

## Case Study.

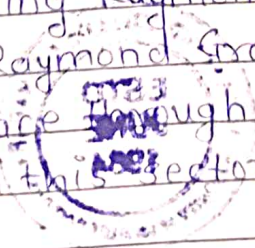
### • Introduction :

Raymond Limited was first incorporated as the Raymond Woolen Mill 1925 near, Thane Creek. Lala Kailashpat Singhania took over the Raymond Woolen Mill in the year 1994. Ever since they have been analogous with class elegance and individuality which is evident in their men's fashion.

In the year 2000, Mr. Gurtam Singhania was appointed chairman and managing director of Raymond Limited. In 2015, Raymond became the first textile company in the world to produce super 250S and innovative fabrics.

Raymond with its 97 year old expertise is a textile powerhouse with modern infrastructure and strong fiber to fabric manufacturing capabilities. Along with being reputed, it is the fastest growing fashion fabric brand. Raymond offers an exquisite range of shirting and suiting fabrics across a plethora of options such as worsted fabrics, cotton, wool blends, Linen and Denim. The ethnic culture, exquisite clothing and the comfort of culture in each of its brands - park Avenue, Raymond Redy to wear colourplus and park Ethnix have proven beneficial and created a desirous space in your lives with the central theme of 'Go Beyond'. The conglomerate has undertaken the project to build quality housing for all by introducing Raymond Realty and home.

The Raymond Group has a significant hold over the B2B space through its garments business with its presence in this sector and state of the art



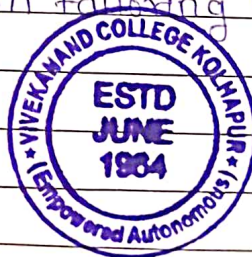
Subsidiaries, they manufacture suits, trousers, shirts, and jeans for famous fashion brands throughout the world.

Raymond has remarkable participation in the denim market, as one of the main producers and preferred suppliers of superior quality king denim to some of the world's most prestigious jeanswear companies raymond made to measure; which pioneered the original concept of bespoke apparel provides a luxurious service to discerning consumer who want to customize their appearance

Raymond consumer care brands - park Avenue and kamsutra have a prominent presence in the FMCG market. venturing into Engineering business in 1949, Jk Files and Engineering Ltd. is the largest manufacturer of steel files with a global presence in over 50+ countries the group has set a strong foot in this space through Ring plus Aquar Ltd. (RPAI), Raymond and cities with over 1500 outlets scattered across 600 towns and vast network of over 20,000 points of sale in India.

Raymond is the largest integrated textile company in the world and exports its suits to more than 60+ countries including the USA, Canada, Europe, Japan and Middle east

We go beyond traditional business boundaries because we care for over years now, the Raymond Group has engaged in impactful, welfare driven activities in India like cattle breeding, education tailoring initiative etc.





Sales of the products :

| Year               | 2020 | 2021 | 2022 | 2023 | 2024 |
|--------------------|------|------|------|------|------|
| Sales (₹ in crore) | 6836 | 7408 | 9377 | 8216 | 9825 |

Trend values for the following year using that square method or straight line trend equation.

| Year    | Sales<br>(₹ in crore) | $x = \text{Year} - \text{base year}$ | $x^2$             | $xy$                |
|---------|-----------------------|--------------------------------------|-------------------|---------------------|
| 2020    | 6836                  | $2020 - 2022 = -2$                   | 4                 | -13672              |
| 2021    | 7408                  | $2021 - 2022 = -1$                   | 1                 | -7408               |
| 2022    | 9377                  | $2022 - 2022 = 0$                    | 0                 | 0                   |
| 2023    | 8216                  | $2023 - 2022 = 1$                    | 1                 | 8216                |
| 2024    | 9825                  | $2024 - 2022 = 2$                    | 4                 | 39300               |
| $n = 5$ | $\Sigma = 41661$      |                                      | $\Sigma x^2 = 10$ | $\Sigma xy = 26435$ |

Base year = 2022

$$a = \frac{\Sigma y}{n}$$

$$= \frac{41661}{5}$$

$$\therefore a = 8332.2$$

$$b = \frac{\Sigma xy}{\Sigma x^2}$$

$$= \frac{26435}{10}$$

$$\therefore b = 2643.5$$



Trend value for year,

1) 2020

$$y = a + bx$$

$$= 8332.2 + 2643.5(-2)$$

$$= 8332.2 + 5.287$$

$$= 31045.2$$

2) 2021

$$y = a + bx$$

$$= 8332.2 + 2643.5(-1)$$

$$= 8332.2 + 2643.5$$

$$= 5688.7$$

3) 2022

$$y = a + bx$$

$$= 8332.2 + 2643.5(0)$$

$$= 8332.2 + 0$$

$$= 8332.2$$

4) 2023

$$y = a + bx$$

$$= 8332.2 + 2643.5(1)$$

$$= 8332.2 + 2643.5$$

$$= 10975.7$$

5) 2024

$$y = a + bx$$

$$= 8332.5 + 2643.5(2)$$

$$= 13619.2$$

Demand for the year 2025

$$x = 2025 - 2022$$

$$= 3$$

$$y = a + bx$$

$$= 8332.2 + 2643.5(3)$$

$$= 8332.2 + 7930.5$$

$$= 16262.7$$



- Demand for the year 2026

$$x = 2026 - 2022 \\ = 4$$

$$y = a + bx \\ = 8332.2 + 2643.5(2) \\ = 8332.2 + 10574 \\ = 18966.2$$

- Demand for the year 2027

$$x = 2027 - 2022 \\ = 5$$

$$y = a + bx \\ = 8333.2 + 2643.5(5) \\ = 8333.2 + 13217.5 \\ = 21549.7$$

∴ Trend value for year 2020, 2021, 2022, 2023, 2024, is 3045.2, 5688.7, 8333.2, 10975.7 & 13619.2 Res.

∴ The estimate demand for year 2025, 2026 and 2027 is 16262, 18966.2 and 21549.7 respectively.

More focus on Critical Analysis Part.

