



INDUSTRY: Fashion

KEY HIGHLIGHTS

MARKET

Childrenswear • Menswear
Womenswear • Sportswear
Jeanswear

LOCATION

Bangalore, India

CHALLENGE

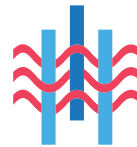
Improve operations and efficiency throughout the manufacturing process by reducing manual tasks

BENEFITS

Time and labor savings •
Reduced development time for complicated styles • Fast and accurate costing • Increased efficiency and enhanced productivity

LECTRA SOLUTIONS

Modaris® • Diamino® • Alys®



Pradhan Mercantile Pvt Ltd

Global Partners for Quality Apparel

LECTRA'S CAD SOLUTIONS SUPPORT GROWTH AND ENHANCE COMPETITIVENESS AT PMPL

Pradhan Mercantile Pvt., Ltd. (PMPL), leading readymade garment manufacturer and exporter, specializes primarily in childrenswear for major brands in France, Germany, and Switzerland. PMPL faced increasing customer demands to meet more complex schedule requirements without compromising quality. At the same time, the company was experiencing rapid growth. To automate and streamline their manufacturing process, the company turned to the technology experts at Lectra. After a quick and effective implementation process, PMPL now enjoys improved efficiency, faster pattern development, and an automated production process, with fewer manual errors and greater savings in terms of both fabric and time-to-market.

THE CHALLENGE

In order to keep up with its growing customer base and customers' growing needs, and to remain competitive compared to companies in other Asian countries, it became vital for PMPL to upgrade from their limited computer-aided development (CAD) system. The company needed to reduce manual errors, improve efficiency in operations, develop complicated styles, and easily modify patterns at any stage of the process. They were facing customer demands to handle greater quantities and complexity, and they had to respond with efficiency, accuracy, timeliness, and constant quality.

THE SOLUTION

After consulting and evaluating various solutions, PMPL decided to turn to Lectra. Lectra's fashion-specific business and solutions specialists analyzed PMPL's specific situation and challenges to find a solution adapted to their needs. The in-depth analysis led Lectra to advise PMPL to implement a medium range of its product engineering solutions, including CAD software Modaris ModePro for pattern-making and Diamino MarkPack for marker-making, and Alys for plotting.

With Lectra's solutions, PMPL can now create even the most complicated children's wear patterns and meet their customers' needs quickly and with greater efficiency. "Lectra's sophisticated technology has given us the cutting edge to be competitive in the market," says Mr. Amir Pradhan, director at PMPL. "It has made us more efficient, accurate, and reliable and has helped us reduce human error."

Upgrading Design, Pattern-Making, and Marker-Making

Every season, each PMPL designer creates up to 100 styles, which are then presented to customers. They select the right designs for their market and then request customizations. PMPL also accepts customers' original designs. The company develops roughly 900 patterns per year, in a wide range of sizes for approved designs.

As PMPL began to expand, it faced the challenge of reducing design and development time while improving accuracy and ensuring the highest quality. The company was also looking ahead and foreseeing a need to brace itself for major growth requiring centralization of its operations in the very near future.

Revolutionary Pattern-Making

Now that PMPL uses Lectra, its pattern-making has been revolutionized. Their previous CAD system, offered by an Indian technology provider, was so limited that the head pattern-maker frequently preferred to make patterns by hand instead. But with Lectra's Modaris, pattern makers can create very complex patterns accurately and easily, and they can modify the patterns at any time—a particularly useful tool after the prototyping phase.

"Since implementing our Lectra solutions, we have achieved faster product development in creating patterns according to our customers' technical specifications, and we can also now modify existing styles without wasting time on repetitive tasks," says Ms. Mamata Rachana, IT and CAD manager at PMPL. "Modaris's easy-to-use, high-quality grading and altering functions have been particularly helpful for our company."

Fast, Accurate, High-Quality Markers and a High-Speed Plotter

PMPL uses Lectra's Diamino marker solution to make markers right from the costing stage through to the bulk stage. Diamino has proved to be the perfect tool for fast and accurate costing simulation. "Even with different size and width combinations, this system is extremely

effective," Ms. Rachana says. "It enables us to make fabric savings through greater material efficiency. Since switching from our other CAD system, we've been able to achieve fabric savings of 2 to 3% with Diamino's upgraded optimizer feature!"

PMPL also appreciates the improved speed they are seeing with their new Lectra Alys plotter, especially as compared to the plotters they were using before implementing Lectra's solutions, according to Ms. Rachana.

Lectra: the Optimum Solution

Lectra has been the ultimate solution to PMPL's challenges of both growth and managing complexity.

Now grading, prototyping, and costing are all carried out within a set timeframe—an undeniable competitive advantage for this growing Indian exporter. "Our job is simplified more and more with Lectra, and the patterns are very accurate," Ms. Rachana says. "Efficiency and speed are excellent. The time consumed by our CAD master is drastically reduced."

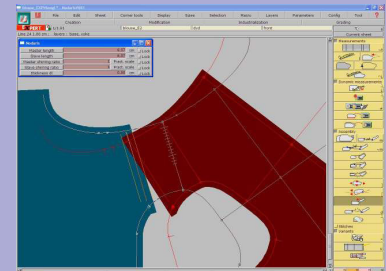
As for the future, Lectra has made their centralization plans a very realistic goal. "Our ultimate aim is to have large, highly integrated factories with the help of Lectra's CAD/CAM systems," says Mr. Amir Pradhan, director of PMPL. "We plan to maintain our success through continued improvement and implementation of additional new technologies. With Lectra, we now have confidence that this will happen smoothly and effectively."

Reliability, Efficiency, Excellent Support

Lectra quickly understood PMPL's challenges and found an efficient solution to their needs with fast implementation and effective training, according to Ms. Rachana. "Our team was equipped with the solution and operating well very rapidly," she says.

For Mr. Pradhan, Lectra's involvement has been like "a partnership," he says. "We are extremely happy with the support received and the quality of the partnership we have built with Lectra. Lectra has helped us gear up for future with its advanced technology."

Modaris: The benchmark pattern-making and grading solution for the apparel market



Well established as the industry standard, Modaris empowers users with state-of-the-art pattern-making and grading tools designed especially by Lectra's fashion technology R&D experts. Ideally suited for all kinds of apparel, from luxury to ready-to-wear, for men, women, kids, swim, lingerie, and more. Modaris's ongoing evolution is built on Lectra's close, privileged relationships with top industry professionals throughout the world. Enriched with a specialized knowledge of industry best practices, Lectra offers product development offices unrivaled productivity, efficiency, and quality.

Pradhan Mercantile Pvt. Ltd. (PMPL)

The PMPL Group was founded in 1991 and today caters to importers in France, Germany, and Switzerland. Their offer includes menswear, womenswear, sportswear, jeanswear, club wear, city wear, and childrenswear. Value-added details, like special washes, garment dyeing, printing, and different embroideries set PMPL's offer apart.

PMPL has five units in and around Bangalore, Karnataka, and employs 2000 employees.

The vision is to emerge as a significant player in the manufacture and export of ready-made garments and to employ 5,000 people by the year 2015.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), and furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind turbines, and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees. The company is listed on NYSE Euronext.