

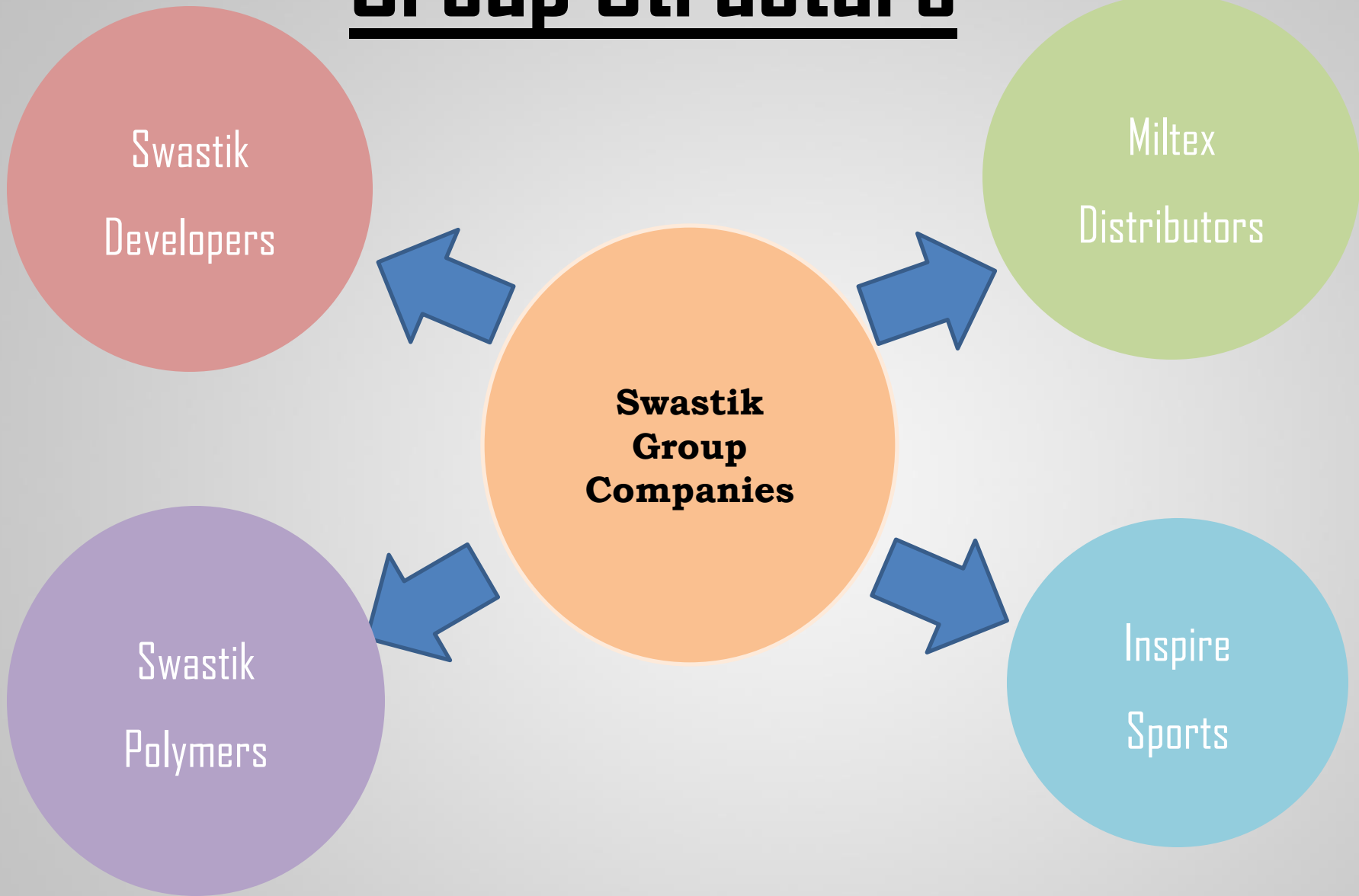
# Inspire Company Profile



# Inspire Sports

- Inspire Sports is a sports goods distribution company which forms a part of Swastik Group of Companies.
- Sensing an opportunity in Sports and Fitness equipment category, the Swastik Group of Companies formed a separate distribution entity called Inspire Sports.
- The company was initiated in 2011 and is a brainchild of Mr. Ronak Sachdeva
- Inspire Sports has created a portfolio of Strong International Sports Brands that conducts its business with close to 400 doors across the country and also has a strong presence in the ecommerce distribution business.

# Group Structure



# Swastik Group Overview

<b>Group Companies</b>	<b>Business</b>	<b>Year of Inception</b>	<b>Dealing in Brands</b>
Swastik Plastic Products	Polymer Trading	1984	Reliance, IOC,
Swastik Developers	Real Estate Development	1999	
Miltex Distributors	Distribution	2006	Puma, Gas, Pepe, US Polo, Salomon, CK, FCUK, Flying machine, etc.
Inspire Sports	Distribution of sports equipments	2011	<ol style="list-style-type: none"> <li>1. Wilson</li> <li>2. Puma Performance Sport</li> <li>3. Spalding</li> <li>4. Polar</li> <li>5. CamelBak</li> <li>6. TK Hockey</li> <li>7. Masuri</li> <li>8. Shrey</li> <li>9. Compress sprot</li> <li>10. DHS</li> </ol>

# Swastik Group Overview

- Swastik Group of Companies initiated in 1984 deals in various business lines.
- The group with its diversified business interest is efficiently managed by two first generation entrepreneurs Mr Trilok Sachdeva & Mr Lalit Jain along with their sons, Mr Gaurav Sachdeva, Mr Ronak Sachdeva & Mr Piyush Jain.
- The company with its productivity and coherence generates an annual turnover in excess Rs 100 crore.

# Distribution Business

- Shift in preference of Indian consumers towards globally recognized brands formed the basis of the Distribution Business under Miltex Distributors (2006) in Life Style Category and Inspire Sports (2011) in Performance Sports Category.
- The two companies have scaled up their portfolio to more than 30 brands and employs about 150 people.
