



SHIRTS & TROUSERS



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KEF the Apparel Firm was established in February 2010 as a small Company in Shirt Manufacturing business. Since then it has embarked on an ambitious program to expand, modernize and upgrade its infrastructure, equipment and services to increase its efficiency, reliability and competitiveness. The company is a vibrant and dynamic organization where state-of-the art technology is standard in business practice and communications. A highly skilled and enthusiastic workforce strives for nothing short of excellence in production, quality and service. The company is long recognized as a leader in shirt manufacturing in India. KEF has a well entrenched competitive position and is not only able to maintain its position but has the strategic intent to get stronger with an aggressive expansion method via internal growth. This is due to an increased demand for its products which in turns leads to higher sales volumes and increased employment opportunities for the local communities. KEF engages its strong marketing mix of high quality products, a competitive price strategy, adequate distribution channels and ample promotion through word of mouth to reach a long running litany of satisfied customers. Currently, KEF manufacture garments in two major product groups:

Corporate & Formal wear for men's

Casual Wear & Trousers for men's & boys

KEF is committed to not only meeting but also exceeding all customer requirements, thus ensuring a 100% quality target that is carried throughout each step of the manufacturing process. The end result leads to the complete satisfaction of every customer and enhanced growth and success of the company.

History

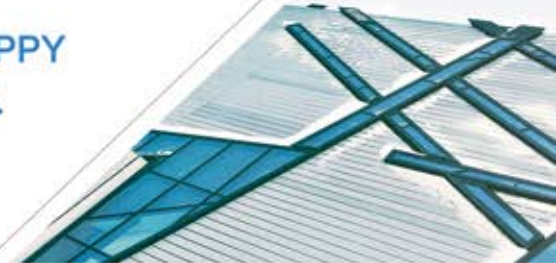
Since its beginning in the early 2010 Mr Sai Mohammed the Founder with a Focussed mind, highly Spirited and Passionate for Growth and Success in life and his Business symbiotically, He Managed to climb each steps of the firm with well planned strategies along with his Business Partners and well Supportive workforce. Each years passed on KEF ensured its growing graph steadily during the struggling recession and massive contraction times. Started with a very Small manufacturing unit of 4 employees in Bangalore KEF understood the demand of its Products globally and gradually improved its infrastructure and workforce of 150 plus employees over the times. Two Factories in Bangalore and Tirupur and wholesale units in Multiple Cities of Dubai, Doha, Cochin, Calicut, Pattambi still counting...Today KEF proudly owns 10 Lakhs of happy Customers globally.



Sai Mohammed.

Sai Mohammed
(Founder and Chairman)

**TODAY KEF PROUDLY
OWNS 10 LAKHS OF HAPPY
CUSTOMERS GLOBALLY.**



Affiliations or Memberships

Active and Proud Member of SIGMA



The South Indian Garment
Manufacturers Association.

Affiliated to CMAI



The Clothing
Manufacturers
Association
of India





Celebrities associated with us



sunny wayne



Neerav



noorin shereef

Production Power

The factory can produce up to 50,000 garments per month. The infrastructure constitutes of multiple manufacturing units. Machinery is constantly upgraded as per market standards. Stitching is a crucial stage in the assembly of any garment. The company has its own extensive stitching facility which is helmed by a staff comprising of trained professionals such as Production Planners and Quality Assurance Managers. The company has a vast capacity for finishing and packing of garments with facilities to provide ironed, hanger, stand pack, flat pack and crinkle packing.

Quality Measures and Standards

We are determined to consistently improve our quality management systems by upgrading technology, capabilities and infrastructure. We continue to strive to provide superior products which are both eco-friendly and competitively priced to our customers.

Design Themes

Every Season we Set a stand out theme for designing our Garments as per the demand of our happy Clients. Trend setting is another benchmark of KEF as it varies from time to time depends on the festivities and needs. KEF doesn't announce it's Design themes before it's half done.



Types Of Fabrics Used

Mostly 100% Cotton Fabrics are used.

As per Client's Demand KEF uses various stretching fabrics, Denims, Quadra, Rayon, Satin and other Mix Cottons as well.

SPECIALISATION

KEF specialized in manufacturing Gent's Shirts and Trousers meanwhile also produces other fashion Accessories like Caps, Shrugs, base Coats etc...

TEAM KEF



Sai Mohammed
(Founder and Chairman)



Samad
(Founder and CEO)

150 plus Efficient Employees (Tailors) | 20 Distributors | 10 Logistics Supporters
5 Regional heads | 3 Middle East operators | 5 Packing Crews | 5 Cab Drivers

Inspiration

A P J Abdul Kalam the Former President of India and the Missile Man of the Country once quoted 'dream thousand times atleast one out of it may come true... Was the inspiration behind our business... We kept dreaming all the times until it comes to reality. We wanted to be something different as everyone thinks we tried to be... And still making every possible efforts to be the far different mode of business implementing versatile strategies and positive initiatives.

Collection Specifications

Being one of the most prestigious Shirting Manufacturers we are offering wide variety of Gent's formal and casual Shirts and trousers to our valuable clients. Our Products are Comfortable to wear on any occasions and are skin friendly. At our vender's end these are fabricated using soft fabric and advanced technology. Offered shirts are recognized by our customers for their marvellous designs and perfect finish. More over, these formal and casual Shirts and Trousers available at very affordable prices.

Features

Tear Resistance | Skin friendly | Comfortable fit



teamkaf.com

KEF Values

- We take Responsibility for Quality • We deliver Customer Satisfaction
- We provide Leadership as a company and as individuals • We act with integrity in all we do
- We value KEF Customers • We regard our Suppliers as essential team members

Product Gallery.



Market Division

Market Division or Customer allocation is well maintained by the team KEF in order to stabilize the sales and revenue also affirm the quality business and smooth transition among the clients and Distributors in each territories allotted to each of them. Where every Distributors generating the targeted income as they are the sole supplier of the assigned area of operation. KEF has it's own distribution Channels specially Designed for Middle East and South India.

Concept & Motto

"Experience the Authenticity" is our Concept that KEF defines it's finely crafted masterpieces into a dashing formals or a coolest casuals ensuring perfect and ultimate finish... It follows, then, that having a message that resonates with the customers, and staying authentic to that message, is one of the few ways to break into the cutthroat fashion industry as a Good brand.

Motto: Crafted... Couture... Ends ur Curiosity

Brands

KEF itself is a brand and a parent company also owns some other brands as follows



Finance and Banking

KEF keeps it's Financial Relationships with some major Banks across the country maintaining daily based business transactions over the years indeed strengthening and rooting KEF business and more. KEF deals with Axis Bank, HDFC Bank.





**FEEL LIKE A MILLION BUCKS
IN KEF SHIRTS.**

The image is a collage of three denim items. On the left, a pair of dark blue denim trousers with white side stripes and distressed patches is shown. On the right, a dark blue denim shirt with vertical stripes and two chest pockets is displayed. In the top left, a portion of another denim shirt is visible. The items are set against a light-colored wooden plank background. A large white diagonal line separates the trousers from the shirts. The text 'SHIRTS & TROUSERS' is centered in white, bold, sans-serif font.

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CORPORATE OFFICE

KEF CLOTHING - NO. 3 Behind Vijayalakshmi Timber, Hosur Main Road, Bommanahalli, BANGLORE -560068, ☎ 9846208530 / 9846737073

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