

Palam Silklife

July 2012



UltraLite
Fashion goes Ultra light...

Slim Fit
Every woman's
new best friend...

ANNA NAGAR
gets a bridal makeover

THREADS OF GOLD
Exquisite silks that
pamper the princess in you



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Our finest collection of trendy
wedding silks available in Chennai and
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Sri Ram Nagar, Alwarpet (Near Univercell),
Chennai - 600 018. Ph: 044 2435 2120

115, Pondy Bazaar, T.Nagar,
(Opp. Hotel Saravana Bhavan)
Chennai 17. Ph : 044 2432 3334

D-103, Aruna Complex,
Chintamani Signal, Anna Nagar (E),
Chennai 102. Ph : 044 2628 5555

Coimbatore: Lakshmi Maniyar Metro Building, Cross Cul Road, (Opp. LB Office), Coimbatore. Ph: 0422 223 5553/ 6663

THREADS OF TRADITION

wed

TRENDY FASHION

At Sri Palam Silk Sarees, our rich heritage in wedding sarees fuses with an eye for the latest in trends. The result, a range of fashionable, lightweight trendy silk sarees.



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On the Cover: UltraLite Fusion Silk Saree
Model: Anuja Iyer

Content & Design: Influx Interactive

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JEYASREE'S WELCOME

This has been the most memorable year at Palam ever since its inception in 2003. I thought our first Silkline show held in 2009 was the most exciting thing to happen to my life. But the last twelve months has been the most happening period in the course of Palam. With three branches and another in the offing and three concept sarees launched in the last twelve months, things couldn't get more exciting!

Hardly six months after the launch of our first branch, I was fortunate to find a plumb location at Anna Nagar. For three years, I was on the lookout in the vicinity and was really lucky to find a place at the Chintamani signal, a prime spot in Anna Nagar. Having Mrs. Suhasini Maniratnam inaugurate the store on February 6th and Aishwarya Dhanush launch the Slim Fit Silk Saree on the same day, sweetened the deal.

Just when I thought things couldn't get better than this, I received an e-mail about space available at Cross Cut Road, the most popular area for textile in Coimbatore. I knew it was too good an opportunity to miss. I was a little apprehensive and approached my father for his opinion. He immediately had the location scoped out and encouraged me to go after it. I sure am indebted to him for that – it has helped me and Palam soar at an incredible pace, since. On June 7th, exactly twelve months from the opening of our second store, there we were proudly standing by Ms. Parvathi Omanakuttan inaugurating our fourth store and our first outside of Chennai. On the same occasion, we unveiled our then latest concept, the UltraLite Fusion Silk – we've hardly been able to keep up with its sales ever since launch!

I wish to sincerely thank all my weavers and suppliers for supporting Palam right from day one. A special

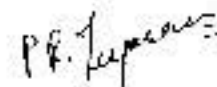
thanks to Mr. Selvan for his execution of all our concepts and dreams into beautiful pattu sarees and his outstanding contribution to the industry as a whole.

I'm also grateful to my father, for ever being an inspiration, always encouraging me to be focused on 'pattu' even through changing and challenging times for the art.

So long as we have you, our dear customers to keep encouraging us with your response to our new designs, concepts and our efforts to make pattu trendy without compromising on tradition, we have no worries.

It delights me every time one of you stop me to ask about our next edition of Silkline, our annual silk extravaganza. It's only appropriate that this print extension of our brand is also named after our immensely popular fashion show. It's also fitting that we unveil this issue at Silkline '13.

I will leave you to the rest of this magazine with the promise of more grand collections, exciting concepts and more outlets in the near future. Whether the next store will be at Mumbai, Hyderabad, Delhi or somewhere else is anyone's guess. Feel free to tell me where you think we should head next by writing in to me at jeyasree@palamsilk.com



Best wishes,
Jeyasree Ravi
Proprietor, Sri Palam Silk Sarees



SUMMERSAULT 2012

I have been associated with Palam for about 6 years now – almost as long as the brand itself. Through this time, I have seen it grow from being a challenger brand to maturing into a wonderful member of the silk fraternity with a very unique identity that is now beginning to be quite envied. From meagre beginnings from a little outlet in T Nagar to 5 stores (5th one in Bengaluru should be open by the time you read this) across Chennai, Coimbatore and Bengaluru, Palam has indeed come a long way.

In these 6 years, I can reassure you that the 6 months gone by have been by far the most exciting period for all of us attached to Palam. An effort to capture this journey and energy and share it with all you loving supporters is the genesis of this bi-annual magazine. Expect insights into this fast growing brand with stories on collections, store launches, celebrity visits and public events besides interesting interviews and features on people associated with Palam.

In this issue, we take you along the journey of Palam's story from January to June 2012. This period saw the opening of two stores within a gap of 3 months – the first at Annanagar in Chennai and the next at Cross Cut Road in Coimbatore – that's as many stores as were ever opened in the 7 years prior to this year!

The summer half of the year also saw Palam unveil two incredibly popular concepts – the Slim Fit Silk Saree and the UltraLite Fusion silk. More about these two concepts are in the pages of this issue. Also turn to the last page for behind the scenes pictures of the shoot with the gorgeous Anuja Iyer as she got into her elements for our campaign shoot.

