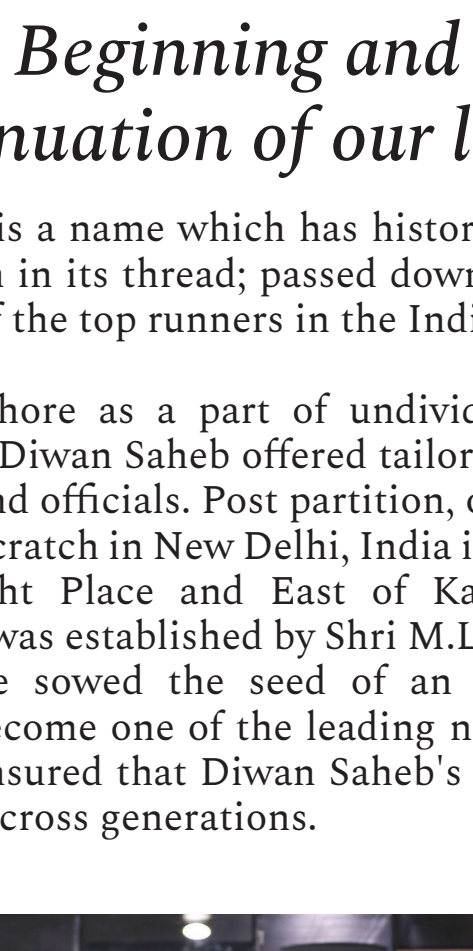


Organizational Profile

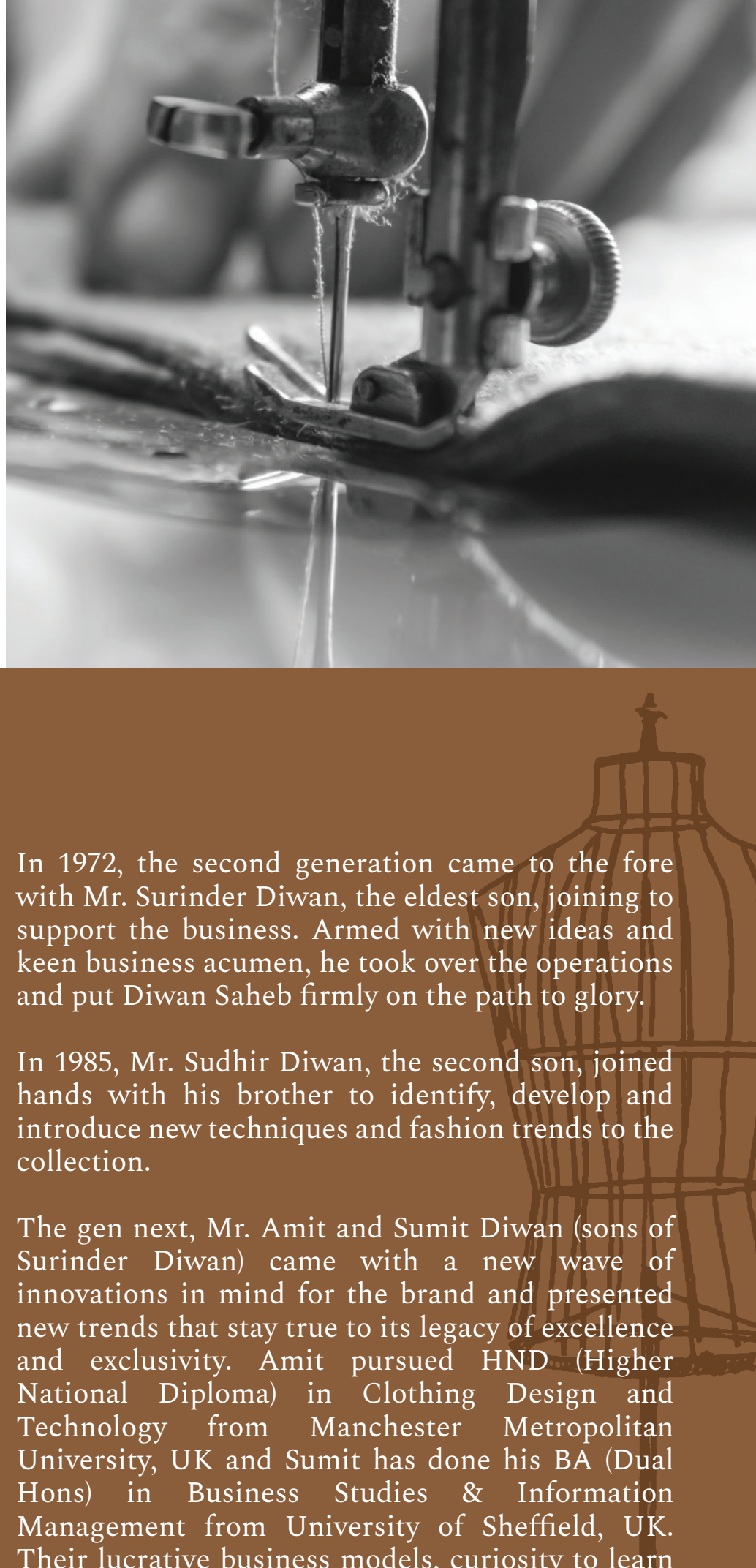
Diwan Saheb



Beginning and continuation of our legacy

Diwan Saheb is a name which has history, culture, and tradition sewn in its thread; passed down since ages to become one of the top runners in the Indian market.

Started in Lahore as a part of undivided India, the forefathers of Diwan Saheb offered tailoring services to bureaucrats and officials. Post partition, our forefathers started from scratch in New Delhi, India in central areas like Connaught Place and East of Kailash. Finally, Diwan Saheb was established by Shri M.L. Diwan in the year 1957. He sowed the seed of an idea that has bloomed to become one of the leading names in men's fashion. He ensured that Diwan Saheb's fashion legacy is celebrated across generations.



In 1972, the second generation came to the fore with Mr. Surinder Diwan, the eldest son, joining to support the business. Armed with new ideas and keen business acumen, he took over the operations and put Diwan Saheb firmly on the path to glory.

In 1985, Mr. Sudhir Diwan, the second son, joined hands with his brother to identify, develop and introduce new techniques and fashion trends to the collection.

The gen next, Mr. Amit and Sumit Diwan (sons of Surinder Diwan) came with a new wave of innovations in mind for the brand and presented new trends that stay true to its legacy of excellence and exclusivity. Amit pursued HND (Higher National Diploma) in Clothing Design and Technology from Manchester Metropolitan University, UK and Sumit has done his BA (Dual Hons) in Business Studies & Information Management from University of Sheffield, UK. Their lucrative business models, curiosity to learn and endless creativity keep the spirit of innovation alive in the brand.



After creating a legacy of 67 years while maintaining the relevance of the brand through every decade, the family has now decided to reign in its 4th generation, Aviraj Diwan (son of Sudhir Diwan) for alignment with today's trends, tech-driven business models and alignment with the Gen-Z mind. He has graduated in Fashion Designing and Styling from Delhi and London.



About Diwan Saheb

The brand has reserved its place in the exclusive list of brands for men's fashion that caters to the elite. As a haute couture brand, we have been in operation for decades and have evolved with the changing times to eventually birth a combination of traditional Indian ethnic wear and Western formals for men that is bespoke, innovative and timeless, along with modern, everyday wear silhouettes for comfort, class and sophistication.

Diwan Saheb offers timeless, classic attire which instantly inspire awe. The designs are extraordinary not only because of their intricate make or superior quality fabric, but also because of the experience and expertise the brand has accumulated over the years in bespoke fits and designs.



OUR CATALOGUE INCLUDES:

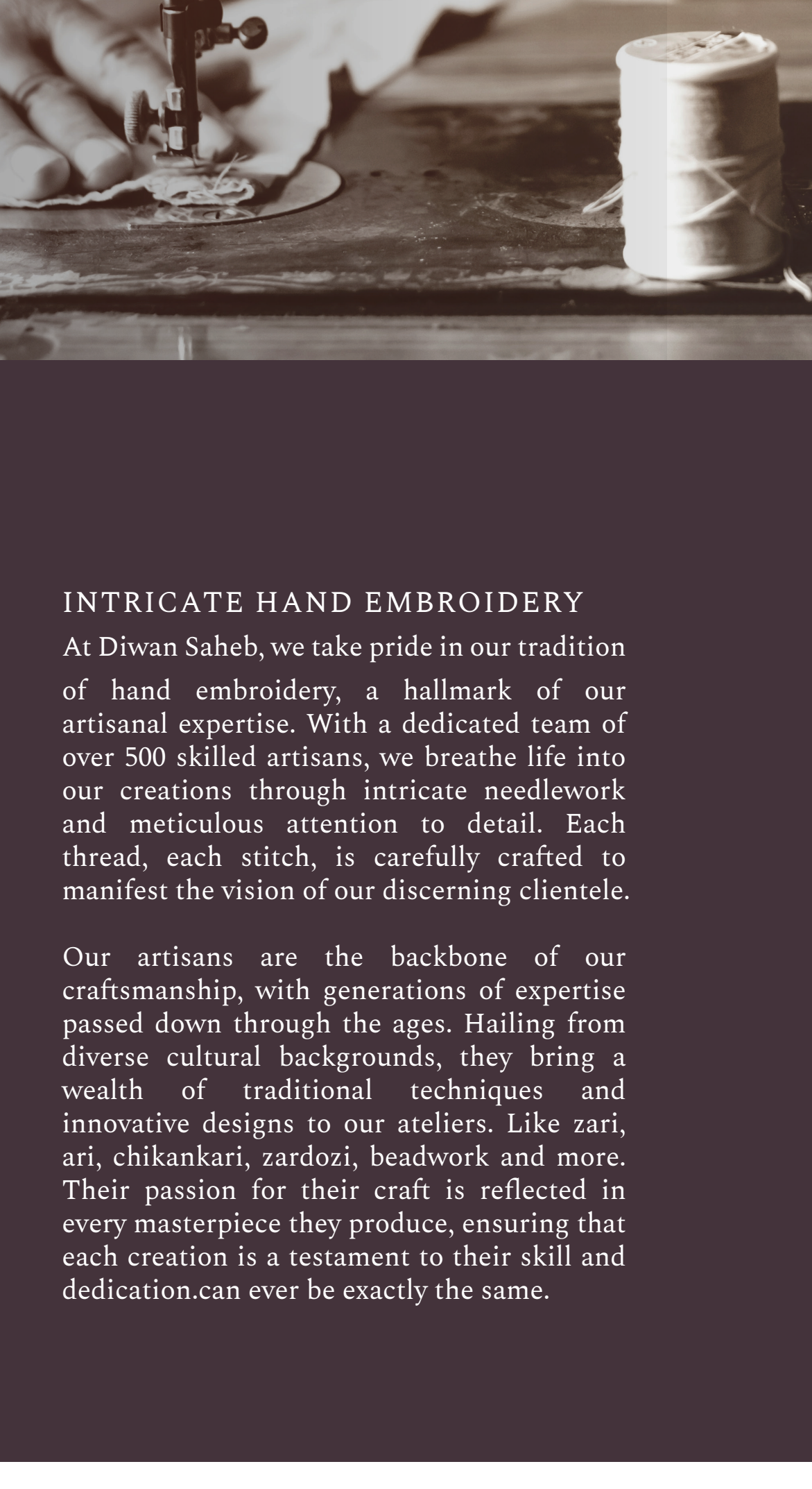
- Fabric from Italian and English brands
- Indian ethnic wear and Western Formals for Men
- Customised Tailoring
- Bespoke Handmade Suits
 - Accessories for men's clothing
 - Timeless shoes

Exclusive services offered

BESPOKE TAILORING

With 67 years of experience in making suits for the elite, at Diwan Saheb, made-to-measure mastery comes to life with its exclusive bespoke tailoring services. To ensure the suit fits like a glove, body shapes are analysed in detail while taking measurements to ensure maximum comfort.

We have also introduced floating canvas jackets, which has layers of canvassing material generally comprised of wool and horse hair (sometimes camel) that sits seamlessly between the outer fabric and the inner lining of the jacket. It plays an incredibly important role in keeping the proper balance structure and shape of the jacket, and as you wear a canvassed jacket over the time, the canvas itself begins to conform to your body's shape, thereby becoming a better fit every time you wear it.



INTRICATE HAND EMBROIDERY

At Diwan Saheb, we take pride in our tradition of hand embroidery, a hallmark of our artisanal expertise. With a dedicated team of over 500 skilled artisans, we breathe life into our creations through intricate needlework and meticulous attention to detail. Each thread, each stitch, is carefully crafted to manifest the vision of our discerning clientele.

