



INDIA'S LEADING

Women's Innerwear, Loungewear, Activewear,
Maternity, Swimwear & Shapewear Brand



Brand Positioning

Clovia is the go-to solution-based lingerie, lounge & activewear brand for modern Indian women delivering a perfect blend of function, fashion and affordability.

Loved by 5 Million Women Already

Brand Voice: Joy & Happiness

- Lingerie advertising was limited to basics –comfort-cotton-fit by legacy brands thus limiting the growth of category.
- Women bought lesser pcs & didn't care about brands as long as the product is cotton and serves basic purpose
- ***Clovia made Lingerie 'Cool'*** triggering impulse purchases, fashion experiments and allowing the aspirations to play out while offering sizes, fits, comfort as basic hygiene



Target Audience

- Primary audience is **urban women** aged **25-40**
- A big **spill** in younger & older audience as well with **40% of customers from 18-24 and 40+ yrs**

Price Points

- Brand is positioned as **Mid-Premium** offering **Premium products @ mid-premium pricing**
- Product Range Price point varies from **Rs 199-2499**



2015

Clovia launched



A Clovia Product shipped every

1 sec



13,00,000

Pieces Shipped Monthly
20% Fits drive 80% Volume



65%

Revenue from Repeat Customers
Avg 15 pcs bought per customer yearly



80 EBOs

across 56 cities;
1500 LFS; 2000+ MBOS



5 Million

Customers



140 Mn

Customer datapoints crunched every night to
serve best product experience



900k

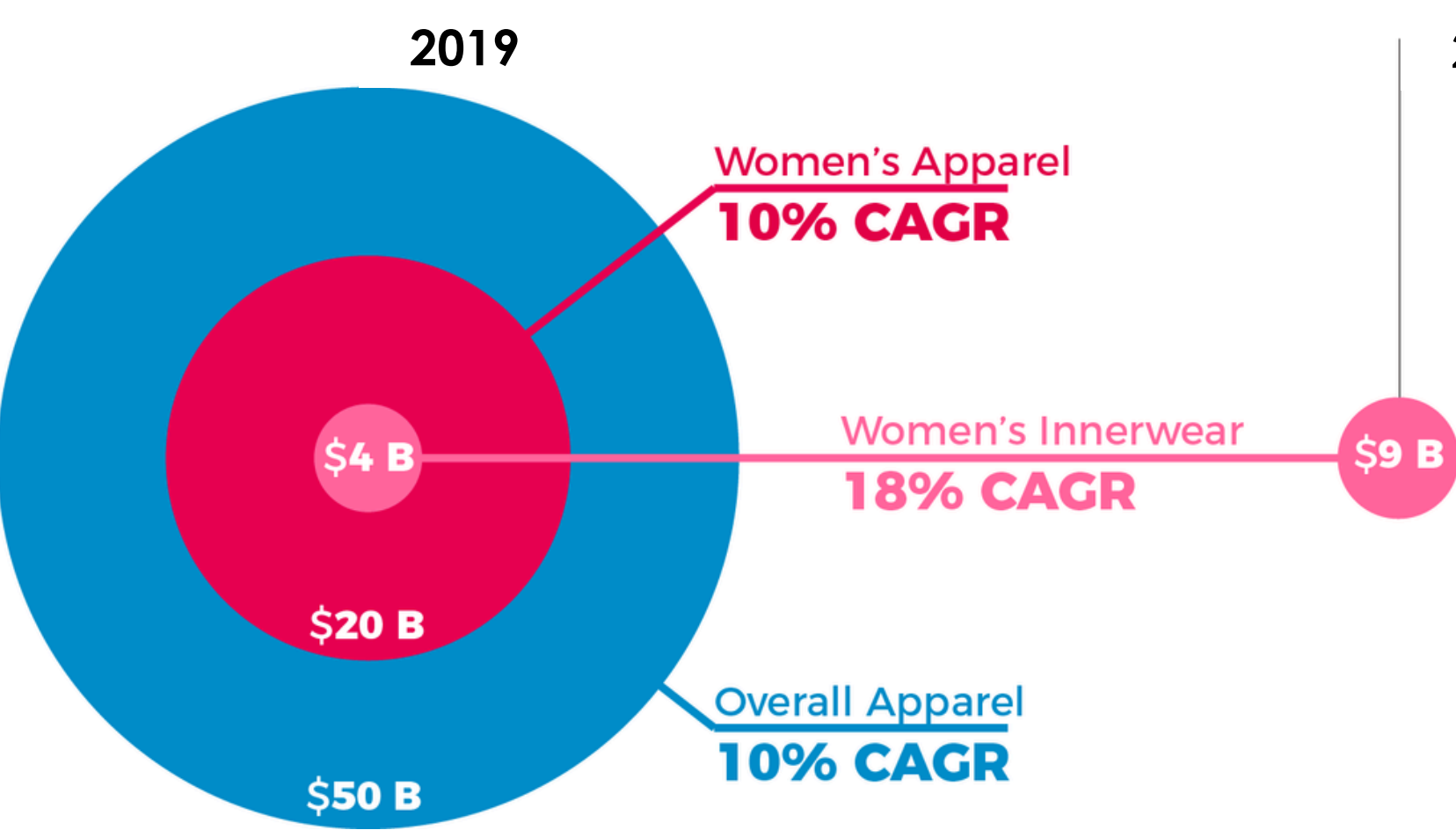
Intimate fit profiles, enabling us create
data-backed bras fits