For me personally, it has been great getting to know Sunita Palam, the daughter of Ms. Jeyasree who recently made her entry into the business. A smart, young lady, she knows her numbers well as she trains to be a chartered accountant. A first-hand account of her Palam experience thus far makes for a compelling read along the pages.

Forever one to embrace technology, Palam also introduced online shopping on its website earlier this year. Do visit www.palamsilk.com for the exclusive online collections and shop at ease with our 128-bit secured shopping cart that supports a host of payment options.

I do hope you enjoy going through this magazine as much as we enjoyed putting it together. I would love to hear back from you with your suggestions, brickbats, advice and anything else you wish to share with me. Please write in at palam@influx.co.in.

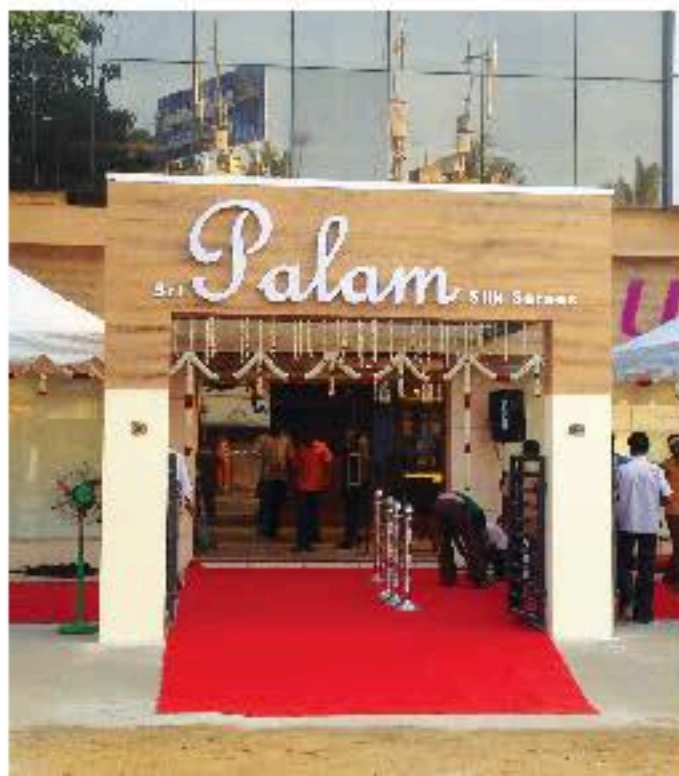


Best Regards,
Harish Anand Thilakan
Editor



WHEN ANNANAGAR WELCOMED *the beautiful Indian bride*

A pleasant morning of the 6th of February saw Annanagar's Aruna Complex bustling with activity. Sri Palam Silks launched their third showroom at this landmark building located at the Chintamani signal in Anna Nagar East. The simple lines of the building decked in white flowers, took on a fairy land appearance. Venerable Shri Nalli Kuppuswami Chetty, a well respected name in South Indian silks, and the doyennes of the cinema world - Ms. Suhasini Maniratnam and Ms. Aishwarya Dhanush were the guests in attendance. Ms. Jeyasree's welcome address was followed by a prayer song, rendered by a member of the 'Naam' foundation, a home for destitute women. Ms. Suhasini did the honors of cutting the ribbon and declaring the store open.



In what was a staged marketing stunt, a bride in all her finery came running in at the doors with a boisterous wedding party in tow – groom, fathers in law, mothers in law and a heavy silk saree swirling around the bride's petite figure. Ms. Suhasini intercepted the bride and listened to her woeful story. After almost five minutes of behind-the-scenes consultation with Ms. Suhasini, during which the two sides of the wedding party were constantly at each other's throats, the two of them reappeared with the bride seeming quite satisfied with her discussion. It was revealed, much to the amusement of the audience that the only thing she was unhappy about in the wedding was the choice of her wedding saree. She was adamant to get married only in a Palam Silk saree – a problem Ms. Suhasini swiftly managed to resolve! This melodrama was all about that - a little skit effectively used to show that the choice of the young brides today was definitely Palam. Ms. Suhasini's impromptu role in this episode was well appreciated.

Entering the store was like entering a treasure trove --magnificent haute couture bridal trousseaus in the latest styles, vibrant colors and rich designs, all shot through with the gleam of gold zari. While stunning bridal silks specially woven to suit the tastes of today's modern bride are Palam's mainstay, they are equally popular for their offbeat concept sarees. In addition to their past concepts like the Corporate saree, Tattoo Silk, Saree with a mobile pouch among



others, Palam also chose the occasion to unveil their latest innovation - the Slim Fit Silk saree. The saree has since then gone on to be a very popular draw amongst women of all ages.

Slim Fit silk sarees are intricately designed in pure Kancheepuram handloom pattu using high finish zari and create a slimmer look on the wearer. It was Mr. Ravi (Jeyasree's husband) who asked if it was possible to make a saree that would create an illusion of slimness. This stray thought gave birth to the Slim Fit Silk Saree-- a saree that is every woman's new best friend.

