



GROVERSONS®  
**Paris Beauty**



ISO 9001 : 2008 certified organisation.

# Company Profile

Marking the beginning of the journey in the year 1953, Groversons Group was the idea of Late Mr. Chamanlal Grover. Started with the motive of introducing comfortable and fashionable lingerie to every woman across, we have built a lingerie heritage for more than 6 decades.

Available in both offline and online market, Groversons now have expanded its range. We are the first Indian lingerie brand that caters to woman's varied taste of style, fabric, colours and patterns in terms of bras, panties, leggings, shapewear, loungewear and thermals.

Today, we are a strong family of more than 50 lakh happy customers and sell more than 100 lakh lingerie pieces every year.

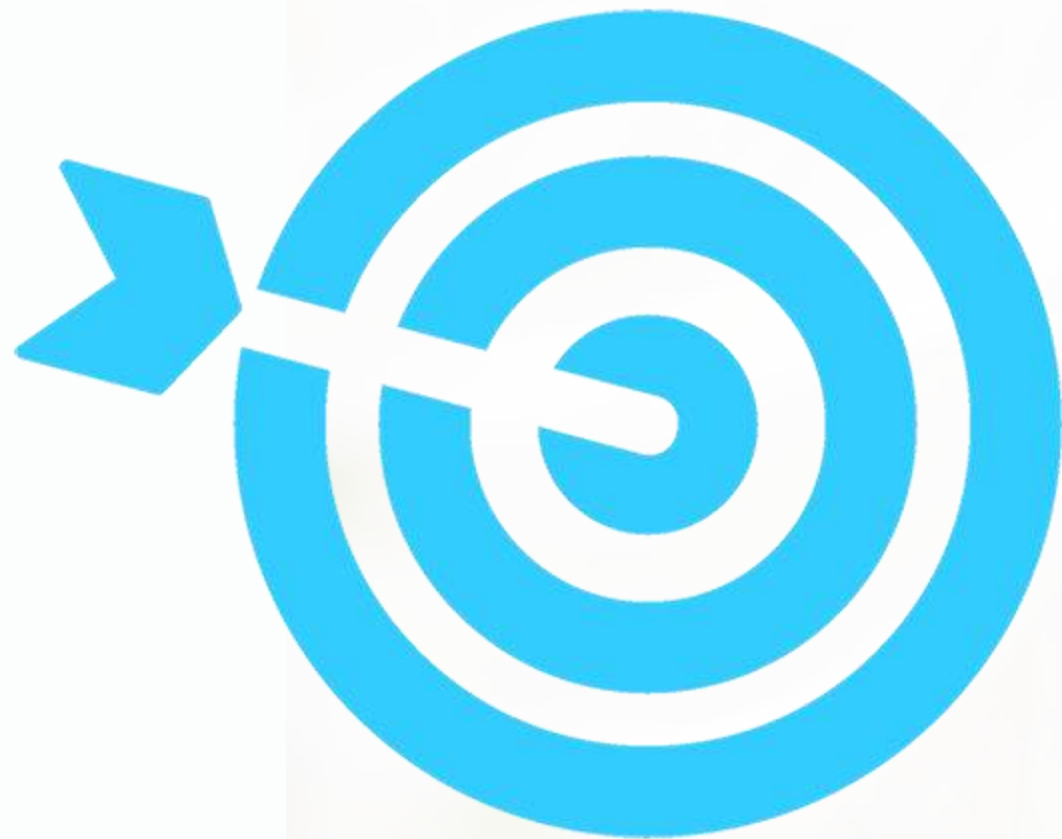
With state-of-art manufacturing facility, we have established ourselves as a quality fashion hub.

# Our Inspiration

## Vision and Mission

We envision to make intimate wear fashionable and affordable for all sections of the society. We also strive to improve our Quality Management System by giving the customers maximum satisfaction.

We aim to constantly innovate and make luxury comfort affordable for women. We also, stand firm in our commitment towards manufacturing quality lingerie paired with flawless comfort.



