
THE ZINNIA INDIA
ORIGINALITY, ENGINEERED FOR SCALE.
DESIGN WITH INTELLIGENCE. DELIVER WITH DISCIPLINE.
SINCE 2005

THE ZINNIA INDIA AT A GLANCE



40+
MARKETS

600+
ORIGINAL PRINTS EACH SEASON

100,000
SQ FT
PRODUCTION INFRASTRUCTURE

300+
JUKI MACHINES

150+
TEAM MEMBERS

10,000+
STYLE REFERENCES

RECOGNISED FOR EXPORT EXCELLENCE

GOVERNMENT-RECOGNISED STAR EXPORT HOUSE

3-TIME

GOVERNMENT OF INDIA TOP EXPORT AWARD

A record built through sustained exports, product quality and dependable execution.





WE DESIGN WITH THE MARKET IN MIND.

Every collection begins with the buyer's customer, price point and purpose. We develop the print, fabric and silhouette together, then refine the product until it is ready for production.



DESIGN-LED. BUILT TO DELIVER.

Established in 2005, The Zinnia India develops and manufactures garments, scarves, bags and fashion accessories for buyers in more than 40 countries.

ORIGINAL DEVELOPMENT · SCALABLE PRODUCTION · DISCIPLINED QUALITY CONTROL



BUILT OVER TWO DECADES

2005 — TODAY

Since 2005, we have grown by staying close to the product and accountable for the outcome.

Buyers work directly with a team that understands design, production and the commercial realities of repeat programmes.



10,000+ ORIGINAL STYLE LIBRARY

An archive built across garments, scarves, bags and accessories.

Buyers can begin with a mood, a print, a silhouette—or a proven starting point that we develop for their market.




600+
ORIGINAL PRINTS
EACH SEASON
Our print team works from forecasts for the next two years, then refines each direction for the buyer's market.
COLOUR · MOTIF · PRODUCT

DESIGN & PRODUCT DEVELOPMENT

THE CREATIVE ENGINE

PRINT. PRODUCT. POINT OF VIEW.

Every programme starts with
a clear design direction.

COMPANY LEADERSHIP

Design decisions stay close to the people who make them.

VIRAT KOOMAR

Partner, Business Leader &
Fashion Designer — NIFT Delhi| MBA

MEENAKSHI SINGH

Partner & Fashion Designer

ZINNIA SINGH

Fashion Designer — NIFT Delhi

ADVIIK SINGH VIRAT

Management and Strategy
Cornell University &
University of Cambridge

NIFT DELHI

TRAINED IN DESIGN. GROUNDED IN PRODUCTION.

Virat Koomar and Zinnia Singh bring formal fashion training from NIFT Delhi into the studio. Their work connects print, fabric, silhouette and production.



A BUYER BRIEF BECOMES A COLLECTION

1. READ THE MARKET
2. RESEARCH
3. DEVELOP PRINT & SURFACE
4. SOURCE FABRIC & TRIMS
5. SAMPLE & REFINE
6. APPROVE FOR PRODUCTION

One coordinated development journey, with the buyer involved at every stage.



PRODUCT WORLD

ONE DESIGN LANGUAGE. MANY WAYS TO WEAR IT.

Across categories, print, proportion and finish are developed together—so every collection feels distinct, coherent and ready for market.





SCARVES & SHAWLS



RESORT & BEACHWEAR

DRESSES & DAYWEAR

BAGS & ACCESSORIES



SCARVES & SHAWLS



COLOUR, MOVEMENT, FINISH.

PRINTED • WOVEN • LIGHTWEIGHT • WINTER WEIGHTS

From airy cottons and silks to warmer wool blends, we develop scarves around the handle, drape and price point a buyer needs.

HEMS / TASSELS / FRINGES / WASHES



PAREOS & SARONGS

DESIGNED TO TRAVEL.

PAREOS • SARONGS • RESORT SCARVES

Generous proportions. Easy drape.
Prints that hold their impact from
beach to poolside.

LIGHTWEIGHT BASES / CLEAN HEMS / BUYER-LED DIMENSIONS



BEACHWEAR

MADE FOR DESTINATION RESORT.

TUNICS / THROW-ONS / CO-ORDS / BEACH DRESSES

Light, packable and easy to layer.
Each style is balanced for coverage,
movement and a strong retail story.



EASY SHAPES • CONSIDERED COVERAGE • PACKABLE FABRICS

KAFTANS, KIMONOS & COVER-UPS

PRINT. PROPORTION. FLOW.

KAFTANS / KIMONOS / TUNICS / COVER-UPS

Relaxed pieces become distinctive through considered scale, placement, trims and finishing.