Besides this, Palam Silks in Anna Nagar, carry all their other exclusive sarees -- Designer, Concept, Casual and Muhurtham Silks. This unique display of an eye-catching range of sarees bears testimony to the craftsmanship and passion of Jeyasree Ravi, who has brought alive her imagination and creativity in this collection.

"Overwhelmed at the response to our existing stores in Pondy Bazaar and TTK Road and owing to the repeated request of our customers from west Chennai, it was only a matter of time before we set up a store here", said an elated Ms. Jeyasree.

Palam has a wide spectrum of clientele. It is the destination of choice for both the contemporary and traditional, the young and the old. Daring to experiment with abstract patterns and making lighter versions of traditional sarees has become Palam's forte.

Bottom-line, the aesthetically pleasing Palam Sarees with its zany line of new introductions has caught the imagination of people not just from Annanagar but also from satellite areas like Ambattur, Koyambedu, Perambur, Avadi, Arumbakkam and others. Walk in any day of the week between 10am and 9pm for a personalized shopping experience with ample car park.

NEW STORES

KOVAI CALLING: *"Palam and India's Manchester united"*

A saree is defined as "an epitome of Indian culture, significant of the grace of an Indian woman". At Sri Palam Silks, this very definition is in a state of "constant transformation" as they conjure up yards of sheer magic – silk and zari woven with new ideas to create eye catching new sarees. In their pursuit to make these sarees accessible to their ever growing clientele, Palam Silks have embarked on an ambitious expansion plan.

They waited for over 5 years to open their second store in Chennai's classy Alwarpet area. Palam has now spread their designer wings to fly to the Manchester of South India – "Coimbatore". Palam Silks made a grand entry into the textile city on an auspicious Thursday (Jun 7, 2012). Incidentally this is their third store launch in the last 12 months. The entry into Coimbatore marked the stores' fourth outlet in the State – three of which are in "Namma Chennai" – T.Nagar, Alwarpet, and Anna Nagar.



our unique offerings and in recognition of their patronage we decided to move closer to their home. As we embark on this new journey with the city and its neighbours, we look forward to their love and support."

The opening of the store also featured the unveiling of the "UltraLite Fusion Silk", a concept that is beguilingly simple yet exquisite. The product combines the grandeur of pure zari silk, and the comfort and ease of silk cotton. In Mrs. Jayasree's own words, "This is our endeavor to encourage women to be bold and wear sarees year long without fretting about the weight and overall cumbersomeness. What better place to unveil the UltraLite Fusion Silk than Coimbatore - the home of Silk Cotton" she signed off.

The capacious store in Coimbatore was launched in a traditional way by lighting the "Kuthuvilakku" followed by yet another tradition – the first sale to Shri Dr. Nalli Kuppaswami Chetty. The people present at the ceremony included Smt. and Shri. Nalli Kuppaswami Chetty, well-wishers, and customers of Palam. Adding color and glamor to the occasion was Ms. Parvathy Omanakuttan of Billa 2 fame and former Miss Universe finalist. Parvati looked resplendent in a Palam Silks creation - a pinkish peach silk saree with beautiful floral prints and was the cynosure of all eyes.

The Store – a sprawling, aesthetically designed 2000 sft showroom, is a veritable one stop shop for Muhurtham pattu, designer silks, fancy silks and their trademark line of concept sarees, with prices ranging from Rs.4,000 to over Rs.1 Lakh. This store, on the ground floor of Lakshmi Manyan Metro, on Cross Cut Road, is certainly going to be the first and last stop for discerning shoppers in and around the city.

During the proceedings, a visibly thrilled Ms. Jayasree shared a few sound bytes with the media as to "Why Coimbatore? – Simple! Over the years, despite the travel ordeals, customers from Coimbatore, Tirupur and Salem thronged Palam Silks in Chennai, for our latest trends to grace their special occasions. They have been great patrons of our store and appreciate



EVENTS



SLIM FIT SILK SAREES:
Every woman's best friend

36- 24- 36 is every woman's dream statistics. But do all women have it? Well hardly. So what do you do to achieve it? Go to the gym? Yoga? Pilates? Diet? Sweat it out? Why take all that trouble when you have Slim Fit sarees? Welcome to the world of illusions. Slim Fit sarees is Sri Palam silks' latest innovation in transforming the way women look and feel about themselves.



Palam Silks has proved to be a visionary that has risen to meet the needs of the modern Indian woman and cater to her eclectic tastes. She has this fondness for silk that fits comfortably into the confines of her hectic life. Palam has made it its duty to conceptualize and produce revamped versions of sarees. Sri Palam Silks made their debut into the traditional folds of silk shopping in Chennai some years ago. Their introduction of exciting concept sarees such as 'Corporate Pattu', 'Tattoo Silks', and 'Varshika Sarees' among others, have set the store in a class apart. Their latest venture is the answer to every woman's desire- the "Slim Fit" Saree.