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# Our Brands



Modern and contemporary lingerie collection.



Range of comfortable and fashionable bras.



In technical support with AMP Pissani, ITALY

Export collection of speciality bra products and Leggings.



Luxurious range of breathable thermal wear.

# Paris Beauty

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## Brand Extensions

SUPER  
*girl*

Super Girl

Super Fashionable and Affordable Range of Bras for a young female.

SPARSH<sup>®</sup>  
*Plus* SIZE COLLECTION

Sparsh

Collection of Bras crafted specially to accentuate the curves of plus-sized woman.

 POEMS<sup>®</sup>  
*Collection*

Poems

Superb Collection of seamless and breathable panties.

# Paris Beauty

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## Product Categories

Paris Beauty is the house of admirable ladies innerwear in woven, knitted and hosiery fabrics.

Bras

Slips & Camisoles

Panties

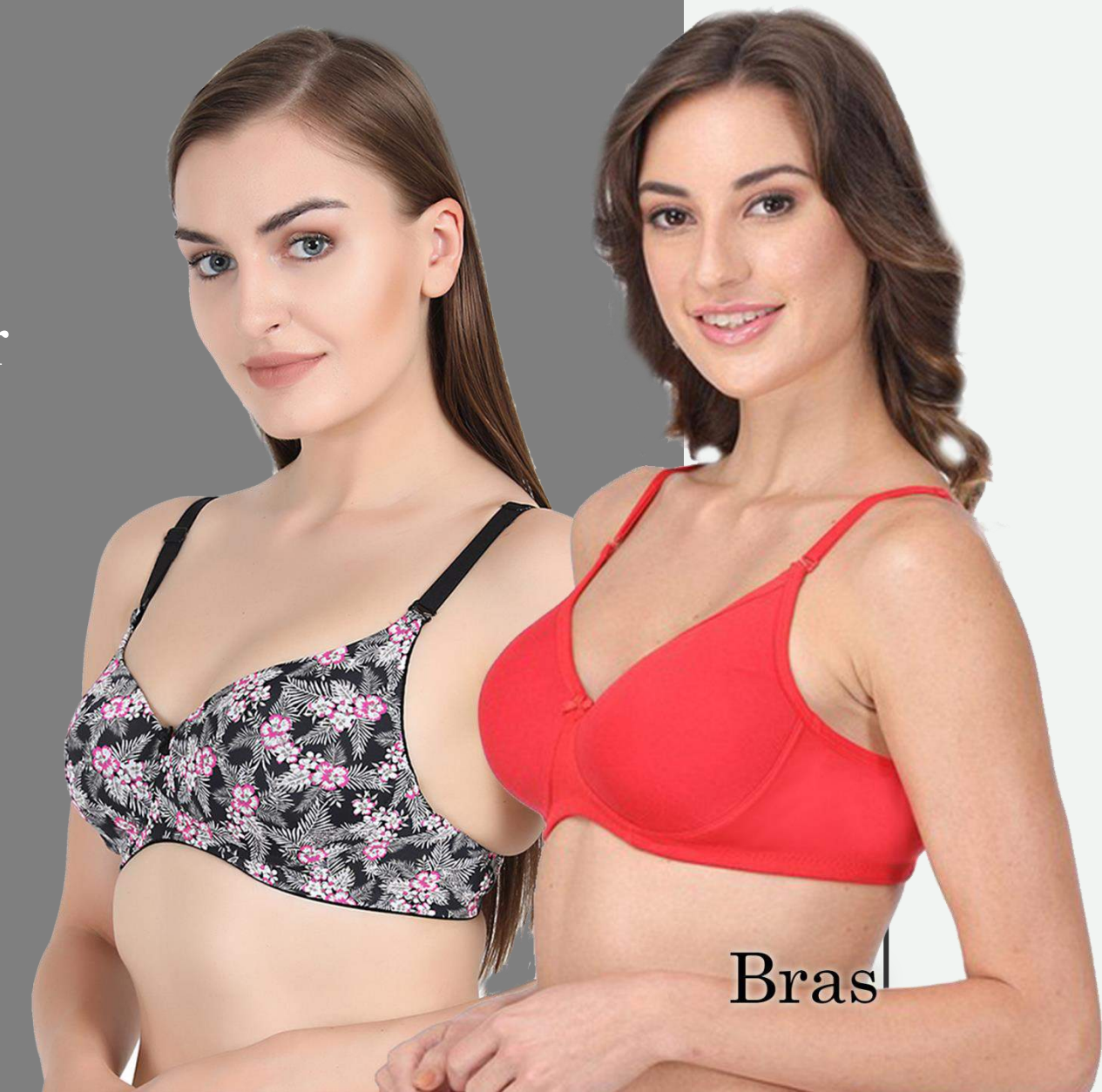
Leggings

