



Pooja Kumar Deepak, **Leader, Marketing-Zeven**

Symbol of Power and Energy

The success of various leagues like IPL, Badminton, Pro Kabaddi, Football ISL, etc. has succeeded in kindling interest in sports beyond cricket. In this backdrop, Mahesh Bhupathi and Hemchandra Javeri founded sportswear brand Zeven. The brand wants to equip Indians not only with information on where and how to play but also provides the right product, apparel and footwear of international quality, at affordable price points, exclusively designed and manufactured for Indian terrain, bodies and weather conditions. Zeven is not merely a sports apparel and footwear brand – it is a movement to make sport an active ingredient in the life of every Indian, says **POOJAA KUMAR DEEPAK** – Leader - Marketing, Zeven. **S&A** interacted with Poojaa to find out more about the brand's positioning, product lines and concept, to mention few.

Motivation behind Zeven

Tennis star Mahesh Bhupathi and Hemchandra Javeri, founders of Zeven, started this journey with the vision of catalyzing a billion Indians to get out and play a game. They strongly believe that India can be a sporting nation, if only all of us got sports back into our DNA. This vision led to the creation of Zeven, a sports brand with the mission of transforming sports in India. Zeven

is an authentic performance sports brand. Zeven wants to equip Indians not only with information on where and how to play but also provide the right product, apparel and footwear of international quality, at affordable price points, exclusively designed and manufactured for Indian terrain, bodies and weather conditions. The team at Zeven has invested substantial time and funds in R&D to ensure right outcomes. A lot of effort has

gone into choosing the latest technology to create the apparel range. Products which help you play better, are affordable and stylish and built to offer maximum comfort while playing the respective sport. Intense research and development was conducted while designing the footwear category as well.

Zeven is not merely a sports apparel and footwear brand – it is a movement to make sport an active ingredient in the life of every Indian. In order to achieve this ambitious mission, Zeven has created an online community, Zeven World, where sports enthusiasts could get inspired by each other, get news, share their interests and come together to play.

Brand concept

Zeven symbolizes the power and energy from within, the energy that originates from the seven chakras. Power within, that shows results quietly outside, the power within that gives us the strength to move on and ahead. Zeven's logo, the ZevenChakri, stands for the spirit of sport, constantly moving, sharpening and performing. These are the factors that we considered and chose the brand name Zeven. The Chakriour symbol, represents energy, universal motion, power, speed and success.

Product lines

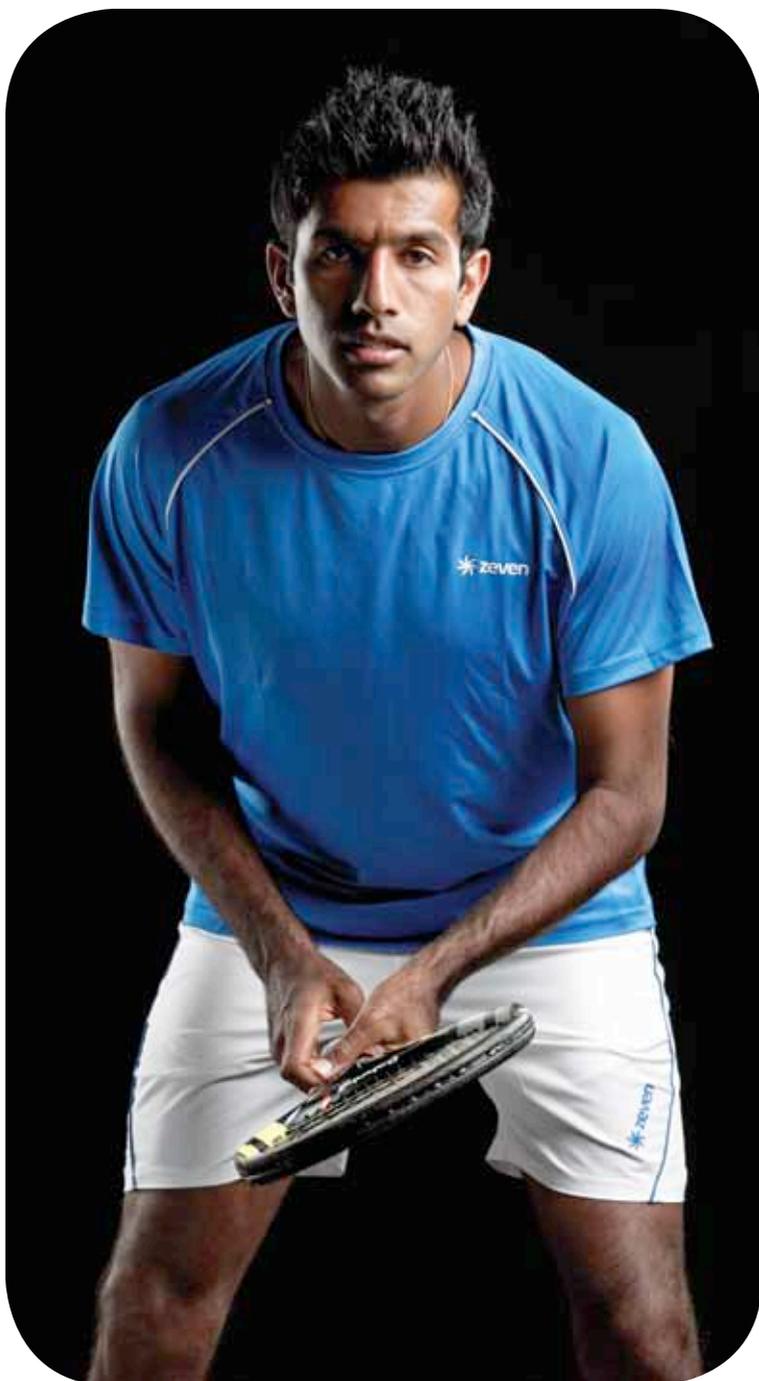
Zeven has a very comprehensive merchandise architecture. Our product line moves horizontally across on pitch products by sport, for men and women. It also moves vertically down each sport by the level of maturity or level of engagement a consumer has in that sport. The product ranges available for on-pitch sport for men include football, cricket, tennis, run, and gym. For women, they include cricket and gym, but additional categories are being launched shortly. Apart from this, there are also off pitch sports inspired collections for both men and women which include essentials which are 100% cotton tees for every day wear and My Cricket Style which are polos for men inspired by cricket.

