



JOHN PLAYERS

Current Market Scenario



Market size of men's casual wear in FY 2022

**99500 crore
(US \$11 billion)**

This represents the total value of the men's casual wear market in India for the fiscal year 2022.



Projected market size by FY 2027

**2.5 lakh crore
(US \$30 billion)**

This indicates the expected growth in the men's casual wear market over the next five years.



Annual growth rate of the market

22% CAGR

This is the compound annual growth rate projected for the men's casual wear market from FY 2022 to FY 2027



Target audience age range

20 -40 years

This age group represents the primary demographics for the brand's offerings



About John Player

Incepted in 2002 as a formal wear brand, John Players positioned itself in comfort dressing & established a brand proposition of "Smart & cool with a pinch of casual".

The brand ventured into casual wear after 2005, continuously evolving style and celebrating individuality. With icons like Hrithik Roshan, Ranbir Kapoor, and Sidharth Malhotra, it has redefined casual wear ever since.



Vision & Value Proposition



1

Heritage: A contemporary Indian fashion brand with a strong legacy in men's apparel.

2

Positioning: Aspirational mid-premium brand offering smart casuals and occasion wear.

3

Target: Young, fashion-forward men aged 18–30, seeking style with comfort.

4

Strength: Known for delivering stylish, affordable fashion, the brand stands out in casualwear and smart formals with trend-driven designs

Target Market Opportunity

Demographics

18–30 years, young men

Psychographics

Trend-conscious, stylish yet practical; want to stand out without overdoing it

Adoption

Early mainstream adopters who look for fashionable, value-driven apparel.

Pricing

Affordable-premium segment

Category Strength

Strong play in casual wear, smart formals, and seasonal fashion collections.

Distribution

4900+ touchpoints
EBOs, MBOs and Large Format Stores

Market Position

Among the most recognized youth-focused men's apparel brands

Recall

High recall in fashion-forward menswear, driven by trend-led campaigns.



Customer Personas & Insights

- Age : 18–30 years.
- Attitude : Confident, expressive, and trend-conscious.
- Aspirations : Want to look sharp and stylish without breaking the bank.
- Behavior : Socially active, digitally engaged, and early adopters of new fashion trends.
- Loyalty Drivers : Affordable-premium pricing, versatile collections for casual and occasion wear.

Brand Journey



2002

Brand Inception



2004

John Players positioned itself in comfort dressing & established a brand proposition of "Smart & cool with a pinch of casual"



2005-10

Play it Cool

Move from a product imagery to a emotional imagery basis the U&A Study



2010-12

Effort to stay younger & relevant with Ranbir Kapoor as the "New face of cool"



2012-18

Targeted younger a TG through, johnplayers.jeans "Play Unscripted"

Established Brand Positioning of Wardrobe Brand



2019

JOHN PLAYERS acquired by RIL



2022

John Players re-launched with a new expression "Play it Real."

Brand ambassador Sidharth Malhotra, a true style icon

Competition LandScape And Differentiation

The only brand offering a complete wardrobe solution for men –at the right price –for every occasion:

- Formals
- Semi-Formals
- Smart Casual Denims



BRANDS



- Office & occasion wear (meetings, events, weddings).
- Target: 25–40 yrs, MNC professionals.
- Traits: Committed, intelligent, team-oriented, values familiarity.
- Appeals to work-focused, dependable personalities.
- Balances professionalism with subtle style.



- Casual & weekend wear (outing, travel, Friday dressing).
- Target: 20–35 yrs, young professionals.
- Traits: Confident, ambitious, stylish, balances work & life.
- Appeals to fun-loving, social personalities.
- Expresses individuality with modern, trendy looks.

Brand Subcategories

Formal



New age formals sharp pattern
clean and crisp look

Smart Casual



Playful mood colourful and
vibrant contemporary styling

Jeanswear



Washed out casual wear
heavy stylized puckered look
play of metallic trims



JOHN PLAYERS



Smart Casuals

- Smart casual collection of shirts, polos & chinos.
- Colorful, vibrant, and contemporary styling with contrast details.
- Soft-wash casual fabrics for comfort.
- Colorful checks & geometric prints to complement chinos.
- 100%cotton polos with engineered stripes & self-structured knits.

Bricks entry and Exit price points



- Casual Shirts
Starting from –
Rs1199-Rs 1999
- Casual Trousers
Starting from –
Rs1299-Rs 2299
- T-Shirts
Starting from –
Rs499-Rs 1499
- Sweaters
Starting from –
Rs1299-Rs 1999
- Outerwear
Starting from –
Rs1999-Rs 3999



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Jeans

- Bold denim styling with metallic trims, rivets & snap buttons.
- Earthy tones (olive, khaki, rust, mustard, blue) for a washed-out denim look.
- Utility-inspired cargo & jogger fits with double-pocket shirts.
- Indigo checks & twills for an OD-inspired look.
- Printed & over-dyed polos, graphic tees, Henleys, and knit polos.

Bricks Entry and Exit price points



- Casual Shirts
Starting from –
Rs1299-Rs 1999

- Jeans
Starting from –
Rs 999-Rs 2499

- Shorts
Starting from –
Rs 999- Rs 1499

- Joggers
Starting from –
Rs1499-Rs 1799

- Sweatshirts
Starting from –
Rs1499-Rs 1999

- Outerwear
Starting from –
Rs1999-Rs 4999



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Formals

- Modern formals for office & occasion wear.
- Crisp, clean patterns with urban styling.
- Functional finishes: anti-microbial, super-white shirts, Globetech fabrics.
- Yarn-dyed & structured prints for trousers.
- Knitted blazers to complete the formal look.

Bricks Entry and Exit price points



- Formal Shirts
Starting from –
Rs 999-Rs 1799
- Formal Trousers
Starting from –
Rs1299-Rs 1799
- Blazers
Starting from –
Rs 3999-Rs 4999



Brand overview & Current retail

6 million

Pieces annually

The brand produces and sells over 4.5 million pieces of apparel each year

₹1000+crore

Gross Merchandise Value

The brand has surpassed 1,000 crore in gross merchandise value (GVM) sales.

**Launched
in 2002**

Brand Foundation year

The brand was founded in 2002, marking its entry into the menswear market.

Store images



Brand Footprint

Available across the country in 3600 points of sale currently

3,600

Current points of Sale

This represents the number of the locations where the brand is currently available across the country



4,900

**2025 Footprint envisioned-
4900 touch points**

Exclusive Store	200
Large Format Counters	2500
Multi Brand Outlets	2000
Regional Key Accounts	100





Campaign Images

Social Media Post



Social Media Strategy

Overview of social media strategy

Designed to enhance brand visibility and engagement through various platforms

Target Audience Identification

Define and understand the demographics and preferences of potential franchisees

Content Creation

Develop engaging and relevant content tailored to the audience's interest



Platform Selection

Choose the right social media platform to reach and engage the target audience effectively

Performance Metrics

Establish metrics to measure engagement and improvements

Continuous Improvement

Regularly assess and refine the strategy based on feedback and performance data



Campaign Execution

Detailed execution plan for the campaign

A comprehensive strategy outlining the steps to implement the campaign effectively.

Marketing strategies focused on the targeted outreach

Approaches tailored to reach specific audience segments and enhance engagement.

Engagement tactics to boost interaction with franchisees

Methods designed to increase participation and interest from franchise partners.

Use of data analytics to refine outreach efforts

Leveraging data to improve targeting and effectiveness of marketing campaigns.

Detailed execution plan for the campaign

Working together with franchise partners to achieve shared objectives and expand brand presence.



Thank You