



# **Microsite Development Report Vedant Fashions Limited 2024-2025**



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## **Company's Overview**



## **Our Journey**



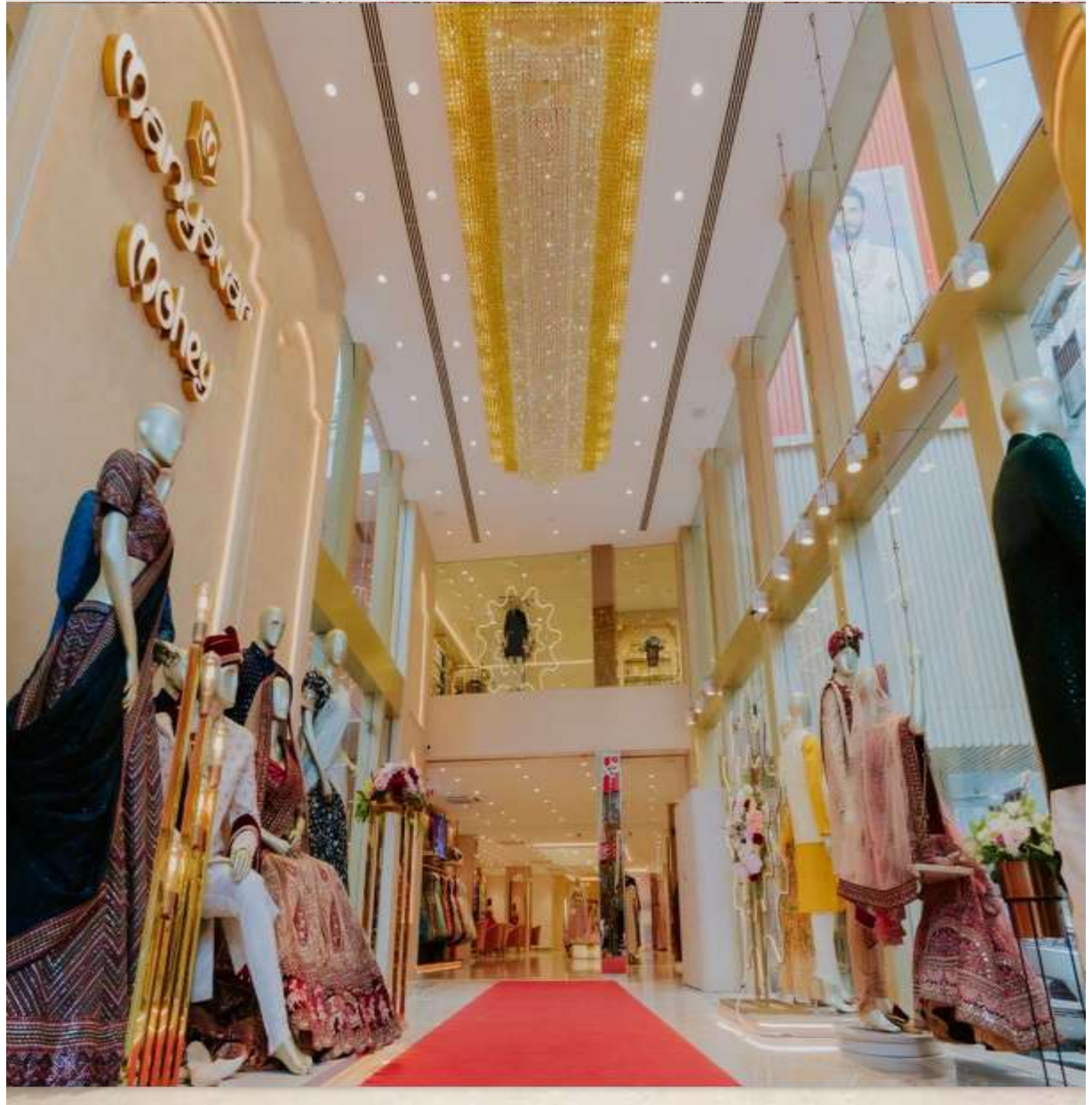
## **Our Material Topic**



## **Our Sustainability Initiative**



# *Company's Overview*



## Indian Wedding and Celebration Wear Brands

01

Headquartered in Kolkata, incorporated in 2002 by Mr. Ravi Modi, Vedant Fashions offers Indian wedding & celebration wear for men, women & kids

