

**6TH** EDITION

**INTIMASIA<sup>®</sup>**

**SHOW  
BROCHURE**

**SOUTH ASIA'S LARGEST TRADE SHOW FOR  
INNERWEAR | COMFORTWEAR | SPORTSWEAR**

**22 | 23 | 24 JAN 2024**

**BOMBAY EXHIBITION CENTER**



[www.intimasia.in](http://www.intimasia.in)

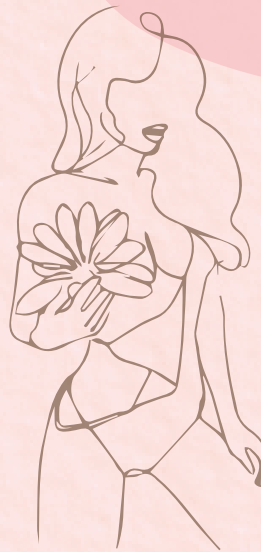
# INTIMASIA *The Show*

## **The absolute confluence of Brands, Retailers, Distributors From Innerwear, Comfortwear, Swimwear & Sportswear**

Experience the future of Innerwear, Comfortwear and Sportswear at INTIMASIA 2024, South Asia's Largest Trade Fair. Set to mesmerize the nation with its grandeur, this remarkable event showcases the latest trends and innovations in the realm of innerwear, sleepwear, loungewear, thermals, shapewear, swimwear, activewear, and sportswear. To be held in the bustling business capital of India – Mumbai, INTIMASIA is the ultimate platform for global trade, bringing together industry professionals, esteemed brands, and discerning buyers from around the world.

With over 300 coveted brands showcasing their finest offerings, the event promises a remarkable showcase of cutting-edge designs, superior craftsmanship, and innovative technologies that shape the future of the industry. With a staggering number of attendees, including industry professionals, retail giants, distribution experts, and fashion enthusiasts, INTIMASIA 2024 presents an unparalleled opportunity to engage with over 20,000 retailers and distributors. These key stakeholders play a pivotal role in bridging the gap between brands and end consumers, making them crucial partners in your business growth.

Whether you are a brand, manufacturer, retailer, distributor, or fashion enthusiast, INTIMASIA 2024 offers an unparalleled opportunity to immerse yourself in the world of intimate wear and sportswear. Discover the latest collections, witness the unveiling of breakthrough technologies, and connect with like-minded professionals who share your passion for the industry..



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The overall atmosphere of INTIMASIA 2023 was one of excitement, inspiration, and professionalism. It was evident that the event attracted industry leaders, decision-makers, and trendsetters, creating an environment conducive to meaningful conversations and fruitful collaborations.

-Mr. Rajiv Padwal, Director, Little Lacy

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# WHY India



## Balefire of Opportunity

### Unleash the Potential of the Highest-Spending Consumers

Seize the Golden Opportunity to connect with Retailers, Distributors and Potential Franchisee in Worlds fastest growing market for Intimate wear & Sportswear. As India's retail sector continues to expand and evolve, forging strong partnerships with retailers and distributors is the key to unlocking unprecedented growth and market penetration.

## INNERWEAR, COMFORTWEAR & SPORTSWEAR BUSINESS IN INDIA

- The market size of women's inner wear across India in the year 2020 was approximately Rs 321.64 billion and is estimated to reach Rs 621.35 billion by 2025.
- The global sleepwear market is expected to grow in the period of 2023-2028 at a CAGR of 9.7 per cent to reach a value of about USD 17.04 billion by 2026.
- The sports and athleisure retail market in India was valued at Rs 158 billion in 2021, and is estimated to grow to Rs 402 billion by 2025.
- The Intimate wear is expected to grow at a CAGR of 14% from 2021-2026.
- India's 41% of population belongs to the age of 25-54 and 18% from age 15-24.



Changing Lifestyle and Fashion Trends



Increased Product Innovation and Technology



Rising Disposable Income



Growing Women's Empowerment



Awareness of Health and Fitness



Urbanization and Western Influences



Influence of Social Media & Celebrity Endorsements



Focus on Sustainable and Ethical Practices



E-commerce and Online Retailing



Government Initiatives

“

The event was flawlessly organized, with a well-designed exhibition space that allowed us to present our products in the best possible light. The footfall of 20,000+ retailers, distributors, and agents from across India ensured a constant flow of potential buyers and partners to our booth.