The Slim Fit Saree collection is the brain child of Palams' masterminds, Mr. Ravi and his wife Mrs. Jayshree Ravi, passionate entrepreneurs whose ideas have led to this new concept. There is an interesting story about the origin of these sarees. During one of the weekly meetings at Palam Silks Mr. Ravi casually asked why it was that only men had access to slim fit shirts, trousers, t-shirts and the like. And from this random thought emerged an entirely new range of Slim Fit sarees. A classic instance of how the power of an idea worked in the creation of a new product.

In a world where looking good equates to projecting confidence, Palam has given the Indian woman what she aspires for- a petite figure. This alluring look is achieved by

blending traditional pure silk zari with the new age silk cotton, creating a harmonious blend termed Fusion Silk. Add to it the trendier range from the colour palette - browns, blacks, beiges and pinks and specially created designs that are simple and straightforward -- the result is the Slim Fit saree. These have kindled the senses of the new generation of Indian women, making the saree not just a mere option but a must-have for young ladies everywhere. There has been no compromise in the quality of the saree. The material is still rich glowing silk, the zari is still the best -- it is just the fall of the material, the colours and the designs that all work together to create a look of slimness. You just can't walk away without one of these beauties.



Fashion Show



Threads of Tradition
wed
Trendy Fashion

At Sri Palam Silk Sarces, our rich heritage in wedding sarees fused with an eye for the latest in trends. The result, a range of fab for any, fit design trendy silk sarees.



Sri Palam Silk Sarces, Chennai - Anna Nagar ☎: 044 26285555 Alwarpet ☎: 044 24352120 Pondy Bazaar ☎: 044 24323334

Lakshmi Maniyan Metro Building, Cross Cut Road, (Opp. EB Office) Coimbatore ☎: 0422 2235553/2236663

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Contest



Today's young women are masters at multi tasking. They juggle a demanding office routine with a home that runs like clockwork, raise child prodigies, is a social butterfly and what not? And this super woman does not have the time to change her attire to fit each occasion. Nor would she feel comfortable sporting a heavy traditional saree. The slim fit saree helps her look her best while living her life to the fullest. Say goodbye to worries about excess calories or that missed hour at the gym, because this saree fits right into one's busy schedule,

helping her look stunning while complimenting every aspect of the curvy Indian Woman for whom the saree was created.

Hardworking, hardwearing and durable, the Slim Fit is a necessary addition to every woman's wardrobe. So ladies, go get it – every girl's new best friend.



ULTRALITE FUSION SILK

Set flight to your fashion fantasy

Today's woman – smart, professional and on the move-- she goes from the boardroom to the schoolroom with equal ease. And to help her in this transition Palam has a range of silk sarees which suit the need – smart, comfortable and can be worn with equal aplomb at any time, all the time. Welcome to the world of Ultra Lite sarees. These unique sarees are everything that a good silk saree should be, minus the weight which is such an integral part of a traditional silk saree.

The classic garb of the South Indian woman, the saree, has been undergoing a quiet makeover as the role of the woman evolved. Traditional silk sarees, heavy with its lustrous silk and intricate zari work is giving way to lighter sarees that do not compromise on luster or intricacy, but still go with the times. And Palam Silks has been spearheading this revolution, with a whole array of sarees – the tattoo sarees, the Slim fit – and now, the Ultra Lite. The idea behind Ultra Lite is to beguile the young miss into wearing the graceful saree with as much ease as she slips into other outfits. To put it in the words of Jeyasree Ravi, the moving force behind Palam Silks, "The UltraLite Fusion Silk is our endeavour to encourage women to wear sarees year-long. Most women avoid wearing gorgeous sarees in the summers due to its weight and overall cumbersomeness. Our unique offering combines pure zari, silk and silk cotton to give you 6 yards of beautiful woven magic without compromising on splendour or comfort".



Chennai Launch



Coimbatore Launch

So how does this magic happen? It is because of the clever use of two materials –silk and silk cotton. Both have a rich opalescent luster and both blend well together. The happy mix of the two makes the saree lighter than the traditional ones, while retaining the glow and the drape of pure silk. And once the zari is interwoven into this shimmering material – it takes on a life of its own. There is no compromise in the detailing or the working of the sarees – they are still vibrant and grand. Trendy colours and contemporary designs make these sarees ideal for the young woman on her way up. And if you are wondering if the saree is sheer – no, it is not. The whole saree just got lighter – the material did not get thinner.

Palam Silks has been on the forefront of a major shift in perception about sarees. Innovative ideas like the tattoo silk and the Slim Fit sarees have put Palam in a separate category all of its own. Its shelves are stocked with glowing traditional silks for weddings, market savvy varieties like the slim fit, and now, the Ultra Lite. Truly, Palam Silks is a one stop shop for the fashion conscious. Constant innovation and thinking out of the box have resulted in exciting new offerings on a regular basis, successfully knocking the young fashionistas of Chennai off their feet...

Ultra Lite was unveiled in June this year, by actress Anuja Iyer in the presence of Dr. Nalli Kuppaswamy Chetty and his daughter Ms. Jeyasree Ravi, of Sri Palam Silks. This, was a recent concept saree –coming close on the heels of the Slim Fit, which was released just four months earlier. Priced at Rs.4500 upwards, the Ultralite Sarees are a sellout in the Palam branches across the city -- in Anna Nagar, Alwarpet and T. Nagar. The newly opened Palam Silks, Coimbatore, also stocks these exquisite sarees.