02

One-stop destination with wide product portfolio for every celebratory occasion; aspirational yet value-for-money offering

03

Largest company in India in men's Indian wedding & celebration wear by Revenue, OPBDIT<sup>1</sup> & PAT\*. Commands dominant position in conventionally unorganized market

04

Omni-channel network of EBOs, MBOs, LFS & Online (own website & leading lateral e-commerce platforms)

05

Manyavar brand is category leader in branded Indian wedding & celebration wear market with pan-India presence\*

06

Delivers aristocratic & seamless customer experience via aesthetic franchisee-owned EBOs

07

Growing presence in women's Indian wedding & celebration wear with Mohey - Largest brand by number of stores with pan-India presence\*

08

Retail footprint (Q1 FY26) of 1.78 mn sq. ft. across India (670 EBOs<sup>2</sup> in 245 cities & towns in India) and Overseas (14 EBOs in USA, UAE, Canada & U.K.)

**Manyavar**

**Mohey**

**Twamev**

**Diwas**  
by Manyavar

**Mebaz**

Source: \*Crisil Report; As of FY20 (latest available); Note: (1) OPBDIT is Operating profit before depreciation, interest & tax; (2) Includes 154 shop-in-shops (SIS)



**Manyavar**



**Twamev**



**Mohey**



**Diwas**  
by Mangrove



**Mebaz**







## MISSION

To be a dominant player in Indian Wedding & Celebration wear space across gender and age



## VISION

Instill pride in wearing Indian wear



## VALUES

Transparency, efficiency, use of tech & innovations and inclusive growth for all stakeholders



# Chairman's Message



In today's landscape, success is defined not just by profitability but by the positive impact a business creates for society and the environment. As we work towards being a sustainable organization, it is essential to recognize rising climate and sustainability challenges and demonstrate the proactive steps we are taking to address them. This also opens pathways for innovation and solutions that safeguard the future.

At Vedant Fashions Limited, our commitment to ESG principles is integrated across our operations. These commitments guide our focus areas, help us create meaningful impact, and enable us to manage risks and build long-term resilience.

In FY 2024-25, aligned with SEBI guidelines, we adopted the new BRSR Core framework, raising our transparency on economic, environmental, governance, and social impacts. We take pride in our ESG initiatives—such as plastic waste recycling across our operations and carbon offset investments in green projects—reflecting our dedication to sustainable value creation for all stakeholders.

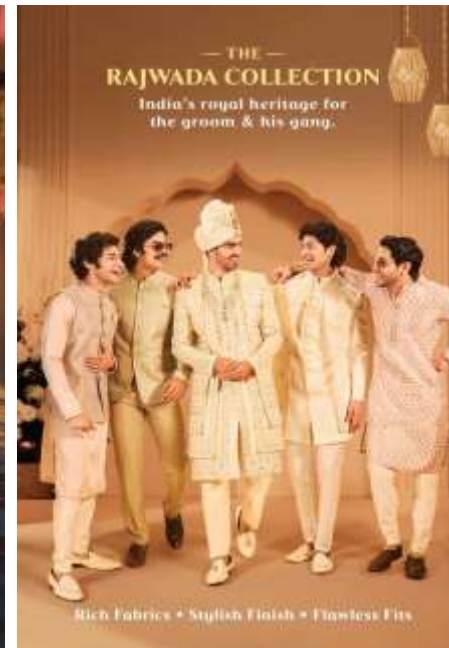
Innovation remains central to our ethos, shaping how we engage with stakeholders, promote inclusivity, and ensure positive outcomes for both business and society. Through our efforts across the value chain and within the communities we serve, we aim to empower stakeholders on their sustainability journey and support progress toward their goals.

Our CSR initiatives strengthen the nation's social fabric, with a strategic focus on education and healthcare. In collaboration with reputable NGOs, we positively impacted 1,11,544 lives in FY 2024-25, reaffirming our commitment to meaningful societal development.

We remain steadfast in embedding ESG considerations across all levels of the organization. By consistently pursuing our ESG objectives together, we continue progressing toward a sustainable and prosperous future for our company, stakeholders, and the communities we serve.

