



**Shri Jothilingam Pattu
Mahal: Expanding Our
Family Legacy**

Pitch Deck

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**ஸ்ரீ ஜோதிலிங்கம்
பட்டு & ஹைமேட்ஸ்**



A Legacy of Tradition and Innovation

Family Heritage

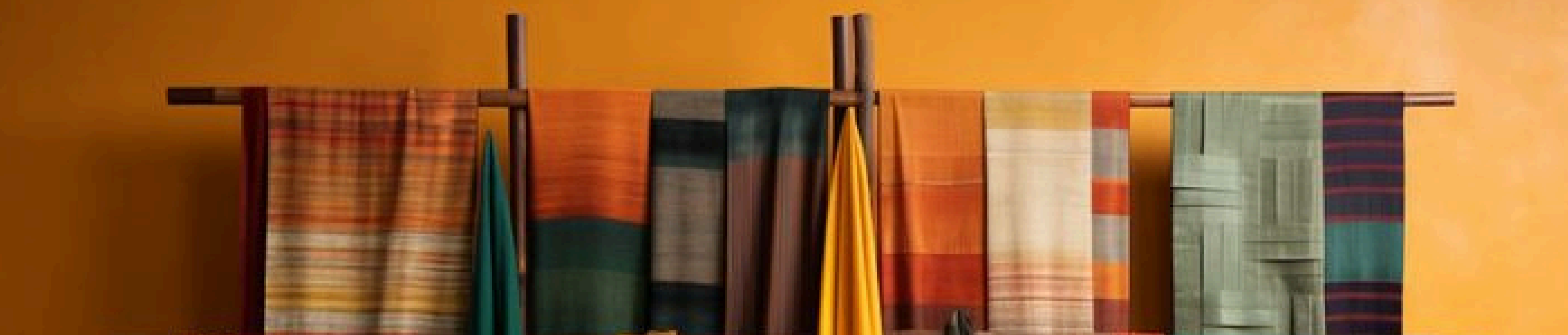
Founded in the 1950s, Shri Jothilingam Pattu Mahal is a three-generation textile retail business. The legacy began with Mr. Gurusamy and followed by Arumugasamy and Saroja Devi and later Mr. Senthil Kumar who brings fresh ideas to the business.



Diversification

In 2006, the company diversified its business, leading to the establishment of Shri Jothilingam Pattu Mahal. Under the leadership of Mr. Senthil Kumar, the company expanded its range of high-quality textile products, including silk sarees and readymade garments.





Vision, Mission and Business Objectives

Vision	Mission	Objectives
<p>To be a leading textile retailer, blending tradition and modern convenience for every customer, making their shopping experience rich and memorable.</p>	<p>To be a one-stop shop for both traditional and modern shoppers, offering a unique, sustainable, and loyal customer experience.</p>	<p>To provide customized services, including silk sarees, wedding collections, and readymade garments. To be the destination for customers seeking traditional and modern textiles.</p>

Market Analysis: Coimbatore's Textile Industry

Coimbatore is a key textile production and sales center, attracting customers from within and outside the region. It's known as the "Manchester of South India" due to its vast textile and apparel hub.

Shri Jothilingam Pattu Mahal caters to middle and lower middle class families, wedding shoppers, festival buyers and modern buyers. The store offers amenities like valet parking and a food court.

The Coimbatore textile retail market is competitive with retail chains and family-run enterprises. Shri Jothilingam Pattu Mahal thrives on quality, tradition, and customer focused services.



UNIQUE SELLING PROPOSITION (USP)

WHY CHOOSE SHRI JOTHILINGAM?

Exclusive Wedding Collection & Custom Styling

- Bridal sarees, groom's attire, and family ensembles – All in one place
- Personalized wedding shopping assistants to guide customers
- Luxury & budget friendly wedding attire catering to all price ranges

Food Court & Kids' Play Zone

- Multi-cuisine food court for customers to relax and enjoy a meal.
- Kids' play area to keep children engaged while parents shop stress-free.

AI-driven Smart Trial Rooms & Virtual Try-on

- AI-powered trial rooms for a seamless fitting experience.
- Virtual try-on mirrors to see how sarees and outfits look before purchase.
- Reduces waiting time and enhances customer convenience.

Silk Sarees

Kanchipuram, Banarasi, and Dharmavaram silk sarees for weddings, festivals, and special events.

