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CELEBRATING THE SPRITE OF INDIA

BY : MR. VIKASH BANSAL

ESTABLISHED: 2010



A GLIMPSE INTO KOLKATA'S PREMIER ETHNIC WEAR MANUFACTURER

Chamak By Bansal NX is a leading ethnic wear brand from Kolkata, offering elegant and affordable women's apparel. We specialize in designer suits, kurtis, and gowns, blending tradition with style for every occasion.

Elegant

Aesthetic

Casual

—————

BY : MR. VIKASH BANSAL

CHAMAK STANDS
FOR ELEGANCE,
AIMS TO
EMPOWER, AND
THRIVES ON
CRAFTSMANSHIP.



BIRTH OF CHAMAK

Chamak, by Bansal NX, is a vibrant and youthful ethnic wear line designed to bring elegance and radiance to everyday fashion. It celebrates individuality and confidence, offering graceful styles for both festive and casual occasions.



OUR VISION AND MISSION

Chamak envisions becoming a leading name in ethnic fashion by blending traditional aesthetics with modern sensibilities. We strive to redefine how everyday ethnic wear is perceived—making it not only stylish and elegant but also accessible and empowering for women across all walks of life. Our goal is to create a brand that resonates with grace, confidence, and cultural pride.

Our mission at Chamak is to craft high-quality, affordable ethnic wear that speaks to the spirit of the modern woman. Through thoughtful design, rich fabrics, and fine craftsmanship, we aim to offer clothing that enhances both beauty and self-expression. We are committed to sustainability, creativity, and inclusivity—ensuring that every piece we create adds a spark of radiance to everyday life and special moments alike.

BUSINESS

WORK

PROJECT



ABOUT ME

Mr. Vikash Bansal, founder of Bansal NX and its vibrant line Chamak, is a passionate entrepreneur with over 10 years in the ethnic fashion industry. His vision combines traditional craftsmanship with modern design, resulting in elegant, affordable wear for today's women. Under his leadership, the brand has grown across India, earning a reputation for quality, style, and customer trust.



USP

- Elegant ethnic wear designed for today's woman.
- Blends traditional craftsmanship with modern style.
- Youthful and contemporary designs.
- Offers style, comfort, and affordability.
- Perfect for both everyday wear and festive occasions.



PRESENTATION

PRODUCT VARIETIES & DESCRIPTIONS

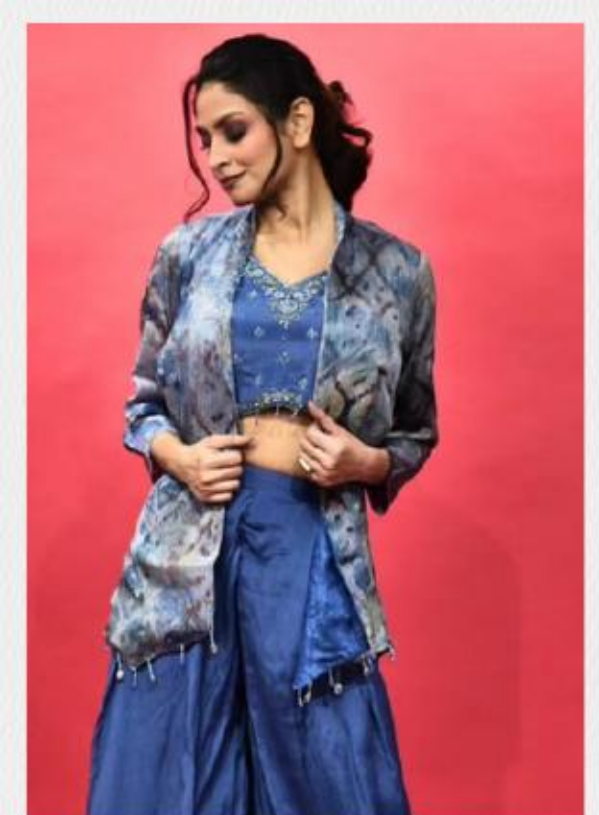


- Crop Top Skirt Sets: Trendy festive wear with modern cuts.
- Sharara Sets: Elegant, flared ethnic sets for special occasions.
- Kurti-Pant-Dupatta Sets: Versatile and stylish for daily or semi-formal wear.
- Salwar Suits: Comfortable cotton suits with traditional flair.
- Printed Gowns: Sleeveless ethnic gowns for casual elegance.