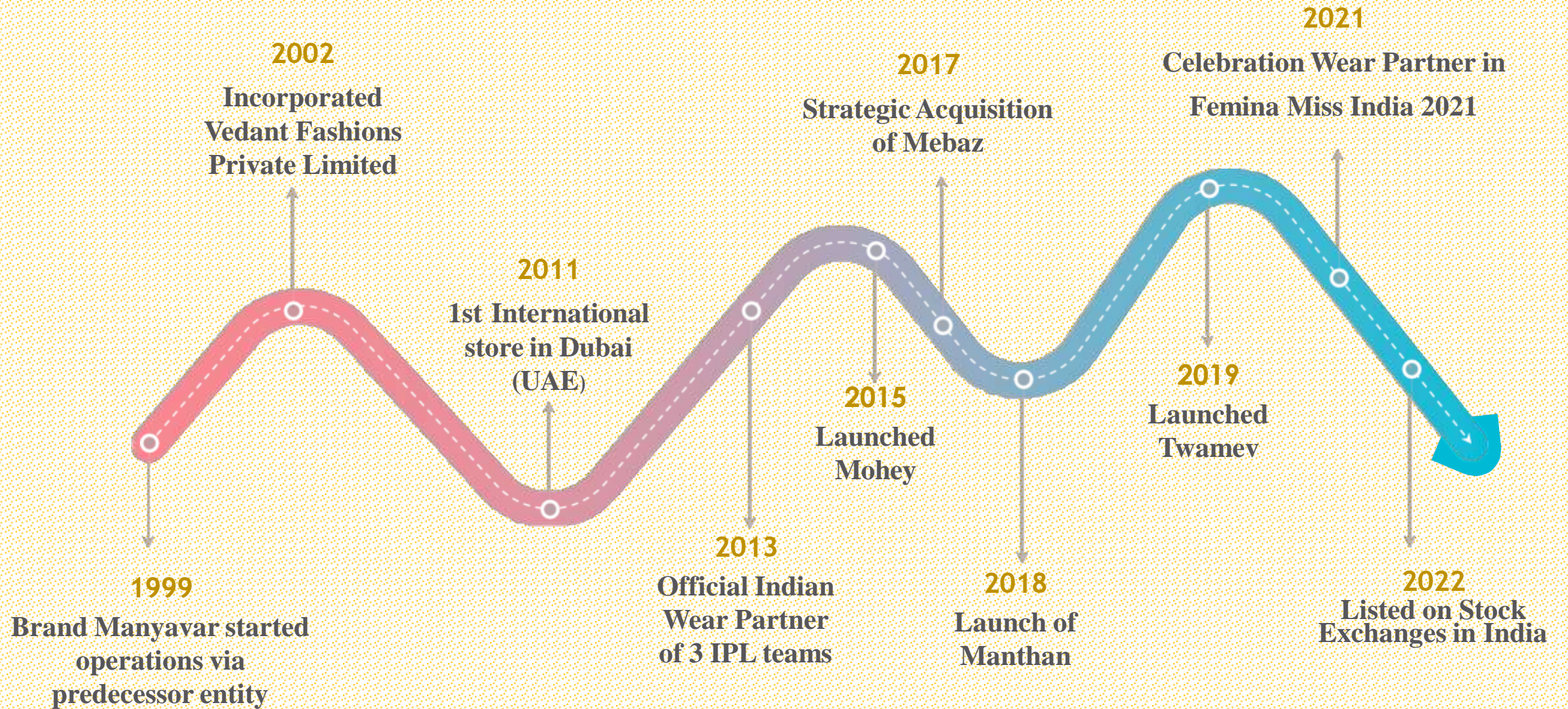


# *Our Journey*





# *Our Journey*





## ***Our Material Topics***

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# ***Our Material Topics***



## **Environment**

- ☐ GHG emission
