



Ab Rukna Nahi Hai

Umbergaon

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**CITIZEN UMBRELLA
 MANUFACTURERS LTD.**



citizenactivegear.in





Introducing Splash

SPLASH is Citizen's new friendly and energetic mascot. It embodies our brand's enthusiasm, its youthful spirit as well as its determination to move forward. The name evokes images of water splashing around with unbridled energy which reflects the company's unstoppable spirit and fearlessness in the face of adversity.



Style & Substance

For business travellers, vacationers, and globetrotters alike, finding the perfect travel accessory is a must. That's why we offer a wide range of manufacturing solutions, from sleek and stylish laptop bags to trolleys with generous packing space, maximum security and first-class functionality.

Our future-ready approach and consistent focus on innovation are what set us apart in our endeavour to meet the ever-evolving needs of our clients.



The Purpose

We, as human beings, have never stopped evolving. We have always invented ways and means to overcome obstacles and make our lives more enriching. Our approach at Citizen, stems from here.

Since our inception, we have always believed in getting the better of challenges and moving forward. We have always focused on growth, progress and upward momentum. And this is not just for us, but for our nation as well.

Interestingly, we are in the business of active gear. This comprises of rain gear as well as travel gear. These products essentially offer superior protection as well as convenience to people in every weather.

We make sure that our products are in the reasonable and affordable range for each and every one. School students, collegians, working professionals, senior citizens - they are all our customers. And we strongly believe that price should not deter them from availing a product of superior quality.

This approach of ours is interestingly reflected in our clarion call, **Ab Rukna Nahi Hai**. In the quest for greatness, we have to be unstoppable. And we shall also make sure that India as a nation, is also unstoppable.

Ab Rukna Nahin Hai!

Sonu Sood. A key partner in our journey.

The pandemic had brought life to a standstill everywhere in the world. Thousands of workers from various parts of India were working in Mumbai. As restrictions on travel and movement were imposed, they were stuck here helplessly in Mumbai, away from their families. It was Sonu Sood, who finally came to their rescue. He used his celebrity status and arranged transport for the workers, even while there were uncertainties looming around. Finally, they reached their destinations safely.

Ab Rukna Nahi Hai. This is our credo which translates into 'There is no stopping now'. And this resonated well with the efforts of Sonu Sood. He did not let the pandemic stop immigrant workers reaching their home towns. This is exactly why Citizen roped him in to give a fresh new identity to the brand.

Ab Rukna Nahi Hai



A Preferred OEM Sourcing Partner.

Leading the way with a future-ready infrastructure

At Citizen, we're dedicated to producing the best in luggage solutions. Our top-grade infrastructure and manufacturing facilities are designed to be both scalable and future-proof, allowing us to bring new and innovative ideas to life.

Our team of over 1,000 highly-trained professionals works diligently to cater to the needs of our clients and ensure that every product we produce is of the highest quality.

The unbending grit of each team member, matched with the equally efficient and latest technology, allows us to construct revolutionary bags and luggage solutions on behalf of our clients.



Why Walk With Us?

If you are thinking of associating yourself with us, we suggest you know us and our approach too.

What makes us unique is the fact we pay attention to the smallest details. To cite an example, we ensure that we match our umbrella handles with the fabric colour and print along with matching it to the handle strap. Since we make most of the components in-house, we have complete quality control and ensure that the product is fit for use.

Look at the output! We are the largest manufacturers of umbrellas in the world. We are also the largest composite fabric coating unit in the country.

We manufacture travel gear for OEMs like Samsonite, VIP and Flipkart. We also make soft luggage and backpacks. Our aim has been to provide customers the best quality at an affordable price.

Corporate Social Responsibility

We are glued in to our community with our community outreach program where we provide meals twice a day to senior citizens in Umbergaon who are living alone.

We are an active part of:

- Biswabarta Education Awareness Camp
- Azadi ka Amrit Mahotsav
- Eye Camps and Spectacle Distribution Programs





A Proud Association With Disney!

Disney has one of the biggest assortment of characters, loved by adults and children alike. We are elated to have an official license from Disney to create and deliver products featuring some of their most iconic characters.

