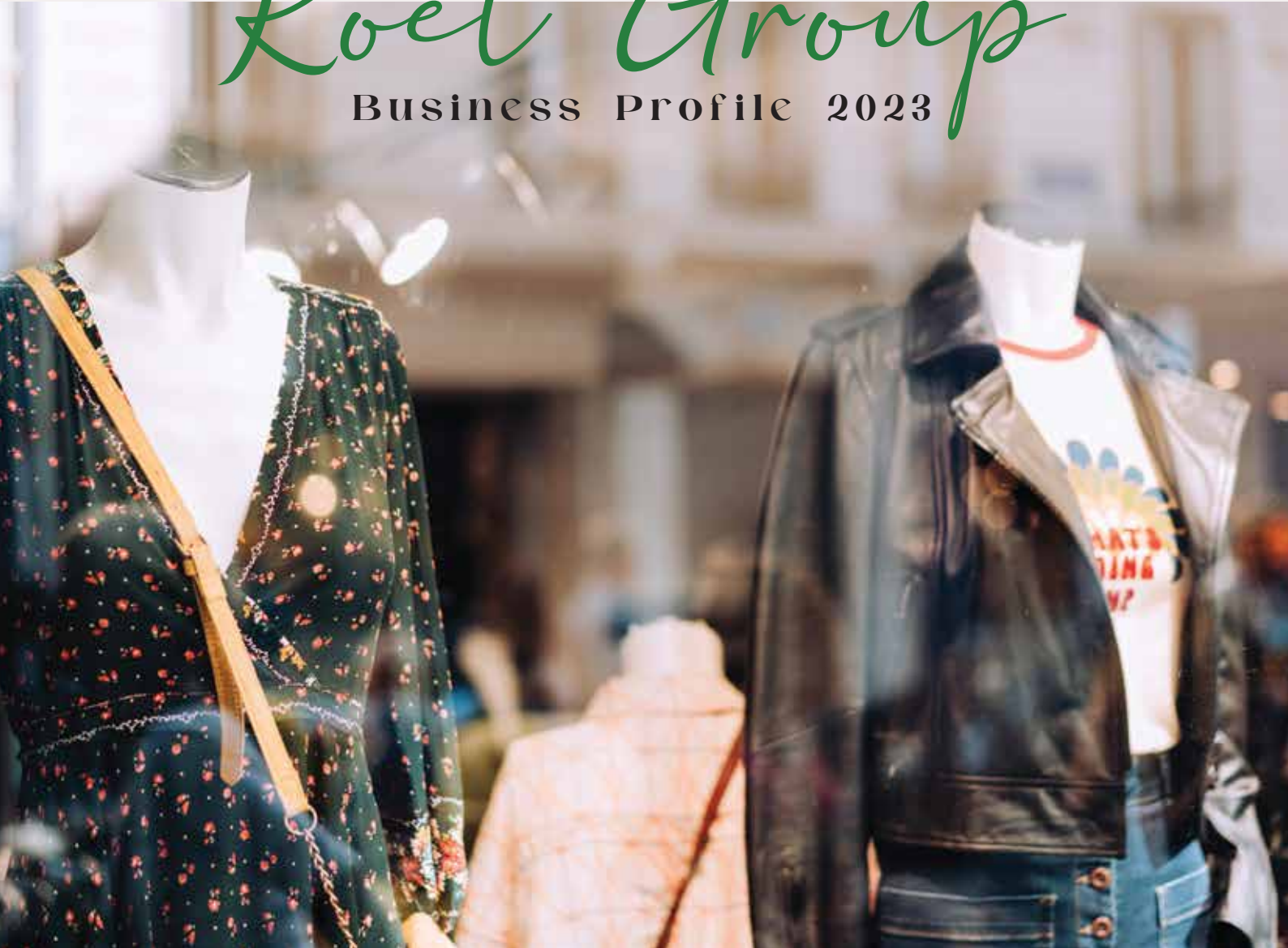


KOEL Group

Fiber to Fabric. Style to Smile

Koel Group

Business Profile 2023



About Us

WHO WE ARE

OUR CAPABILITY

OUR SOCIAL AND ECOLOGICAL RESPONSIBILITIES



WHO WE ARE

Koel Modish Apparels, a distinguished garment Buying house in Dhaka, Bangladesh

Offers a range of services, including procurement, quality control, and marketing. With a strong, knowledgeable team, we provide cost-effective apparel solutions, prioritizing integrity and customer respect. Our expertise ensures top-notch products and on-time delivery for both domestic and international clients.



