

A study on structure of knitwear export units of Ludhiana in comparison to Tirupur

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■ **ABSTRACT** : India is one of the leading exporting countries. Indian garments export business grew very fast in the past few years and today a number of top fashion labels, all over the world, are known to source their products from India. The knitwear industry is accountable for more than 50 per cent in terms of volume and about 35 per cent in terms of value of our total garment exports. A large number of small and micro knitting firms extend production and manufacturing support to the bigger firms and direct exporters through subcontracting. The Indian knitwear industry has a high growth potential due to its intrinsic strengths such as strong textile base, low labour costs and flourishing domestic and international market. There is a large variation in size, structure, investment, turnover and other structural properties of knitwear export units. It could be concluded that maximum percentage of the sample units in Ludhiana were small sized whereas maximum percentage of units were medium sized in Tirupur. In Ludhiana, maximum percentage of the knitwear export units were partnership concerns, whereas in Tirupur maximum percentage of the units were private limited companies. About half of the units, *i.e.* 53.34 per cent in Ludhiana and 56.67 per cent in Tirupur had an initial investment of less than Rs. 2 crores. Majority of units in both the places, had a turnover below Rs. 100 crores. No units in Ludhiana had a turnover above Rs. 300 crores. Half (56.67%) of the units in Ludhiana were mid price segment clothing companies whereas; about half of knitwear units in Tirupur, *i.e.* 53.33 per cent were low cost mass producers. The present study was effectuated to study and compare the structure of knitwear export units of Ludhiana and Tirupur.

■ **KEY WORDS**: Knitwear, Export, Structure

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