



INDIA'S NO. 1
INTIMATEWEAR
BRAND

More than 100 million women love Zivame





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THE ONE STOP DESTINATION FOR WOMEN'S INTIMATEWEAR

01

Women Centric Destination

Constant product innovation as per her evolving needs

03

Across life-stages

Focus on providing styles for all occasions, outfits, life stages, sizes

05

Technology-Driven

Tech-driven product advancements shaping market trends and redefining intimatewear solutions.

02

Multiple Categories

Caters to all her intimatewear needs: bras, shapewear, activewear, sleepwear, others

04

Omni-Channel

Seamless shopping experience across both digital and offline channels

06

Truly Indian

Made in India for the Indian Woman

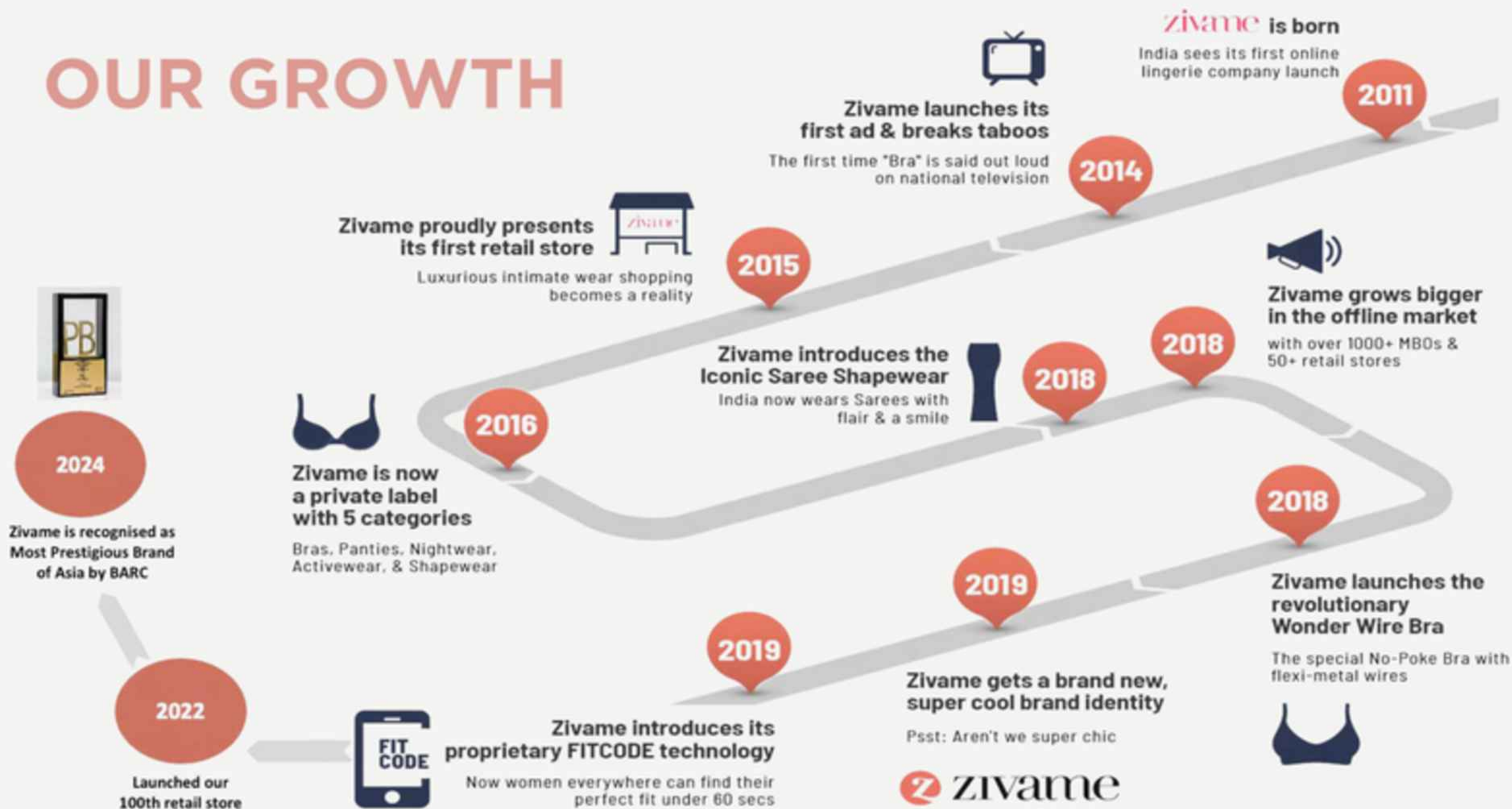


ZIVAME NOW

- ◆ **No. 1**
Direct to Consumer Brand
- ◆ **10+ Million**
Consumers
- ◆ **175+**
Exclusive Stores
- ◆ **64 cities**
EBO Presence
- ◆ **1+ Million**
Units Sold per month
- ◆ **20K**
Exclusive Designs
- ◆ **100+**
Sizes
- ◆ **7**
Key Categories
- ◆ **3.5+**
store UPT
- ◆ **10Y**
Fastest Growth



OUR GROWTH



INDIA'S INTIMATEWEAR MARKET

A Massive Opportunity

► Industry Overview

The Indian intimatewear market has evolved from an unorganized sector to a structured, fashion-driven industry, fueled by urbanization, higher incomes, and shifting consumer perceptions. It now offers a diverse range of bras, panties, shapewear, and sleepwear to meet varied preferences.

► Target Market

