



ठडहवर्ीं

Essence Of Nature

Business Proposal and Press Kit

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An organic fabric supply company founded in a small village in Erode, Tamil Nadu, in India's south.

Oshadi, pronounced Aw-sh-di, literally means "medicinal plant," also spelt oshadhi, from Osha, which means "light-bearing"; it refers to plant life. With all of these implications in mind, we envisioned Oshadi as the essence of nature. A symbol of the fashion industry's recovery.



Problem Statement

- 1 Low Marketing Strategy
- 2 Unfunctionable Website
- 3 No Promotional Activities
- 4 Brand Partnerships
- 5 Customer Awareness

Solution

Unique campaigns & collaborations with global brands

Focus more on promotions through digital marketing

Target more audiences through influencer marketing

Improve the website to educate customers & broaden the community.

Our Business Model

We sell organic and sustainable fabrics made by talented skilled artisans

Our business begins with the blessings of our craftsmen and ends with the smiles we see on their faces. While profit and loss are only a byproduct of the process, our goal is to create a brand that respects its customers and offers and receives equal respect from its employees.



oshadi

Our mission is to create a transparent supply chain that promotes worker well-being by employing traditional skills and sustainable resources to create sustainable cloth.



We aim to make a difference with our sustainable pieces.

Value Proposition

To make fashion that honours the hands of its makers and nurtures the lands where it is grown.



Marketing Mix

Product

Oshadi's products are distinctive in that they are manufactured from organic horticulture and natural dyes. These textiles are subsequently sent to other firms for the purpose of designing silhouettes in accordance with their brand look. They typically produce fabric for western, modern, and contemporary brands.

Place

The fabrics of Oshadi are grown in Erode, a village in Tamil Nadu. The fabrics are then sewn and weaved there before being dyed in Jaipur. Oshadi has established a community in various Indian villages. Before reaching the brand, the cloth travels to many locations based on brand specifications.

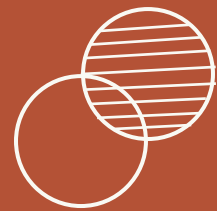
Promotion

Oshadi's website and social media handle to promote the full fabric-making process. Every step of the process is encouraged, from who picks the cotton to who spins it to who cuts and sews the finished product. Following the delivery of the fabric to the brand, the finished garment is advertised with appropriate credit on their website and social media page.

Price

The price at which Oshadi offers its materials varies depending on what the brands want from them. The price at which Oshadi offers its fabrics is determined by the type of material details and quantity required. Given the fact that they are a brand with a transparent supply chain, they do not cut corners on the salary they pay their employees. As a result, their items are likely to be more expensive.

Marketing Opportunities



Transparency

Transparency, according to Carry Somers, is when corporations know and reveal openly #WhoMadeMyClothes – from who sewed them to who coloured the cloth and who cultivated the cotton under what surroundings and ecological effects. Fashion firms have been compelled to gather and disclose information regarding their supply chains. Supply chain transparency and improved relationships are essential to solving complex issues on the path to transparency. According to McKinsey and Business of Fashion, 52 per cent of millennials usually investigate information prior to purchasing. Transparency is a narrative tool that helps brands develop and regain trust with their audiences. It's a win-win situation!

Marketing Opportunities



Global Collaborations

According to the A/W 23/24 report from WGSN, in this era of conscious innovation, designers will collaborate with other professionals, polishing their brilliance to create better and sharper products and services. This could be a powerful growth strategy for the brands involved. A joint venture between two or more independent parties adds new life to the brand's identity and image, giving the customer something to look forward to. This will also provide the brands with the freshness they require to remain relevant in their target market. Finding the proper fit in terms of values, competencies, and ambitions is critical for the brand to maintain its core values. It could also be an excellent method to begin a long-term relationship with the other collaborative brand.

Target Customers



Brands

Start-ups & existing



Personal Clients

18-40



Resellers

Sustainable brands

SWOT Analysis

Strengths

100% traceable supply chain with the complete forefront of payment for workers. Locally produced fabric is outsourced to brands for their sustainable collection line.

