

## PROFILE



**NEW PEACOCK INTERNATIONAL**  
(Govt. Regd. Export House)

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# COMPANY AT A GLANCE

<b>Company Name</b>	<b>: NEW PEACOCK INTERNATIONAL</b>
<b>Type of Business</b>	: Manufacturer and Exporter of knitted garments
<b>Year of Establishment</b>	: 1989
<b>Founder</b>	: Muthukumar Palanisamy
<b>Managing Directors</b>	: Venkat Prasanna M K / Pranesh M
<b>Head Office</b>	: 52, Puthu Thottam main road, Palladam road, Tirupur, India - 641604
<b>Bank</b>	: City Union Bank

# ABOUT THE COMPANY...

- New peacock International is a well established Company, Manufacturing and Exporting Knitted Garments. The company derives its strength from a strong production and quality system developed over the years, supported by a dynamic group of experienced, energetic and hardworking merchandisers and quality controllers. The company employs 500 strong well looked after workforce to support them.
- We have passed over 30 years of accomplishment, aiming to lead the competitive knitwear-organizations of Tirupur. It has arduously re-engineered each step of its value-chain to match the dynamism of the fashion market.
- We have expanded our capacity, developed a skilled workforce and introduced integrated technologies, to remain globally up-to-date. It is truly an organization with a glorious past and a bright future.

- We are providing a safe workplace. We promote the health and well-being of our people and their families. We will encourage healthy work habits and a 'work-life' balance. We believe that working safely and protecting the health of our people is 'working smart' and creates greater and more sustainable wealth. We recognize that we have our responsibilities towards the society in which we operate.
- We are located in the heart of the city of Tirupur which provides us with lots of skilled labours and availability of high quality yarns etc. Our main goal is to keep continues improvements with focusing on team work, increasing customer satisfaction. And our main target is to achieve the best efficiency in our production with a consistent better quality and on time performance.
- Over the years, New Peacock International has manufactured a wide variety of products, such as: polo-shirt, sweat-shirt, ladies & kids-wear, baby's wear etc. Currently, New Peacock International has evolved to the level of manufacturing specialized knitwear-products, by keeping the track of the latest market-trends.

# CERTIFICATIONS

NEW PEACOCK INTERNATIONAL is compliant for the CT PAT & FCCA standard of Wal-Mart. So, it has emerged as a compliant and customer-focused organization. It has contributed in social development and is reputed as an eco-friendly organization. And also it is SEDEX, GOTS approved factory.

Scored **Green** in Walmart ethical, fire & safety compliance in january 2024.

And we scored above 91% on FCCA Audit for Quality by Walmart in 2025.



# CLIENTELE



# CAPACITY

- Production capacity : 15,000 pcs / day - 350 sewing machines
- Embroidery : 6000 pcs / day
- Printing : MHM Screen printing 5000 pcs /day
- Turnover : US\$ 7.5 million
- Manpower : 500 Nos.
- Management Personnel : 60 Nos.

# OFFICE



# PRODUCTION LINE



Cutting



Quality Checking



Production line  
(sewing)



Ironing



Packing

# EMBROIDERY



1 - TFI MACHINE WITH TAPING AND CHENILLE



5 - TAJIMA MACHINES WITH SEQUINS

# PRINTING



MHM SCREEN PRINTING MACHINES (UPTO 14 COLOURS) WITH PRODUCTION CAPACITY OF 10,000 PCS PER DAY IS INSTALLED FOR INHOUSE PRODUCTION.

# FABRICS AND PRODUCTS DETAILS...

- Single Jersey (S/J)
- S/J with Lycra
- Cotton Slub Jersey
- Cotton Slub PQ
- Heavy Jersey
- Ottoman Jersey
- Honeycomb Pique
- Lycra Pique
- Diamond Pique
- Single Lacoste
- Double Lacoste
- 1x1 RIB
- 2x2 RIB
- 1x1 RIB with Lycra
- 2x2 RIB with Lycra
- Flat Back RIB
- Irregular RIB
- Interlock
- Fleece
- French Terry
- Corduroy
- Velour
- Stripes in all types of fabrics

## Ready-made Garments :

- Polo shirts (basic/fashion)
- T-shirts (basic/fashion)
- Sweatshirts and joggers
- Ladies wear
- Children's wear
- Sports wear
- Boxers for men's and women
- Pet program
- And All Knitted products !
- Woven Products for all Depts.



