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How does Faze Three turn changing consumer preferences into textile products for global brands and retailers?

Home textile taste moves every season, spring/summer into fall/winter. Our design studio in Mumbai, our New York showroom and our presence at European market weeks put us in front of the trend early, and four decades of making the product tells us what will actually sell on the floor. Because we are vertically integrated from yarn to finished goods across eight factories and build only against confirmed orders, we take a concept from first sketch to first shipment in 45–100 days. We have added nearly every home category in cotton and polyester/MMF, including sustainable and technical constructions. For a buyer that means quick development, lead times you can plan around, and newness landing when the season needs it.

What has helped Faze3 build a sustainable business presence across international markets?

Longevity rather than quick wins. Exports are over 90% of revenue and we hold four decades of relationships with our top 15 accounts — Walmart, Target, TJMaxx group, Action, Lidl, Costco, Williams Sonoma, JYSK and Sainsbury's among them — with no single customer above 15% of revenue in general. That spread across the US, UK and Europe keeps us steady through cycles. Growth has been funded entirely from internal accruals at conservative gearing, so we keep investing and stay price-competitive when the market turns. Globally audited facilities, consistent quality and real ESG investment — 7 MW captive rooftop solar, PNG for processing, Li-ion electric handling — stand behind that. Buyers stay with vendors who ship on time, hold quality and are still there next year.

Which growth opportunities will Faze3 prioritize across home, automotive, and sustainable textiles over the next five years?

Three fronts. In home textiles, China-plus-one is the strongest tailwind in a decade, particularly in polyester/MMF, where China still holds 65% of the market. With INR 1,650 crore of installed capacity running at 55–60% utilization, we can nearly double volume with limited further capex — open capacity a buyer can move a program into now, with PLI support from FY28. In automotive textiles, we are taking the same MMF and technical-fabric capability into a higher-value segment. In sustainable textiles, we keep adding recycled and eco-friendly options across every line as retailers firm up greener sourcing targets. The aim is to double volumes roughly every four years, focused on categories where we can replace Chinese product for long-standing customers, excluding sheets and towels. ■