

[www.brightideas.ventures](http://www.brightideas.ventures)

# bright ideas & ventures

YOUR STRATEGIC PARTNER FOR HIGH-IMPACT PROMOTIONAL APPAREL



Beyond T-Shirts, Building Your Brand

Premium

Promotional **Apparel** Driven by

**Unmatched Expertise**

*WHEN YOU OUTSOURCE YOUR T-SHIRTS TO US, YOU ENTRUST YOUR BRAND*

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@brightideas





# The Power of the Right Promo Wear



## More Than Just Fabric: T-Shirts as Brand Ambassadors

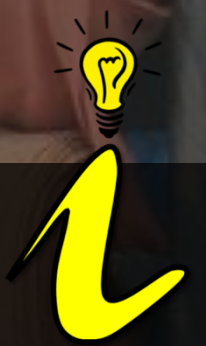
*IS YOUR PROMOTIONAL APPAREL TRULY  
REFLECTING YOUR BRAND'S MESSAGE?*

- Boost Brand Visibility & Recall
  - Walking Billboards
- Enhance Team Spirit
  - Employee Engagement / Friday Wear
- Create Lasting Impression
  - Perfect for Events & Campaigns
- Cost-Effective Marketing Tool
  - With High ROI

## Challenges

# Sourcing Promotional Apparel Can be Difficult!

*ARE YOUR ACTIVATION MANAGERS,  
BRAND MANAGERS & PROCUREMENT  
FOLKS AT CONSTANT LOGGERHEADS?*

- 
- Inadequate Understanding
    - Fabric Type / GSM
    - Printing / Embroidering Process
  - Inconsistent Quality
    - Poor fabric, printing fades/cracks
  - Unreliable Delivery
    - Missed deadlines for crucial events
  - Lack of Understanding of Brand Needs
    - Accurate Use of Brand Assets
    - Incorrect Colours, Aspect Ratios, Orientation
  - Communication Gaps with Suppliers
    - Little or no understanding of Campaign / Purpose



Presenting

# bright ideas & ventures

- . Your strategic partners in creating **high-impact merchandise** that delivers results.
- . We combine deep industry expertise with a commitment to quality, reliability, and **understanding your brand's purpose.**

*THE DESTINATION FOR PROMOTIONAL APPAREL*





# Meet Our Core Team



**ravi  
nigam**

>30yrs of experience  
in Garment  
Manufacturing &  
Production

Consultant



**surekha  
jain**

>20yrs of corporate  
experience with a  
decade spent in  
Garment Manufacturing

Founder & Proprietor



**sudham  
ravinutala**

>25yrs of  
experience  
in Marketing &  
Strategy

Consultant

EXPERIENCE MEETS EXPERTISE



# What Makes Us Different? OUR FOUNDATIONS !

- Driven by Decades of Diverse, High-Level Experience.
- Founded on a unique blend of expertise, ensuring excellence at every step.
- Garment Manufacturing and Sourcing

People  
Process  
Passion

*SUPPLY CHAIN / MARKETING / MANUFACTURING*





# We Understand Garments



The core team of **Surekha Jain & Ravi Nigam** have been working together for over 8 years. Ravi brings to the team a rich legacy of Garment Manufacturing and Retail while Surekha brings the Supply Chain Understanding