Wedding Collections

Bridal sarees, groom wear and family ensembles for a complete wedding shopping experience.

Readymade Garments

Ethnic wear, casual clothing, and formal wear for men, women and kids.

Additional Services

Valet parking, food court, feeding room for mothers, personalized stylist, designer and gold and silver purchase options for customer convenience.

Products and Services: A Comprehensive Offering



Key Competitors

Shri Jothilingam Pattu Mahal competes with leading textile retailers

Feature	Shri Jothilingam	Nalli Silks	PSR Silks	Shree Devi Textiles
Price	Affordable	Premium	Mid-range	Budget-friendly
Shopping Experience	Modern & Traditional	Luxury	Well-structured	Simple
Features	Valet, Food Court, Gold Counter	Silk Sarees Focused	Budget & Premium Mix	Limited Amenities
Quality	Premium & Budget-friendly	High-end	Good	Good
Convenience	One-stop Shopping	Traditional Format	Standard Services	Traditional Store

BUSINESS MODEL & REVENUE STREAMS



Silk Sarees &
Readymade
Garments
(60%)



Gold & Silver
Jewelry Sales
(20%)

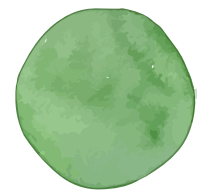


Food Court &
Add-on
Services (10%)



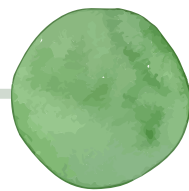
Loyalty
Programs &
Memberships
(10%)

Marketing Strategy: Reaching the Target Audience



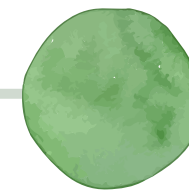
Product Bundling

Festive combo offers, discounts on ethnic wear and daily wear saver packs.



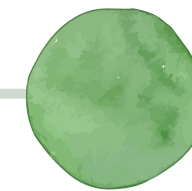
Loyalty Programs

Civil Points system with membership tiers (Silver, Gold, Platinum) for repeat purchases.



Special Shopping Days

Midnight Shopping Fest and Golden Hour Sales to attract customers with exclusive deals