Sportswear

Shapewear

Loungewear

Swim & Beachwear



Bras



Leggings



Shapewear



Loungewear



Panties

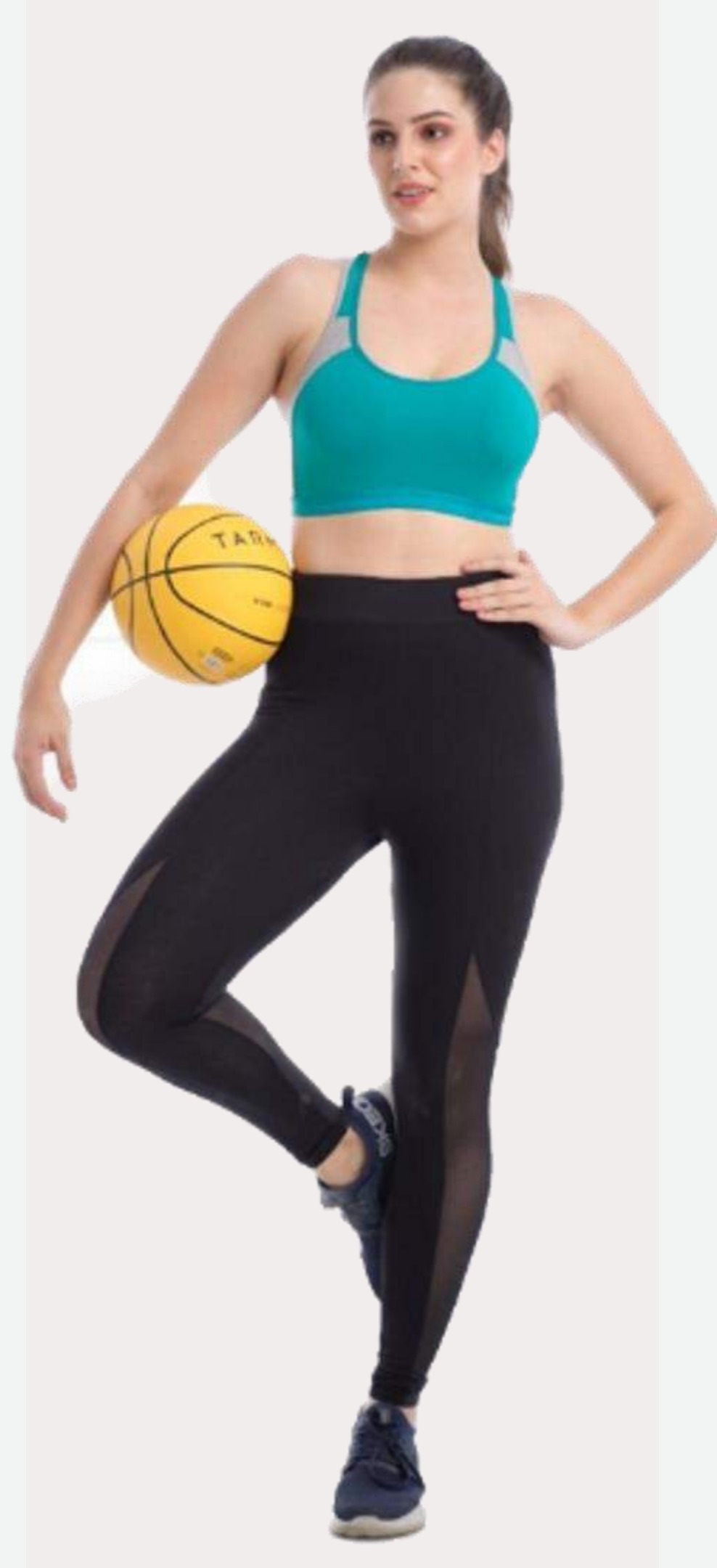


Camisoles



Activewear





# Customer Profile

Groversons Paris Beauty appreciates timeless styles, raging trends and affordable innerwears. Paris Beauty girl is effortlessly chic yet simple & believes in her style & fashion statement.

## VALUE

She won't compromise on fashion for value/comfort.

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## MIND SET

She is rational, daring, bold, unique, expressive, unconventional, strong individual and creative.

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## ATTRACTION

She is attracted to trends, comfort and is a believer in contemporary fashion.





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# Brand Value

Aim to make perfect product for mass & premium segment with aspirational values and creating an emotional connect giving a feeling of belongingness to the community.