For all you lovely ladies out there – Ultra Lite awaits.



EVENTS

WOMEN'S DAY OUT

(Women's Day event)

8th of March 2012 – Women's day was celebrated with pomp and a lot of fanfare at Palam. A lot of fun activities and games were organized and exciting prizes were given away to the winners. The celebration was open to all the women folk that included Palam's customers and also the general public. The response to activities like 'saree draping' and 'find your way in the maze' was overwhelming. A large maze was constructed on the terrace of Sri Palam Silks at TTK road and the first three ladies who found their way out were given beautiful sarees...

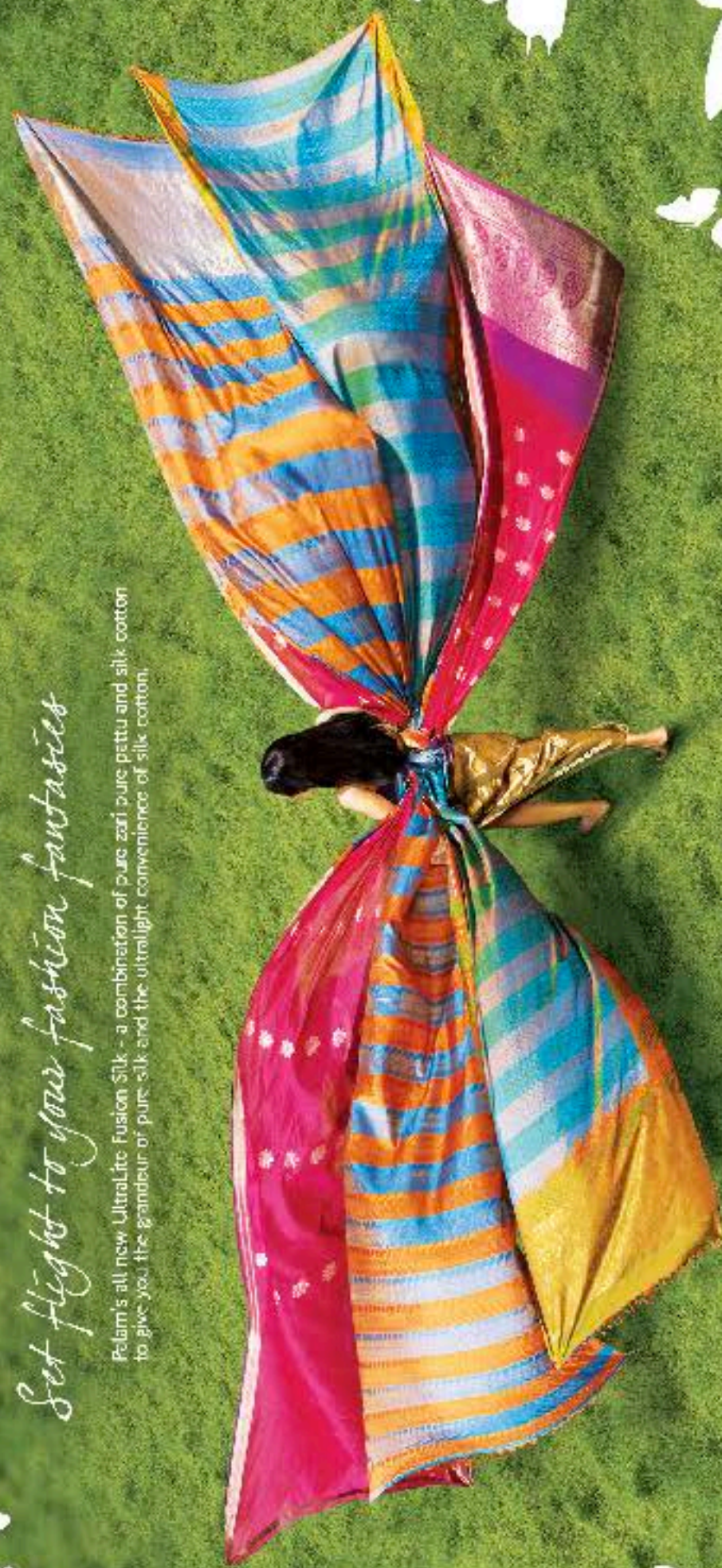
Kolams were also drawn all around TTK Road, Mylapore and Alwarpet wishing all the women a very happy women's day. It was Women's Day Out in its truest sense at Palam!!!



Palam
Silkline

Set flight to your fashion fantasies

Palam's all new UltraLite Fusion Silk - a combination of pure zari pure pattu and silk cotton to give you the grandeur of pure silk and the ultralight convenience of silk cotton.



FEATURES

THE NEXT GENERATION STEPS IN

Interview with *Sunita Palam*

She's gorgeous, dashing and exudes a confidence that's not usual for a petite 24 year old. But then again, Sunita Palam is not your regular 24-year old. She is after all, the daughter of Ms. Jayasree Ravi who knows a thing or two about building a business ground up, while competing with family who are fairly established and renowned. Kaavya Mohan caught up with Sunita to uncover her journey into their family's business of pure silk.