USP

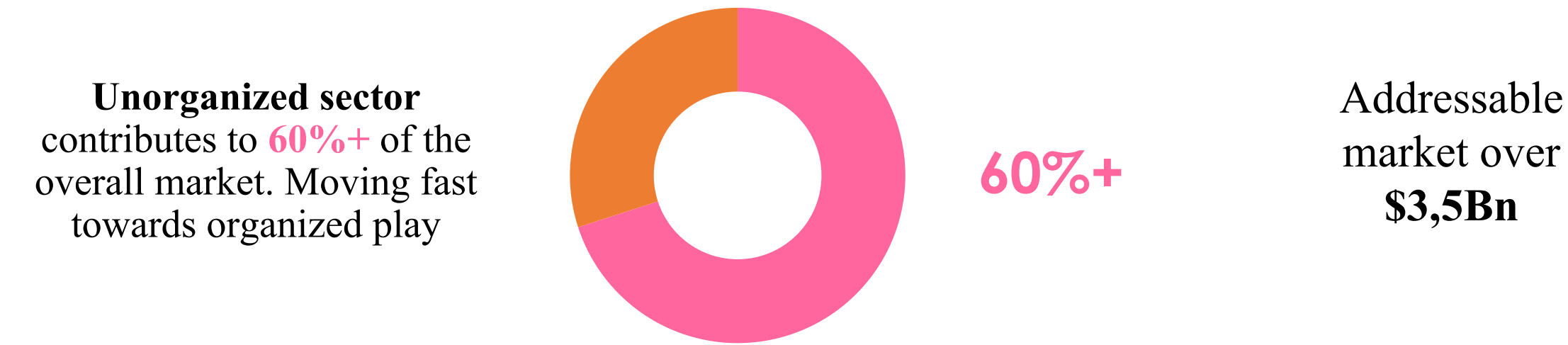
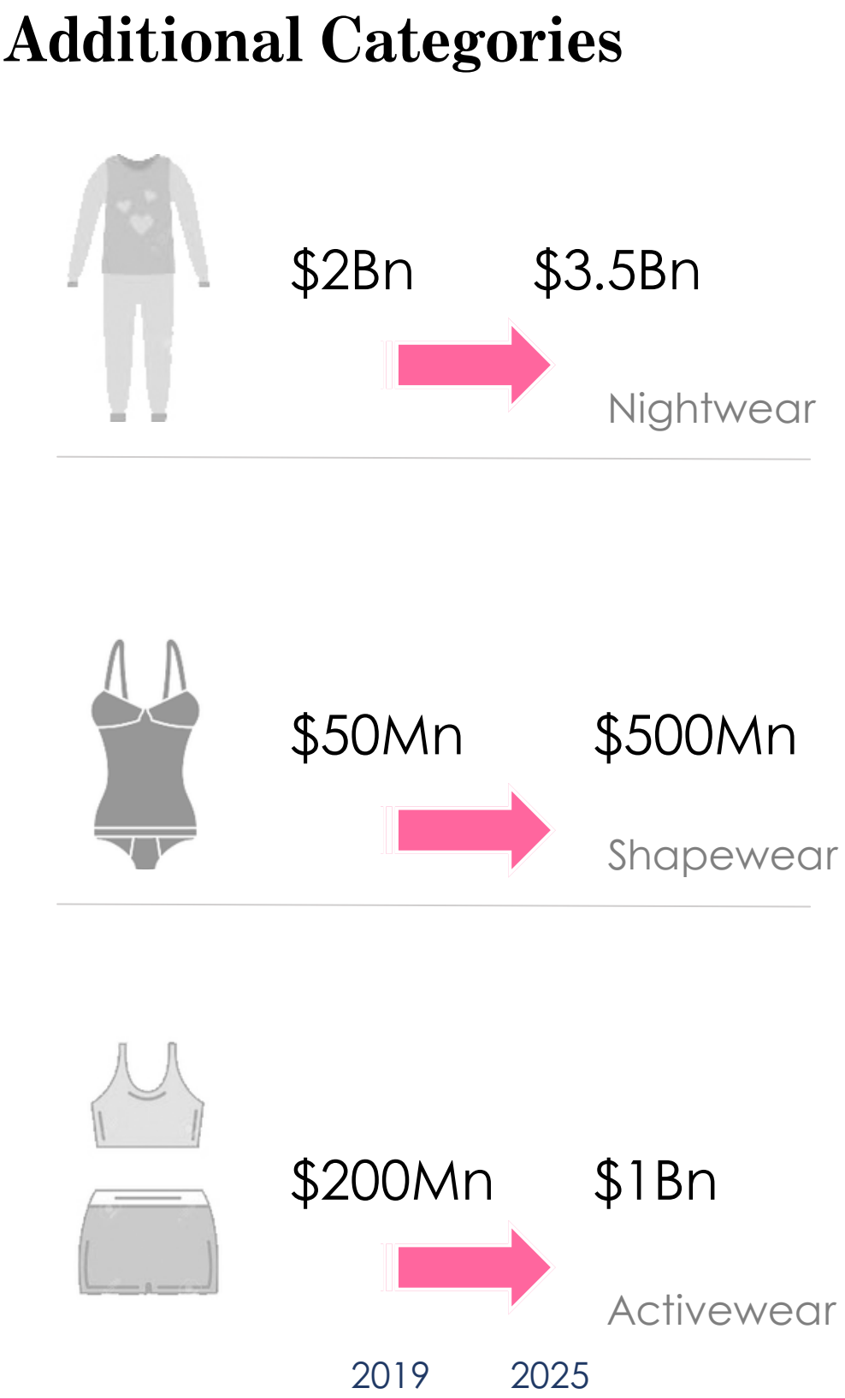
Premium Quality
Affordable price

..in a Large, Fast-Growing Unorganized Market ..



