



# **PHOENIX**

**INTERNATIONAL**

[www.phoenix-international.in](http://www.phoenix-international.in)

## INTRODUCTION

Phoenix International is engaged in manufacturing, supplying and exporting a huge assortment of trousers and shorts for Men. Our products are greatly admired for world class quality, fashionable design, and striking looks.



## COMPANY PROFILE

In the wake of ever scaling demand for qualitative and fashionable attires, 'PHOENIX INTERNATIONAL' was incepted in the year 2012. The company has established itself as one of the predominant manufacturers, suppliers and exporters of a huge range of men's wear trousers and shorts. It is able to fabricate these high quality products as it employs best quality fabric, dyes, thread and other types of raw material for manufacturing its wide range of garments.

Its products are renowned for their distinctive attributes like shrinkage resistance, fabric strength, neat stitching, impeccable finish, colour fastness and fascinating designs. The management of the company is handled by a combination of experienced and young blood individuals who understand the diverse requirements of clients and offer the most appropriate range of products.

With its latest infrastructure facility, it is capable of manufacturing flawless range of garments and caters to huge order requirements timely and efficiently. The manufacturing unit is installed with state-of-the-art machinery and equipment like sewing, cutting and pressing machines that are capable of manufacturing defect free range of garments in bulk quantities.

Phoenix International is actively supported by its team of highly efficient and professional staff which enables them to offer innovative and large range of products at industry leading price range. Owing to these factors, in a small time span it has shown enormous growth in the industry.

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# GROWTH

Through hard work and unerring focus, Phoenix International has become one of the leading producers and suppliers of men's wear trousers and shorts in the country. The secret of its success is its emphasis on quality, at all times & transparent policy . It also focused on providing a comfortable product with differentiating features that attracted a large amount of loyal customers. It has experienced a steady growth curve and is climbing the ladder of success, step by step.

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# OUR USP

Increasing global expansion and international competition have brought new challenges.

Our strength lies in our ability to bring to the market new products & innovative design with assured quality, color co-ordinated across products & techniques and as a result we offer our customers unique merchandise for their stores. With our design studio infrastructure and our vertical manufacturing capability in Ludhiana (330kms from Delhi), we are able to fulfill our customer's requirements of combining western concepts and international quality at prices for less than these goods can be produced for in other countries.

We have the ability to adapt our products to fit into customer's themes/concepts and we also ability to engineer items and programs exclusively for our customers.

With our pilot weaving and production unit, we are able to conduct several experiments and produce samples for our customers in a relatively short period of time.

Our pilot manufacturing unit is located at Ludhiana. We have a corporate showroom in Ludhiana where we would welcome you to come visit us by appointment.



MENS  
TROUSERS  
CHINOS





## QUALITY STANDARDS

Phoenix International is well known for its adherence to quality standards of the industry. Its products are dispatched after undergoing plenty of quality checks at each stage of production. It has developed strict measures for a product to reach the Acceptable Quality Level (AQL). Thus its customers are sure of getting what they expected, and it created a lot of brand value for its products.

## INFRASTRUCTURE

What sets Phoenix International apart is the quality of its products. All the products are manufactured by using the best in business manufacturing procedures and codes to deliver value to its customers. The company has invested in top end machines and high-end infrastructure to match the growing demand for its products.

{ Our Fabrics Are Well Tested To Ensure That They Have Natural PH }

"QUALITY IN EVERY PROCESS"

"QUALITY WITHOUT COMPROMISES"

## INNOVATION

Phoenix International continuously focuses on developing and innovating its products and processes. Along with comfort it has provided a lot of different products that have become trend setters in the market. It provides a remarkable collection of various colours and styles to its customers and constantly innovates to add more value to its customers.



**AMF REECE**  
*Better Ideas, Better Made*

# OUR QUALITY POLICY STATES

"We take PRIDE in our work"

Personal Responsibility In Delivering Excellence

To create in co-operation with our vendors, an infrastructure that gives us the ability to serve efficiently & economically the individual needs of our customer, & constantly develop new and innovative designs and offer them at a fair value.

