

## **With 36 World Class Raymond Stores Pan India Primarc Group has Come a Long Way**

Under the Chairmanship and guidance of Mr. Nand Kishore Pansari, Primarc Group ventured first into retail in 1971. The expansion began in 2003 and in just a decade the company has succeeded in coming up with 36 Raymond franchisees with a current turnover of 70 crores.

The Raymond Shop, Poddar Court is the only national master franchisee for Raymond Group with a strong presence in Eastern India. It has also been the second highest wholesale channel partner for Raymond 18 years in a row. Other stores include Essence and Color Plus.

Primarc has also introduced the novel idea of coming up with Raymond Made-to-Measure store for the first time in Kolkata a unique service of premium clothing that allows customer to ensemble bringing together their own personal taste. There are currently two Made-to-Measure stores in Forum Courtyard, Elgin and another at Quest Mall which has opened recently. Primarc is on the verge on expansion, to come up with more number of stores in the country.

Raymond Poddar Court has yet again been awarded the no. 1 retail store Pan India, for 18 consecutive years. Adding yet more feathers to the cap, it has also bagged the first position in shirting in a Multi branded outlet and 2<sup>nd</sup> position in suiting in wholesale, across the country. The awards were presented by Gautam Hari Singhania, CMD, Raymond Group. Primarc Group Chairman Nand Kishore Pansari and Director Piyush Pansari were present to receive the awards.