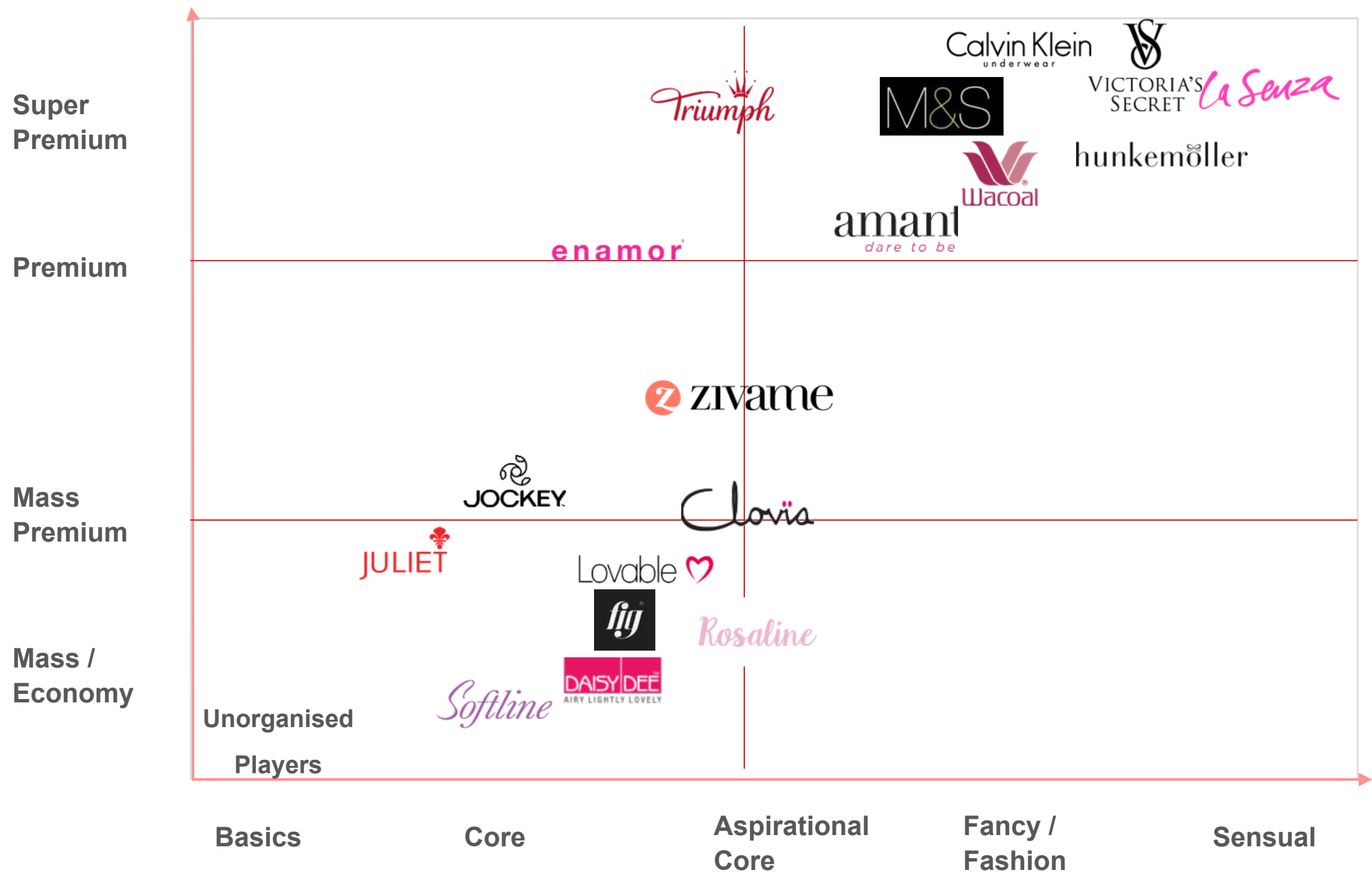
2025 Women Inner Wear

Amongst the fastest growing segments (**18% CAGR**) driven by evolving requirements and increasing purchasing power



Source: MOSL report on Page Industries

Lingerie Portfolio



Mid Premium – Zivame

- Strong brand portfolio across lingerie, active-wear, shapewear and sleepwear

Mass Premium – Clovia

- Solution led brand of innerwear, active-wear, shapewear and sleepwear

Premium – Amanté

- Fashionable and comfortable lingerie customized specifically for South Asian women

Premium – M&S

- Global catalogue and high quality across Lingerie, swimwear, nightwear, hosiery and athleisure

Luxury – Hunkemoller

- Europe’s fastest growing lingerie brand offering daily basic and elegant sets

Strong group representation across price points and product ranges

Clovia Consumer

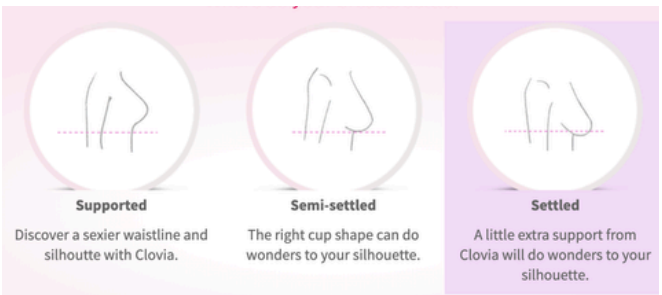


Dedicated Customer Base

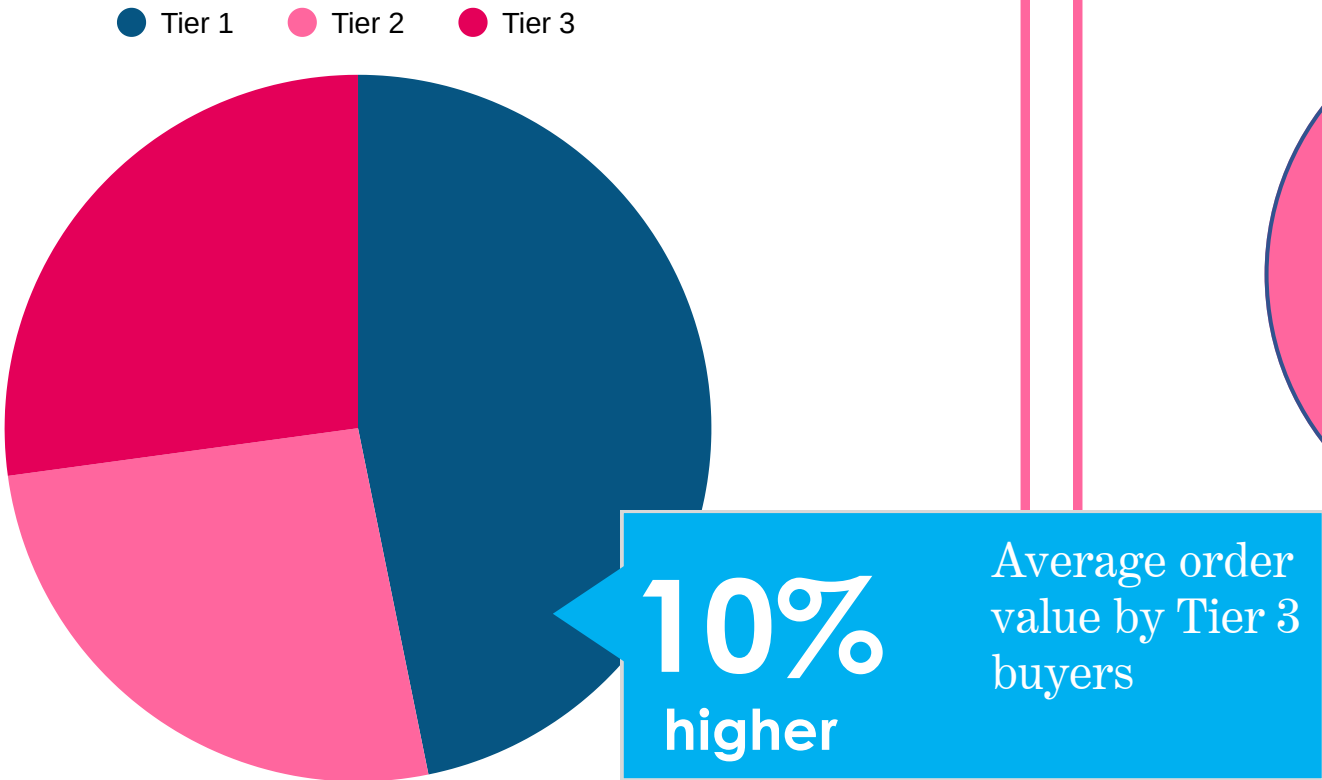
- 3 Mn+ Clovia.com and market place buyers
- Detailed profiling of their needs and buying patterns