The range is still expanding as the portfolio continues to unfold.

Zeven's uniqueness

We are proud to be one of the only Indian sports brands whose products have been worn and played in the international arena. Zeven is proud that all its designs are original and reflect the brands. While major brands in the sports wear segment do not specifically cater to the Indian fit or climatic conditions, each product in Zeven's portfolio has been designed and manufactured keeping in mind Indian body type and weather conditions yet of world class quality. That's our USP. We offer world class quality and design at affordable price points.





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Retail Strategy

After our launch early this year, we have acquired a significant presence on e-commerce platform. We have our own e-commerce website (<http://www.shop.zevenworld.com/>) and an interactive app (Zevenworld). In addition to this, we are also present across major online market places like Amazon, Flipkart, Paytm among others.

We will soon be launching our first brick-and-mortar store in Bangalore, with plans to roll out to other cities in the coming year.

Target Regions

As our mission is to encourage every Indian to play a sport, we cater to all Indians, irrespective of age, sex, or occupation. We want to reach all Indian across metros, Tier I, Tier II location and even in small villages. We enjoy a wide national reach.

Global players Vs Zeven

Zeven's quality product offerings at affordable prices have worked exceptionally well for us. We will continue to build on it and provide more options to customers.

With Zeven's mission to get a billion Indians to take up sport and the positive response that we are getting from the masses, we see a very encouraging future.

Sports footwear segment

The sports footwear market has been growing steadily over the years, but is still small by international standards. Our per capita consumption is among the lowest in the world. The changes in recent years include more premium and expensive offering, but the Indian consumer has not responded well to these offerings. Zeven will change the dynamics in the sports

footwear segment within a short period of time.

Industry's and Zeven's expected Growth

According to a report published by KPMG the sports industry has reached an estimated \$ 11.9 billion mark, sports sponsorship market is growing at about 12.5% and the sports event market, is expected to grow at 4.6% *CAGR. Zeven is poised to be a big player in this market in the near future.

The success of various leagues like IPL, Badminton, Pro Kabaddi, Football ISL, etc. has succeeded in kindling interest in sports beyond cricket. Apart from these, run clubs, sports awareness and engagement groups are in their own way, adding to this growth.

We at Zeven expect rapid growth in our sales. Our brand value coupled with excellent products at affordable prices is working wonders for us. The Indian sports sector has been seeing major growth in recent years, thanks to the various developments initiated by the government, the private sector and non-profit organizations. We at Zeven believe that we are on the threshold of massive leaps for Indian sport, impacting people at large, business and the overall Indian economy. SA