# PRODUCTS...

- New Peacock International has manufactured a wide variety of products, such as: polo-shirt, sweat-shirt, ladies & kids-wear, baby's wear etc. Currently, We have evolved to the level of manufacturing specialized knitwear products, by keeping the track of the latest market-trends.
- We manufacture almost every knitwear product for men, women and kids. We specialize in value added products, such as: Peach-Finished, Pigment-Piece-Dyed, and Heavy Enzyme-Washed, Bamboo-Charcoal and Eco-Friendly products. We are currently concentrating on tie dye products and Sequins, taping etc. which is soon expected to have a massive impact on the fashion market.
- We have crossed the border of using only ordinary yarns, such as: Cotton, Polyester, CVC, PC, etc. and We also make use of Organic, Rayon, Modal, Pima and Fairtrade yarns. We also manufacture technical fabric, such as: Viscose, Lycra modal, Bamboo, etc., using cutting-edge technology.
- We also manufacture Woven programs for all departments in all kind of fabrics. We have setup a separate unit specifically for woven garments Production.

## MENS



## BABIES



## BOYS



## BABIES SLEEPING BAG



## WOMEN



## GIRLS



## OUTERWEAR



## KNIT DENIM



## BOTTOM WEAR



# PET COLLECTIONS

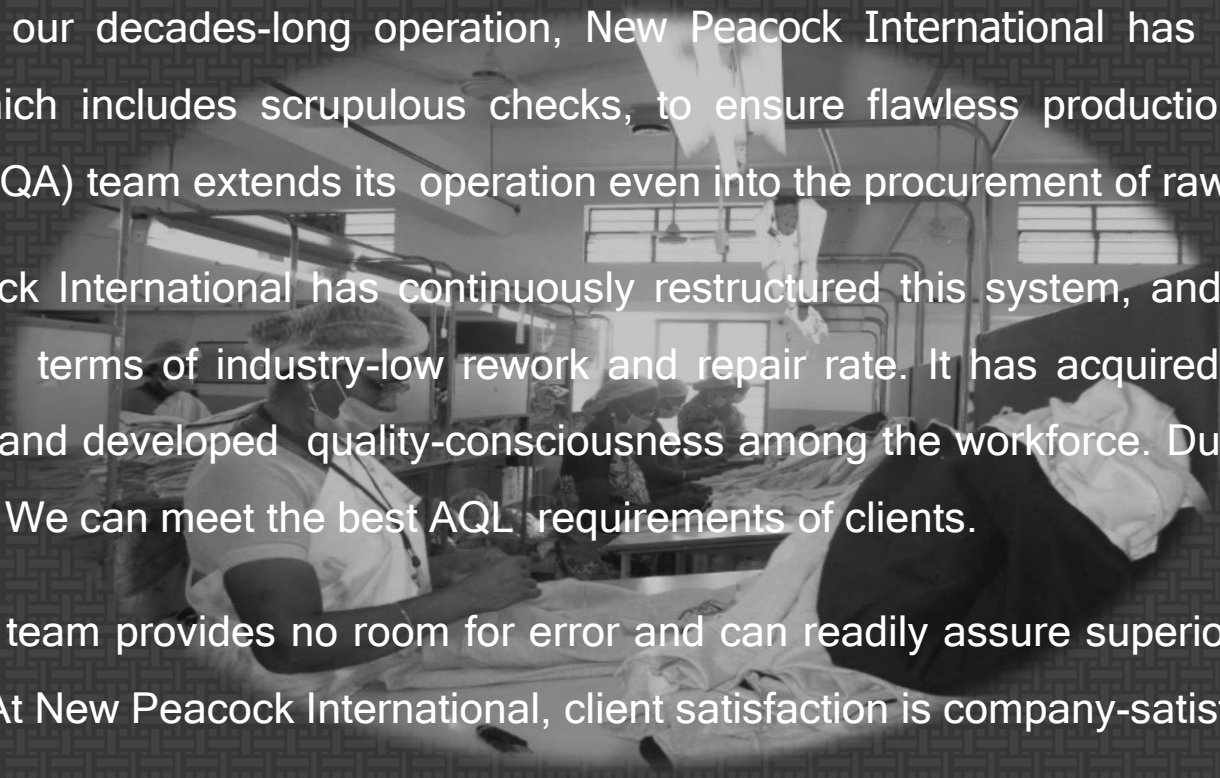


# DESIGN & DEVELOPMENT

- New peacock international can comprehend the swinging-pendulum of the fashion world and can therefore adapt to the taste of trendy consumers. This keeps us one step ahead of other textile-manufacturers.
- We have restructured our Sample-Division into a Design & Development Unit. This fully-fledged section, headed by a foreign expert, prepares its own seasonal collection according to the latest market-trends. Our R&D team is always on the lookout for new types of fabrics and products. This helps the Design and Development team and results in better client management.

# QUALITY CONTROL & ASSURANCE

- Throughout our decades-long operation, New Peacock International has perfected its Quality Control System, which includes scrupulous checks, to ensure flawless production. The experienced Quality-Assurance (QA) team extends its operation even into the procurement of raw-materials and machinery.