We, at Citizen, are committed to creating innovative and attractive products that not only add convenience to our customers' life but also allow them to express their unique personalities and styles. The addition of Disney's popular characters to our range of products is a natural extension of this commitment.

The characters include:

- Aladdin
- Alice in Wonderland
- Aristocats – Marie
- Bambi
- Beauty and the Beast
- Cinderella
- Disney Princess
- Dumbo
- Frozen
- Frozen II
- Jungle Book
- Lady and the Tramp
- Mickey Mouse Family
- Minnie
- Peter Pan
- Pinocchio
- Mickey & Friends | Minnie & Friends
- Sleeping Beauty
- Snow White & the Seven Dwarfs
- Marvel Characters





Looking Around As We March Ahead.

At Citizen, we keep analysing the trends that are going on around the globe. We combine this research for different ranges along with our years of on-ground experience and observations.

We look around in places across the world for active gear. We examine how luggage and backpacks are made in places with extreme temperatures. For example, we look at trends in hotter places like Africa, South America and in cooler countries like Norway and Finland as well. This gives us an idea for making active gear that is not just aesthetically pleasing but also durable in every weather condition.

For raincoats, we have hired an esteemed fashion institute, which is probably one of the best in the country, to help us design our range.

Normally, we come out with around 100 varieties in umbrellas per year. In raincoats, the number is currently at 30.

Raising The Bar With Quality

At Citizen, we are dedicated to providing our clients with products that are not only superior in functionality but also in quality. That's why we have implemented a rigorous quality control process where each and every one of our products undergoes 25 strict quality checks.

From the selection of raw materials to the final production stage, we leave no stone unturned in ensuring that our products meet the highest standards. Our team of experts closely monitors and evaluates every aspect of the production process, including durability, functionality, and aesthetic appeal, to ensure excellence.



Travel Made Easy

Our soft luggage is made with high-quality materials. Our products are designed to withstand the rigours of travel. They are not only sturdy, but at the same time are as light as possible. Many of these models are expandable, allowing for more packing space for longer trips or extra shopping.





Building Your Brand's Legacy

We understand that the quality of our products reflects directly on our client's brand. We take our responsibility very seriously. We work closely with our clients to understand their specific needs and requirements. We carefully tailor our processes to meet those needs.

Through our attention to detail and the use of quality-approved raw materials, we ensure to deliver products in line with the agreed quality standards.

We take pride in playing a crucial role in helping build our client's legacy.





No Shortcuts

We pride ourselves on living up to the high standards that we have set for ourselves. After years of experience, we have an SOP established for all the activities carried out in the unit. We check and inspect the raw material as per the guidelines set by experts. After production, each product is thoroughly checked for functionality and appearance. Only approved products, after a stringent quality check, go for packing.



Our consistency in quality and processes have helped us get certifications like ISO 9000, 14000 and 18000. We also have SEDEX certification.





At Citizen, we have our own unit to create the fabrics required for rain gear and bags. The fabrics undergo a strict quality check under controlled environments. Here is a list of the tests that our fabrics are put through:



Breathability test

We measure the breathability of sample fabric through Moisture Vapor Transmission Rate (MVTR).



Waterproof test

All fabrics undergo a pressure test and must withstand extreme water pressure, which is well above the levels required in the standards.



Spray testing

The spray test checks the quality of the hydrophobic treatment, which provides the water-repellent effect.



Dimensional stability test

At times, the fabric form may be distorted, twisted or get shortened in length and width. So, to get specific size garments, its dimensional stability test is carried out.



Tear strength test

This test is performed by applying a sudden force from a fixed distance on the fabric samples and measuring its tearing strength.



Seam seal test

All seams are sealed to test, which guarantees that the seam will be sealed, and therefore 100% waterproof.



Flammability test

The flame test is used to test the laminate flame resistance for variety of applications. Mainly, this test is done to reduce danger of injury and loss of life.



Colour fastness test

It means how much a colour can resist the changing of brightness and depth from outside factors. Mostly, it is tested for rubbing, laundering, light and perspiration.