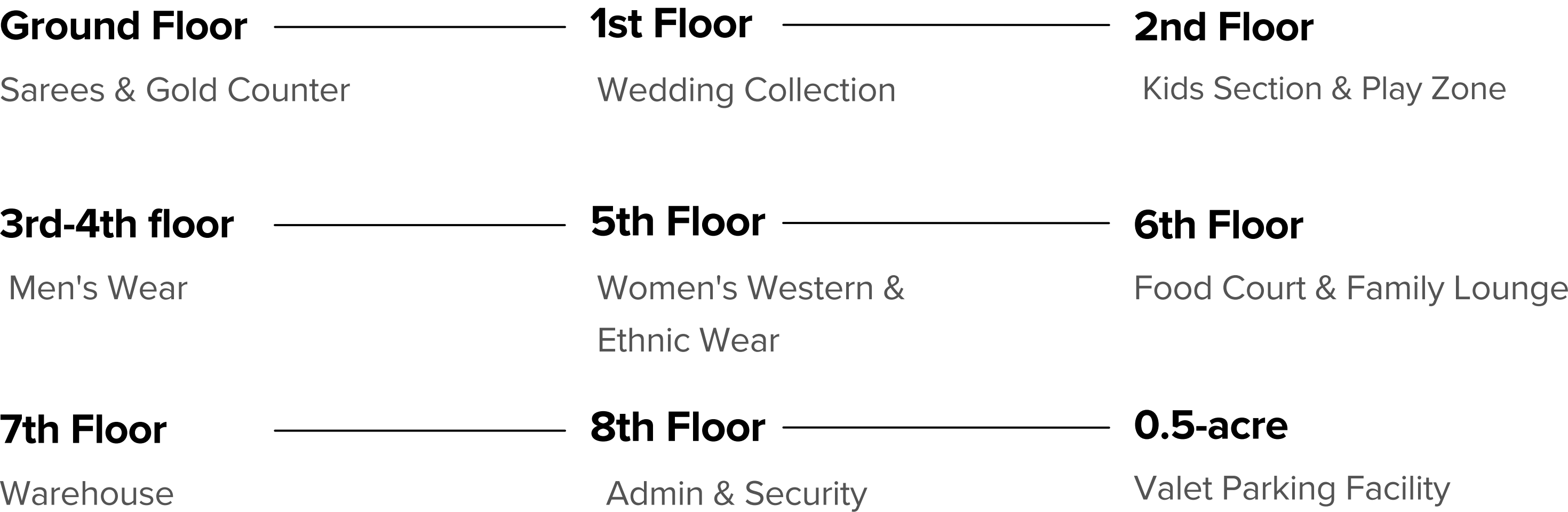


Upselling and Cross Selling Techniques

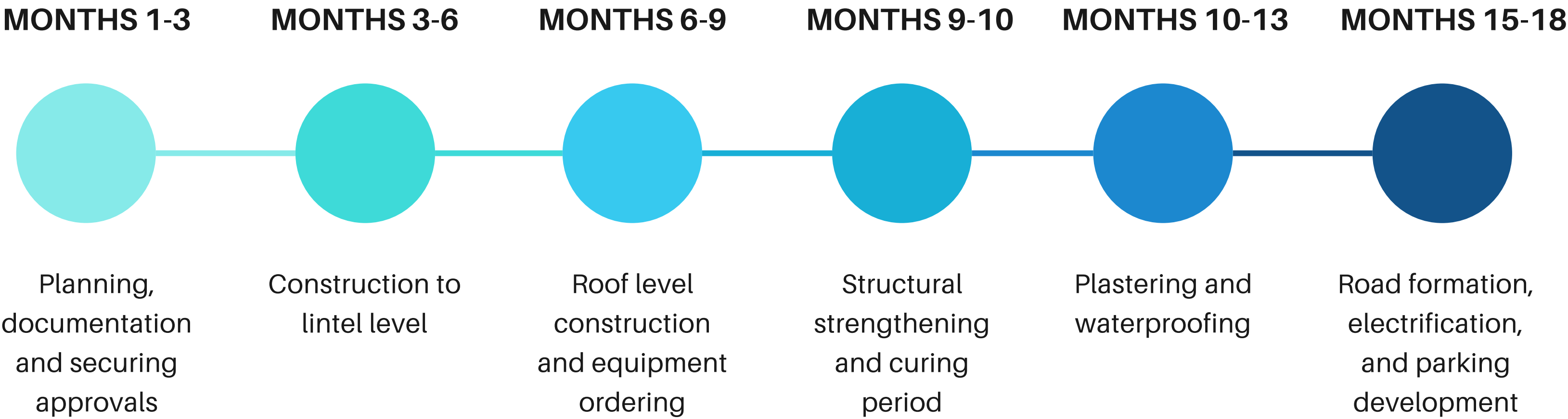
Encouraging customers to buy a higher-end product or increase the purchase value

Expansion Plan & Store Design

8-Floor Store Layout:



MILESTONES AND TIMELINE



Sustainable Practices

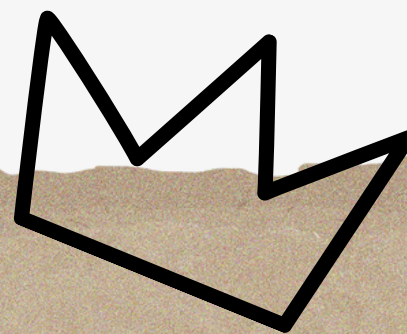
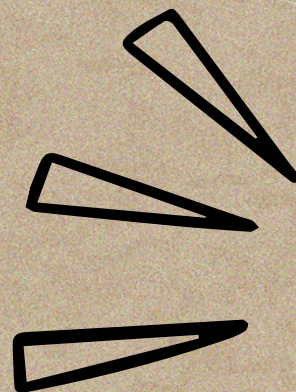
- Eco-friendly Packaging – Use of biodegradable and recyclable materials for packaging.
- Organic & Natural Fabrics – Introducing sustainable silk and cotton collections.
- Digital Receipts – Reducing paper waste by switching to e-receipt

Sustainability & Future Growth

Future Expansion

- New Stores in Tamil Nadu – Expansion to Madurai & Trichy, targeting high-demand textile hubs.
- E-commerce & Digital Growth – Launching an online store & mobile app for wider market reach.
- Personalized Online Shopping – AI-driven product recommendations & virtual saree trials.
- International Market Entry – Future plans to cater to NRI customers & global Indian communities.





Thank
you