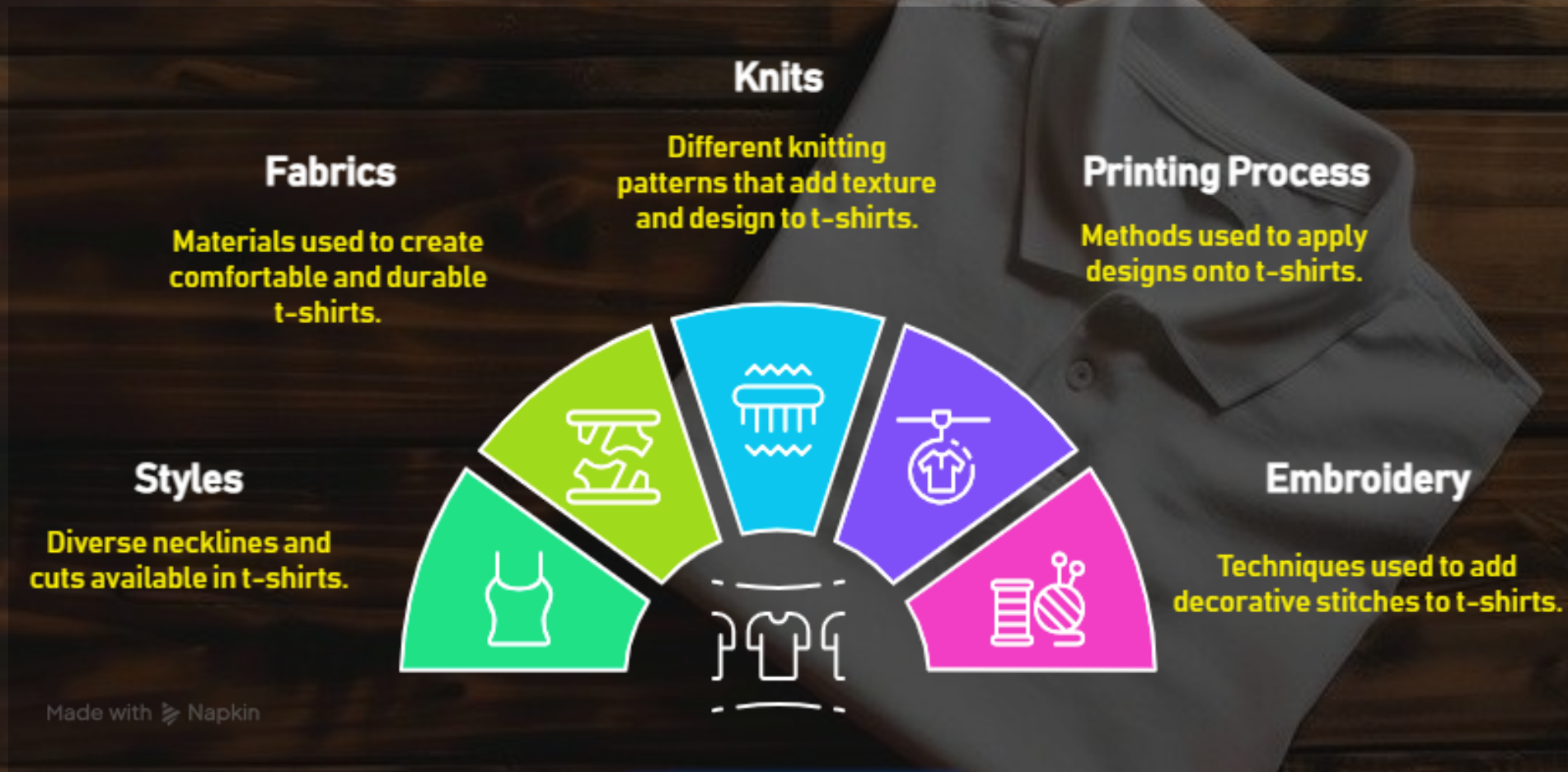
Promotional Apparels is an extension to a four decade long journey.