India's intimatewear market primarily targets fashion-conscious women aged 18-35, spanning all income groups. While urban areas dominate due to better retail infrastructure, with growing demand in Tier 2 & 3 cities, consumers are shifting towards organized retail, driven by expanding brand presence and evolving shopping preferences.

► Competitive Analysis

While approximately 70% of the market remains unorganized, there is a noticeable shift towards organized retail, driven by the proliferation of shopping malls and a growing base of quality-conscious consumers. Brands are increasingly focusing on product innovation, diverse sizing, and enhanced shopping experiences to capture market share.



MARKET SIZE AND EXPECTED GROWTH

As of 2024, the Indian lingerie market is valued at USD 5.06 billion and is projected to grow at a CAGR of 11.2%, reaching USD 9.57 billion by 2030. This growth is driven by rising disposable incomes, increasing fashion consciousness, and a shift towards branded intimatewear.

► Retail Expansion

Tier 2 & 3 cities are driving demand as organized retail penetration grows.

► Consumer Shift

Women aged 18-35 are prioritizing fit, comfort, and style, fueling demand for premium and functional lingerie.

► Market Segmentation:

Bras dominate sales, followed by panties, shapewear, and loungewear.

► Offline Advantage

While online sales are growing, offline retail remains the preferred choice due to personalized fittings, in-store experiences, and trust in product quality, driving higher conversions and repeat purchases.