In-depth fit / body information of Multiple users

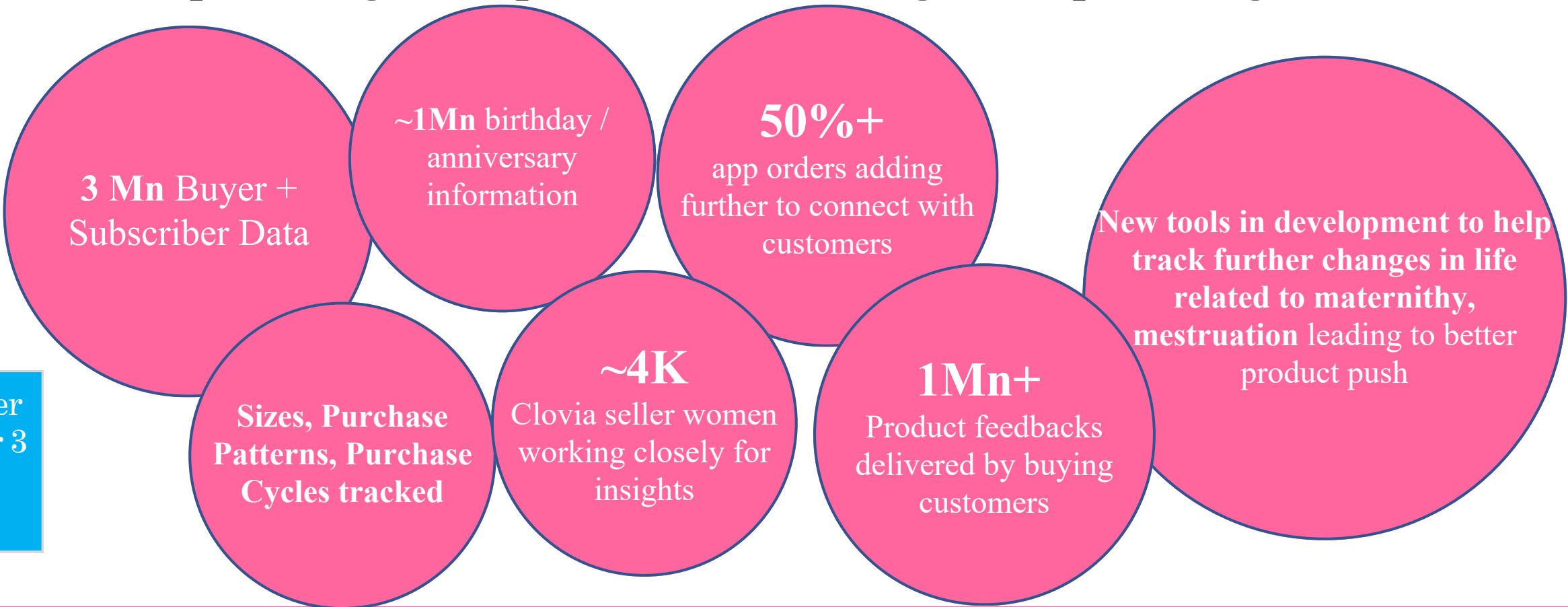
- Detailed body of over 500K women
- Clovia's Fit-test maps customer body to relevant products
- Data to cross assist in selling multiple categories
- Clovia beginners range helping collect user physical journey from initial stages of product consumption



Tier 2- 3 powering the next phase of consumption



User profiling incorporated for serving multiple categories



Clovia Profiling Engine crunches data to build profiles of over 3 Mn people

6 LIFE STAGES
50+ SIZES 9+ BODY TYPES

Lingerie
Solututions

Shaper



4-in-1
Shaper



Saree
Shapewear



Tummy Tucker
Saree Shapewear

Active



Low to
Medium
Impact
Sports Bra



Trendy
Co-ord Sets



High
Waist
Tights



High
Impact
Sports Bra

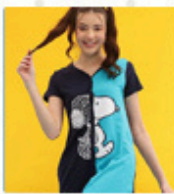


Longline
T-shirts

Sleep
& Lounge



Clovvia
Cubs



Quirky
Designs &
Licensee



Premium &
Comfortable



Maternity
Special

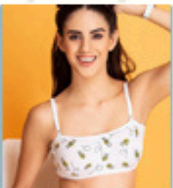


Classic
Lounge



Long
Cotton
Nighties

Bras & Briefs



My
First
Bra



T-shirt bra



Outfit solutions
for work, party
& bridal



Feeding
Bras &
Maternity
Panties



High
Support
Bras



Front Open
Bras & Side
Open Briefs

Beginners/Teenage

Early Youth

Youth & Bridal

Maternity

Maturity

Seniority



LIFE STAGES

- Supporting our Clovia girl across her 6 Life Stages with our Key Categories & more (swim, accessories, liners)
- Rs 199 – 2499 – Entire pricing pyramid covered
- National coverage product wise (fabrics, fits, fashion sensibilities)
- Round the clock companion – At gym, At work, At Club, At Home

Cheerful Stores embodying JOY

Clovia





Loved by all: From Bollywood to Bharat



Category Cont%

Padded Bra	30%
Non-Padded Bra	22%
Panties	16%
Sleep Wear	19%
Shapewear	3%
Active	6%
Accessories	4%

Price Band

Categories	Price Band
Padded Bra	699-1299
Non-Padded Bra	399-1049
Panties	249-699
Sleep Wear	999-3499
Active wear	549-1499
Shapewear	699-899
Accessories	100-500

Social Media's Darling CLOVIA – Most engaging brand account



LINGERIE STORIES WITH CELEBS

JANHVI KAPOOR

16MN+ VIEWS

Mumma was in denial that her girls were growing up!
Janhvi Kapoor on buying her first lingerie

"A happy, successful woman is someone who..." - Janhvi Kapoor

KUSHA KAPILA

12MN+ VIEWS

WOMEN ARE IN A SITUATIONSHIP WITH BRAS!
Kusha Kapila

...ve made sketches on the where the bra speaks!
Kusha Kapila on sexualisation undergarments

गोइंग कमांडो
“हथियार डाल देना”

3200 Likes 560 Shares

धोमस
“तिनके का सहारा”

4000 Likes 998 Shares

5 REASONS EVERY GIRL SHOULD HAVE A SPORTS BRA IN HER WARDROBE
(BECAUSE COMFORT IS NON-NEGOTIABLE)

2300 Likes 150 Shares

REACH 25 MN+

Which panty would you wear?