PHOENIX INTERNATIONAL products are manufactured at our versatile production unit complete with the latest CAD hardware & software.

With fully equipped design and development capability, quick turn around time from paper to finished physical samples, specialized high-end machinery for fabric detailing, advanced and versatile manufacturing facilities, strict benchmarks in quality controls.

PHOENIX INTERNATIONAL experimentation in design, colour combinations, blending of fabrics and other materials; makes it's products unique and distinctive.

## PRODUCTION

We at Phoenix International constantly strive to improve our working & ensure that we are able to live up to the commitments we make to our customers, without whom all the above would not have been possible.

"Our cut-sew operations are capable of producing approximately 800,000 pieces.

Single needle stitching.

Rivet application for the purpose of rivet, metal plates & buttons.

Single needle under thread trimmer.

Feed of the arm

Zig Zag stitching to have a special zig-zag effect on stitched pieces

Bar-tack to reinforce areas of a garment that may be subject to stress or additional wear.

Over-locking; to over-lock the fabric joins.

Belt Attaching Machine

Baby over-lock for finer locking.

Loop building

Lace attaching

A 35kg per lot fully automatic dry cleaning machine to dry, wash, remove dirt & stains.

Button holing and buttoning for getting precision buttoning with improved efficiency.

Metal detector to detect any broken needles or parts hidden inside the items.

Eye-leting with hydraulic control for fixing through uniform pressure.





MENS  
TROUSERS  
CHINOS



# TROUSERS

PRODUCTS ARE AS PER ONGOING FASHION ON THE DATE OF PHOTOSHOOT AND ARE THEREFORE SUBJECT TO CHANGE FROM TIME TO TIME. THESE ARTICLES ARE FOR REFERENCE PURPOSE ONLY.



BASICS 19 - TWILL / SATIN  
BROKEN TWILL FABRICS  
(DUSTY/COLORED)



DBL09 - DOUBLE FABRICS  
(DUSTY/COLORED CHARTS)



SULPHUR 01 - SUPHUR DYING  
FOR STONE WASH LOOK ON  
TROUSERS TO GIVE DENIM  
LOOK (DUSTY/COLORED)



HIDDEN 28 - HIGH DENSITY  
FABRICS (DUSTY/COLORED)



BASICS 18  
BASIC DOBBY FABRICS  
(DUSTY/COLORED CHARTS)



JOGGER 98 - ELASTIC OR RIBS  
ON TOP & BOTTOM WITH OR  
WITHOUT SULPHUR DYING  
((DUSTY/COLORED)



ELSTC 21 - HIDDEN ELASTICIN  
BELT FOR EXTRA COMFORT  
IN POLYESTER/LYCRA FABRICS  
(DUSTY)



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# SHORTS





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www.cheerindia.co.in

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## CORPORATE SOCIAL RESPONSIBILITY GOODNESS IS THE ONLY INVESTMENT THAT NEVER FAILS



We believe every business has a responsibility beyond its basic responsibility to its shareholders; a responsibility towards broader society, in which it operates. Therefore, we take CSR seriously and through our organization Aakash Foundation, we regularly organize blood donation and health check up camps in the industrial area to support the workers and their families. We also regularly participate in labour training and job placement programs under government schemes and have used our factories and resources to train and place hundreds of unemployed young adults.



In 2015 Phoenix International actively participated in massive tree plantation drive in Ludhiana with a joint focus of planting 10million plants in period of 1 hour in coordination with SAMBHAV FOUNDATION.