OUR CAPABILITIES



OUR SOCIAL AND ECOLOGICAL RESPONSIBILITIES

Koel Group steadfastly upholds ethical values and prioritizes the well-being of its employees, communities, and the environment. We are dedicated to fostering inclusive growth and sustainable development, aiming to enhance the living standards of both our employees and marginalized sections of society.

Recognizing the pivotal role of corporate social responsibility (CSR) in shaping a better future, we have established a dedicated department within our company, overseen by CSR experts, to formulate and implement policies. Annually, we allocate a portion of our net profits toward corporate governance, labor rights, workplace safety, equal treatment, community development, and environmental management.

Our CSR initiatives encompass various areas, including education, environmental conservation, community development, healthcare, and philanthropic efforts such as "Project Joy of Giving." We emphasize employee volunteerism and actively engage in activities aligned with our core principles. Our ultimate aim is to create a positive impact by uplifting communities, and ensuring a sustainable, fair, and flourishing global society. The Koel Group's CSR endeavors underscore our unwavering commitment to ethical corporate practices and societal well-being.



Our Philosophy

VISION AND MISSION

VALUES

WHY US / WHY CHOOSE KOEL MODISH APPAREL?

WE DO THINK DIFFERENTLY AND PROACTIVELY





OUR VISION

We aim to expand our operations into diverse sectors, embracing inclusive growth and sustainable development.

Our unwavering commitment is to provide customer satisfaction by producing top-quality goods in an environmentally responsible manner while prioritizing the safety and well-being of our workforce.

OUR MISSION

Our goal is to establish a renowned brand celebrated for its distinctive products and unwavering commitment to exceptional quality. We strive to attain exceptional growth by consistently satisfying the evolving demands and challenges of the twenty-first century, benefiting our consumers, buyers, and partners.



OUR CORE VALUES

In our professional environment, we foster a culture built on trust, respect, and empathy. We believe in the power of competency through continuous learning and training, enabling us to excel in our roles.

Our commitment to teamwork and open communication is unwavering, as we value each other's contributions and demonstrate loyalty to our shared goals. We take responsibility seriously, ensuring that care and consideration are at the forefront of our actions, leading to a harmonious and successful work environment.

WHY US / WHY CHOOSE KOEL MODISH APPAREL?

Koel Modish Apparels stands out for its commitment to exceptional service, offering:

- A dedicated key account manager for each customer, ensuring round-the-clock production oversight.
 - A cutting-edge sample room for swift deliveries.
 - A robust logistics department capable of doorstep deliveries.
 - A team with a presence in Europe and the US, delivering local support at every ordering stage.
 - Options for fully-factored garment financing and flexible credit terms.
- Furthermore, our commitment to excellence allows us to offer complete control and flexibility throughout the manufacturing process.



WE DO THINK DIFFERENTLY AND PROACTIVELY

We act and decide through the customer's eyes

VENDOR KPI

Our commitment revolves around compliance, prompt delivery, and a pursuit of excellence.

SUSTAINABLE BUSINESS RELATIONSHIP

We prioritize enduring, mutually profitable business partnerships rooted in transparent and ethical trade practices.

EMPLOYEE ENGAGEMENT

Our team is our most valuable asset, and we invest in each other's growth to strengthen our collective unit.

MARKET TREND ANALYSIS

We meticulously analyze fabric, color, and fashion market trends through active participation in trade shows and consultation with trend forecasting experts.

PRICE COMPETITIVENESS ANALYSIS

To ensure competitive pricing, we assess the product, production efficiency, and product reengineering.