Our artisans are the backbone of our craftsmanship, with generations of expertise passed down through the ages. Hailing from diverse cultural backgrounds, they bring a wealth of traditional techniques and innovative designs to our ateliers. Like zari, ari, chikankari, zardozi, beadwork and more. Their passion for their craft is reflected in every masterpiece they produce, ensuring that each creation is a testament to their skill and dedication. can ever be exactly the same.

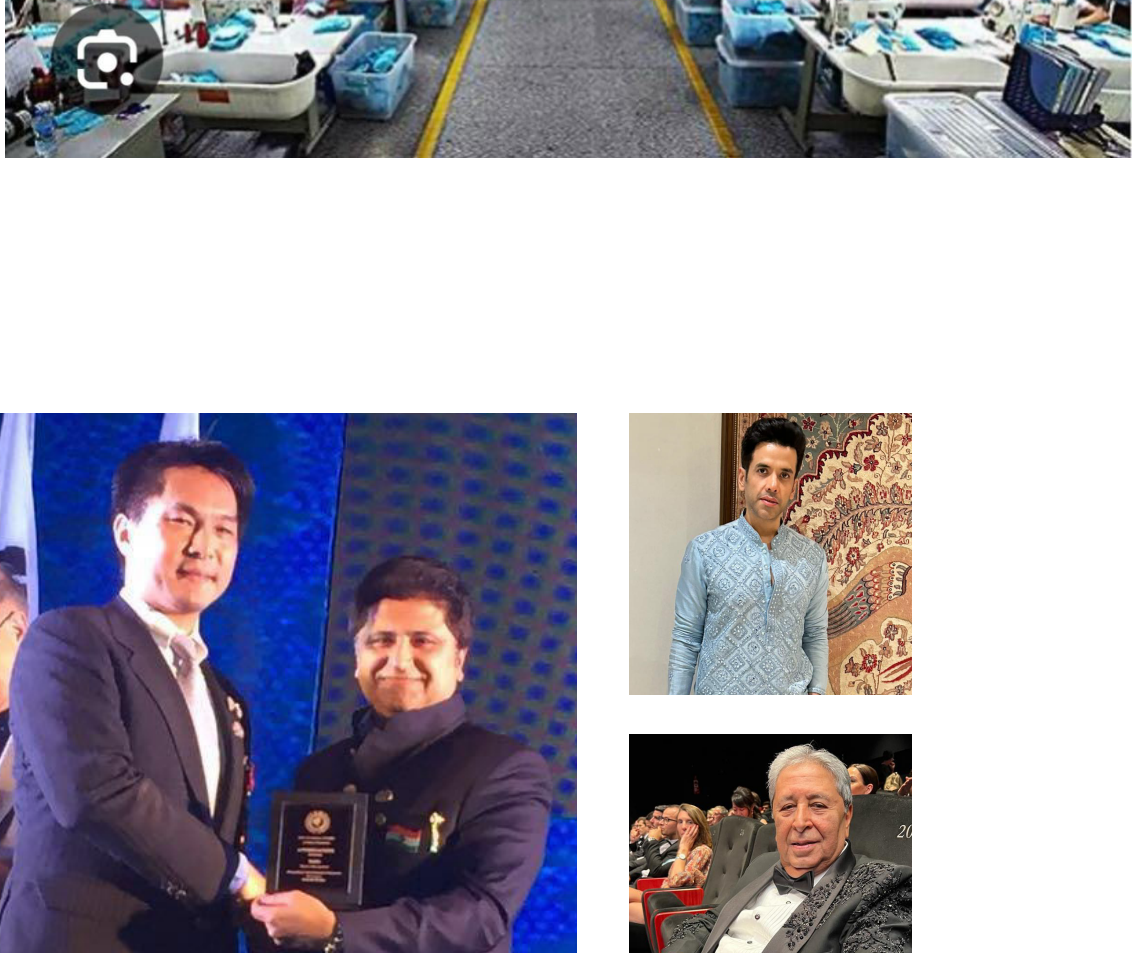


DESIGNERS

With a vast library of designs and patterns at our disposal, Diwan Saheb offers endless possibilities for customization and creativity. Our team of world class designers, who have graduated from esteemed institutions like Pearl Academy, NIFT, continuously curates an extensive collection of motifs, embellishments, and embroidery styles, catering to diverse tastes and preferences.