PRODUCT PHOTOS

OUR PRODUCT



OUR PRODUCT



TESTIMONIALS FROM CUSTOMERS



Nav Durga Creation Pvt. Ltd.
Regd. Office : 49/1, Cotton Street, Saraf Katra, 4th Floor, Kolkata - 700 007
CIN No. : U52312WB2006PTC109543 | GSTIN : 19AACCN3122B1Z1



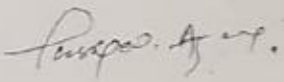
It gives me great pleasure to share our experience of working with Bansal NX, a valued supply partner of Nav Durga for the past eight years. Over the course of our long-standing association, Bansal NX has consistently demonstrated professionalism, reliability, and a deep understanding of our requirements.

One of the key reasons for the success of our collaboration has been their strong focus on cost management. They have always offered us competitive pricing without ever compromising on product quality — a balance that is not easy to achieve in today's market.

Their products stand out for their excellent finishing, attention to detail, and consistency in quality. This level of craftsmanship aligns perfectly with the standards we uphold at Nav Durga, allowing us to deliver premium fashion experiences to our customers.

More than just a supplier, Bansal NX has been a trusted partner who shares our commitment to excellence and growth. We truly value this partnership and look forward to continuing our journey together in the years ahead.

Pushpendra Agarwal
Director, Nav Durga

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DEVI SAREES

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TESTIMONIAL FROM DEVI SAREES

"Working with Bansal NX has been an absolute pleasure. Their dedication to quality, innovation, and customer satisfaction truly sets them apart in the fashion and textile industry.

The intricate craftsmanship and attention to detail in their designs reflect a deep understanding of traditional aesthetics blended seamlessly with contemporary trends.

At Devi Sarees, we value originality and consistency—qualities that Bansal NX delivers with every collection. Their designs not only elevate our product offerings but also resonate strongly with our customers. It's rare to find a partner who shares our commitment to excellence, and we are proud to be associated with such a reputable and forward-thinking brand.

We look forward to a long-lasting partnership and many more successful collaborations ahead."

Regards,

DEVI SAREES

YOGESH BATRA



FRANCHISE SET UP COST	INR (Lacs)
Store furnishing	12.50
Equipment & Infra Setup	2.6
Initial Operational & Marketing Expenses	3.00
Franchisee Fees	5.90
Total Setup investment	24.00



FRANCHISEE REQUIREMENTS:

Carpet Area around **600 sqft.**

High Street, Vicinity of Malls, etc.

Capital Investment: **Rs. 22.00 lacs.**

Per and post opening Marketing: **2.00 lacs.**

Stock Investment: **Rs. 15.00 lacs.**

WHY PARTNER WITH US?



Established & Profitable Business Model

Proven Track Record:

Existing market penetration through its parent Company, Bansal NX

Multiple Product Lines:

A wide range of Products at varied price lines.

Optimized Operations:

Efficient backend processes ensure a cost-effective supply chain and smooth functioning.

ROI of 46%. Payback Period of less than 2 Years.

Strong Market Demand & Unique Positioning

Growing Demand:

Party wear and daily casual wear are a niche yet growing market with increasing customer interest.

Premium Brand Positioning:

A fine balance between quality, design, and material makes us stand out.

Seasonal & Festive Demand:

New and attractively designed dresses attract repeat customers and ensure year-round engagement.

Comprehensive Support & Training

Turnkey Setup Assistance

From location selection to Store design, we guide you every step of the way.

Staff Training:

Comprehensive training for Sales Team and Store Manager.

Marketing & Branding Support:

Leverage our established brand, digital presence, and proven promotional strategies.

WHY PARTNER WITH US?



High ROI & Growth Potential

Investment starting at ₹35.00 lacs with a structured growth plan.

Scalability:

Opportunity to expand to multiple outlets with our support.

Loyal Customer Base:

A dedicated following ensures consistent footfall and repeat business.



Hassle-Free Operations.

Regular audits, market research & Supply Chain: Scalability:

Technology Integration:

POS systems, third-party delivery partnerships, and customer analytics for data-driven growth.

Zero dead stock policy for initial months of operations.



CONTACT DETAILS

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