164k+ ViewsV

Fall is calling..

164k+ ViewsV

Push-up bras are not for doing push-ups.

Maternity break done, now it's time for design magic
Welcome back, Aditi!

call me fashionista

3700 Likes 967 Shares

Can you spot the difference?

6700 Likes 760 Shares

BRA-MAZING! MEME CONTEST

2900 Likes 230 Shares

Push-up bras are not for doing push-ups.

7500 Likes 3000 Shares

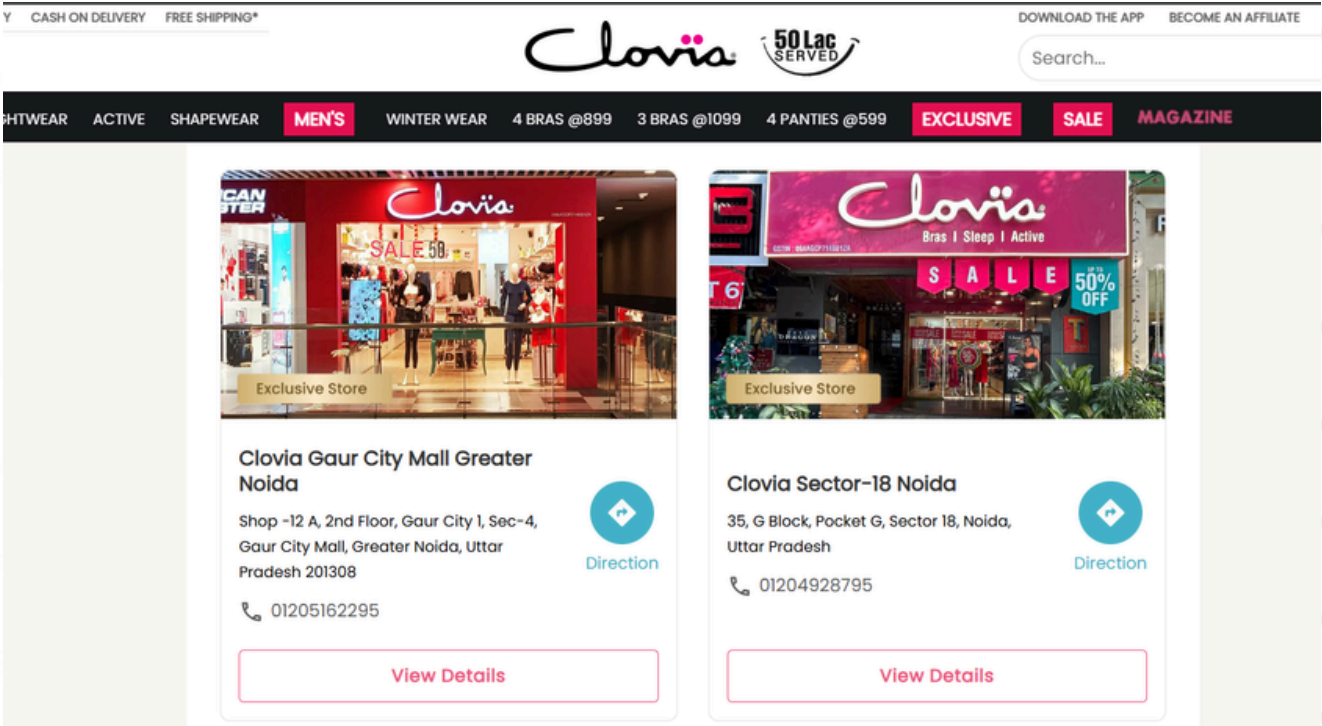
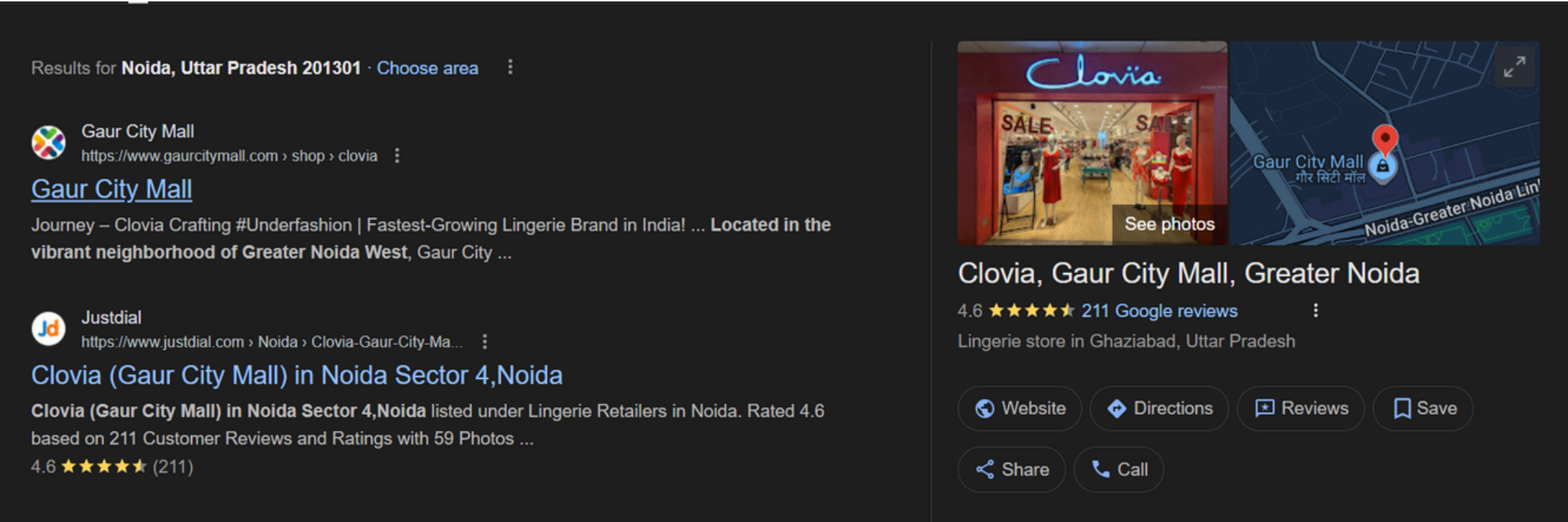
Well Marketed

