

Press News

Co-optex Achieved Rs.201 crores in Retail sales

Co-optex an Apex organization of the primary societies of Tamil Nadu providing marketing support for the primaries with the network of 203 showrooms throughout India has achieved the record sales of Rs.201 Crores in retail sales during the year 2011-12. Thanks to the innovation scheme of **Buy 2 Get 1 Free** launched on the suggestion of **Hon'ble Chief Minister of Tamil Nadu**. It has crossed the Rs.200 crore figure for the first time in its history of 77 years. Retail sales for the year 2010-11 was Rs.198 crore. Its overall turnover is expected to cross Rs.1000 crore this year as against Rs.621 crore last year.

Co-optex is best known for its intricately designed silk Sarees, fascinating traditional Cotton Sarees, Dhoties Bed sheets Bed spread and Lungies among people of all walks of life over a period of time. Co-optex has established itself as an innovative organization introducing new varieties in tune with the fast changing fashion trend of its customers. Co-optex is now engaged in consolidating its existing business by modernizing/ relocating the existing showrooms and to open modernized Air-conditioned showrooms to increase the volume of business by attracting younger generations. Co-optex has opened modernised Air-Conditioned 2 Show Rooms in Bengaluru in Mumbai and in Erode.Co-optex has also introduced the double delight innovative scheme of "**Buy 2 Get 1 Free**" offer as mark of the Formation Day which falls on 02.04.2012. The Scheme has created tremendous impact among the People and brought large number of Customers to Co-optex showrooms. By systematic planning in marketing, proactive and Fair trade practices and above all with the spontaneous response from the Valued Customers, Co-optex is able to reach the Milestone record of crossing Rs.201 Crores retail sales this year.

Co-optex extends thanks to the Weavers Customers, employees and media for their generous support, which has resulted in the record sales performance in the History of Co-optex

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