FOR RESORT, BEACH AND EVERYDAY LAYERING



PRINTED DRESSES

COLOUR WITH A CLEAR SILHOUETTE.

DAY DRESSES / SHIRT DRESSES / TIERED STYLES / RELAXED SETS

Easy shapes, thoughtful details and print placement that works on the body—not only on paper.

PRINT • FIT • FINISH



LINEN COLLECTION

TEXTURE DOES THE TALKING.

PURE LINEN / LINEN BLENDS / WASHED FINISHES

Breathable fabrics, softened handles and easy shapes made for warm-weather wardrobes.

SHIRTS • DRESSES • TUNICS • TROUSERS



WHITE SUMMER

DETAIL, WITHOUT THE NOISE.

EMBROIDERY / LACE / EYELET / TEXTURED COTTONS

Tone-on-tone surfaces bring depth to easy resort pieces while keeping the collection light, fresh and wearable.

DRESSES • TOPS • TUNICS • COVER-UPS



DENIM, REWORKED

STRUCTURE WITH A SOFTER ATTITUDE.

PANELLED / EMBROIDERED / BELTED / SCULPTED

Considered seams, controlled volume and precise finishing turn everyday denim into a stronger fashion statement.

MIDI DRESSES • SHIRT DRESSES • TIERED STYLES • STATEMENT MINIS



TEXTILE TOTES & TRAVEL BAGS

USEFUL, WELL MADE, READY TO MOVE.

CANVAS TOTES / WEEKENDERS / BEACH BAGS / SHOPPERS

Proportion, reinforcement and handle comfort are considered from the start—not added at the end.

POCKETS • LININGS • CLOSURES • STRONG HANDLES



STRUCTURED BAGS & POUCHES

PRINT WITH PURPOSE.

HAND BAGS / POUCHES / COSMETIC BAGS / SMALL ACCESSORIES

Print placement, scale and construction are resolved together for products that feel distinctive and practical.

ZIP DETAILS • LININGS • COMPARTMENTS • TRIMS



WOVEN SCARVES

STRUCTURE, HANDLE, CHARACTER.

HANDLOOM / POWERLOOM / TEXTURED WEAVES

Yarn, weave and finishing are developed together to achieve the right weight, warmth and drape.

COTTON • WOOL • VISCOSE • BLENDS











CO-ORDINATED SEPARATES

BUILT TO MIX. EASY TO RANGE.

SHIRTS / TUNICS / TOPS / TROUSERS / CO-ORD SETS

Proportions are developed as a family,
so pieces can stand alone or work
together across a collection.

RELAXED FITS • CLEAN CONSTRUCTION • BUYER-LED DETAILS



MATERIAL INTELLIGENCE

THE RIGHT BASE CHANGES EVERYTHING.

COTTON / SILK / LINEN / WOOL / DENIM / VISCOSE / BLENDS

Each material is considered for handle, drape, durability and the product it needs to become.

LIGHTWEIGHT • WOVEN • WASHED • TEXTURED



100,000+ SQ. FT.

IN-HOUSE PRODUCTION INFRASTRUCTURE

IN-HOUSE: NOIDA + GREATER NOIDA

SPECIALISED PRODUCTION: VARANASI + JODHPUR

WEAVING NETWORK: BARABANKI / SURAT / ERODE / BHAGALPUR / LUDHIANA / AMRITSAR / TIRUPUR

Centralised execution is supported by specialised production partnerships across established Indian textile clusters.



CAPACITY FOR REPEAT PROGRAMMES

Our capacity is planned to support substantial and repeat programmes.

100,000
SCARVES / MONTH

50,000
GARMENTS / MONTH

100,000
BAGS / MONTH



SCREEN & BLOCK PRINTING

CRAFT, HELD TO A STANDARD.

SCREEN PRINTING / BLOCK PRINTING / COLOUR MATCHING

Repeat, placement and colour are checked before production, so expressive surfaces stay consistent across an order.

REGISTER • ALIGNMENT • DRYING • FINISHING







AARI, HAND & MACHINE EMBROIDERY



DETAIL WITH DISCIPLINE.

AARI / HAND EMBROIDERY / MACHINE EMBROIDERY / EMBELLISHMENT

Placement, stitch density and finish are reviewed against the approved sample before production moves forward.

THREAD • BEADS • SEQUINS • CUTDANA



300+ JUKI SINGLE-NEEDLE SEWING MACHINES

PRECISION AT PRODUCTION SCALE.

Straight seams, consistent topstitching and controlled assembly support garments, scarves and textile bags.