- ☐ Waste management



## **Social**

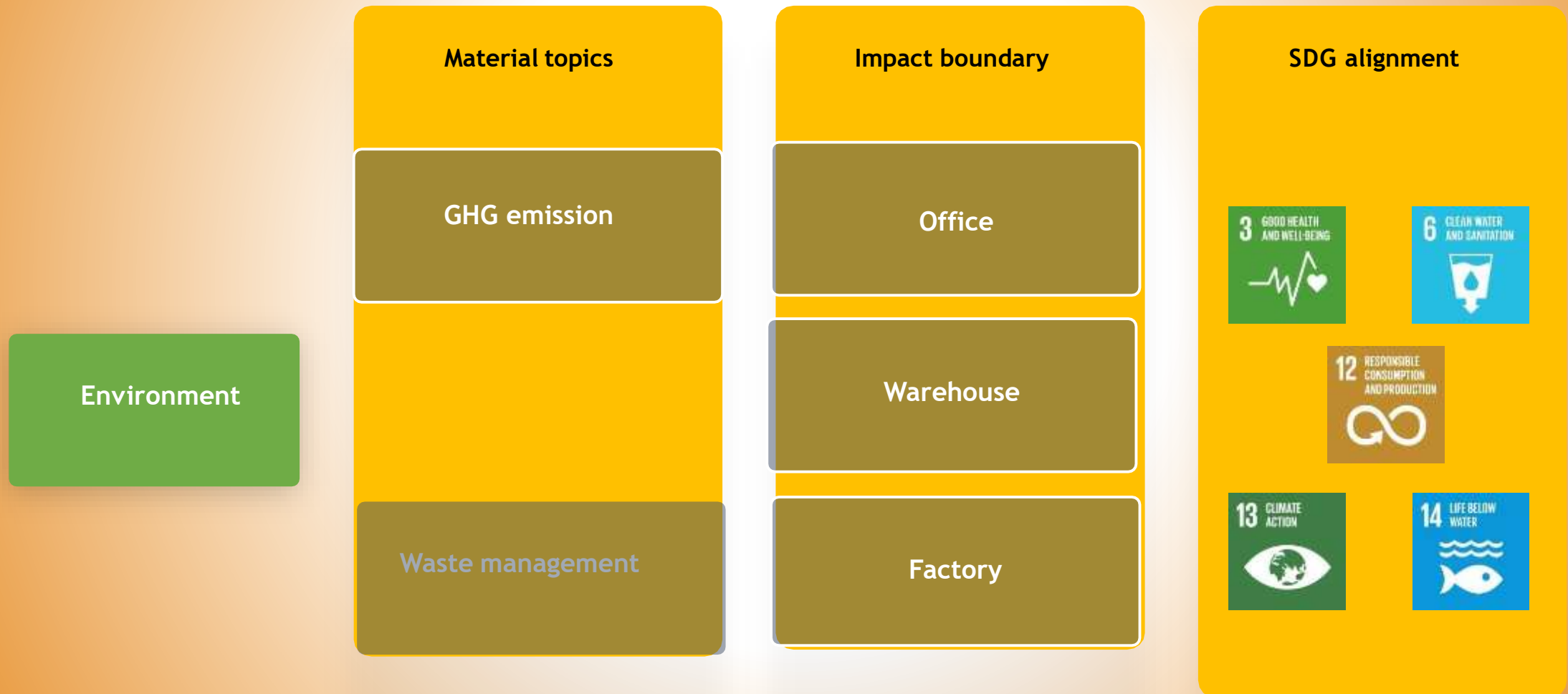
- ☐ Talent attraction & retention
- ☐ Occupational health & safety
- ☐ Diversity & inclusion
- ☐ Human rights
- ☐ Community welfare