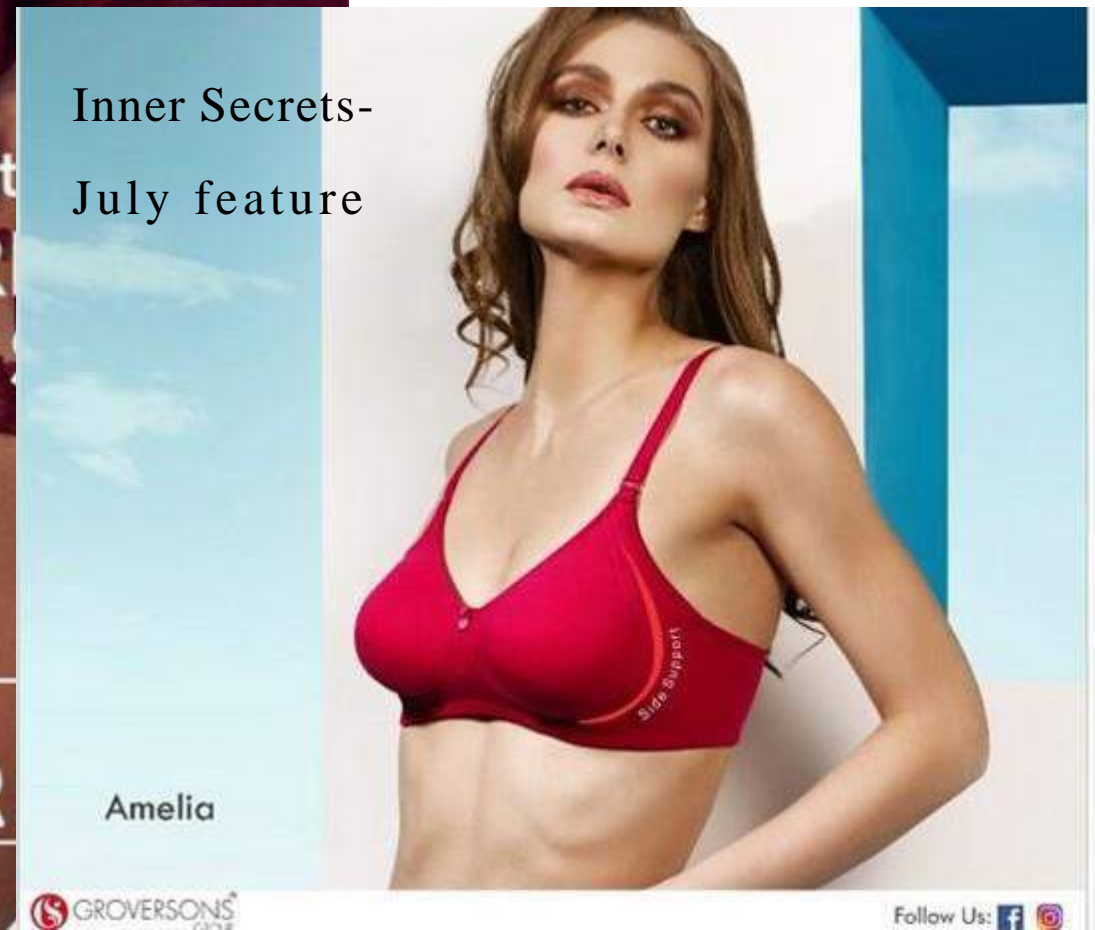
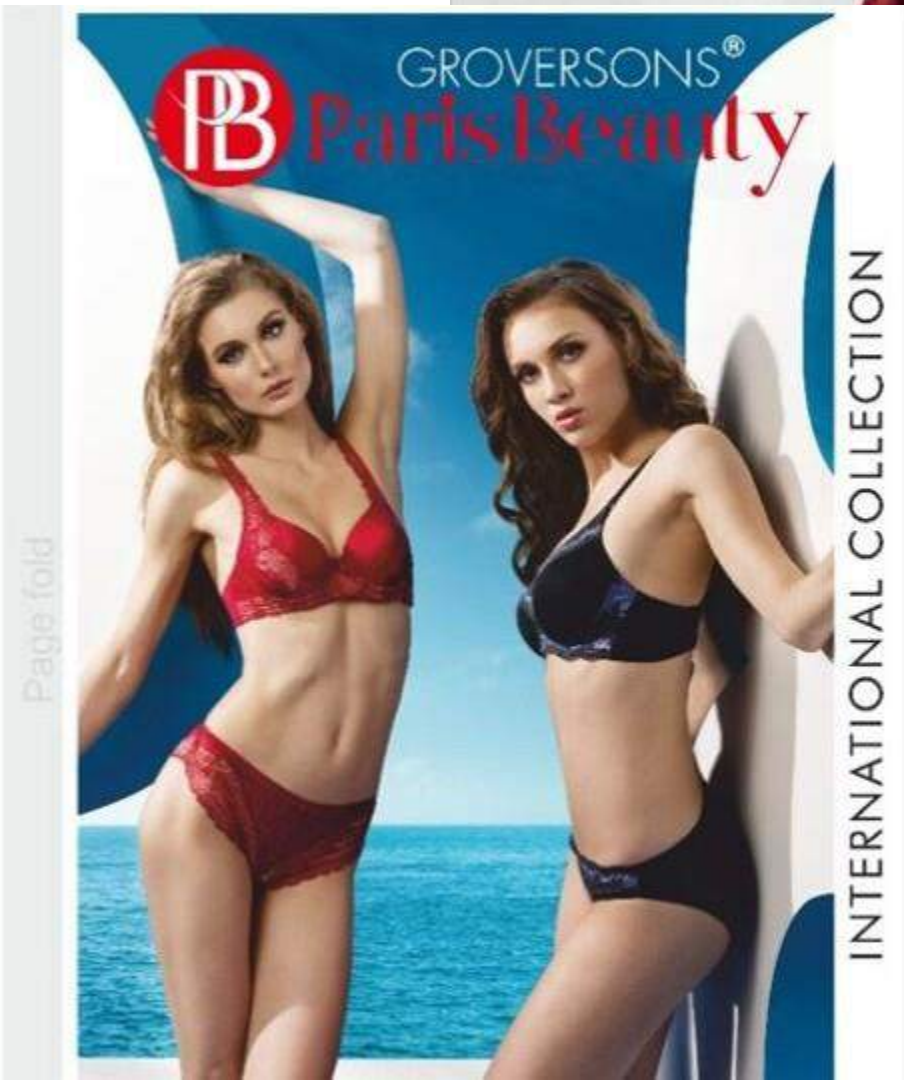
- Empowerment
- Bold
- Outgoing
- Playful
- Real & Reasoning

