

Overview

Company Background

Our Company was originally incorporated as 'Bizotic Commercial Private Limited' as Private Limited Company under the provisions of Companies Act, 2013 vide Certificate of Incorporation dated December 29, 2016 bearing Corporate Identification Number U74999GJ2016PTC094934 issued by the Registrar of Companies, Ahmedabad. Subsequently, our Company was converted in to a Public Limited Company pursuant to a special resolution passed by our shareholders and consequently the name of our Company was changed to "Bizotic Commercial Limited" and a fresh certificate of incorporation was issued by the Registrar of Companies, Ahmedabad dated December 26, 2022.

Our journey so far

Our Company is led by our Promoter, Mrs. Sangita Aggarawala & Promoter & Managing Director, Mr. Sanjay Gupta, are in the field of garment since their teenage, as their family business is also in garment industry. Mrs. Sangita Aggarawala, married to a garment maker. In 2016, Mrs. Sangita Aggarawala along with her brother Mr. Sanjay Gupta had decide to start their own business rather continue in the family business in the garments industry only. In initial days of the Company, we were in business of trading of Fabric, based in Ahmedabad only. Within a year, we started manufacturing and trading of garments with the suggestion from one of our old business associate who has a strong potential in retail business in Rajasthan and it is also the birth/native place of our Promoters.

We are engaged into the business of manufacturing, designing and marketing of readymade garments offering diverse range of men's f Formal Wear, Casual Wear, Party Wear, Fit Wear, Sports Wear, Comfort Wear, Ethnic Wear, Winter Wear. We serve our customers through the channels of retail and e-commerce. Our garment manufacturing process includes cutting, stitching, sewing, finishing, inspection and packing. We outsource the entire garments manufacturing on job work basis from third party contractors from time to time and provides the technical specifications such as designs, pattern, quality, fabric etc. to them who, based on our specifications, procure the requisite raw materials at their own costs and begin the manufacturing process. The products delivered to us from third party contractors are completely finished and packaged to our warehouse/stores. However, we have not entered into Job work agreement.

We opened our first outlet in the Financial Year 2017-2018, on our own brand name "URBAN UNITED" in **Ajmer, Rajasthan**. From 2017 to 2020, we have opened approx. our 40 outlets on franchisee basis in Rajasthan only. Because of the adverse impact of Covid -19 Lock down, many of our Franchisee holders cannot sustained due to heavy rent charges of the stores. Almost 28 franchised stores on rented premises were closed in Covid-19 period.

As garments industry is one of the everlasting and all time in booming industry, we came with our own Showrooms/Stores in the 2021-22. All our showrooms are located at prime locations in different cities of Rajasthan and Bihar. Currently, we have 20 stores in different cities of Rajasthan and 1 in Bihar on ongoing business, out of which 17 stores are on franchisee basis and 4 stores are owned by Company, itself. Our owned 4 Stores are located at Jaipur, Jodhpur, Bhilwada and Chittorgarh, Rajasthan.

Our all products are sold under our brand name "URBAN UNITED" through our exclusive stores/outlet either by own or on franchisee. We have our own designers who develops new styles, fits, finishes to meet the latest fashion trends. In a season, the team works on over several designs, out of which a few are picked up to constitute the new season collection. Our Company's core competency lies in our understanding of our customer's buying preferences and behaviour across the Indian market.

With our Promoter having a collective experience of over 2 decades in the textile industry together with our qualified and experienced team, we have endeavoured to introduce new styles, fits, finishes and fabrics to our product range. We have a latest collection of Formal Wear, Casual Wear, Party Wear, Fit Wear, Sports Wear, Comfort Wear, Ethnic Wear, Winter Wear and Accessories. Urban United is kind of, one-stop destination for men's apparel collection. We are in the business of designing, branding and retailing apparel under the brand name of Urban United.

In Franchisee Model, we enter into agreement with the franchisee with varied date of commencement to sell our products at showroom as per the terms and conditions like showrooms must be on our brand name only and all the product in the showroom must be our brand product only. We receive one-time interest free refundable security deposit from franchisee which is refundable on the termination of the agreement. All the staff in must wear uniform of our Brand in all our showrooms. The design and space of the showroom is also decided by the Company person only. Our Franchisee Stores are working from morning 10:30 to evening 09:30 and our own stores are working from morning 10:30 to late evening 10:30 to 11:00.