Opportunities

Has the potential to be internationally partnered with big brands that require Oshadi as their soul supplier.

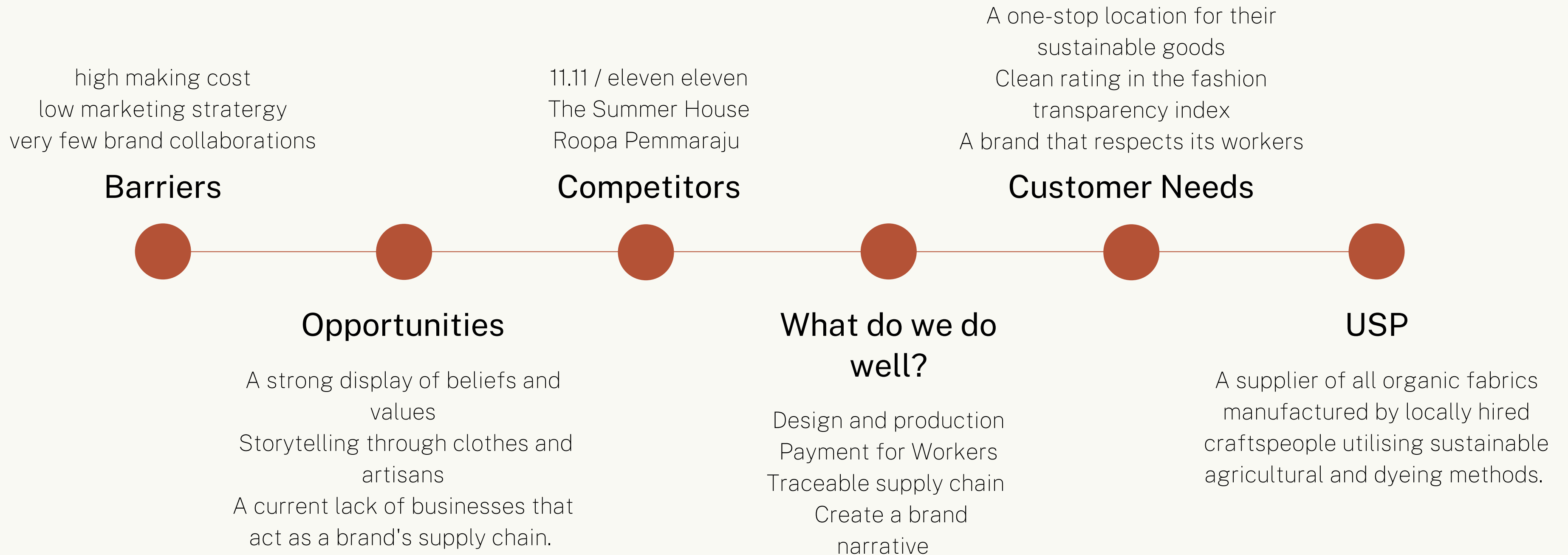
Weakness

Weak marketing tactics to promote the brand's principles and values. Lack of brand collaboration campaign promotions.

Threats

Slow growth in the industry may cause competing brands to reach out before they do, resulting in the loss of significant clientele.