## **Governance**

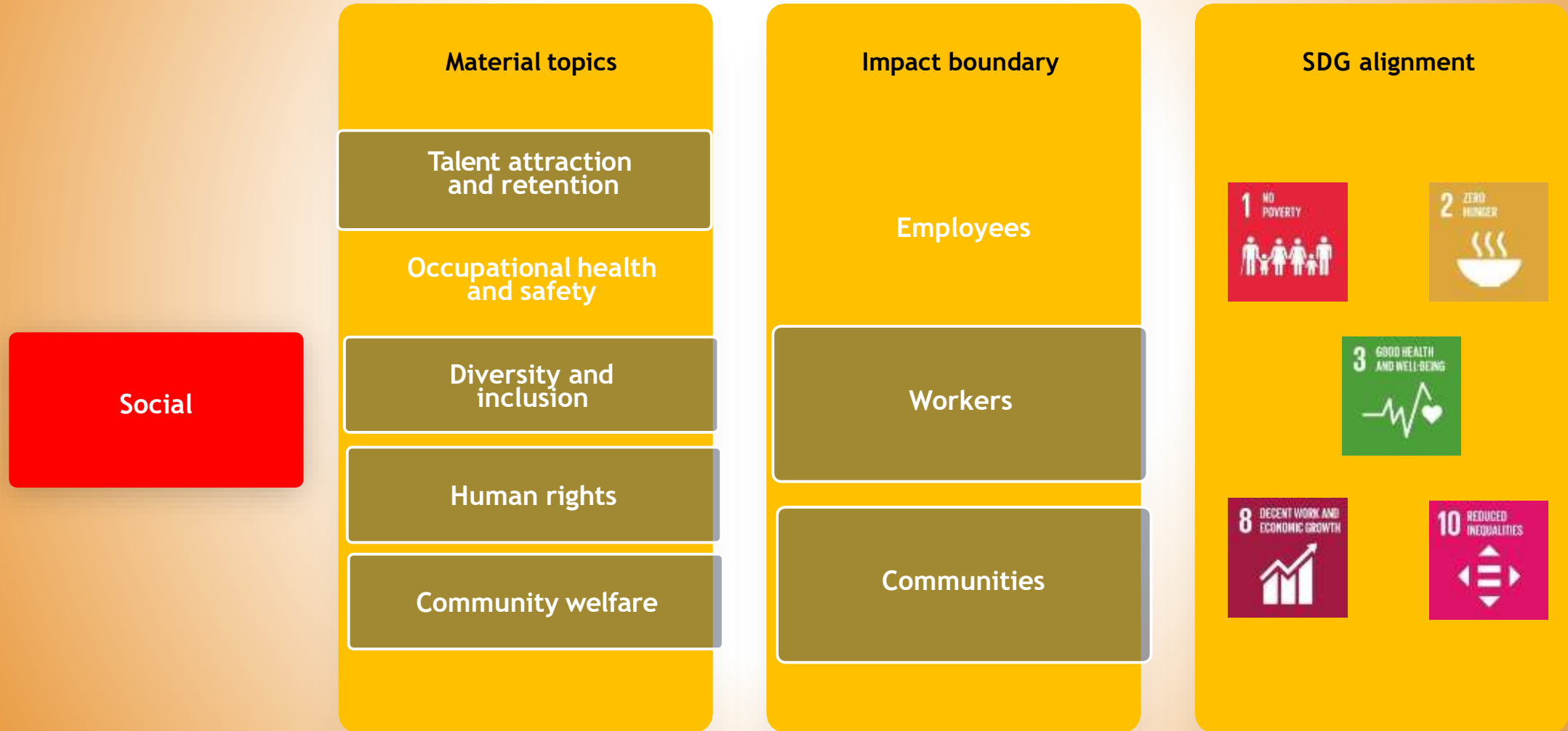
- ☐ Corporate governance
- ☐ Business ethics
- ☐ Responsible supply chain
- ☐ Data privacy, digitization and innovation

# ***Our Material Aspects – Environment***





# ***Our Material Aspects – Social***



# ***Our Material Aspects – Governance***

## **Governance**

### **Material topics**

**Corporate  
governance**

**Business ethics**

**Data privacy,  
digitization and  
innovation**

**Responsible supply  
chain**

### **Impact boundary**

**Shareholders**

**Board of directors**

**Employees and  
workers**

**Customers and  
franchisee**

**Suppliers**

**Regulatory bodies**

### **SDG alignment**





# *Our Initiatives*



**ENVIRONMENT**

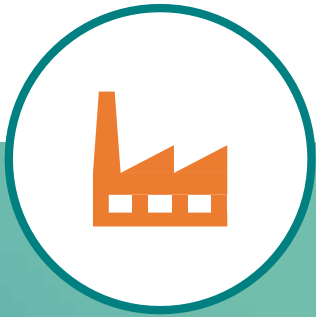




# ***Embarking our journey for greener future***

**We, at Vedant Fashions, consider sustainability as our ability to survive and thrive in the face of growing uncertainties. To address the critical concerns towards climate change, we are embarking our journey towards lower-carbon and greener future.**

**Our analysis identified a need for concerted action in two key areas:**



## **Reducing emissions from brands' own operations**

At Vedant Fashions, we endeavour to reduce the emissions from our own operations. We have energy efficient lighting and air conditioning system in place at our own premises.

