



Sparky[®]

winning with style!



JEANS ▶ SHIRTS ▶ TROUSERS

Sparky®

THE BEST
OF THE
SEASON

THE HERITAGE



Mr. J K Jain, the inspiration behind the brand, began his entrepreneurial journey in 1962 when he started off with woollen hosiery products. The beginnings were modest, with a very small capital. However, due to his vision and hard work, success followed. And in 1998, he launched the original collection of jeans, casual shirts and trousers under the brand name Sparky. The rest, as they say, is history.

A passout of the Shri Ram College of Commerce, Delhi, Mr. Jain has had a long and fruitful career. And throughout his career, he has followed a simple yet highly successful philosophy - "Ensure your products centre around high-end design & affordable quality fabrication with a commitment to sustainable manufacturing."

THE LEGACY

Mr. J K Jain's legacy is being carried forward by his two sons, Mr. S K Jain, who has been spearheading the production aspect of the business since 1980; and Mr. A K Jain, who has been the driving force behind the organisation's sales & marketing success since 1983. Following in their grandfather's entrepreneurial footsteps are his two grandsons, Mr. Sachin Jain who joined the organisation in 2015 and is learning the intricacies of the production process; and Mr. Adish Jain, who joined the business in 2017 and is successfully driving the marketing efforts.

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Standing, from left to right : Mr. Sachin Jain, Mr. S K Jain, Mr. A K Jain, Mr. Adish Jain
Seated: Mr. J K Jain



THE EXCELLENCE

J K Jain Sparky (India) LLP is always at the cutting edge of fashion and innovation. Excellence for us is an on-going process. Organisations evolve constantly and so should their focus on quality. Quality, as we know, comes with precision. Precision that is reflected in the company's state-of-the-art manufacturing unit in Delhi. The same precision will be carried forward in its new manufacturing unit at Noida. The adherence to quality is reflected in the partners from which the fabric is sourced - premier names like Arvind Limited, Raymond Limited and Vardhman Textiles Limited. This fabric is then turned into classy designs by the experienced, in-house design team. The automated design and product development ensure manufacturing is at its optimum with 70 lakh garments produced annually.

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THE SUCCESS

Growth details of the company are presented in the table below:

Year	Turnover (₹)
2015-16	93 Crore
2016-17	135 Crore
2017-18	311 Crore
2018 -19	450 Crore





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THE EXPANSE

The modern, affordable designs that have come to signify Sparky have found a resonance with the audience across India. As a result, Sparky today has a robust presence across Northern, Eastern & Southern India. The brand Sparky is available with over 200 wholesalers and almost eight thousand retailers across the country. It can be seen at the most prestigious multi-brand outlets such as V Mart Retail, V Bazar, Metro Bazar, Kolkata Mart, City Kart, Style Bazar, City Mall, South India Mall, Chennai Silk and many more.

THE TESTIMONY

Ever since its inception, the brand Sparky has enjoyed strong partnerships with leading industry players. Their testimonies reflect their faith in our integrity and our commitment to quality.



Sparky as a brand has always been at the forefront of adopting latest innovation and quality fabric from Arvind for the past ten years.
Aamir Akhtar
CEO (Denim)-Arvind Ltd.



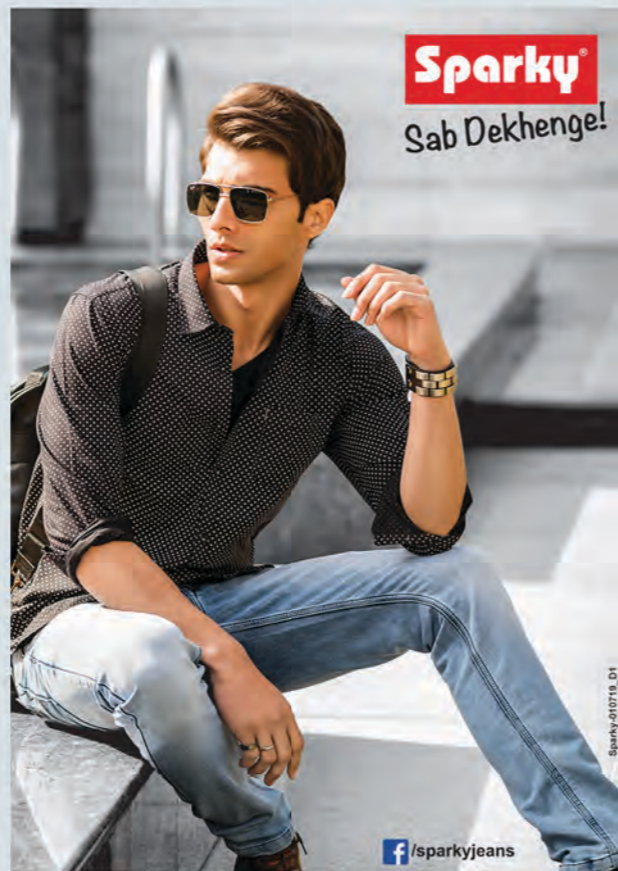
It's great to work with the Sparky team. They are very passionate about the product...they work relentlessly with us on innovation. They have been associated with Vardhman since 2004.