- The companies have association with over 1000 retailers in apparel, footwear and sports category and generates a turnover of Rs 40 cr.
- Early entrants in Ecom Distribution.

# Distribution Operations

- The distribution business works with a philosophy of employing a specialized workforce to cater to specific requirements **for each brand**.
- The business currently operates with a competent brand focused sales force which is managed efficiently by marketing heads for each category like Garments, Footwear & Sports.
- The company has a central warehouse with an area of 5,000 sq ft which is located strategically to cater of operations in Mumbai. Apart from this it also owns a warehouse capacity of about 15,000 sq ft outside Mumbai to cater to other locations of India.
- The logistic team is well equipped with a comprehensive inventory management system that ensures timely delivery of goods to the customers.

# About Inspire Sports

- Inspire Sports is a brainchild of Mr. Ronak Sachdeva.
- Been an accomplished sports person at the national level, Mr. Ronak has passion as well as the acumen to run this business in the most efficient manner.
- Understanding the nature of this business, Inspire Sports has already started creating a niche into performance sports category
- Mr. Ronak is assisted by a dedicated team of experienced personnel from Sports Goods Distribution Industry.
- Under his strong supervision, Inspire Sports, within no time has emerged as a powerful corporation in the industry.



# Brands Worked With



# Future Plans

- The company in the coming years intends to become a preferred distribution partner for performance sports brands and add value to the brands by creating a well informed distribution network across India.
- A Distribution Operation will be supported by strong Grass Root level marketing for Market Creation.
- Emphasis on developing a curriculum based marketing model for Sports brand for the Indian market.
- Consolidate position as leaders in Ecom Distribution for Sports Goods by integrating inventory with Ecom portals.

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