Being the daughter of Ms. Jayasree and the granddaughter of Dr. Nalli Kuppaswamy Chetty - do you consider this a boon or a bane? Are expectations hard to manage sometimes?

To be entirely honest, I have just entered the ring. I cannot tell as yet whether it's a boon or a bane but one thing is for sure, unless I had either of those tags, it would have been much, much tougher to be where I am today. I am grateful for what I have and am proud of it – and that's just the pressure that I put on myself that my actions will reflect on our family. Palam has carved quite a niche for itself and I am proud for how my mother has managed to find her own despite the tag of being "Nalli's daughter". In fact, I learnt a lot seeing her grow up, handling the stresses of not just one tag but two! (Mrs. Jayasree is

Dr. Nalli's daughter and the wife of Mr. Ravi of the Sri Kumaran Stores family). She respected and upheld the values and limits of the reputation the surnames carried while never taking it for granted or curbing her own ideas and desires. I hope to be able to achieve similar results of my own.

You have recently entered the business – can you tell us a little more about your role?

There was never really any pressure from either of my parents to enter the business. I am still pursuing my interest of becoming a certified Chartered Account and I am nearly there! However, I saw the rate at which Palam was growing, especially across cities and decided my mother could do with a little help. I started sitting in on all meetings from product



"Vineeta loves her job while Nitin is too young and I was already sitting in at most meetings and thus, circumstance can be credited with drawing me into the business."

FEATURES

purchases, retail location selection and all briefing meetings with our agency. As is probably not very surprising, I grew quite attached to it. Once the decision was made to expand outside of Chennai, I knew I had to step up. The upcoming store in Bengaluru will be managed by me, in part from me being here in Chennai as well as spending a fair amount of time in Bengaluru itself. Once I am further familiarized with the business and its ways, I hope to take a larger share of responsibility in the finances and its management too. Am sure my mother would love that headache off her head!

What prompted your entry – choice or convenience?

Your questions should have included a third c as an option – circumstance! As I just mentioned, once we started expanding to outside of Chennai, one of us from the family had to step up and help my mother. Vineeta loves her job while Nitin is too young and I was already sitting in at most meetings and thus, circumstance can be credited with drawing me into the business.

It's not been very long but how has the experience been thus far?

Great! I must admit I don't sometimes like the way the business operates and the underbellies of it, just like any other – but I am reassured that you learn to live beyond that. I'd love to see the silk business get a

lot more organized than it is currently but I am sure I will get my turn at changing the status quo – for now, I am simply following suit and learning the ropes. I couldn't have asked for better teachers than my parents – my father and his amazing eye for designs and details in sarees and my mother on how to balance work and family life with a hyper active husband and three children, besides building up a business, brick by brick.

Where do you see brand Palam, 5 years from now?

It's too early for me to be making any forecasts or predictions. These days, 5 years goes by in a whiff and I am more than certain my mother will still be leading the ship in 5 years. I wish her all the success and hope her dreams for Palam come true. I hope to be by her side as a source of strength during this period. She has chosen to take a daring path of innovation in a business that's otherwise fairly staid. I am confident and wish that Palam's innovation in terms of product as well as the brand don't cease and continue to charter new territories. Who knows, maybe we'll see a concept saree with a headphone inbuilt sometime in the future!

We also hear you are branching out by yourself in a technology related business?

You have your eyes and ears everywhere don't you! Yes, I am on the verge of launching an e-commerce



portal in a related business. We are nearly complete with all the formalities including building out the portal itself, tying in the vendors, suppliers, payment providers, etc. Soon after the annual Palam fashion show Silkline in September, you can expect this announcement from me. I have a lot vested in this business, both emotionally and financially and trust it gets popular soon!

So you see a future for e-commerce in India rather than just being a temporary boom?

I think with the rate at which the population of human beings as well as fuelled beings (vehicles!) are

growing in the country, we'll soon run out of place to even take a walk, let alone park a car. The e-commerce revolution is inevitable. I think what we are seeing with websites like Flipkart, Makemytrip and others is merely a tip of the iceberg. Promoters and investors are still gambling largely on the future potential of these businesses while they continue to bleed cash today, while the customers are beginning to reap the benefits of secure, reliable payment systems and efficient supply chains supporting electronic commerce.

FEATURES

THREADS OF GOLD

The Platinum Collection

Every once in a while there comes along a hero, an enigma, a personality, an object of desire that leaves the world in a spell and craving for more. The Beatles, Che Guevara, Sachin Tendulkar, Rajinikanth, Steve Jobs and the iPhone are examples that come to mind immediately.

In a similar vein, we spend many days together looking through myriad collections of sarees at our clutch of weavers around Tamil Nadu, Andhra Karnataka, Uttar Pradesh and other parts of the country. Among the hundreds of sarees, every once in a while, one particular creation jumps at us and shocks us with its finery in design, intricate weaving,



exquisite play of colours and leaves us with jaws dropped. It is this line up of fine silks that Palam has put together as part of its Platinum Collection – a collection of pure pattu pure zari sarees unmatched in their workmanship, execution and will get you noticed no matter where in the globe you may be.