Testing the end products

We test the end product for its fabric strength. The relevant garment is tested in minute detail in the tests.

Growing Bigger, As We March Ahead.

We have world-class, state-of-the-art manufacturing units. They are located in the states of West Bengal (Kolkata) and Gujarat (Surat and Umbergaon) while our regional offices are in Gujarat, Kolkata, Delhi and Mumbai.

Our total manufacturing facility spans around 4 million square feet. The following processes are carried out here:

Injection moulding

Wire drawing

Plating

CNC for tube making

Powder coating

Water jet looms for
Fabric manufacturing

Vacuum
Coating/Metalizing

Dyeing for fabrics

Corrugation

Coating unit for fabrics

The combined output is massive. Every month, we make

 **23,00,000** umbrellas,

 **2,50,000** raincoats,

 **40,000** pieces of luggage and

 **40,000** pieces of backpacks. We also produce

 **35 million** metres of fabric per month.



Marching On Since The 19th Century

How It All Started?

Our story goes way back to 1882. That was when we started the umbrella business. Initially, it started off as a trading company.



Slowly and steadily, we kept growing and today, we are the world's biggest umbrella manufacturing company.

We manufacture a complete range of active gear, which includes rain gear like raincoats and umbrellas; it also includes travel gear like backpacks and travel luggage.



We have an experienced manufacturing team of 5000 working at our factories. As for our market presence, we enjoy the support of over 2000 channel partners who distribute our products nationally.



The people behind Citizen have always dreamt big, and even today, this trend continues. Citizen has always endeavoured to offer people the best quality at an affordable price. Our approach of backward integration allows us to do the same.

Backward Integration. Forward Thinking!

At Citizen, we have end-to-end backward integration for our entire range of active gear, which includes rainwear and travel gear. It is our strength, that sets us apart from the others. All of the raw materials and components that go into our products, are produced internally. We make high-quality fabric from yarns for our products all the way up to the components, which include a wide range of handles and umbrella parts made from plastic granules. Other than this, we do wire drawing for umbrella ribs and conversion of CRC sheets from a high-frequency welding machine to make umbrella shafts.

We also make all types of springs that are used in an umbrella. Furthermore, we make the nails that are used in assembling. For final packaging we have our own in-house corrugation unit to make corrugated boxes. This process of backward integration helps us have control over the quality of raw materials. It also helps us to have the raw material on time without any delays or lag.

What we eventually get is a superior finished product at minimum cost. It allows us to offer this to the customers at extremely reasonable costs, which gives us an edge in the market.



Rain Gear & Travel Gear

We are on a mission to make people unstoppable. Rains usually slow down the pace of people. However, our wide range of umbrellas and raincoats will help them to keep moving. There is an array of colours, styles, patterns as well as sizes for everyone. It will not only keep them protected at all times, but will make them look elegant and smart as well. We are the largest manufacturers of umbrellas in the world. And this fact will probably give you an idea of the scale at which we are operating, when it comes to umbrellas.