To increase our use of sustainable transport, we have initiated the process of converting company owned four-wheelers into electric vehicles.



## **Encouraging sustainable consumer behaviour**

The adoption of a more conscious approach to fashion consumption, changes in consumer behaviour during use and reuse of apparel. The beauty of traditional wear is that they have a long life, and sometimes, they are also passed down from one generation to another, making them perfect memory keepsake.

Hence, the shelf life of our product is much longer than the casual attire. These key levers endorse the circularity of the material through promoting reuse of the attire for longer period of time.

# Waste Management

## Our Commitments

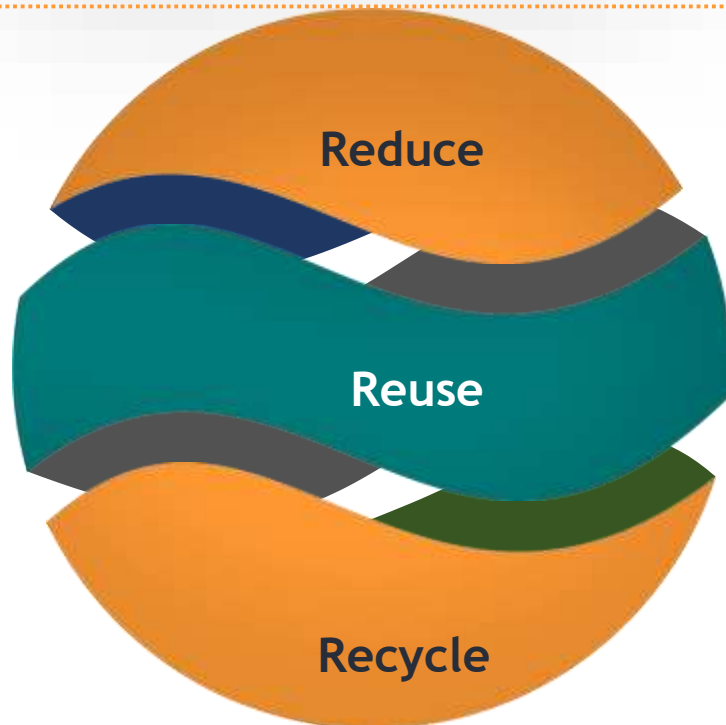
- Our waste management commitments prioritize sustainable practices, ensuring minimal waste generation through efficient processes and responsible consumption.
- We are dedicated to waste minimization and recycling, striving to reduce our environmental footprint and contribute to a cleaner, greener future.



## Our actions

- Implemented waste reduction initiatives such as digital invoicing, promotion of paper/ cloth bags over plastic bags, no plastic bottles at the office, e-signing of documents etc.
- System accounting of waste generated.
- Disposal of hazardous waste through authorized vendors.
- Engaged an authorized EPR agency to collect, transport, and recycle plastic waste in compliance with the Plastic Waste (amended) Management Rules, 2022.

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**Reduce**

Introduce paper/cloth bags over plastic bags at stores

**Reuse**

Donate deadstock to needy communities

**Recycle**

Collect and recycle plastic waste through registered recycler

## Key highlights (2024-25)



Plastic recycled  
55,000 kg



Textile recycled  
2,396 kg



Cardboard waste recycled  
2,244kg



*SOCIAL*



# Empowering leaders for future

The Company acknowledges the vital contribution of its entire workforce in generating, expanding, and maintaining the business. As a result, it is dedicated to establishing and upholding an equitable, secure, wholesome, supportive, and dynamic work environment throughout all its operations.



[BRSR Policy](#)



[Code of Conduct](#)

We aim to be one of the best employers. This starts with offering competitive starting wages for all employees and continues with providing benefits, support, and opportunities to help them reach their full potential.



## Employee Wellbeing

- Work-life balance to all employees and workers
- Competitive wages
- Safe and hygienic workplace
- Health and term life insurance
- Skill upgradation training

At our Company, we firmly believe in promoting diversity and inclusion within our work culture. We encourage all employees to be their authentic selves at work, fostering an environment where everyone can contribute fully with their unique skills, experience, and perspectives.