Mukesh Bansal
Head, Fabric Marketing,
Vardhman Textiles Ltd.



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THE SPOTLIGHT

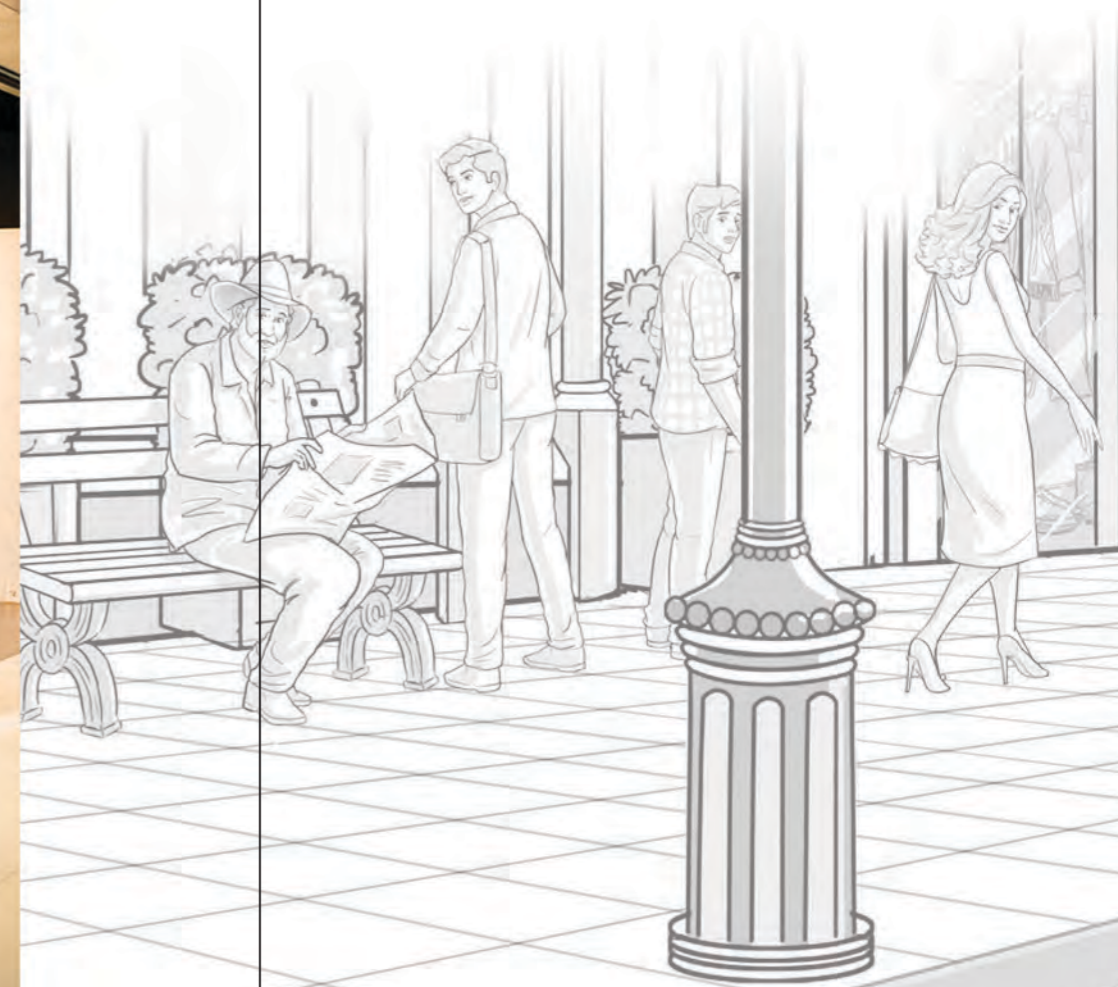
Over the past decade, Sparky has had a very visible media presence, with a healthy mix of Print, Outdoor, Cricket Stadia branding and visual merchandising in stores.

Sparky



THE ADVANTAGE

Sparky offers all its partners multiple advantages. These include our brand value, the excellent product quality and the immense trust of our customers, growing day by day. Adding this brand to your range will help increase footfalls, quick turnover and add to your customer base. The assurance of continuous advertising and in-store branding support is an added benefit.



ONE FOR
EVERY MOMENT



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