

## BODYCARE CREATIONS

# Bodycare Creations 'Seriously X-Rated' with Hardik Pandya

A strong player in knitwear segment, Bodycare Creations is now making a mark with its new athleisure collection and innerwear range. The brand is looking to spread its reach and customer base across India with innovative and pocket-friendly products, write

**Shubhangi Bidwe and Ajay Kumar**

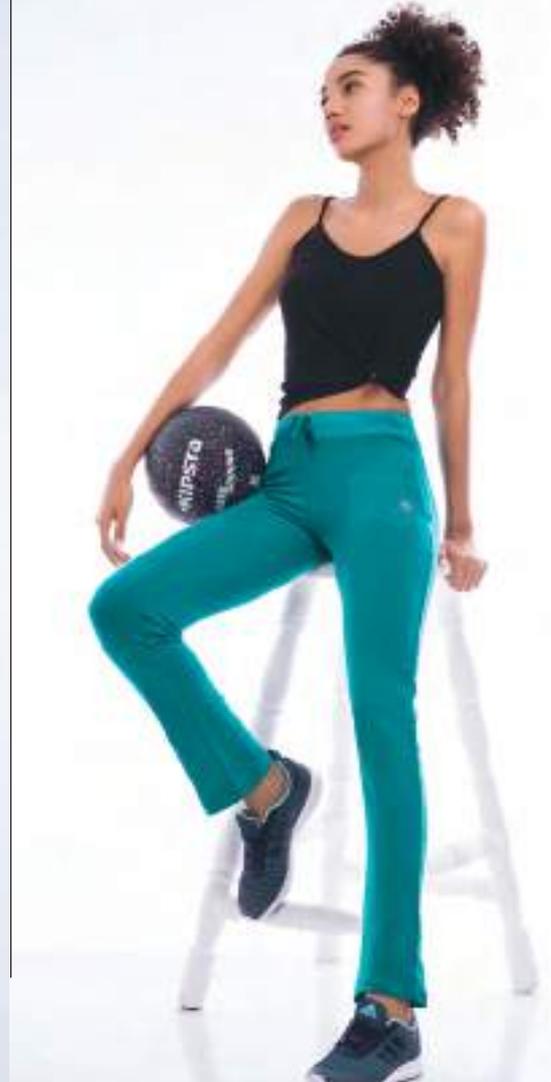
**M**aking the most of India's love for cricket, Bodycare Creations roped in cricketer Hardik Pandya as the new brand ambassador. As Sanjay Dawar, Director, Bodycare Creations explains, "We were looking for someone dynamic, stylish and with an 'X' factor. Though Bollywood stars are endorsing innerwear brands, we wanted someone who would stand out from the existing clutter, and hence opted for a sports personality." Pandya will endorse Bodycare's new innerwear range Body-X which comprises men's vests, briefs and boxers. "Post this association, our products are sure to reach the desired level," adds Dawar.

Dawar points out, a brand's association with a sports personality enhances its

- **Bodycare Creations has collaborated with cricketer Hardik Pandya for endorsing its new men's innerwear range Body-X**
- **Has also launched a new athleisure range**
- **Aims to offer the best quality at compelling rates**
- **Looking to establish itself and gain market share**

market value as cricketers have a long lasting impression on people's minds and are considered heroes. "We look forward to some fruitful returns from it. Pandya has a strong fan following which will help us attract the same crowd through our stylish and appealing products. His stylish looks perfectly gel with our tagline 'Seriously X-rated'." he adds

**"Our range offers something for everyone. As we want to cater to a larger segment, we have designed our products as per our customer's expectations,"**





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**Exploring the athleisure market**

Meanwhile, Bodycare Creations has also launched a new range of athleisure wear.

This range offers everything from track pants, capris, pajamas, tees to shorts for women. For men, there are track pants, T-shirts, shorts and bermuda’s in solid color and in prints,” informs Dawar. The prices range from Rs 349 to 1,299. It is a mix of cotton spandex, cotton polyester and 100 per cent polyester fabrics. Dawar feels since the athleisure segment in India has very big players, it is the right time to explore the segment now. “Before finalising our product range we studied segment trends thoroughly and also employed the best sourcing methods. We aim to offer the best quality at compelling rates. A customer buying Bodyactive product need not worry about its quality and comfort,” he adds.

**Growing awareness about fitness drives demand**

Athleisurewear includes apparels that are comfortable enough to be worn to the gym after gym activities. As people are becoming increasingly concerned about their looks and health, fitness centers are gaining popularity. A person heading to a gym needs appropriate clothes, which drives demand for athleisure in India. As a research indicates, Indian sportswear market grew over 50 per cent from 2014-2016. A similar study indicates a 23.7 per cent CAGR for 2011-16 period with a forecast of 11.3 per cent for the 2016-2021 period.

**Growing purchasing power fuels demand**

India is on par with global fitness trends.

The Athleisure industry is growing and will continue to grow. “Changing lifestyles and a promising economy have compelled Indian consumers to add new health and fitness routines to their hectic lifestyle, primarily benefiting the sportswear industry in India,” adds Dawar. In coming years it will become a niche segment with more technologically superior garments on offer. “Our range offers something for everyone. As we want to cater to a larger segment, we have designed our products as per our customer’s expectations,” he states.

The athleisure market in India is highly price sensitive. Higher paying capacity of the middle class and a higher per capita income has fuelled growth. “Though not a mature market globally, it is steadily inching towards this goal. Our first and foremost challenge is to establish ourselves as a preferred athleisure brand,” he sums up.

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