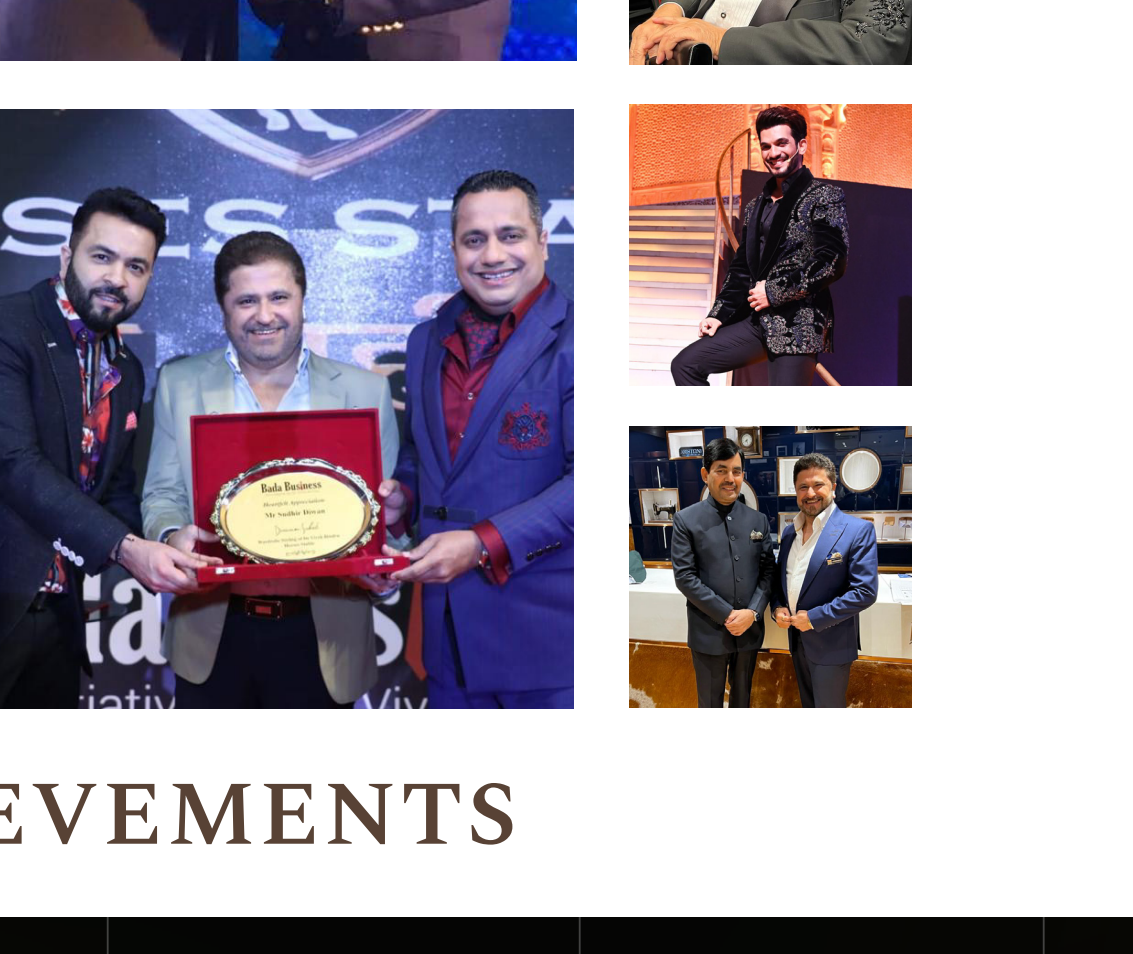
MULTI-HEAD EMBROIDERY

At Diwan Saheb, we harness the power of multi-head embroidery machines, that are designed to simultaneously embroider multiple garments or items, increasing efficiency and productivity, enabling us to achieve precision and perfection in every stitch. From computerized embroidery machines to automated stitching systems, we leverage the latest innovations to deliver unparalleled quality and efficiency in mass production for export and domestic demands.



STITCHING

Our well trained and experienced artisans contribute significantly to the quality and uniqueness of the creations. They are our assets and their welfare is crucial to us for maintaining a positive and productive work environment. Also, our high-tech ultra-modern machines provide numerous benefits, including increased efficiency, precision, and the ability to offer innovative and customized designs.