We have entered into supply agreement with some of the e-commerce players very recently. Through these e-commerce websites, we have grown our business from Rajasthan to Pan India level. We ensure that all our products must trade on a similar price on e-commerce platform and from out showrooms, to ensure our customers trust in our prices and in our products.

OUR PRODUCTS:

At present, our Company is primarily involved in designing, branding and retailing men's apparels under the brand 'URBAN UNITED'. Our product line consists of:

- Casual Wear
- Formal Wear
- Club Wear
- Comfort Wear
- Winter Wear
- Ethnic Wear
- Party Wear
- Fit Wear
- Sports Wear
- Accessories

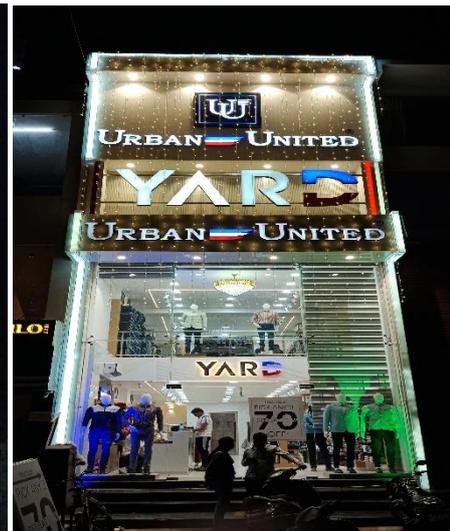




The variety that our Company offers ranges from premium casuals/ party wear, semi-premium office to semi premium casuals catering to the any age group starting from 20 year (approx.).

Some Photos of Our Showrooms:





Location:

Our stores are located in the following cities:

Our Own Showrooms: Jaipur, Jodhpur, Chittorgarh and Bhilwada

Our Franchisee Showrooms:

- Bikaner
- Kota
- Udaipur

Our Competitive Strength

Designing Capabilities

We have in-house teams of designers who with their design respond to current consumer preferences and anticipate future fashion trends. We believe designing is a critical element of garments and development of designs is one of our strength for selling proposition. Our design teams are supported by sophisticated computerized design systems including **CAD/CAM**. We plan to strengthen our capabilities in designing by continuously upgrading our design in terms of human resources.

Experienced Management Team

We are led by an experienced management team that has the expertise and vision to manage and grow our business and promote our sustainability goals. We believe that the knowledge and experience of our promoter, along with our management, and our team of dedicated personnel, provide us with a significant competitive advantage as we seek to grow our existing markets and enter new geographic and product markets.

We have qualified in-house teams who are responsible for different aspects of our business including to make the online portal customer friendly, to invite new stores and new designers on very attractive terms etc. We are able to add significant number segments and products on our portal. Our integrated structure also allows us to control our budget and maximize returns from the portal, including designers returns and operation and maintenance margins.

Established Marketing Setup and Diversified Customer Base

We have an efficient sales & marketing team. The marketing team consists of well experienced and knowledgeable people to develop maintain and increase relations with our customers. Our marketing team also plays an important role in the development of new products based on their study.

Distribution Network

We distribute our products through retail distributor's and multi-brand outlets in various parts of Rajasthan such as in Jaipur, Bikaner, Kota, Udaipur, Jodhpur. We sell our products through outlets which ultimately supply our goods to the end customers. Now, we have started selling our products through e-commerce platform also, where we can easily reach to pan India customers.

Quality Product

Our Company follows a strict policy of supplying quality products. We are specific about the quality of products and intensive care is taken to determine the standard of every material/ product dispatched from our units. Additionally, our Company also keeps itself abreast with the latest changes in technology.

Success through Franchising

We believe that franchising is the key of expansion for business. Franchise helps brand to gain foothold in unknown territories by bring in their understanding of local market conditions and business expertise. On the other hand, our Company can leverage the brand equity and share the fruits of the brand's success and grow in the market.