PANTIES



BRAS



ACTIVEWEAR

CATEGORIES



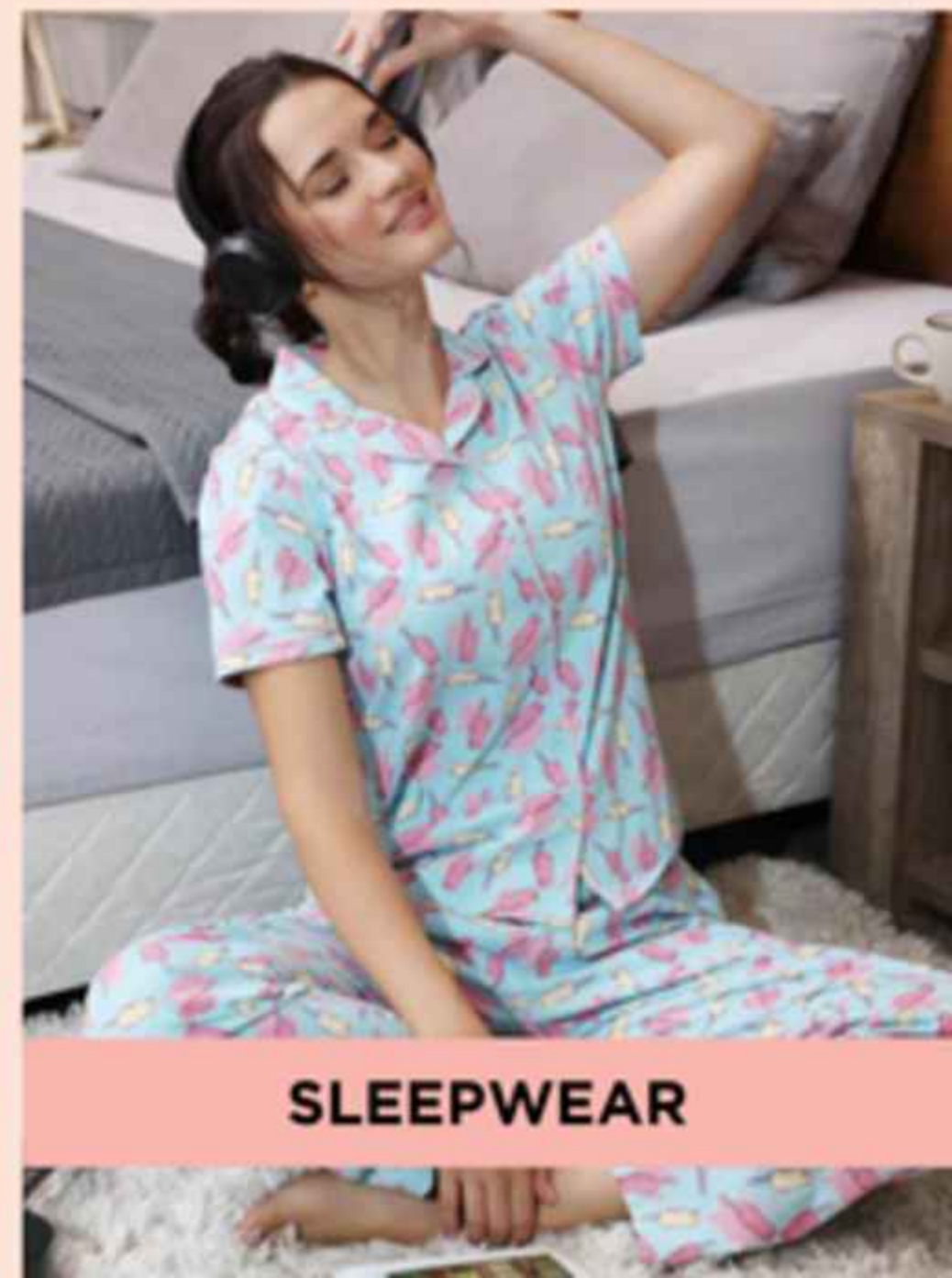
CAMIS



BRALETTES



LOUNGEWEAR



SLEEPWEAR



PADDED



NON PADDED



STRAPLESS



BRALETTES



TRUE CURV



MATERNITY



BRIDAL



TEENAGE

BRAS



HIPSTERS

BOYSHORTS

BIKINI

NO VPL

BRIEFS



NIGHT SETS



NIGHTGOWNS



BOTTOMWEAR



SLEEP TOPS

SLEEPWEAR



SPORTS BRAS



LEGGINGS



T-SHIRTS



JACKETS

ACTIVEWEAR



BODYSUITS



**SHAPING
BOTTOMS**



**SHAPING CAMIS &
SLIPS**



WAIST CINCHER

SHAPEWEAR

ZIVAME INNOVATIONS

Zivame has pioneered intimatewear innovations in India, introducing first-of-its-kind solutions that have redefined the market and set new industry benchmarks.



