

# SIGNATURE FACTS AND FIGURES

2014 - 2024



Signature Textile Machines began with a humble vision in 2006, when 2 brothers, Ashok Adwani and Sunil Adwani, left their hometown of Jalgaon and moved to Surat - one of India's fastest-growing cities to build a future in textile machinery. They founded this brand.

Since then, this brand has supplied:

- Supplied over 20000 textile related machines in India
- Participated in 40+ exhibitions across India
- Reached various Textile cities Surat, Kolkata, Ichalkaranji, Varanasi, and Panipat
- Dealt with 1800+ clients
- Created a family of over 200 people
- Established the country's first textile machinery showroom with moto of Try and Buy in India

#### About the Directors :



#### Ashok Adwani:

- Bachelor's in Engineering (B.E.) from MIT, Pune
- Heads the Service, Finance, and Marketing Departments

#### Sunil Adwani:

- Master's in Business Administration (MBA) in Symbiosis Institute of Management, Pune
- Heads Sales, Human Resources, and Backend Operations

#### Family Business Concerns:

- Sony Group of Businesses (Liquor Distribution)
- Sony Real Estate
- Bombay Hotel
- Solitaire Textile Machines
- United Textile Solutions
- Saffron Pvt. Ltd.
- Print Art

In the face of increasing demand & the rising need to modernize our business, our new generation entrepreneurs, are joining the business:

- Yash Adwani Masters in Marketing from University of Sydney
- Ayush Adwani Masters in Finance from University of New South Wales (UNSW)
- Manay Adwani - MBA in Business Analytics from University of Michigan[



### Machines Offered @ Signature Over the Years:



- High Speed Rapier Jacquards Pioneers
- AirJet
- AirJet with Jacquard Pioneers
- **Embroidery Machines**
- Pearl Studding Machine
- WaterJet
- WaterJet with Jacquard Pioneers
- Velvet Airjet Pioneers
- Circular Knitting Machines
- Yarn Related Machines

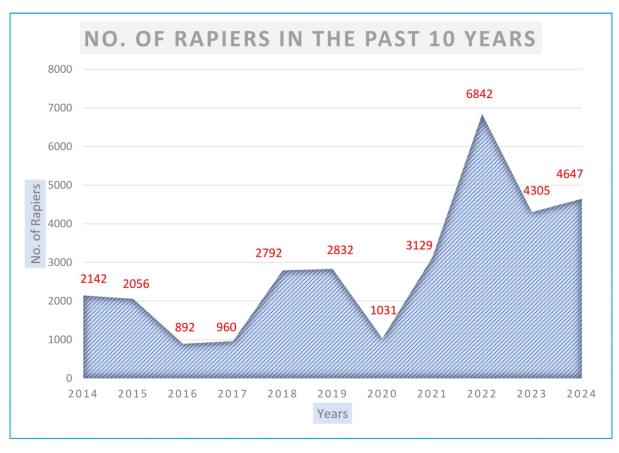
#### Statistics about the Surat Textile Market & Signature Textile Machines : 🕒



- Surat is the hub of Rapier Jacquards in India, in fact, we can also say, the world! Surat is often referred to as the textile capital of the world!
- Rapier Imports have been erratic over the past 10 years, but market experts expect the growth to be stable at around 10%-11% per annum.
- The import of rapiers in the Surat Market over the past 10 years can be seen in graph below:



## Year Wise Imports

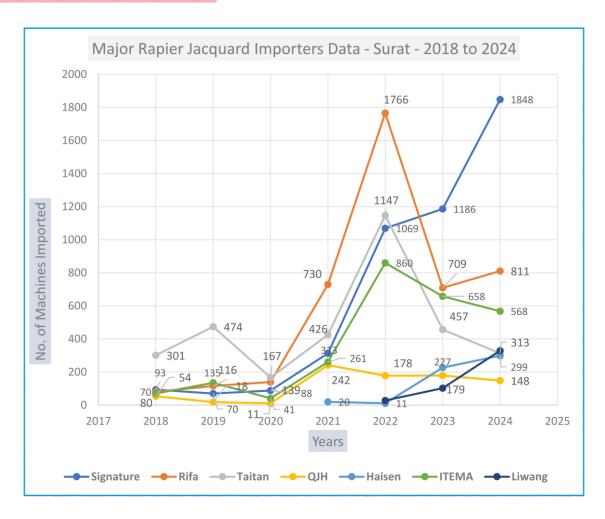


- Some major suppliers in the Surat market are Signature, Rifa, Taitan, ITEMA
- The data below shows these major players and their imports in comparison with Signature.
- It is evident from the graph that not only is Signature one of the oldest players in the market, but also the most promising player.