Clovie



Store Listing on Google and Clovia Website

- Google Business Listing ensures high local visibility, accurate store info, and stronger footfall intent
- Featuring your store on our website boosts discovery and drives ready-to-shop customers directly to your location



Hoardings

- Within **5Km Radius** of the store for maximum impact
- **Prime locations** like Local markets, bus stands or well known hotspots
- Preferable to take **2-4 hoardings** for maximum recall and impact
- **Consistent brand creatives** across all outdoor assets for stronger recall

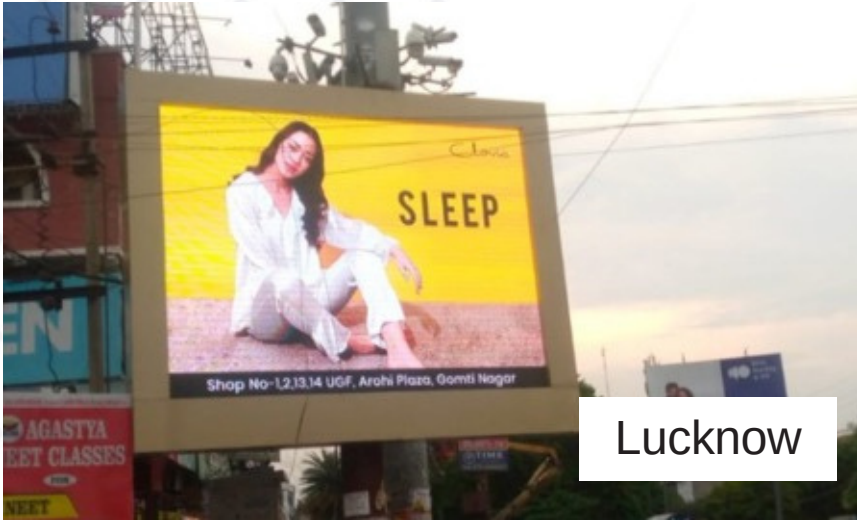
In Mall Branding

- Branding at premium **atrium zones** for maximum **center-stage** visibility
- **Large-format facade branding** for high-impact visibility to every visitor entering the mall