Our Business Strategy

Strengthening our brands

We intend to invest in developing and enhancing recognition of our brands, through brand building efforts, communication and promotional initiatives such as advertisements in print media, hoardings, organizing events, participation in industry events, public relations and investor relations efforts. We have entered into supply agreement with some of the leading Indian digital commerce platforms. to enhance the visibility of our brands and strengthen our recognition.

Expanding Geographic Reach

Currently, we have our Registered Office in Gujarat and our showrooms are located in Rajasthan. Our Company has also signed agreements to open stores in Punjab, and negotiations are going on in other states also and will continue exploring opportunities in various other parts of India where it can supply its products to enhance its geographic reach not only through e-commerce platform but also through our showrooms. This will be a strategy that our Company will adopt in the near and middle term.

Continued focus on innovative designs

We are into garmenting business, which requires creation of designs in terms of prevailing fashion. We have team of designers and other facilities to come out with designs, which make our garments more of a fashion product and thus proving better in terms of price realization. Our strategy is to further improvise on designs development. Presently, we are mainly into the development, manufacture and trader of men' wear. We intend to continue to be focused into men's wear and to add women's wear and Kid's wear.

Strengthening our presence through e-commerce platform

We have entered into supply agreement with some of the leading Indian digital commerce platforms to enhance the visibility of our brands and strengthen our recognition experience. We intend to develop the e-commerce and online retail business to provide us with additional channels of reaching out to our customers. We believe developing and expanding the online space may further attract the attention of our targeted customers which can be converted into footfalls in our stores/outlets.

Our Manufacturing Process:

We place orders for our raw material requirements, which comprise of finished fabric, accessories such as fasteners, buttons, labels, and other consumables. We purchase the finished fabric and other raw materials from variety of suppliers. On receipt of the fabric and raw materials, our quality assurance team conducts a pre-production inspection. On approval of the quality assurance team, our manufacturing facility commences production, which involves cutting, sewing, finishing, and ironing, etc. Each stage of production is monitored by our quality assurance team to ensure conformity with our quality, cost and delivery requirements. Cutting of the

fabric requires precision. To ensure minimum wastage, automated cutting tools are used for pattern grading and marker making. The stitching process comprises of different stitching machines, each for a specific purpose. We perform a range of finishing processes on our garments using specialized equipment including thread checking, ironing, steam pressing, collar pressing, accessories attachment and folding prior to packaging and delivery to customers.

INFRASTRUCTURE FACILITIES AND UTILITIES LIKE WATER, ELECTRICITY, ETC.

Registered Office

D-8 Samet Business Park, Nr. Khokra Circle, Khokra Ahmedabad - 380008, Gujarat, India

Owned Showrooms:

Sr. No.	Address of Showrooms
1	Shop No 49-50, Nagori Garden, Bhilwara, Rajasthan - 311001
2	Shop No. 8 Maharana Pratap Setu Marg, R A Colony, Krishna Colony, Chittorgarh, Rajasthan - 312001
3	675 A 11 th C Road, Opp. Hari Vedas Nr. Pizza Hut, Sardarpura, Jodhpur, Rajasthan - 342003
4	Triton G-20 Ground floor, Triton Mall, Nr. Chomu Puliya Bus Stand, Jhotwara, Jaipur, Rajasthan - 302012