Our Products

WEAVING

KNITTING

PRINTING

SWEATER

JACKET



ABOUT OUR PRODUCTS

Throughout its journey, Koel Modish Apparels has crafted a diverse range of fundamental products, including polo shirts, sweatshirts, and ladies' and kids' wear, among others. Today, Koel Modish Apparels has evolved into a specialist in knitwear, staying abreast of the latest market trends.

Our capabilities have expanded beyond conventional yarns like Cotton, Polyester, CVC, PC, etc., to include Organic, Rayon, Modal, Pima, and Fairtrade yarns. Our extensive infrastructure enables us to manufacture a wide array of knitwear products for men, women, and children, with a focus on value-added offerings like Peach-Finished, Pigment-Piece-Dyed, Heavy Enzyme-Washed, Bamboo-Charcoal, and Eco-Friendly products. Currently, we are directing our efforts toward Knit-Denim products, poised to make a significant impact in the fashion market.



WEAVING

The weaving industry plays a crucial role in the textile manufacturing process by interlacing yarns to create raw fabric. It serves as a vital link in the textile production chain.



In its quest to build a robust textile manufacturing presence in Bangladesh, Koel Modish Apparels has established and nurtured weaving industries, thus solidifying its position as the largest weaving industry in the country.

KNITTING

The knitting process converts yarn into knitted fabric, known for its superior flexibility and ease of assembly into smaller components.



Fabric versatility is key to success in textiles. At Koel Group, our advanced facility with 200 circular-knit and 75 flat-knit machines enables us to produce a wide range of fabrics, from Single Jersey to Jacquard designs. We're committed to leading in diversified quality using cutting-edge technology.

PRINTING

Printing entails applying Eyes - freezing designs to high-quality finished fabric. We utilize modern printing machines, with the material predominantly comprising natural fibers, ensuring exceptional results.



Koel Modish Apparels is dedicated to innovation, aspiring to become Bangladesh's largest integrated textile industry, aligning with our vision. Our printing facility boasts cutting-edge machinery, operated by design and production experts, ensuring the highest quality for our consumers. We utilize two types of machines for printed fabrics: flat print for bedsheets and rotary print for fashion fabrics.

SWEATER

We offer a wide range of sweaters for men, women, boys, ladies, and children of all ages.



Koel Modish Apparels is dedicated to innovation, aspiring to become Bangladesh's largest integrated textile industry, aligning with our vision. Our sweater factory, operated by design and production experts, ensuring the highest quality for our consumers.

JACKET

We offer a diverse range of sweaters catering to men, women, boys, ladies, and children of all ages.



Koel Modish Apparels is dedicated to innovation, aspiring to become Bangladesh's largest integrated textile industry, aligning with our vision. Our Jacket factory, operated by design and production experts, ensuring the highest quality for our consumers.