IN-HOUSE SEWING • SPECIALIST OPERATORS • INLINE QUALITY CHECKS

SCREEN, BLOCK & PROCESS EQUIPMENT



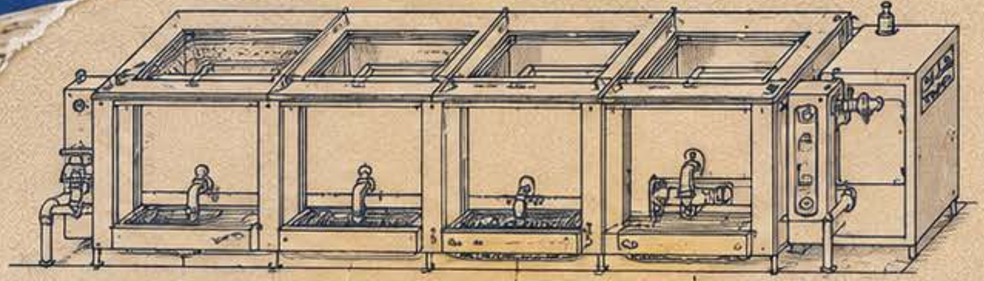


4 CHAMBER STANDARD MACHINE FROM LUCY ENGINEERING

SCREEN-PRINTING MACHINES FROM LUCY ENGINEERING

MORE THAN 100 METRES OF HAND-BLOCK PRINTING TABLES

Supported by specialised washing, drying,
hydro-extraction, pressing and calendaring equipment.



4 CHAMBER STANDARD MACHINE FROM LUCY ENGINEERING





REGISTER • ALIGNMENT • DRYING • FINISHING

DIGITAL PRINTING WITH KONICA MINOLTA NASSENGER 8

3,600 METRES / DAY

Approved artwork, colour standards and repeat settings are carried through to production with controlled shade and alignment.



COLOUR DEVELOPMENT • STRIKE-OFF APPROVAL • BULK PRINTING

FINISHING BUILDS THE HAND FEEL

- SPECIALISED WASHING AND DRYING EQUIPMENT FROM STEFAB
- HYDRO-EXTRACTION AND DRY-CLEANING FACILITIES FROM STEFAB
- HYDROCARBON MACHINE FROM STEFAB
- COMMERCIAL PRESSING AND CALENDARING FROM STEFAB AND THERMAX
- INDUSTRIAL-GRADE BOILERS FROM STEFAB — 600 KG + 300 KG

From wash to final press, each stage is selected to support the fabric, finish and approved product.



ONE BRIEF. ONE ACCOUNTABLE PATH.

BUYER BRIEF → SAMPLING → REVISIONS → APPROVALS → BULK PRODUCTION → SHIPMENT

















Bulk production begins only after the product is approved.

The approved sample, specification and colour standards remain the reference through production, quality checks, packing and dispatch.

QUALITY IS CHECKED WHILE THE ORDER IS BEING MADE



BEFORE PRODUCTION

Fabric, shade and trim verification

Shrinkage and colour-performance checks

Approved sample and specification review

Pre-production meeting

DURING PRODUCTION

Cutting and bundle checks

Inline workmanship and measurement control

Print, embroidery and colour verification

BEFORE SHIPMENT

Final workmanship and packing verification

Carton and marking checks

Buyer or third-party inspection support

Shipment release after approval

3-TIME GOVERNMENT OF INDIA TOP EXPORT AWARD





GOVERNMENT-RECOGNIZED STAR EXPORT HOUSE

SEDEX 4-PILLAR COMPLIANT OPERATIONS

REACH-COMPLIANT OPERATIONS

OPEN TO COMPLETING ANY ADDITIONAL COMPLIANCE REQUIRED BY THE BUYER

EXPORT COUNCILS

EPCH	— EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
AEPC	— APPAREL EXPORT PROMOTION COUNCIL
HEPC	— HANDLOOM EXPORT PROMOTION COUNCIL
ISEPC	— INDIAN SILK EXPORT PROMOTION COUNCIL
GEMA	— GARMENT EXPORT PROMOTION COUNCIL

COMMERCIAL CLARITY

SCARVES MOQ

300

PIECES / COLOUR / STYLE

GARMENTS MOQ

200–300

PIECES / COLOUR / STYLE

BAGS MOQ

200–300

PIECES / COLOUR / STYLE

LEAD TIME

75–120

DAYS AFTER COMPLETE ORDER CONFIRMATION

We support private-label development, transparent follow-up and repeat programmes.

Commercial terms are agreed before each programme.

LET US DEVELOP OUR BUSINESS RELATIONSHIP

TO GROW TOGETHER

VIRAT KOOMAR

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