# Marketing Communications

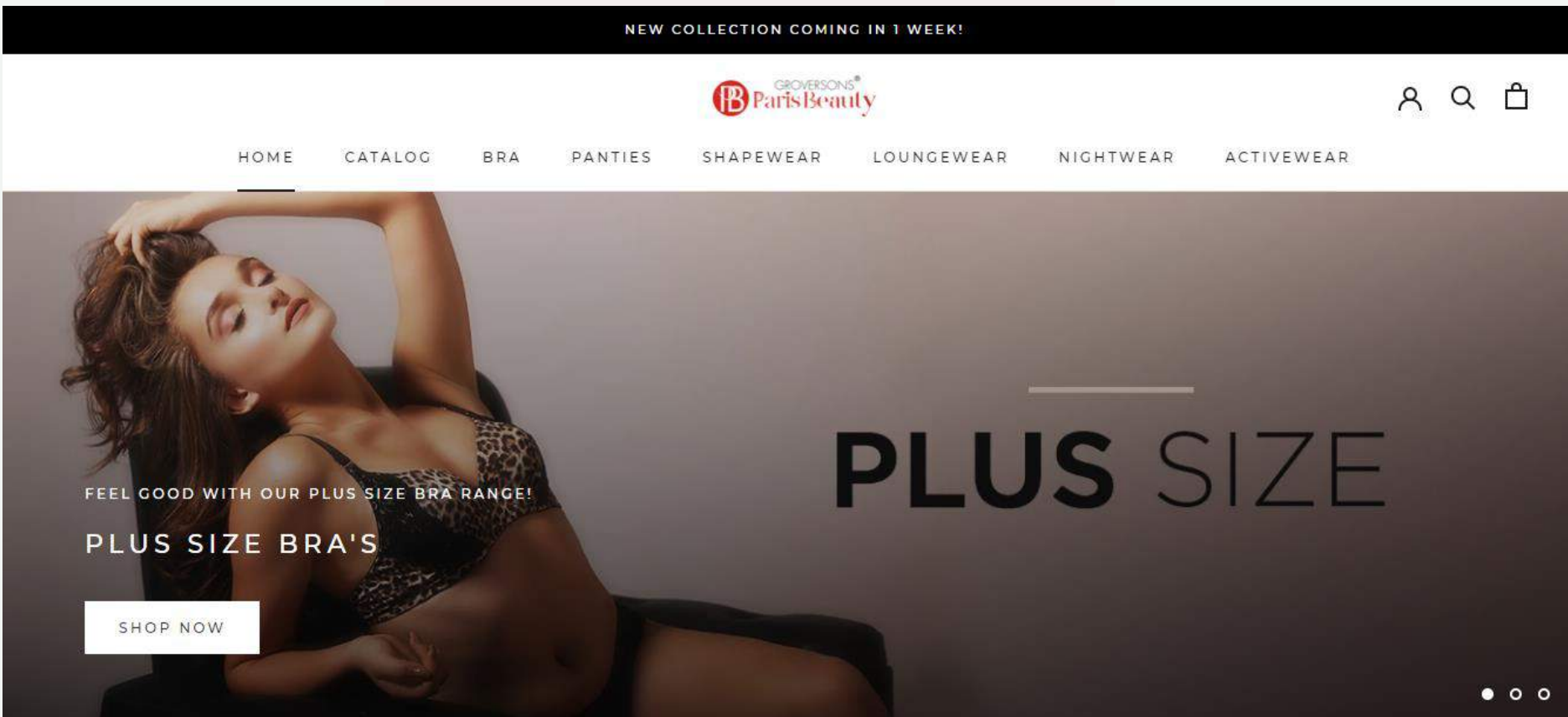
Groversons Paris Beauty featured on Lace n Lingerie, Asia's first lingerie magazine.