Ranging from Rs. 80,000 upwards, these sarees are available both in traditional designs (temple, butta, paisley, etc) and colours (maroon, blue) as well as trendy modern designs comprising geometric shapes set against pastel and other contemporary colours.



All the sarees are available by special appointment only at our Chennai outlet at Alwarpet. For appointments, please call +91 98408 53815.

FEATURES

PURE SILKS, NOW HOME DELIVERED

Launch of Online Shopping

Sri Palam Silks has always believed in giving their customers only the best in terms of quality and comfort. This became the driving force behind opening an online store where customers could shop comfortably from within the confines of their homes. Keeping this idea in mind, online shopping was launched for Sri Palam Silks in January 2012. The shopping website includes a variety of options ranging from pure silk to art silk and non silk.

With increasing demand from all over the world for their exquisite silks, Palam decided on an expansion plan. With the launch of this online store, Palam has catered not only to the needs of its existing customers but to hordes of other people living all over India and indeed the world! Online shopping is available at competitive prices and is delivered all over India. All you have to do is visit the online store, choose your

favourite sari from a range of splendid collection, place your order, choose your mode of payment (Credit Card, Debit Card or Net banking) and wait for it to be delivered at your doorstep.

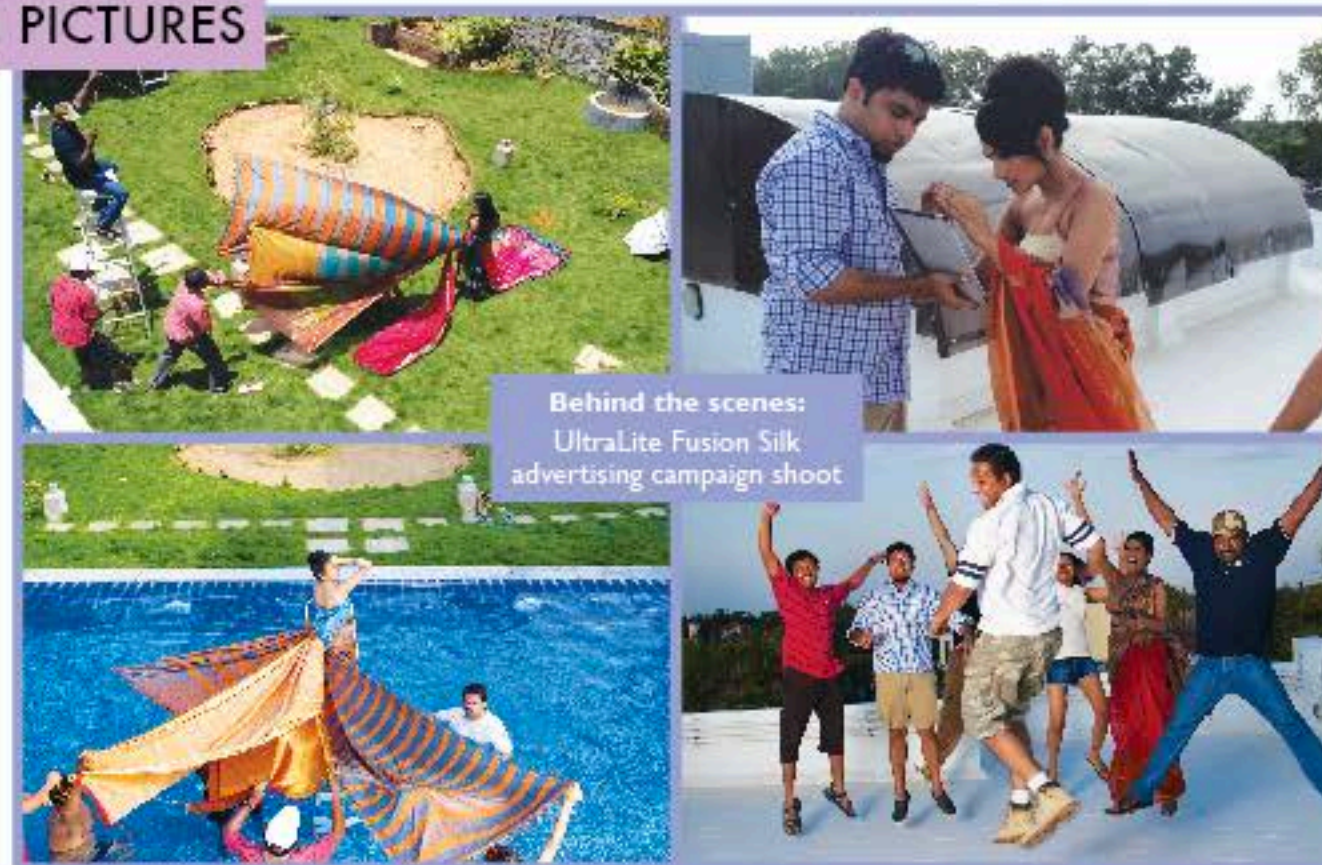
Contemporary designs and one-of-a-kind saris are Palam's forte and they are a huge hit with people staying overseas. There has been a great demand for Palam Sarees and hence a need for an online store to cater to overseas customers as well. Very soon Palam will also start delivering their sarees to clients all over the world.