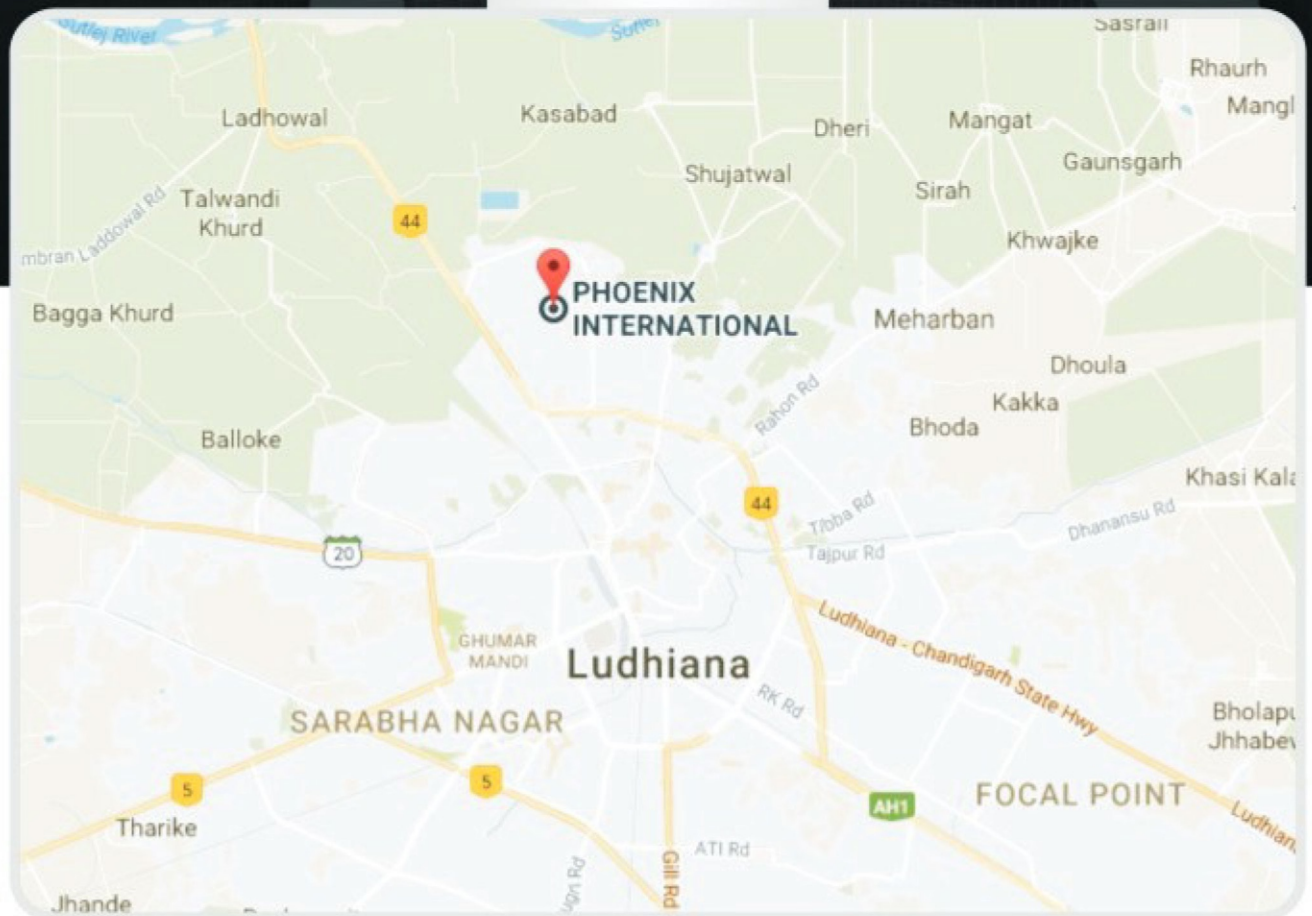
We believe in our environment All of the wastes are well treated thereby causing no damage to environment.

We make sure that our vendors have managed their waste in way to cause no harm to environment.





## CONTACT US



### **PHOENIX INTERNATIONAL**

B-32, Kara Bara, Bahadur-Ke-Road, Ludhiana-141002, Punjab, India.

Mobile : +91-98720-00094, 97797-87709

E-mail : [info@phoenixindia.co.in](mailto:info@phoenixindia.co.in)

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