- Mr. Raj Kumar Jain, Founder & Managing Director,  
Bonjour Socks

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# EVENT Highlights



**INTIMASIA 2024 promises to be an exceptional event that brings together the best of the intimate apparel and sportswear industry.**

- 3 days expo of unceasing opportunity in the Intimate-wear category.
- 300+ Brands showcasing 150+ Product Categories.
- 250+ Exhibitors from India and abroad.
- 20,000+ Retailers, Distributors and Agents from across India.
- 120,000 sq. feet area hosting the best of the industry.
- Live Fashion Shows, Trend Forum and Seminars.
- Opportunity to grow and expand your business.

**120,000+**  
SQ.FT.AREA

**20,000+**  
VISITORS

**500+**  
VIP BUYERS

**250+**  
EXHIBITORS

**300+**  
BRANDS



**Live Fashion Show**



**Opportunity to expand  
your business**



**Trend Forum &  
Seminars**

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We highly recommend INTIMASIA to any brand or business looking to make a significant impact in the intimate wear, comfort wear, and sportswear segments. It is an event that delivers exceptional networking opportunities, unparalleled exposure, and valuable industry knowledge. Thank you, INTIMASIA, for an incredible experience!"

**- Mr. Sunil Pathare, Managing Director,  
VIP Clothing**

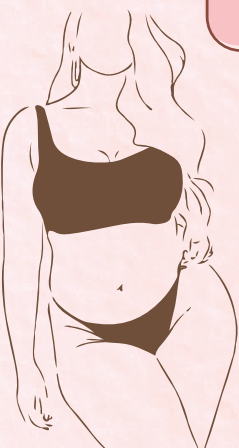
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The quality of visitors at INTIMASIA was outstanding. We had the opportunity to meet with a diverse range of retailers, distributors, and agents who were genuinely interested in our products. The networking opportunities were invaluable, and we established fruitful business relationships that have already begun to drive growth for our company"

**- Mr. Sanajy Dawar, Managing Director,  
Bodycare Creations**

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# PAST SHOW *Glimpses*







# EXHIBITOR Profile

Exhibitors at INTIMASIA 2024 Mumbai includes elite brands for lingerie, innerwear, sleepwear, loungewear, shapewear, swimwear, thermals, activewear, sportswear, socks and handkerchiefs. The event provides a perfect platform for creative individuals, designers, and innovators in the Innerwear, Comfortwear and Sportswear space to showcase their ideas, products, and vision to the prominent retailers and industry leaders present at the event.



Lingerie



Innerwear



Activewear



Leggings



Sleepwear



Loungewear



Yogawear



Socks



Thermals



Swimwear



Sportswear



Shapewear



Beachwear



Stockings



Handkerchiefs

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Overall, INTIMASIA 2023 was a game-changer for our business. It provided us with a platform to showcase our products to a highly targeted audience, connect with key industry players, and gain valuable insights into the intimate wear market. We are already looking forward to participating in the next edition and further expanding our presence in the industry.

- Mr. Venugopal, Naidu Hall & Intimacy

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# VISITOR Profile

The presence of retailers, distributors, and agents from across India at this industry event is a testament to its significance and the opportunities it offers.

From specialized innerwear and sportswear stores to family departmental stores, and from multi-brand outlets to investors and distributors, exhibitors can expect a diverse range of participants. The event provides a platform for retailers, distributors, and agents to connect, exchange ideas, and explore potential collaborations.

## Visitors to the show



Traditional Retail Stores  
(Mom & Pop Stores)



Family Departmental Stores



Modern Multi Brand Outlets



Hypermarket Stores



Specialized Intimate wear  
& Sportswear Stores



Investors interested in  
opening Franchise Stores



Distributors & Agents

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INTIMASIA 2023 exceeded our expectations and proved to be a game-changer for our brand. We look forward to participating in future editions of this remarkable trade fair, knowing that it will continue to provide unparalleled exposure, connections, and growth opportunities for the intimate wear industry”

-Jugla Mehta, Director, Libra Lingerie

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The kind of exposure our brand has received through this platform has been unbelievable. Apart from garnering business for our brand, we've also discovered new channels of sales we hadn't even considered before.”

- Mr. Sanjay Wakharia,  
CEO, Underjeans by Spykar

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# PARTICIPATION

## Profile

### DOMESTIC PARTICIPANTS:

### INTERNATIONAL PARTICIPANTS:

BARE

₹8,500 PER SQ. M.