So what are you waiting for – start browsing right away and lose yourself in the magical world of fairytale silks!!

Visit www.palamsilk.com now!



IN PICTURES



Behind the scenes:
UltraLite Fusion Silk
advertising campaign shoot

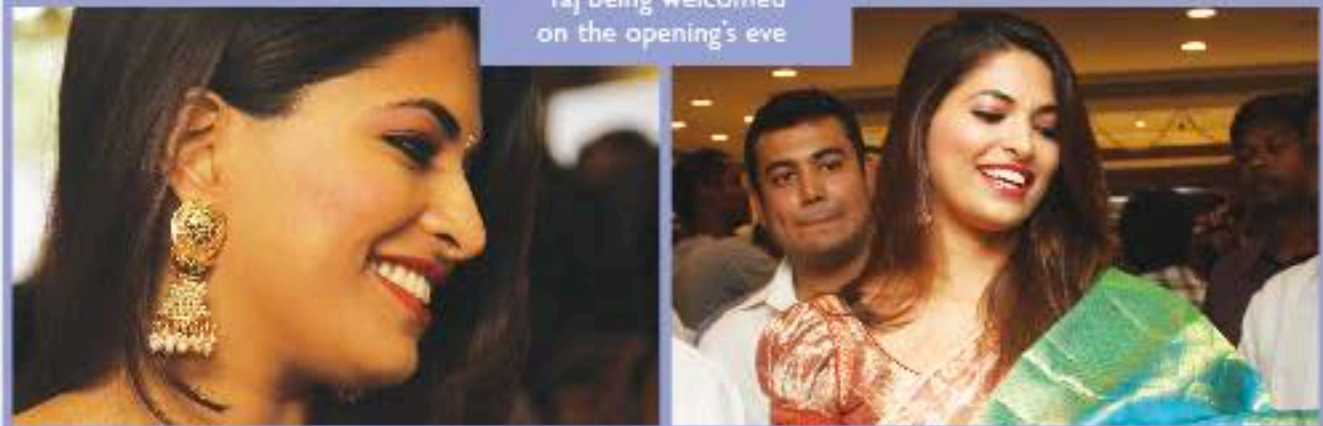


Suhasini and
Aishwarya Dhanush
at the inauguration
of the Annanagar store

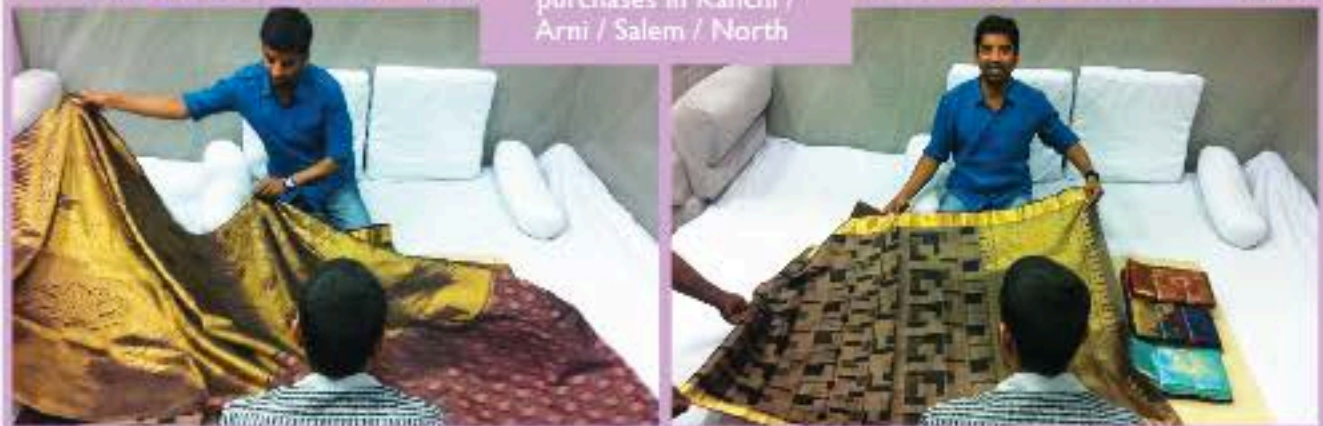
IN PICTURES



Parvathy at Taj being welcomed on the opening's eve



Mr. Ravi during purchases in Kanchi / Arni / Salem / North



One of a kind Muhurtham Sarees for
Cherished Auspicious Moments



Chennai - Pondy Bazaar, 044 24323034 | Anna Nagar, 044 26285555 | Awarajpet, 044 24352120 | Coimbatore - Cross Cut Road, 0422 2235553/ 6663
Now Open: New No 22, Old No 289/D, 9th 'A' Main Road, 5th Block, Jayanagar, Bengaluru - 560041. Ph: 080 2658 7777/ 7788