Business Landscape



Investment Areas

01 Production

03 Distribution

02 Man Power

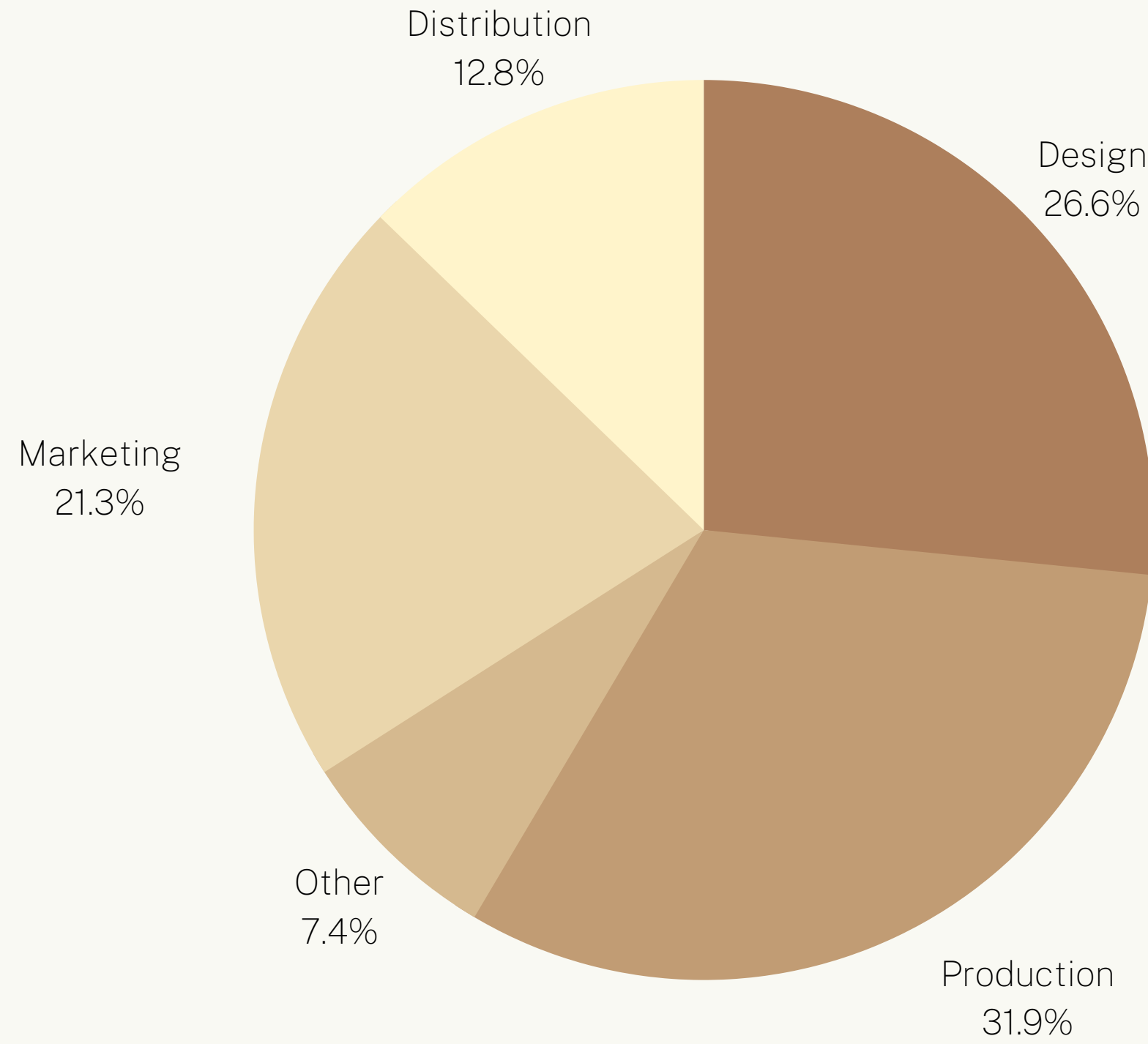
04 Marketing



Funding Requirements

Where the investment goes

Key areas of focus



Promotion Strategy



Content Marketing

Content Marketing -Website Engagement, Infographics, Videos and Internal Brand Transparency.

Social Media Marketing

Ads, promotions, Live streams, chats and polls, follow a consistent aesthetic.

Influencer Marketing

Brand promotions, Higher engagement, Campaign goals, Reviews and collaborations, and different creative touches.

Collaborations

Target larger audience, Creative Storytelling, Marketing message, Deepens brands core value, Long term brand relationship.

Our products

Feel calm and confident with a private screen to read your script and notes, view a timer, and know your upcoming slides.

LOOKBOOK



“

Oshadi supports you in a way that is actually defying convention and envisioning a fashion era that can empower rather than destroy, renew rather than ruin, and embrace rather than exploit.