Our Techniques

OUR WORK HIERARCHY

WE WOULD LIKE TO OFFER

CAPACITY

DESIGN & DEVELOPMENT

QUALITY CONTROL & ASSURANCE

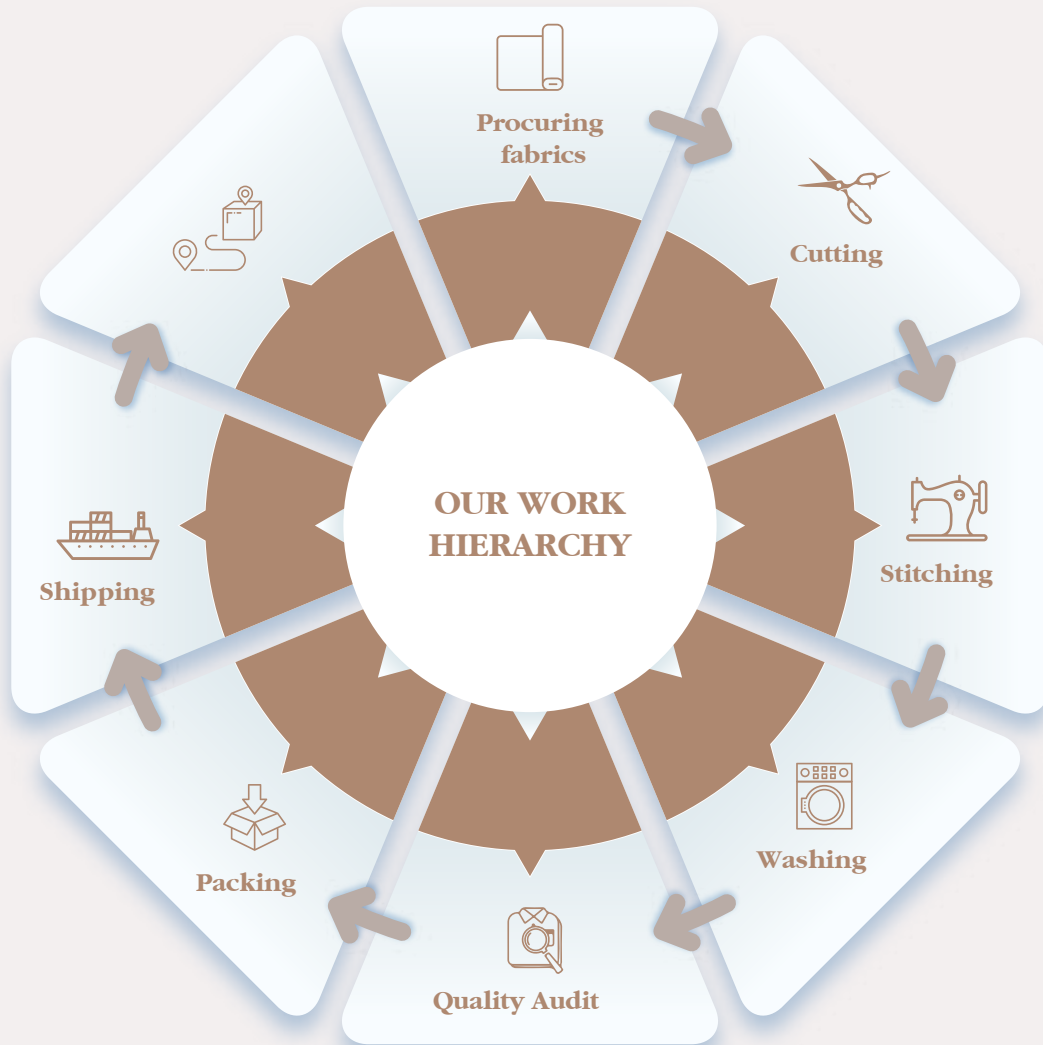
WORK PLACE ENVIRONMENT

SAFETY & INTEGRITY

GREEN AND RESPONSIBLE



OUR WORK HIERARCHY



WE WOULD LIKE TO OFFER

- Sourcing premium value-added products.
- Establishing an integrated supply chain.
- Prioritizing fair trade practices for mutual benefit.
- Results-oriented team.
- Ensuring product necessity and quality.
- Offering unbeatable prices for on-trend fashion.
- Consistently on-time product delivery.
- Aggressive information acquisition.
- Identifying optimal sources for cost-effective fabrics and accessories.
- Selecting top-notch factories for garment production, with a capacity management system.
- Demonstrating deep product expertise.
- Employing a capable, young team of merchandisers under direct management oversight.
- Proficient quality control staff.
- Aware of both physical and chemical limitations.
- Regularly updating market data and monitoring competitors' activities.



CAPACITY

Koel Modish Apparels continually stretches its capacity boundaries, now adept at handling large-volume orders effortlessly. As a vertically integrated manufacturer, we've progressed from knitting, dyeing, and finishing to mass-scale garment production. Our ongoing expansion of manufacturing capacity allows us to fulfill clients' volume orders with shorter lead times.