- New Peacock International has continuously restructured this system, and it now features a unique capability in terms of industry-low rework and repair rate. It has acquired the latest Quality-Control equipment, and developed quality-consciousness among the workforce. Due to its firm grip on quality regulations, We can meet the best AQL requirements of clients.
- Our Quality team provides no room for error and can readily assure superior product-quality to its clients. At New Peacock International, client satisfaction is company-satisfaction.



# SAFETY & INTEGRITY



- We strictly adhere to ethical business-practice and carry out compliance as a continuous process, and exceeds local legislations to meet In terms of employment practice and safety. We Compliance Management Team monitors and review the various activities performed throughout the organization. For the safety of our workers, We have improved workplace conditions; set up noticeable warning signs in the local language; enforced the usage of safety equipment; and built awareness among the workforce.
- The work-place has clearly demarcated emergency exits and equipment. Besides paying a healthy living wage - much higher than the legal minimum - Peacock supports its workers by setting up welfare facilities. An adequate canteen; safe drinking water; and hygienic lavatories, ensure that workers are comfortable with the workplace. We strongly oppose force-labour, child-labour, racism, discrimination and exploitation of workers, and make every possible effort to discourage such misconducts. We employ individuals solely on the basis of their qualifications.

# FUTURE PLANS

- WE ARE IN PROCESS OF ADDING OUR NEW FACTORY WHICH IS UNDER CONSTRUCTION AND IT WILL BE A FIRST CLASS ONE WITH ALL THE AMENITIES EXPECTED BY MAJORITY OF THE BUYERS WHICH WILL HAVE ALL THE NEEDED STANDARDS, OUR FACTORY WILL INCLUDE 350 SEWING MACHINES WITH MAN POWER OF 500 PERSONNEL, AUTO PLOTTER, ETC,. AND IT HAS A BUILD UP AREA OF 40,000 SQ.FT.
- IT WILL BE A GREEN ENERGY FACTORY WHICH WILL RUN ON SOLAR POWER, AND WE HAVE EQUIPPED MOST OF THE AREAS WITH SUSTAINABLE AND ECO-FRIENDLY IDEAS WHICH INCLUDES CNG GOODS VEHICLES, EV'S, ETC,.
- OUR PLAN IS TO OPEN OUR NEW FACTORY IN OCTOBER 2025.

Thank You...!



**NEW PEACOCK INTERNATIONAL**

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