- NISHANT CHOPRA

WEBSITE

Get to know more about us

www.oshadi.co.in

A visual and narrative depiction of Oshadi's working as a brand. It is a way to attract more credible customers and build a stronger community.



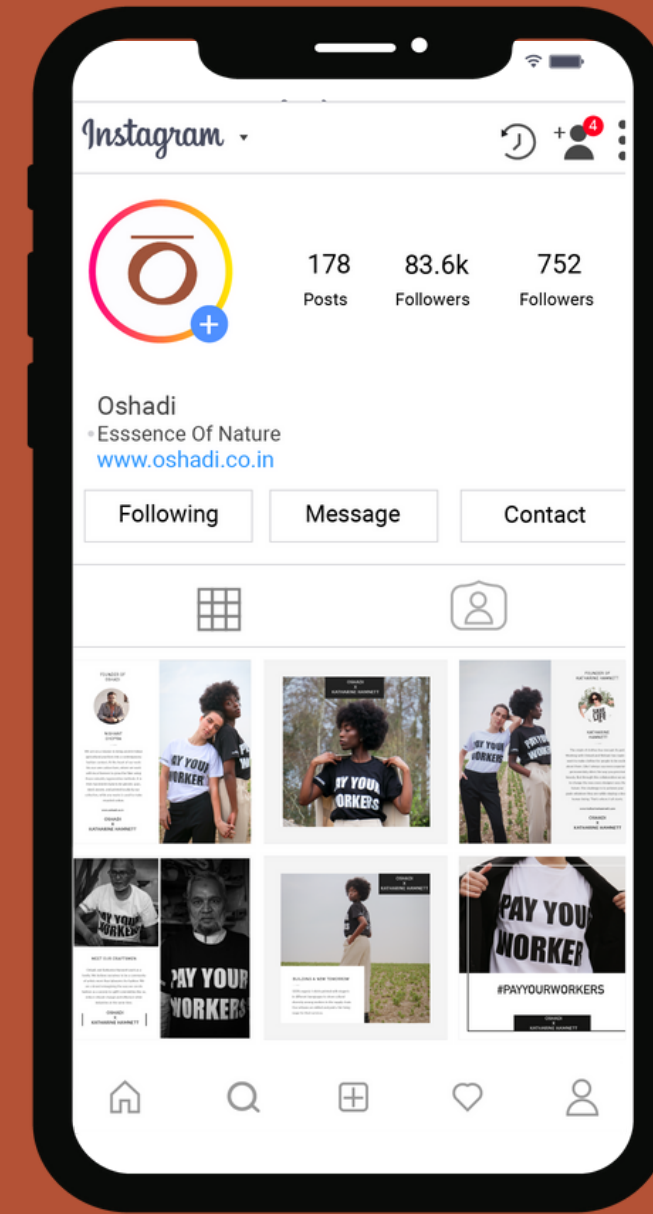
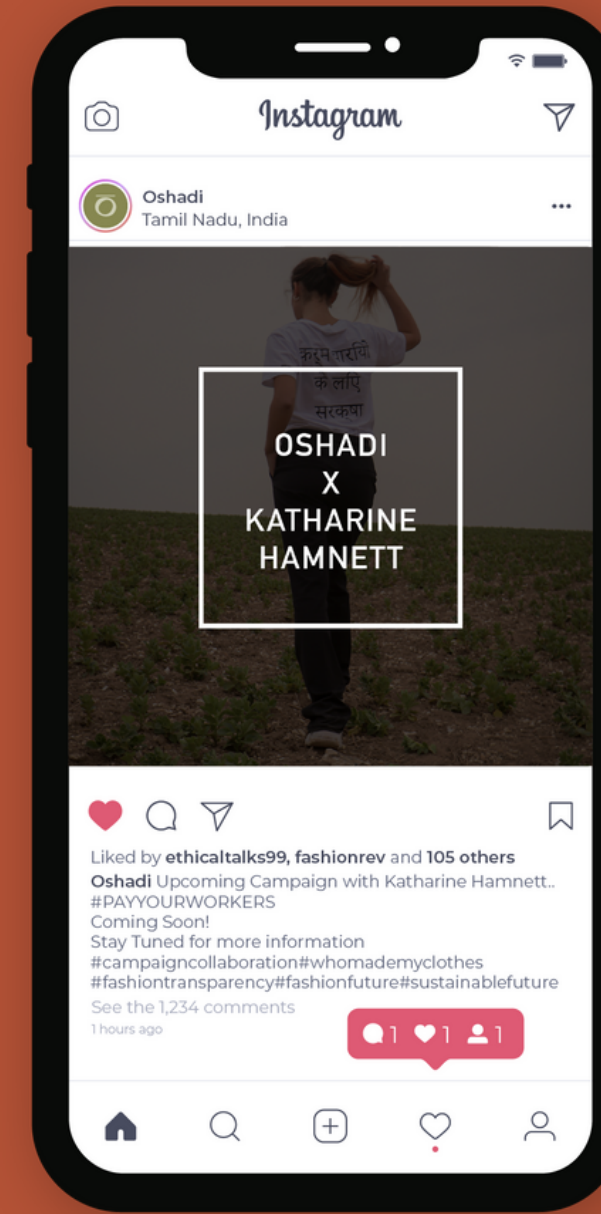