Hosiery Time- September Feature



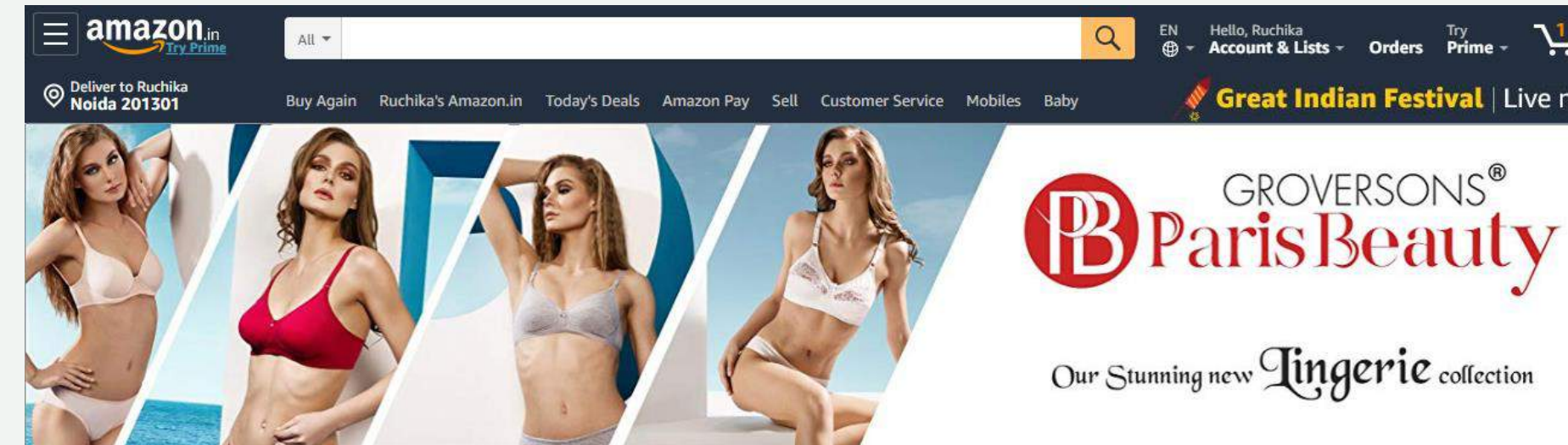
# Strong E-commerce presence



Through our own e-commerce website, customers get to shop their favourite styles right from the comfort of their homes.

[www.gsparisbeauty.com](http://www.gsparisbeauty.com)

On 3<sup>rd</sup> Party portals, we are currently present on **Amazon** & **Flipkart** and are looking forward to increase the presence by adding more aggregators this year.



Coming Soon...

[MYNTRA.com](http://MYNTRA.com)

[NYKAA.com](http://NYKAA.com)



gsparisbeauty Following

627 posts 43.2k followers 0 following

Groversons paris beauty

This Breast Cancer Awareness month we extend our support to all brave women who fight against cancer. Click [↓](https://bit.ly/2oK7QEa) to get your free Cancer support bra. [bit.ly/2oK7QEa](https://bit.ly/2oK7QEa)



#gandhijay...



Happy Cust...



#quiz



store launch



ThatsAPlus



bloggers c...



new collect...



Page Ad Centre 2 Inbox 45 Notifications 29 Insights Publishing Tools More Settings 2 Help