ACHIEVEMENTS

Achievements

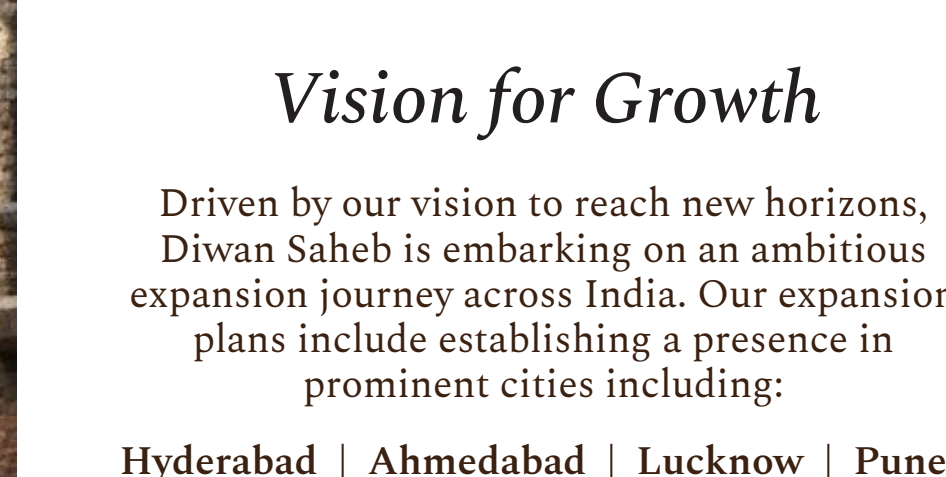
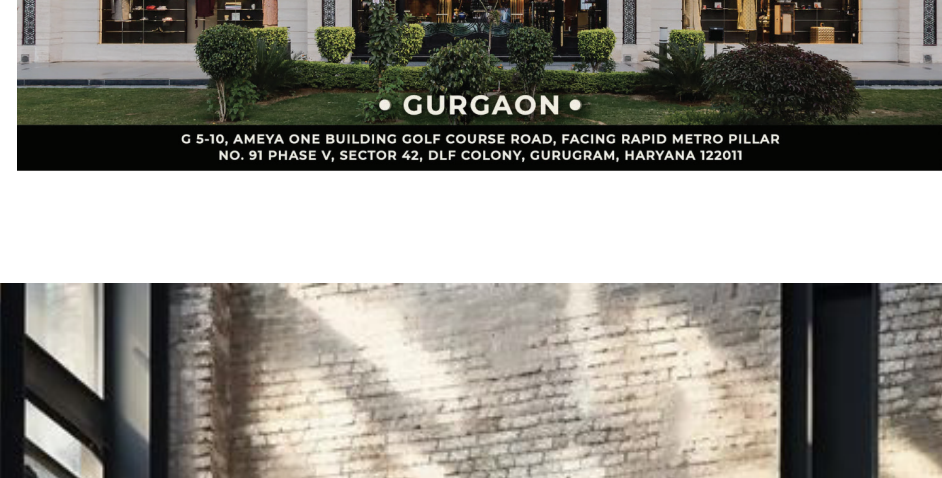
At Diwan Saheb, our achievements are not merely a testament to our success but a reflection of the trust and confidence bestowed upon us by our esteemed clientele. From dressing world leaders to adorning the silver screen, we continue to set the standard for bespoke luxury fashion, one impeccable creation at a time.

Our tailored suits, sherwanis, and formal attire have graced numerous diplomatic meetings, state functions, and high-profile events, solidifying our reputation as the go-to destination for dignified dressing.

Renowned actors, both on and off the silver screen, have embraced Diwan Saheb as their preferred choice for red carpet appearances, award ceremonies, and private engagements.

Existing Stores

Diwan Saheb operates a network of five key city stores strategically located across key cities in India. Each store is meticulously designed to offer a luxurious shopping experience, with dedicated divisions catering to couture, groom's wear, and daily wear.



Vision for Growth

Driven by our vision to reach new horizons, Diwan Saheb is embarking on an ambitious expansion journey across India. Our expansion plans include establishing a presence in prominent cities including:

- Hyderabad | Ahmedabad | Lucknow | Pune | Indore | Bengaluru | Chandigarh | Mumbai

We plan to combine boutique-style stores with coffee shops which is a popular and trendy concept that provides customers with a unique and immersive shopping experience.