US\$ 150 PER SQ. M.

SHELL

₹8,000 PER SQ. M.

US\$ 140 PER SQ. M.

ECO-SHELL

₹7,500 PER SQ. M.

US\$ 130 PER SQ. M.

### Additional Charges on Premium Booths:

10% on 4 side Open Booth | 05% on 3 side Open Booth | 2.5% on 2 side Open Booth

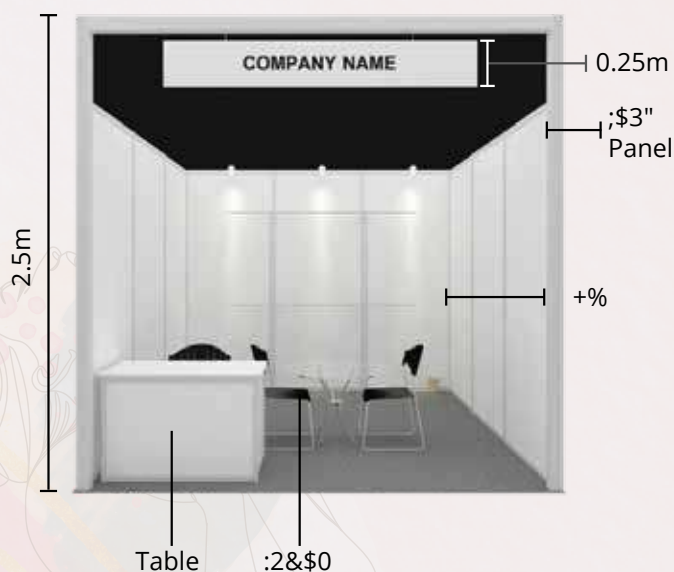
**Note: The above-mentioned rates exclude 18% GST**

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We were thrilled to be part of INTIMASIA 2023 as an exhibitor, and it exceeded all our expectations. The event provided us with an exceptional platform to showcase our brand and connect with industry professionals from all around the world.

- Mr. Santhosh Sivaramakrishnan,  
Comercial Director - India & Srilanka,  
Triumph International

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The event was flawlessly organized, with a well-designed exhibition space that allowed us to present our products in the best possible light. The footfall of 20,000+ retailers, distributors, and agents from across India ensured a constant flow of potential buyers and partners to our booth.

- Mr. Raj Kumar Jain, Founder & Managing Director,  
Bonjour Socks

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# CONCEPTUALIZED & Organised By



**Peppermint Communications** is an integrated communication consultancy that has been operating since 2002. Under the leadership of **Mr. Yusuf Dohadwala**, the company offers a wide range of services in the field of advertising, branding, events and promotions, publishing, corporate films, web and multimedia solutions.

One of the notable strengths of Peppermint Communications is their expertise in the textile, apparel, and baby products industries. This knowledge gives them an advantage in understanding the specific requirements of brands, manufacturers, distributors, and retailers in these segments. Additionally, Peppermint Communications takes pride in publishing Inner Secrets Magazine, a B2B Intimate Wear Publication with a readership of 45,000 industry professionals, which has been in circulation for 17 years.

Furthermore, Peppermint Communications is a leading trade show organizer, hosting several prominent events in their portfolio.

## Our Shows



**INTIMASIA:** INTIMASIA is South Asia's Largest B2B Brand Show for Innerwear, Comfortwear, and Sportswear. This event brings together manufacturers, suppliers, retailers, and other stakeholders in the intimate apparel industry providing a comprehensive platform to exhibit the latest trends in the innerwear segment.



**Super Juniorz:** Super Juniorz is India's Largest Trade Show for Infants Clothing, Maternity, and Baby Products. This event caters to the growing market of children's fashion and related products. It brings together manufacturers, retailers, distributors, and industry professionals involved in the Infants Clothing and maternity sectors.



**Source NXT:** Source NXT is a Largest Sourcing Destination for Innerwear, Comfortwear, Sportswear & KidsWear Professionals. It serves as a platform for businesses to connect with suppliers, manufacturers, and sourcing partners in the industry related to innerwear, comfortwear, sportswear, and kids clothing.

### Title Sponsor



### Gold Sponsor



### Silver Sponsor



### Supported By



### Knowledge Partner



### Media Partner



### Organised By



## FOR MORE Details



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If you are seeking a dynamic and proactive communication partner, Peppermint Communications is well-equipped to provide comprehensive and tailored solutions to drive your brand's success.