Year Wise Imports	No. of Reapiers
2014	2142
2015	2056
2016	892
2017	960
2018	2792
2019	2832
2020	1031
2021	3129
2022	6842
2023	4305
2024	4647
TOTAL	31628



# Company Wise Imports

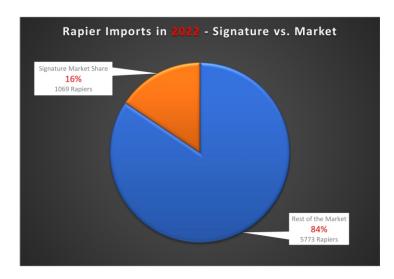


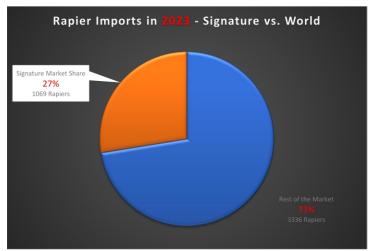
• Finally, the graphs below show the increasing market share of Signature.

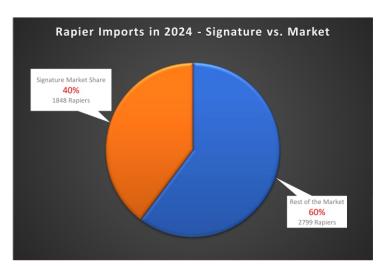
Year	Signature	Rifa	Taitan	Liwang	QJH	Haisen	ITEMA	Total
2018	93	80	301		54		70	474
2019	70	116	474		18		135	660
2020	88	139	167		11		41	394
2021	313	730	426		242	20	261	1469
2022	1069	1766	1147	28	178	11	860	4010
2023	1186	709	457	102	179	227	658	2454
2024	1848	811	313	329	148	299	568	3301
TOTAL	4667	4351	3285	459	830	557	2593	12762



# Signature Market Share 📥







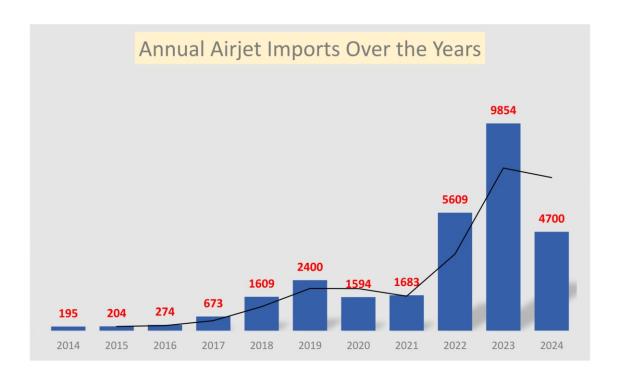
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Market Less Signature	1987	2034	869	880	2699	2762	943	2816	5773	3119	2799
Signature	155	22	23	80	80	70	88	313	1069	1186	1848



# Airjet Looms

#### Statistics about the AirJet Market in Surat:

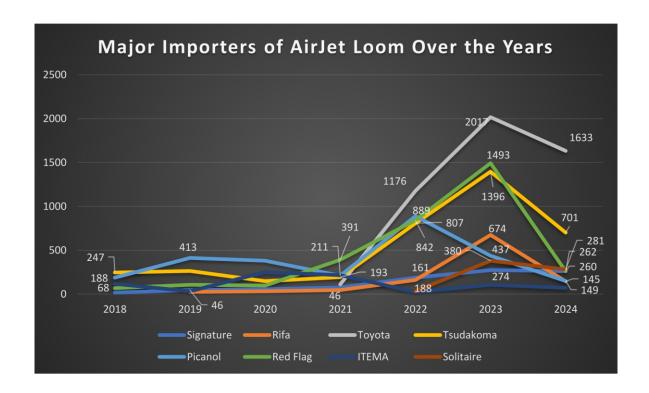
- The AirJet market in Surat has picked up in the last 3 years
- Although the market had started booming around 2019, the COVID Pandemic took a toll on this market
- However, the AirJet market is in recovery and is, in fact, booming again
- This increased demand is likely to keep on increasing in the next 10 years at a steady year-on-year rate of 15%-16%
- In the graph below, the AirJet imports over the years can be seen:



Year	No. of Machine
2014	195
2015	204
2016	274
2017	673
2018	1609
2019	2400
2020	1594
2021	1683
2022	5609
2023	9854
2024	4700