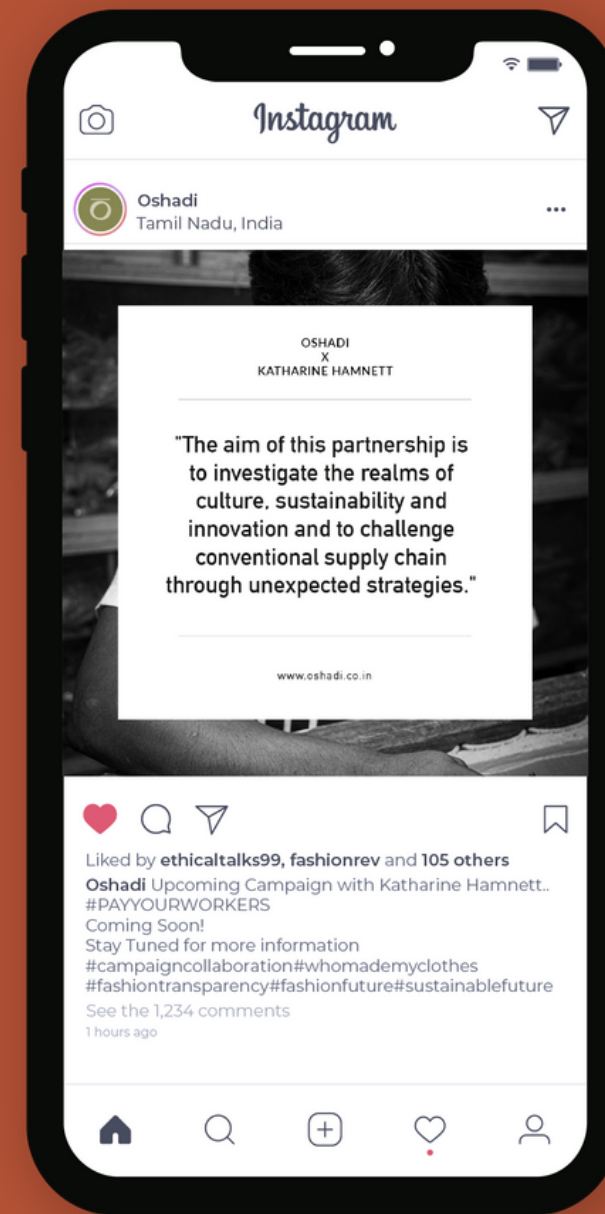
Campaigns & Collaborations

Oshadi x Katherine Hamnett

#PayYourWorkers



SOCIAL MEDIA MOCKUPS



Press Kit

#PayYourWorkers

[Press Release](#)

[Brand Profile](#)

[Spokesperson Profile](#)

[Campaign lookbook](#)

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