WONDERWIRE
BRA



MARSHMALLOW
BRA



WIREFREE
STRAPLESS BRA



MIRACLE
BRA



SAREE
SHAPEWEAR

CUSTOMER FIRST APPROACH



Fit & Comfort Expertise

Industry-leading sizing solutions, in-store Fit Advisors, and AI-driven Fitcode technology ensure higher conversions.

Innovation at the Core

First-to-market intimatewear solutions designed specifically for Indian women, driving strong customer demand.

Hyper-Retail Experience Excellence

Judgement-free, trial-led in-store environment with Fit Advisors, increasing footfalls and basket size.

Loyalty & Repeat Purchase

High customer retention through exclusive collections, frequent launches, and strong brand trust.

SUCCESS PARAMETERS



HIGH CONVERSION RATES

Upto 40% with an even higher loyalty base



SCALABILITY & GROWTH

Proven success in multiple cities with scope for expansion into high-potential markets.



MARKETING & BRAND SUPPORT

Continuous national and local marketing efforts ensuring strong brand recall and customer pull.



OPERATIONAL EFFICIENCY

Comprehensive training, tech integration, and seamless backend support.

RETAIL IDENTITY



TRANSFORMATIONAL SHOPPING EXPERIENCE



A Retail Experience Like No Other

Zivame stores aren't just about shopping—they are educational hubs, helping women understand the right fit, fabric, and function of their intimatewear.

Curated for Every Woman

A one-stop destination offering solutions for all life stages, body types, and occasions, ensuring every woman feels seen, understood, and catered to.

Backed by Proven Success

With 175+ stores, high conversion rates, and strong customer loyalty, Zivame's franchise model is a winning opportunity backed by brand-led marketing, training, and operational support.



1. **Andhra Pradesh** – Kurnool, Vijaywada (2)
2. **Assam** – Guwahati (1)
3. **Chandigarh** – 2
4. **Chhattisgarh** – Bilaspur, Korba, Raipur (3)
5. **Delhi** – (9)
6. **Goa** – (3)
7. **Gujarat** – Rajkot, Surat, Vadodra (4)
8. **Haryana** – Faridabad, Gurugram, Rohtak (4)
9. **Himachal Pradesh** – (1)
10. **Karnataka** – Bangalore (33), Davangare (1), Hubli (1), Mangalore (2), Mysore (3), Tumkur (1), Udupi (1)
11. **Kerala** – Alappuza (1), Ernakulam (1), Kochi (3), Kozikhode (1), Trivandrum (2), Thrissur (1)
12. **Madhya Pradesh** – Indore (2)
13. **Maharashtra** – Ambernath (1), Amravati (1), Aurangabad (1), Kohlapur (1), Mumbai (14), Nagpur (2), Nashik (1), Palghar (1), Pune (16)
14. **Orissa** – Bhubaneshwar (1)
15. **Puducherry** – (1)
16. **Punjab** – Bhatinda (1), Jalandhar (1), Pathankot (1)
17. **Rajasthan** – Alwar (1), Hanumangarh (1), Jaipur (6), Jodhpur (1), Kota (1), Sriganganagar (1), Udaipur (3)
18. **Tamil Nadu** – Chennai (5), Cuddalore (1), Erode (1), Kanchipuram (1), Salem (1)
19. **Telangana** – Hyderabad (19), Rangareddy (2), Karimnagar (1)
20. **Uttar Pradesh** – Bareilly (1), Lucknow (3), Noida (1)
21. **Uttarkhand** – 1
22. **West Bengal** – Kolkata (2), Siliguri (1)

ज़ेवामे  **Zivame**



**HIGH
STREET**

झिवामे **z** zivame



MALL



STORE INTERIORS

Key Points & Terms

1

Property selection will be as per defined criteria by the brand

2

Location & Store Feasibility approval by Brand

3

Support for new store launches will be provided

4

Operational support (ongoing) will be provided by the Company whenever required (Staff trainings, product briefing etc).

Thank
you!