GROVERSONS Paris Beauty

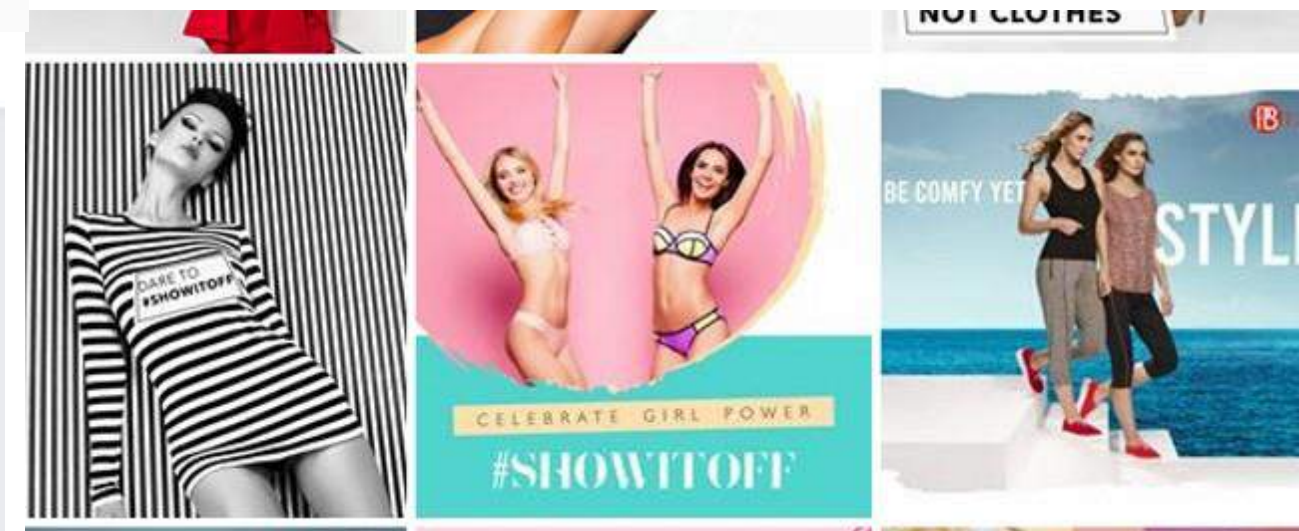
Paris Beauty @myparisbeauty

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Liked Following Share

Shop Now



# Hoardings @Pan India Locations



# Influencer Program



epicurean\_confessions • Follow  
South Ex Part 1 Delhi

epicurean\_confessions Get your lingerie from @gsparisbeauty right this festive season to flaunt your favourite outfit.  
#lingerie #lingeriemalaysia #festive #lingeriefeminina

1h  
sinplypretty Wow @gsparisbeauty has some nice styles

1h 1 like Reply



20 likes

1 HOUR AGO

Log in to like or comment.



opened a brand new store in South Extension Part 1, Delhi. The store is really impressively stocked with all kinds of intimate wear you can dream of: bras in every colour and type (I just love the printed and pastel colors), party sets in a wide range of designs and prints, sports bras, shapewear, leggings and capris, loungewear (cute tees and PJs) and swimwear in adorable prints and designs. The staff is super helpful and would guide you to find your perfect fit.



1,835 views

1 DAY AGO



# Exhibitions & Fashion Shows



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# Factory

Every lingerie design at Groversons Paris Beauty is meticulously put together, with a team of diligent and trained designers.

With new technologies and innovations like Juki, Brothers and Pegases we keep our technologies updated.



# Awards & Recognitions

Mr. Rakesh Grover receiving Glamme Award

Mr. Rakesh Grover Awarded as Emerging Corporate Leader



Groversons Group Awarded as Indian Powerbrand



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# Our Global Presence



# Groversons Paris Beauty- Building the Brand

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With the set up of our first store at South Ex – 1,  
we are now in the running to become leading  
retailers.





1 Store in South Ex 1, Delhi  
1 Store in Karol Bagh, Delhi  
5000 Distributors/Channel partners  
15000+ Retail Counters

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[Our new store at South Ex 1 features all our leading brands: Super Girl bras, Sparsh plus size collection, Winta premium thermals, Poems panty collection and Miss-t teenager collection.](#)

[Store Launch URL:](#)

<https://www.youtube.com/watch?v=jc4UtIGA9B0>

# Retail Expansion Plan

FY	EBO's	SIS
2020-21	5	30
2021-22	20	50
2022-23	30	100

Groversons Paris Beauty has strongest distribution channel in its category with 15000+ retailers present across India. In the retail space, our plan is to expand with more exclusive brand outlets and create more visibility by entering into large format multi brand outlets



## Mailing Address

A-11, Sector 83, Phase 2,  
Noida, U.P- 201305



## Phone Number

0120-4854858 (30 lines)



## E-mail Address

[info@gsparisbeauty.com](mailto:info@gsparisbeauty.com)

