

Supersox®

FASHION

MEN
Collection

LOAFER

LOAFER PLUS STRIPE

LOAFER PLUS DESIGN

RAINBOW
(Mix Design)

SNEAKERS

JACK POP

MAC
(Seamless toe)

TITAN TERRY

TITAN TERRY NEON

3 designs available in each category

Supersox®

FASHION

MEN
Collection

ANKLE

DAVID
(Seamless toe)

PETER
(Seamless toe)

JACK POP SERIES

FUNKY TIMES
(Seamless toe)

RAINBOW
(Mix Design)

ARTHUR
(Mercerized Seamless toe)

TOPAZ
(Mercerized Seamless toe)

DENNIS
(Mercerized Seamless toe)

TITAN TERRY

TITAN TERRY NEON

3 designs available in each category

Supersox®

FASHION

MEN
Collection

REGULAR

DAVID
(Seamless toe)

PETER
(Seamless toe)

JACK POP SERIES

RAINBOW
(Mix Design)

CHALLENGE
(Mix Design)

ARTHUR
(Mercerized Seamless toe)

TOPAZ
(Mercerized Seamless toe)

DENNIS
(Mercerized Seamless toe)

ROYAL COLLECTION
(Mercerized Seamless toe)

ROY
(Mercerized Seamless toe)

TITAN TERRY

3 designs available in each category

Supersox®

MEN

Collection

WINTER

REGULAR

SIMLA PLAIN

SIMLA THUMB PLAIN

SIMLA TERRY PLAIN

SIMLA DESIGN

SIMLA TERRY DESIGN

3 designs available in each category

WOMEN
Collection

Supersox®
WOMEN
Collection

CORE

FOOTIE

JASMINE PLUS

NO-SHOW

METAL

SNEAKERS

SNOW WHITE

CLASSY-MISSY

ANKLE

SNOW WHITE

METAL

ROSE TERRY

Supersox®
WOMEN
Collection

CORE

THUMB FOOTIE

JASMINE PLUS-THUMB TERRY

THUMB SNEAKER

CINDRELLA THUMB

THUMB ANKLE

CINDRELLA THUMB

THUMB REGULAR

CINDRELLA THUMB

Supersox®

FASHION

WOMEN
Collection

FOOTIE

JASMINE PLUS STRIPE

JASMINE PLUS DESIGN

SNEAKERS

NANCY

ANKLE

PRINCESS

LILY

ALISHA

ANGEL

RAINBOW
(Mix Design)

ROSE TERRY

3 designs available in each category

Supersox®
WOMEN
Collection

FASHION

THUMB FOOTIE

JASMINE PLUS THUMB DESIGN

THUMB ANKLE

PRINCESS THUMB

LILY THUMB

ALISHA THUMB

ANNA THUMB

ANGEL THUMB

BRONZE THUMB

RAINBOW
(Mix Design)

3 designs available in each category

Supersox®
WOMEN
Collection

WINTER

CUFF

SIMLA TERRY

CREW

SIMLA TERRY THUMB

SIMLA PLAIN THUMB

SIMLA DESIGN THUMB

3 designs available in each category

ACCESSORIES

PLAIN TIGHTS

BIKE SOCKS

ARM WARMER

LEG WARMER

KIDS
Collection

Supersox®
KIDS
Collection

CORE

LOAFERS

KIDS LOAFER
(Size 4 & 6)

ANKLE

FRILL SOCKS
(Size 00-2)

SCHOOL UNIFORM
(Size 2-7)

CREW

TOM PLAIN TERRY
(Size 2-6)

REGULAR

AVIS
(Size 0-1)

SCHOOL UNIFORM
(Size 2-7)

Supersox®

KIDS

Collection

FASHION

ANKLE

Size 2 to 6

DALLAS

TOM NEW TERRY

4 designs available in each category

REGULAR

Size 2 to 6

DALLAS

RAINBOW
(Mix Design)

TOM NEW TERRY

4 designs available in each category

REGULAR

Size 000 to 1

TODDLER

RAINBOW
(Mix Design Size 0-1)

PARK TERRY

9 designs available in each category

Supersox®

KIDS

Collection

WINTER

REGULAR

RADIATOR TERRY
(Size 0-2)

SIMLA TERRY
(Size 3-6)

SIMLA DESIGN TERRY
(Size 2-6)

6 designs available in each category

ACCESSORIES

TIGHTS

Size 0-1 to 12-14

SPENCER TIGHTS

STOCKINGS

Size 2 to 6

STOCKINGS

MARVEL AVENGERS

© MARVEL

Supersox®

COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

SIZE	FREE

MARVEL SPIDER-MAN

© MARVEL

Supersox®

COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

SIZE	FREE

Supersox®

STAR WARS

© & ™ Lucasfilm Ltd.

COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

SIZE	FREE

MICKEY MOUSE & Friends

Supersox®

COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

SIZE	FREE

Supersox®

Disney FROZEN

©DISNEY

COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

Supersox® | Disney Princess

COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

Disney · PIXAR THE INCREDIBLES
© Disney / Pixar

Disney · PIXAR TOY STORY
© Disney / Pixar

Disney · PIXAR Cars
© Disney / Pixar

Supersox®
COLLECTION

SIZE	S	M	L

SIZE	1	2	3

SIZE	4	5	6

Disney baby

Supersox®

COLLECTION

MICKEY MOUSE & Friends

SIZE	000	00	0

Disney · PIXAR Cars

Disney PLANES

SIZE	000	00	0

Disney Winnie the Pooh

Disney · PIXAR FINDING NEMO © Disney / Pixar

Disney THE LION KING © Disney

SIZE	000	00	0

VALUE PACK

Super Saver

Supersox®
VALUE PACK
Super Saver

MEN

SNEAKERS

TITAN TERRY 3PP

ANKLE

JACK PLAIN 3PP

JACK PLUS 3PP

JACKSON 3PP

TITAN TERRY PLAIN 3PP

REGULAR

JACK PLAIN 3PP

JACK PLUS 3PP

JACKSON 3PP

TITAN TERRY PLAIN 3PP

TITAN TERRY DESIGN 3PP

MAGNETO BOXER

MEN

SUPERGEAR®
MAGNETO BOXER

MAGNETO BOXER

LOW WAIST BOXER WITH SIDE POCKET

One Box Contains 6 Pcs. With Various Designs & Colors

SIZE	S	M	L	XL	XXL
CM	70-75	80-85	90-95	100-105	110-115
INCH	28-30	32-34	36-38	40-42	44-46

ULTRA PERFORMANCE SOCKS

Antibacterial Socks

Lemon Fresh Technology

Quick Dry

Compression

Breathable

Comfort

Durable

Anti Skid

SUPERGEAR®
ULTRA PERFORMANCE
SOCKS

MEN

WORKOUT

CRICKET

MARATHON

CYCLING

YOGA

FOOTBALL

PREMIUM QUALITY HANDKERCHIEFS

LUXXIO

PREMIUM QUALITY HANDKERCHIEFS

EXECUTIVE CLASS

COTTON

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box-

PREMIUM CLASS

COMBED COTTON

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

BUSINESS CLASS

MERCERIZED COTTON

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

12 Packs = 1 Box

NEW ARRIVAL

Peppa Pig

SIZE	1	2	3

PAW PATROL

SIZE	1	2	3

SUPERSOX MARKETING & PROMOTIONS

At Supersox, we dedicate a large amount of resources towards marketing and promoting the brand. We have a strong brand presence nationwide due to several marketing efforts :

STANDS

1 Tier Stand

2 Tier Stand

3 Tier Stand

Wall Stand

Ground Stand - Front

Grounds Stand - Back

Table Top - Front

Table Top - Back

POSTERS

MILESTONES

2019 — Acquired lincese for Peppa Pig, Paw Patrol & many more

Acquired Disney license for Mickey Mouse & Friends, Princess, The Incredibles, Toy Story, Nemo & Dory, Lionking & many more manufacturing and distribution in India — **2018**

2017 — The launch of brands - Luxxio and Supergear

Acquired Disney license for manufacturing and distribution in India — **2017**

2016 — Modern trade sales channel was initiated. We are manufacturing for all the leading brands/stores in India - Raymond, pantaloons, Shopper Stop, Globus etc.

The E-commerce channel was kick started. Our products are sold on all the leading channels - amazon, flipkart, myntra, jabong etc. — **2015**

2014 — Distribution setup in India was structured and stabilised.

The launch of brand Supersox — **2012**

2011 — This marked a beginning of a new era for SKI. The next generation joint the business with fresh ideas and modernisation, which led to faster growth and expansion.

Our foray into the export of socks started. — **2003**

2002 — Factory setup and operations begun.

Inception of SuperKnit Industries (SKI) — **1999**

BEFORE 1999 — Mr. Naval Saraf was managing textile factories specialising in manufacturing of tshirts and socks

NOTES

GLOBAL PRESENCE

In House Brands

Supersox® | SUPERGEAR | LUXXIO

Licensed Products

Peppa Pig | Mickey Mouse & Friends | Avengers | Spider-Man | Disney Frozen | Disney Princess | Star Wars | Disney Pixar Toy Story

Paw Patrol | Cars | Disney Planes | Disney Pixar The Incredibles | Disney Pixar Finding Nemo | Disney Pixar Finding Dory | Disney Winnie the Pooh | Disney The Lion King

SOCIAL MEDIA

/SupersoxIndia 26,369 | /SuperSox_India 804 | /Supersox_India 2006

YOU CAN ALSO FOLLOW US ON

/SupersoxIndia | /Supersox_India | /SupersoxRoposo

/SupersoxBlogger | /SupersoxBlogger

www.supersox.in

Also available on

amazon.in | Flipkart | JABONG.COM | Myntra

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