DESIGN & DEVELOPMENT

Koel Modish Apparels adeptly navigates the ever-changing fashion landscape, tailoring products to suit the preferences of trend-conscious consumers. This agility positions us ahead of our textile manufacturing peers. We've transformed our Sample Division into a comprehensive Design & Development Unit, led by a foreign expert. This unit creates seasonal collections in line with the latest market trends. Our dedicated R&D team continually explores new fabric and product possibilities, bolstering our Design and Development efforts and enhancing client relationships.



QUALITY CONTROL & ASSURANCE

Over the course of a decade, Koel Modish Apparels has honed its Quality Control System, implementing meticulous checks for seamless production. The seasoned Quality Assurance (QA) team extends its oversight to the procurement of raw materials and machinery. Through ongoing refinement, our system now boasts an industry-leading rework and repair rate. Equipped with cutting-edge Quality Control tools, we've instilled a culture of quality consciousness within our workforce. With a steadfast commitment to quality regulations, we consistently meet clients' stringent AQL requirements. The Koel Modish Apparels QA team leaves no room for error, ensuring superior product quality and ultimate client satisfaction. Our success lies in the satisfaction of our clients.



WORK PLACE ENVIRONMENT

As a responsible apparel producer, Koel Modish Apparels maintains a work environment that exceeds legal requirements. We have continually upgraded our facilities, incorporating cutting-edge technologies such as bus bars for electrical fittings, overhead mirror reflectors for lighting, and forced duct ventilation. Our aim is to not only meet but surpass local regulations, aligning with global standards to uphold our clients' reputations and sourcing principles. Well-defined emergency routes and exits, smoke and fire detectors, and thoughtfully designed layouts ensure a safe workplace. ISO-mandated instructions and warning signs, in the local language (Bangla), are prominently displayed. Additionally, safety measures like the use of metal gloves during fabric cutting and needle guards during sewing significantly reduce work-related accidents at Koel Modish Apparels. Beyond safety, our workplace fosters a supportive environment for all, where managerial staff and workers collaborate in mutual respect. We actively empower women through recruitment and assertive programs that promote their advancement to higher positions.



SAFETY & INTEGRITY

Koel Modish Apparels is dedicated to ethical business practices, viewing compliance as an ongoing process. We go above and beyond local regulations to align with ILO conventions concerning employment practices and safety. Our Compliance Management Team meticulously oversees activities throughout the organization. In the interest of worker safety, we've enhanced workplace conditions, installed clear warning signs in the local language, mandated safety equipment use, and conducted awareness campaigns among our workforce. The workplace features well-marked emergency exits and equipment. Going beyond legal minimums, we provide a living wage and establish welfare facilities, including a well-appointed canteen, safe drinking water, and hygienic lavatories for worker comfort. We also offer medical care, daycare, and transportation. Koel Modish Apparels vehemently opposes forced labor, child labor, racism, discrimination, and worker exploitation, actively discouraging such misconduct. Our hiring is solely based on qualifications.



GREEN AND RESPONSIBLE

Koel Modish Apparels is deeply committed to environmental responsibility, firmly believing that success should not come at the expense of the planet. We actively contribute to pollution prevention, energy conservation, and sustainable raw material usage through innovative practices. Our efforts focus on minimizing energy consumption and reducing greenhouse gas emissions. We've improved store designs, enforced waste recycling, and adopted double-sided copy machines. All our dyes and chemicals are environmentally friendly, and we've established an ETP to enhance the local environment.

For over a decade, our charitable arm has spearheaded community involvement, donating to orphanages, and safe homes for girls, and assisting flood and tsunami victims. We strictly adhere to ILO regulations, actively supporting the eradication of child labor. We've also promoted the "green and responsible" concept among our partners, recognizing that our greatest asset, our workforce of over 800 skilled employees, can drive social and environmental change through their talents and passion for volunteering. In appreciation, we arrange worker recreation programs and annual festivities to express our gratitude.



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**Want to know more?
Read all about our social, ecological and
corporate responsibilities on
www.koelgroupbd.com**



Connect with Us

**KOEL MODISH APPARELS
100% Export-Oriented Garments Buying Agency.**

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