Franchisee Showrooms

Sr. No.	Address of Showrooms
1	Bizotic Commercial Pvt Ltd, Near R K Fracture Hospital, Jaipur Road, Chomu, Rajasthan -303702
2	Ramdev Complex opp. Central Bank Anwarpur Chowk, Vaishali Hajipur Bihar - 844101
3	Bizotic Commercial Private Limited Plot No -137 Keshar nagar Muhana Road Sanganer Jaipur Rajasthan - 302029
4	Comfort Zone Shop No -9 & 10 RamsaPper Market, Podar Collage, Road, NavalGarh Sikar Jaipur Rajasthan: 302015
5	Sanjay Associates G17-18 Ground Floor Alankar Plaza Central S E Vidhyadhar Nagpur Jaipur Rajasthan - 302039
6	Maruti Sales Corporation Shop No. B-1, Shyam Plaza, Station Road, Shrimadhapur, Sikar, Rajasthan – 332715
7	Bizotic Commercial Private Limited Chandpole Gate Near Clock Tower Sikar Rajasthan- 332001
8	Laxmivenkaatesh Appareels Opp. Police Station Sumerpur, Pali Rajasthan: 306902
9	Roop Madhuban Building, Shop No 3,4 Opp Badola Hyundai, Shobhag Pura Circle, 100 Ft Road Udaipur Rajasthan, 313001,
10	Bizotic Commercial Private Limited Shop No.16, Ground Floor, City Center Mall Ashoknagar Main Road, Udaipur, Rajasthan, 313001
11	Bizotic Commercial Private Limited Urban United Ground Floor Road No.3 Near Peeru Singh Circle, Opp. Tetarawal Dharam Kanta Jhunjhunun, Rajasthan - 333001
12	N- Store Ground Floor Hotel Kailash Sarover Market, Station Road Barmer, Rajasthan Floor: City: Barmer State: Rajasthan PinCod: 344001
13	Plot No-4 Kamdhenu Circle Near Vardhman Polywood, Jaipur Road, Tonk, Rajasthan - 304001
14	Bizotic Commercial Pvt Ltd, G-1 Asha Sadan, Vimala Tower Infront of Multipurpos School Agra Bharatpur Road, Bharatpur Rajasthan - 321001
15	Madhuram Sales 1 Madhuram Mini Mall opp Allen Sangyan Bulding Kota, Rajasthan -324008
16	Dharam Shala Road, Near SBI ATM, Rajgir Nalanda, Bihar, Floor: City, Bathani, Bihar – 803116
17	Susheel Fashion, Hotel Highway Express National Highway NOB, Jaipur Dilhi Highway Shapur Behror Alwar State Rajasthan: 301701

Power

Our Company meets its power requirements in our office from the Torrent Power Ltd and the same is sufficient for our day-to-day functioning. All our Showrooms also have the power backup from the local authorities only,

which is sufficient for day to day functioning, we do not require extra power back up in our routine course of business.

Water

Our registered office has adequate water supply arrangements for human consumption purpose. The requirements are fully met at the existing premises.

Plant, Machinery, Technology, process Etc.

In our Company, for trading activities, we do not require any Plant, Machinery and Technology and for our manufacturing activity, we outsource the entire garments manufacturing on job work basis from third party contractors, hence requirement of Plant, Machinery and Technology is not applicable in our Company.

E-Commerce

We have entered into supply agreements for selling our products through some of the leading Indian digital commerce players. Pursuant to such agreements, we sell our products to them at a price which is fixed as per the terms and conditions of the respective agreements. We do not sell our products directly nor do we offer any discounts on such e-commerce platforms. Discounts, if any are offered by the such e-commerce platforms who purchase our products from us.

Collaborations, any Performance guarantee or assistance in marketing by the Collaborators

Our Company has not entered into any collaboration, or Performance guarantee or assistance for marketing with any Company.

Human Resources

Human resource is an asset to any industry, sourcing and managing. We believe that our employees are the key to the success of our business. We focus on hiring, retaining employees who are skilled and having a prior experience in our field.

Capacity and Capacity Utilization

Capacity and capacity utilization is not applicable to our Company since our business is not in the nature of a manufacturing concern with specified installed capacity.

Sales and Marketing Strategies

Our branding strategy focuses on the modern designs of our products in fashion trends and quality of products. Our marketing program includes advertising in print media, electronic advertising, hoardings, radio adds etc. We participate in the local cricket tournaments arranged in Rajasthan etc. We also seek to improve our web presence through some of the leading Indian digital e-commerce players. We sell our products through our retail stores/showrooms located at various places in Rajasthan. Our marketing team comprises of marketing professionals headed by our Promoter & Managing Director Mr. Sanjay Gupta. We communicate about our new collections, in-store promotions and end of season sales through customer relationship management programme.

Intellectual Property Rights

For further details of the trademarks registered in the name of our Company and the applications made for registration, please refer "Government and Other Approvals" on page 140 of this Draft Prospectus.

Competition

We face significant competition from both organised and unorganised players. Our focus on customer satisfaction through in-house designing capabilities combined with our quality consciousness provides us with for most of our products. We strive to reduce our cost of production and improve our product offerings, our advertising communications and our operating efficiencies, to remain competitive.