- In this graph below, we can find the major importers of AirJets and their total imports
- We can see that Signature is one of the oldest players in this industry with a steady growth over the years
- Signature aims to capitalize on the growth potential of this market and capture a larger market share



Year	Signature	Red Flag	Rifa	Solitaire	Toyota	Tsudakoma	Picanol	ITEMA	Total
2018	18	68				247	188	118	86
2019	46	106	25			264	413	32	117
2020	55	98	33			148	380	251	186
2021	76	391	46		112	193	211	217	513
2022	188	842	161	34	1176	807	889	24	1225
2023	274	1493	674	380	2017	1396	437	106	2821
2024	262	260	145	281	1633	701	149	72	948
TOTAL	919	3258	1084	695	4938	3756	2667	820	5956



## Services Offered by Signature Textile Machines



#### 1. Live Rapier Production Software ON TV, MOBILE & COMPUTERS

- Real-time data / Interactive on Production, Breakages, Errors, Efficiency, Beam Length, and much more.
- Notifications & Alerts for Beam Finish, Machine Stops, Low Efficiency, Pick Change, and Manual Stops
- Shift-wise production reports directly to your mobile device
- 32" Android TV Free, to monitor machine data from the comfort of your office



#### 2. Signature Service Centre

- Expert electrical engineers available through Signature Service Center 7 days a week
- Comprehensive repair services for all types of cards (repairable), modules, and more State-of-the-art equipment & original components for precise repair





#### 3. Epoxy Paint for Machine Area in All Units

- Durable epoxy coating to protect your machine from dust & other particles
- Enhances machine longevity and performance Easy to clean and maintain



#### 4. Retro Service by Signature Team (Once Every Year)

- Deep cleaning and servicing by our dedicated expert team
- Necessary deep cleaning of Rapier, Jacquard, Modules, Velvet, Oil Change, Greasing All checking & repairing as per standard guidelines





#### 5. Maintenance & Technical Videos - for Rapier & Jacquard

- Step-by-step guides for oil changes, panel cleaning, and all types of preventive maintenance
- Troubleshooting videos for quick fixes to common electronic errors Includes USB to Type C converter for mobile access

## **Signature Textile Machines**

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Oil Changing Technique in Changshu Jacquard

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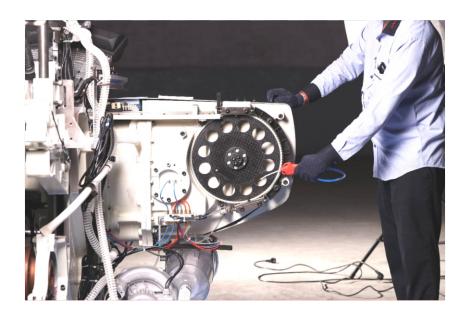
#### 6. Signature Education Center - Training Center to Create Workforce (Launching February 2026)

- Comprehensive training to develop freshers into skilled masters using Practical and Theoretical ways.
- Provision of workforce for our Valuable Clients
- Alignment with machine delivery schedules to avoid workforce shortages



#### 7. Streamlined Machine Erection Service

- 20 experienced erection teams ready to deploy
- Zero downtime with seamless machine setup and installation
   Live monitoring by Signature staff to track progress and ensure efficiency





### Staff at Signature:

- At Signature Textile Machines, we believe in creating a family
- We have a family of more than 200 people, 73 of whom have been with us right from 2006
   when we first started our business
- We have a belief that a happy family is what makes any business successful, therefore, we
  undertake several staff involvement activities such as yearly dinners, staff recreational
  activities such as picnics, movies, etc.

### Signature Clientage:

- In the past 18 years that we have been in business, we have had a privilege of dealing with 1800+ customers
- We, at Signature Textile Machines, take pride on the retention of our clients.
- Some facts about our client retention are:
  - o Annual Client Retention: 90%-95%
  - o Multi Year Retention: 75%-80%
  - o Referral Rate: 95%-99%
- Our clientage includes people from various industries such as textiles, diamond, fabric wholesale, etc.
- Our clientage also includes people from all walks of life such as sole entrepreneurs, directors from multi-national organizations, people who hold respectable positions in religious organizations, politically active individuals, etc.

## Signature's Planned Growth Trajectory

- The Surat rapier loom market is expected to grow steadily at 10% to 11% per year
- The Surat AirJet market is also expected to grow at a superior rate of 15% to 16% per year
- Signature aims to grow at a faster rate of 24% to 25% annually, by leveraging this market expansion.
- This strategy will help Signature increase its market share each year and strengthen its
  position as a leader in the Surat rapier industry.

