

LOVE FOR PRINTS LAID THE FOUNDATION FOR I.R. ACCESSORIES

“Fashion is not necessarily about labels. It’s not about brands. It’s about something else that comes from within you.”

■ Ralph Lauren

The machine has the capacity to print 2000 metres/day, but we use the machine for 8 hrs which gives us around 1000 metres of prints per day. We have 14 sampling machines and a total of 300 machines out of which 140 machines are dedicated to garments with a monthly production capacity of 50,000 pcs per month and three hundred thousand for scarves.

As one browses through the website of I.R. Accessories, these lines would demand your attention first since the quote describes the history of the company perfectly. Simple love for patterns and prints motivated a man to build up a whole business for textile printing, scarf manufacturing and garment manufacturing, which is a newly added feather to their crown.

I.R. Accessories, started in 2007, is based in Manesar, on the outskirts of Gurugram, Delhi NCR. Three running units in the factory ensure productivity, quality and quantity all under one roof. A highly efficient team of research and development, product designers,

sampling and best printing technology dedicated to ensure quality and packaging is the key that has unlocked success for this company.

I.R. Accessories being into the export market not only makes sure of the quality of the product, but also cares about its responsibility towards the environment. Thus an eco-friendly manufacturing process includes the best quality inks, pollution controlled production and disposal of industrial wastage handed over to a government authorised agency for further disposal.

In a one to one interview Rajesh Malhotra, Director of I.R. Accessories came up to unveil the secret behind his company’s success and a lot more.



Rajesh Malhotra, Director, I.R. Accessories

PS: Why Scarves?

Rajesh Malhotra: To be very honest, I never thought in that way, it wasn’t really a strategised decision. 90% of the industry is into garment manufacturing, I wanted to do something different, also there was a gut feeling that it will work for me, hence Scarves.

PS: Which markets do you cater to?

Rajesh Malhotra: We are into exports and cater to the European market. Some of our main clients are Debenhams, S Oliver, Street One, Esprit and many others.

PS: What type of technology are you using in your factory?

Rajesh Malhotra: We are using digital printing machines by Durst. The machines help us to include a wide range of colors; one can make a better color palette and it gives you vivid and accurate printing. We always wanted high-speed machines, so we opted for



this machine. Along with that the fact that as a machine it is very precisely designed, it is like investing in a Mercedes, it not only gives you great service, but looks good as well.

PS: What type of products you manufacture and in what fabrics?

Rajesh Malhotra: We use all sort of fabrics, like cotton, cotton blends and wool. Our range of products includes finest scarves, stoles, sarongs, pashminas and more. We have the experience and capacity to create unique, exquisite and customised blends of natural fabrics such as Silk, Cotton, Linen, Wool, Organic Cotton and other Luxury Fibres. Our products are Certified with GOTS (Global Organics Textiles Standard) and BCI.

PS: What is your production capacity?

Rajesh Malhotra: The machine has the capacity to print 2000 metres/day, but we use the machine for 8 hrs which gives us around 1000 metres of prints per day. We have 14 sampling machines and a total of 300 machines out of which 140 machines are dedicated to garments with a monthly production capacity of 50,000 pcs per month and three hundred thousand for scarves. We are constantly innovating and updating ourselves with changing technological trends to face global challenges and give our clients top quality and reliable products according to their specifications and requirements. Our manufacturing facility is 100% compliant to all local laws pertaining to health, safety and labour regulations. We are proud of the fact that we have 100% Compliance by SEDEX, BSCI, STR.

PS: What is your recent business development, do you plan to expand?

Rajesh Malhotra: My company has been into scarves and shawls for a long time; to keep up with the pace of market, we have just entered garment manufacturing and this segment is available exclusively for the Indian market in the name of IRALZO online. We are selling garment, printed kurtis and scarves on IRALZO.

PS: There are other competitive online portals like AJIO, ABOF and many more, what makes IRALZO stand out in the crowd?

Rajesh Malhotra: Being exporters, we think that we can't compromise on the quality of the fabric, we simply can't afford to use low quality fabric and we are following the same policy for our online portal. We are using best quality combed fabric.

PS: What are the reasons for your success ever since you started?

Rajesh Malhotra: Expansion in terms of technology, design and the newly added garment segment has triggered success for us.

PS: It has more than ten years since you came into the market, how do you think the market is growing?

Rajesh Malhotra: In the current situation let's not talk about growth, it's all about sustenance; government has made import lenient but export has become difficult so sustaining in the business is more important than earning profit. With more than three hundred thousand scarves manufactured every month, I.R. Accessories has made its mark in the export market and dreams big to capture the domestic market too.

