


***Titan Raga: Evolving a Watch Brand for the
Changing Consumer***

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 **Biba** is an Indian Ethnic fashion brand founded by Meen Bindra in New Delhi.

It has **150** brand outlets and **225** multi brand outlets.

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BIBA has a central warehouse in Delhi but sources its raw materials from textile belts across the country.

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BIBA has also launched their new brand Rangriti which is a value fashion brand and offers daily casual wear from 500 - 2000 for the masses.



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They also launched their new collection by Rohit Bal.



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BIBA has amazing content
and responds back on the
social media platform when
needed.

BIBA was one of the few brands to use the shop in shop model with shoppers stop, Lifestyle and Pantaloons.

The annual turnover of **BIBA** Apparels is estimated at Rs.600 crores today.

It has launched a kids line called the **BIBA** Girls (2 to 12 years). The company has also tied up with designers like Rohit Bal and Anju Modi and showcases their premier collection in its stores. **BIBA** is also involved in Bollywood Merchandising in India

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Futurebrands became **Biba's** Brand Partner in May 2011, taking full responsibility of Biba's brand strategy and brand management. The partnership was started by commissioning a six city study of the women ethnic wear market. The study involved conducting a wardrobe audit, in-depth interviews, accompanied shopping trips and an ethnic wear retail audit.