*OVER FOUR DECADES OF GARMENT EXPERIENCE*





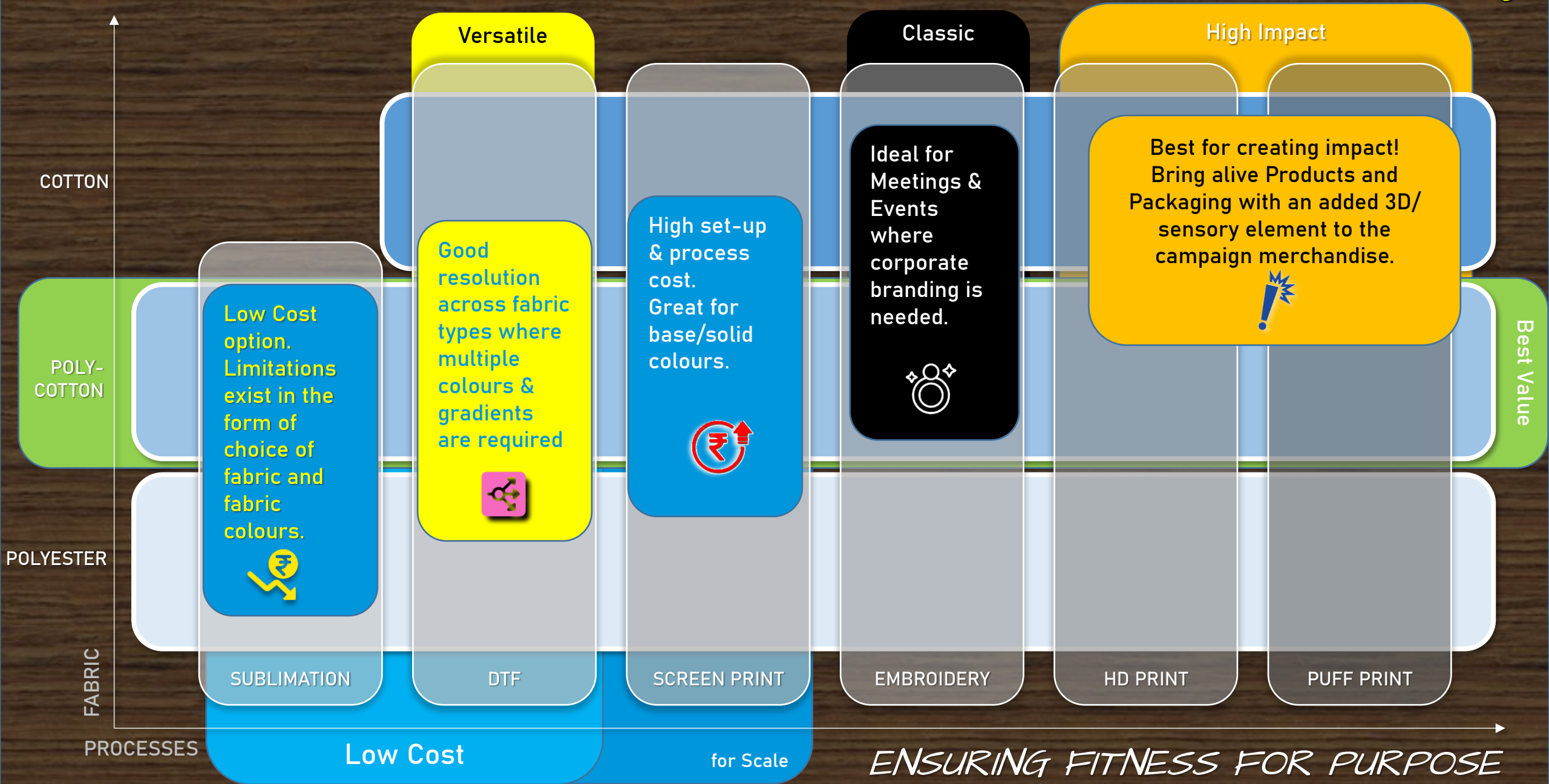
# We Understand T-shirts



*MULTI-DIMENSIONAL APPROACH TO PROMOTIONAL APPAREL*



# What, When & Why





# Product Samples



**Fabric:** Terry Lycra (Cotton)  
**Print:** HD+DTF  
**GSM:** 220



**Fabric:** PC  
**Print:** Embroidered  
**GSM:** 220



**Fabric:** Terry Lycra (Cotton)  
**Print:** DTF  
**GSM:** 220



**Fabric:** Honeycomb Matte  
**Print:** Sublimation  
**GSM:** 220



**Fabric:** Cotton Bio-wash  
**Print:** DTF  
**GSM:** 180



**Fabric:** PC  
**Print:** Embroidered  
**GSM:** 220



**Fabric:** 100% Cotton  
**Print:** Puff  
**GSM:** 220

ACROSS  
FABRIC &  
PROCESS



# Innovation



*IN DESIGN &  
PRINTING*





# Executed Orders



Eurest Services



HMD Global



Nokia Past Employees



# Our Services

bright ideas through it's vast network of vendors and fabricators brings a **"Fitness for Purpose"** perspective to promotional apparel ensuring the perfect balance of **Quality, Cost & Delivery**

*CUSTOMISED END-TO-END SOLUTIONS*





# Our Products

## Polo Neck T-shirts

Collared t-shirts, smart casual and comfortable.



## Formal Shirts

Button-down shirts, suitable for professional settings.



## Caps

Headwear for sun protection or fashion.



## Accessories

Miscellaneous items like mugs, umbrellas, and keychains.



## Round Neck T-shirts

Low Cost Option for Promoters etc.



## Jackets & Hoodies

Outerwear for warmth and style.



## Bags

Variety of Fabric Tote Bags



*SINGLE WINDOW FOR ALL  
MERCHANDISING NEEDS*



# Clients We've Served

(Uniforms)



SD BIOSENSOR

**REVER  
UNITED**



**BHARAT GEARS LIMITED**  
Geared for Life





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