## Diversity & Inclusion

- No discrimination on the basis of gender, caste, creed, religion and ethnicity
- Celebrations on Women's Day, recognizing gender diversity within our organization
- Promote fair and unbiased hiring and performance evaluation process

**16%**  
women in total  
employee  
workforce

Safety is at the core of our organizational objectives, and we regard it with the utmost priority. At our company, we are fully committed to fostering a safe and secure work environment for all our employees, clients, partners, and visitors. We firmly believe that every individual deserves to work in an environment where their well-being is protected and where potential risks are mitigated.



## Health & Safety

- Health and safety training for all employees and workers
- Conduct fire and safety week for all franchisees
- Prioritize mental well-being of our employees and workers

**ZERO**

Workplace  
fatality

We are committed to upholding human rights aligned with national and international regulations as applicable. Protecting and respecting human dignity is central to our everyday business operations.



## Human Rights

- Human rights training to all employees and workers.
- No child and forced labour
- Non-discrimination and equal opportunity to all
- Robust grievance mechanism for any kind of violations

# Inclusive Growth

At our core, we are dedicated to conducting business responsibly, acknowledging the significance of social and economic development concerns. We actively contribute to the national and local sustainable development agenda, striving for inclusive growth. By strengthening our communities, supporting local suppliers, and fostering innovations, we address various environmental and social needs to create a positive impact.



[BRSR Policy](#)



[CSR Policy](#)

## Responsible Supplier

We proactively contribute to the socio-economic development of local communities by giving priority to local suppliers for both goods and services.

- Emphasizes sourcing raw materials and finished products from local suppliers
- Training and skill development programs for jobbers on key aspects like safety, labour practices and sustainability.
- Dedicated digital portal for jobbers
- Extended employment opportunities to local artisans and embroidery workers across the nation

47%

MSME procurement (2024-25)

## Community Welfare

The Company is dedicated to creating positive impacts in the lives of underprivileged and economically challenged individuals. Guided by its CSR philosophy and policy, the company undertakes several initiatives in the fields of healthcare, education, and the overall well-being of people in vulnerable sections of society

Health

Education

Sustainable Livelihood



Nos. of lives impacted (2024-25): 1,1800



*GOVERNANCE*



# ***Data privacy, digitization & innovation***

## **Data Privacy**

We have an internal Data Protection Policy which aims to ensure that our sensitive data is protected against unauthorized access, use, disclosure, disruption, modification, or destruction

## **Digitization**

Embracing the power of digitization, we are revolutionizing the way we conduct business. By leveraging cutting-edge technologies, we streamline processes, making them faster, more efficient, and readily accessible for our valued customers

- Software-enabled warehouse inventory management system
- Cloud-based Data Platform capabilities for accessing high-quality data for accurate analysis from secured and compliant data source
- Adoption of On-demand Video Shopping capabilities to connect customers and stores and improve shopping experience
- Adoption of 3D e-commerce to improve online customer experience.
- Implementation of Data Resiliency Solution to enable near real-time backup of all the company's vital data
- Implementation of Centralized Infrastructure Management Solution enabling continuous monitoring of all Servers / Switches / Applications and pushing timely alerts of any anomalies.
- Digital tool for comprehensive management of legal & regulatory compliances
- Digital portal for suppliersDedicated 24\*7 digital customer support
- Digital invoicing system at stores
- Dedicated mobile application for customers

# *Data privacy, digitization & innovation*

At Vedant Fashions Limited, innovation is ingrained in our DNA. . We constantly push the boundaries of creativity and technology to deliver fashion that sets trends and creates a unique style statement.

We utilize system-driven processes, including data analysis, market surveys, and feedback from artisans and vendors, to create a comprehensive analysis of current fashion trends and customer preferences. Additionally, we conduct sell-through analyses on our popular items, aiming to consistently introduce similar designs to our product basket.



Our design team play a crucial role to introduce a portfolio of multiple colors across our brands. Each colour is thoughtfully chosen to evoke the right celebratory mood and emotion for our customers. Our experienced artists and designers follow colour theory that evolve over the years, creating outfits that put together create appealing apparels.





# THANK YOU

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