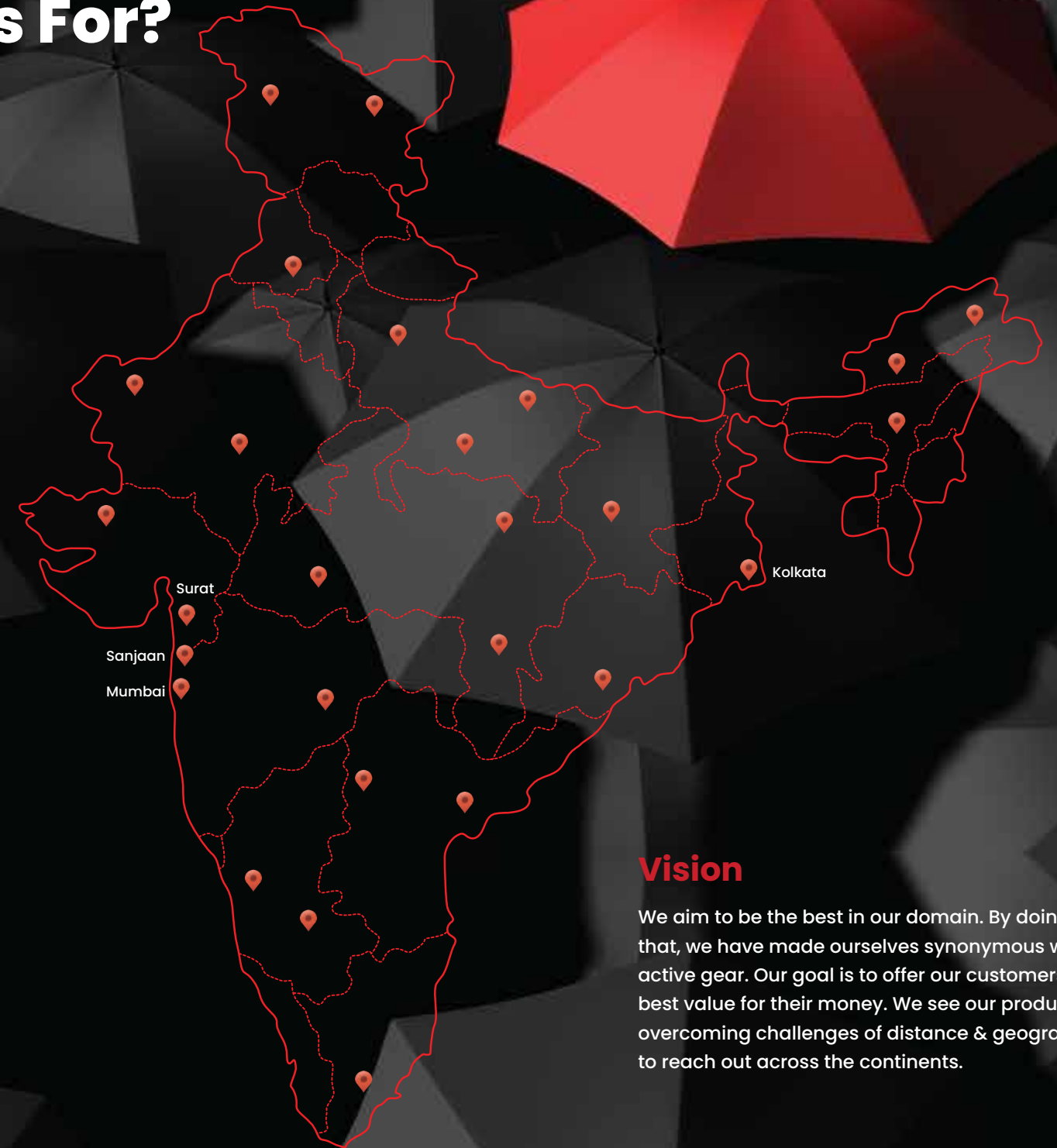
Our active gear range includes travel gear like luggage and backpacks, and rain gear like raincoats and umbrellas as well. Together, they help you keep moving. Whatever the season, whatever the weather.

Our active gear, with its aesthetics, allows people to look smart and elegant as they travel. The superior quality reassures them of durability and comfort. We study a variety of aspects like travel destinations, hotels, transport, airports, railway stations, which allows us to make thoughtful inclusions to our offering. The feeling is extremely satisfying when we see travellers appreciating our products that they travel with. The same is the case with umbrellas and raincoats.

Manufactured With Care

All in all, we do not want our customers to stop at anything. We believe that nothing should come in the way of progress, happiness and growth. We are talking about the individual and the country as a whole. We have to be unstoppable. And we shall strive to make everyone unstoppable. Because, ab rukna nahi hai.

What Are We Doing All This For?



Vision

We aim to be the best in our domain. By doing that, we have made ourselves synonymous with active gear. Our goal is to offer our customers the best value for their money. We see our products overcoming challenges of distance & geographies to reach out across the continents.

How We Go About It?

Mission

We shall reach our goal by following fair and ethical practices, maintaining transparency in dealings, and caring for our employees. We shall keep studying consumer needs regularly and understand their buying patterns. We shall prioritize quality and leave no room whatsoever for compromise.