Outdoor and In Mall Branding



Amritsar



Lucknow



Amritsar, Nexus



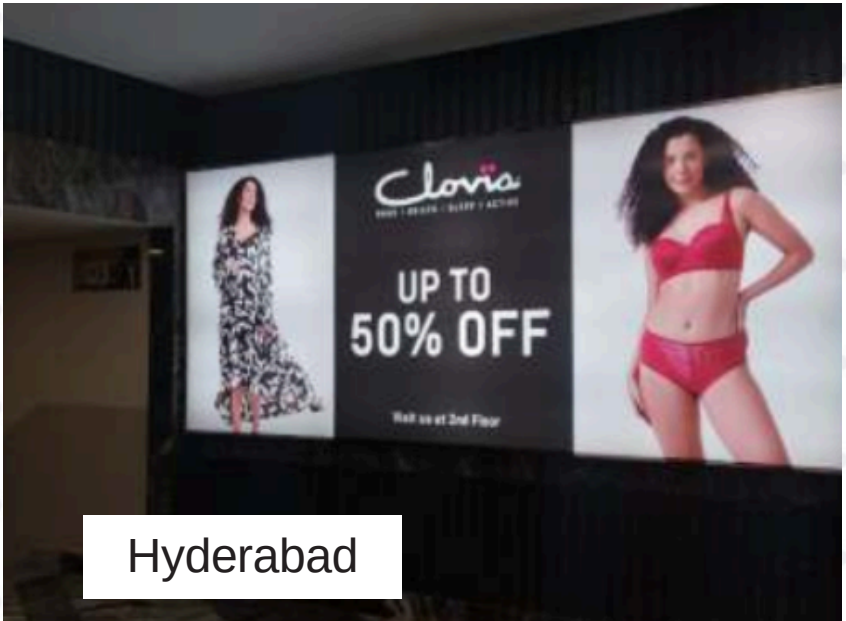
Gulbarga



Bhatinda



Vadodara



Hyderabad



Bhuvneshwar

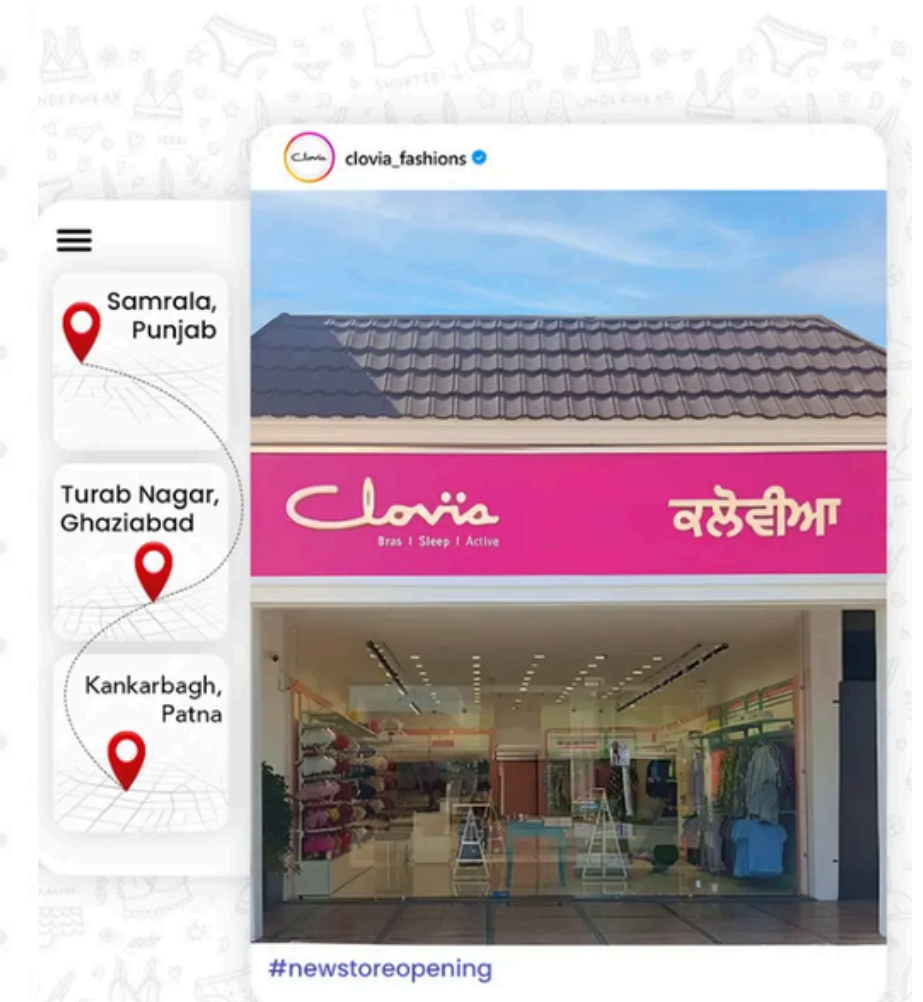
LinkedIn and other Socials

- Leveraging Clovia's strong Social Media community of 1.5Mn+ followers to amplify store visibility and drive targeted footfall



3rd Clovia store in
AMRITSAR

G.T. Road, Country side



Hyperlocal Marketing

Clovia

Leaflets and Vouchers

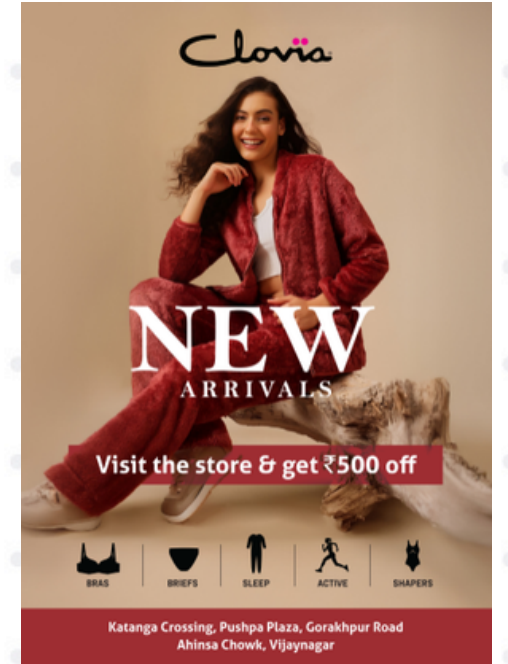
- Targeted leaflet and voucher outreach through high-visibility promoters, strategic newspaper inserts, and hyper-local brand collaborations

Promoter Led Activity

- On-ground promoter activations using eye-catching, larger-than-life carry bags to drive attention and footfall to the store

Guest Listing

- Curated guest-listing outreach to attract local influencers and high-value customers during store launch and regional



