

# NANDAN TERRY PVT. LTD.



**RONAK  
CHIRIPAL**  
CEO

## *What are your company's product and sourcing strengths?*

Team Nandan has come back strongly after the lockdown and is more focused to turn things around and make up for the lost time. Our vertically integrated towel unit is well equipped with all the latest looms, dyeing, sewing, finishing machines. Our inspired workforce is our biggest strength. We are open to sample new designs, blends and patterns to match expectations of our customers until they are satisfied. Our new products are finding huge favors with overseas customers for their practicality and sustainability. We source from various reliable certified sources; we are well placed nearest to the ports; we are flexible with lead times for sample development; and we are passionate to serve our customers in every possible manner.

## *What changes has your company made to adapt to the new realities of the global pandemic at your factory, in your offices and with your employees?*

We have adopted a multi-pronged strategy to cut the effects of the pandemic in our office and factories, including: flexible office hours, as work-from-home is working best for us; training our workforce to keep distances, wear masks and regularly sanitizing work spaces; educating workers about the medical facilities the company



▲ Nandan's new towel introductions offer multiple benefits, including quick drying, anti-viral, sustainability and superior absorbency.

provides; and providing rations and medical facilities to the villagers in the vicinity of our factories.

## *How have you handled product development, new product introductions and working with customers in the absence of in-person meetings and trade shows?*

Nandan has a dedicated team of designers and product development technicians who kept working on new products, keeping in focus how to modify and add wellness properties to our products. We capitalized on lockdown time to refine our products and enhance their properties. In the absence of trade shows, we are managing to keep contact with our customers through Zoom calls, presentations of our products and virtual tours of the showroom at our office.

## *How has the change in the scheduling of Heimtextil impacted your plans for 2021?*

The rescheduling has not affected our plans, and in fact, it has given us more time to prepare our collections extensively for other presentation platforms.

## *What new products have you introduced in 2020 and what are your plans for new product launches in 2021?*

Nandan has developed a number of products before and after the pandemic. They include our SHIELD towel collections which are anti-viral and anti-bacterial finished towels, preventing the accumulation of allergens and bad odor on towel surfaces. Also, our OSMOSE and MELLOW towel collections are superior yarn technologies. OSMOSE towels become softer and absorbent with use, while MELLOW towels are sustainable towels having ultra-luxurious feel without using harmful PVA. VIGORA - hemp/cotton blend towels have also created buzz in the market for their superior absorbency and wellness properties.

## *What is your outlook for business – both your company's and the overall marketplace – in North America for 2021?*

We are greatly thankful to our customers for their support and hand-holding during the pandemic. The towel business, as such, is looking promising. The market is also looking upward, given the increased focus on personal hygiene and well-being. We have great expectations from our customers.



Nandan Corporate Office  
Chiripal House,  
Bopal Ambli Road, Ahmedabad  
Gujarat 382405



▲ The company has instituted a number of measures to address the pandemic including social distancing and work-from-home where appropriate.



▲ The towel business, Nandan says, is looking strong for 2021 as consumers focus on personal hygiene.