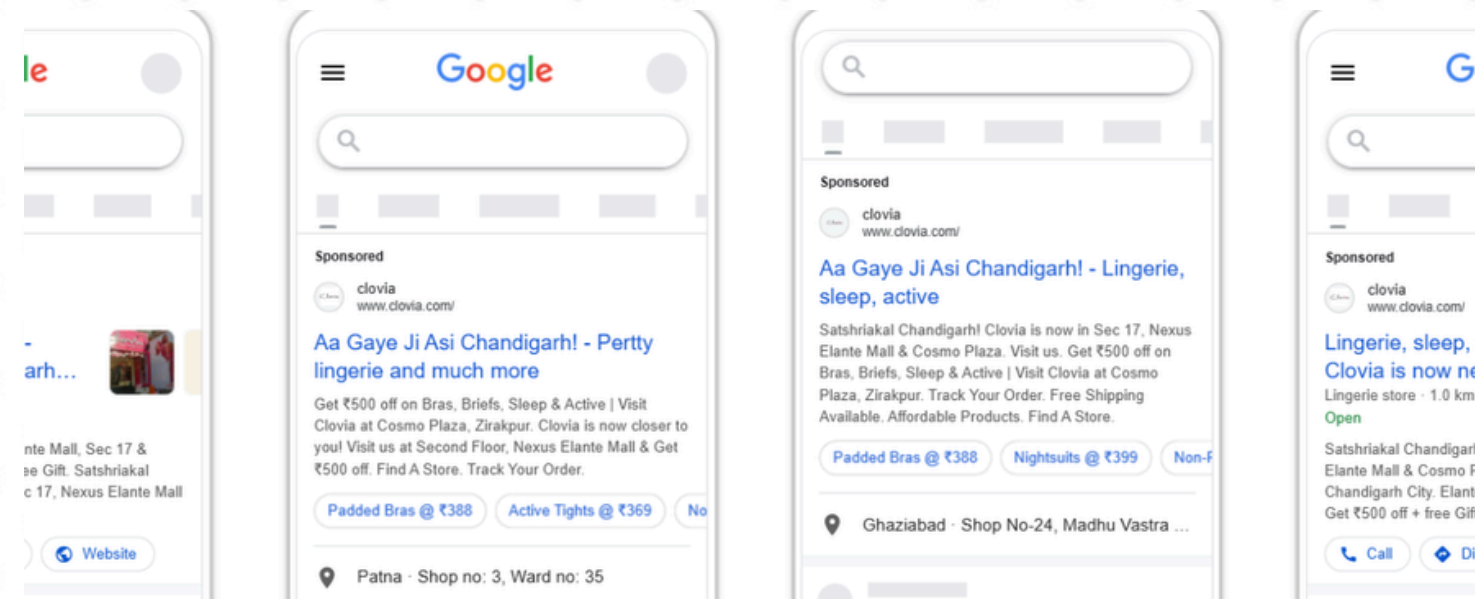
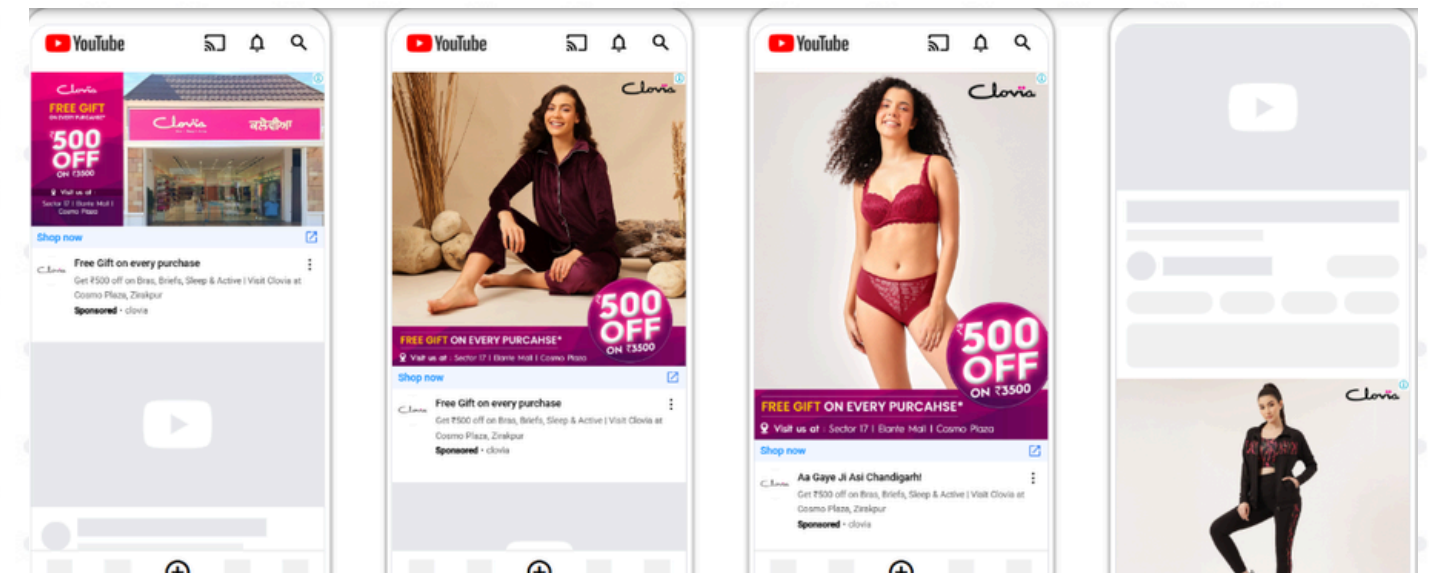
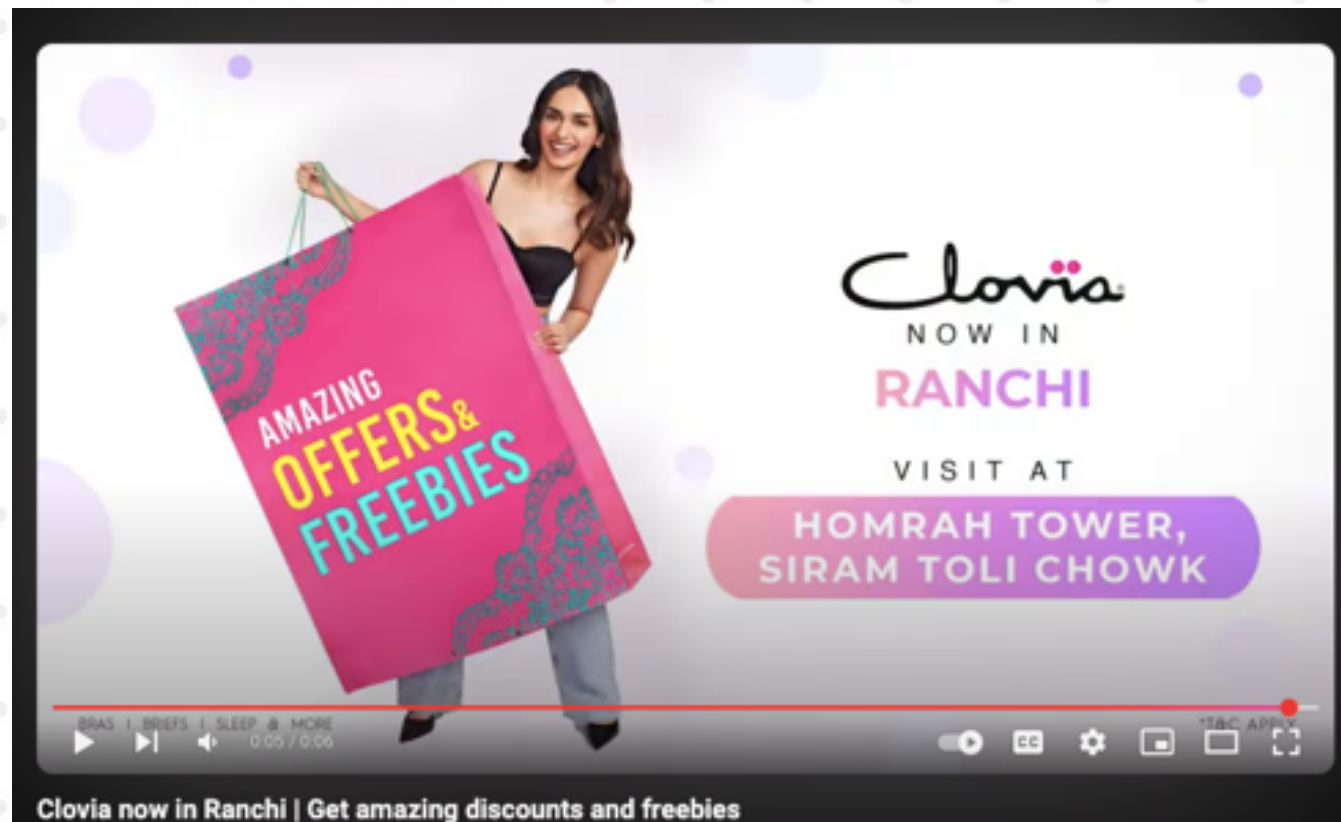
Transit Media Branding

- Auto branding placed at key nearby auto stands to drive high local recall and immediate store awareness
- High-visibility branding on local buses and autos for continuous mobile reach
- Highly effective in Tier 2 & Tier 3 markets to drive strong initial footfalls
- Helps establish Clovia's presence and build immediate brand awareness within the town



YT/Google Ads

- Hyper-targeted YouTube and Google ads run across specific pin codes or full-city coverage depending on store presence
- Performance Max campaigns deployed to maximize conversions across all Google surfaces
- Dedicated brand-recall campaigns to continuously reinforce Clovia's presence in the market
- Enhances store visibility among high-intent audiences in the target locality
- Ensures optimized media spend with measurable results and real-time performance tracking



Influencer Collab's

- Leveraging influencer reach to increase store awareness in local markets
- Encouraging user-generated content to expand organic reach
- Carefully selected influencer content is amplified across digital platforms, giving customers an immersive store-like experience online

