

## Gerry Weber enters into a global sourcing partnership with Techno Design, a PDS Platform company

**May 12, 2023, Mumbai/ Dusseldorf:** PDS Limited (“PDS”), the global fashion infrastructure company announced that, Techno Design GMBH (“Techno Design”), a German group company of PDS entered an exclusive strategic global sourcing partnership between Gerry Weber.

Gerry Weber, based in Halle/Westphalia, Germany is one of the largest fashion and lifestyle companies in Europe that combines three strong brands under one umbrella: GERRY WEBER, TAIFUN, and SAMOON - all synonymous with high-quality, trend-oriented modern classic fashion. Since its foundation in 1973, Gerry Weber has become one of the most iconic brands from Germany, with a presence in over 54 countries.

# GERRY WEBER

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As part of this transaction, Techno Design will take over the existing sourcing operations of Gerry Weber and cater to all the global sourcing needs of the Gerry Weber brand. Techno Design shall provide inputs for product development, manage the selection and monitoring of manufacturing facilities as well as the capacity planning. Techno Design will also be responsible to fulfill the compliance, sustainability, and quality requirements of the brand.

Techno Design, a key subsidiary of PDS, is operating under the leadership of Rajive Ranjan, an experienced veteran with over 25 years of experience in the fashion industry. Known for its innovative and vertically integrated end-to-end sourcing solutions for apparel, home textiles and hard goods, Techno Design provides a highly competitive sourcing structure that supports agility and proximity to the consumer and enables retailers and brands to enhance their profitability through strategic sourcing and favorable credit terms. Headquartered in Germany, Techno Design has a presence across the globe with sourcing offices in markets such as India, Sri Lanka, Bangladesh, China, Turkey among others. Further, being part of PDS, Techno will support the diversification of the current sourcing mix and enable Gerry Weber to adapt to the changing market requirements by offering an agile and adaptive sourcing platform.

“We believe in the brand and look forward to working with Gerry Weber in a true strategic partnership. Together, we are committed to provide the best product to the Gerry Weber consumers.” **said Rajive Ranjan, Managing Director, Techno Design GmbH.**

**Angelika Schindler-Obenhaus, CEO Gerry Weber International AG,** on the deal: "Techno Design has a very good reputation in the market and brings other key prerequisites for a successful partnership. Experience in taking over a sourcing organization, financial strength, and innovation. In addition, we quickly found a basis of trust with each other. For us, as well as for Techno Design, it is all about maximum continuity. Because one thing is clear: quality, fit and delivery reliability should remain our strengths."

**Pallak Seth, Executive Vice Chairman, PDS** said, “With the latest partnership with Gerry Weber, Techno Design will yet again demonstrate their ability and operational excellence working with an iconic global brand. At PDS and our group companies, we are building on our strengths and global network in delivering innovation and complete sourcing solutions, so retailers can concentrate on their core competency.”

**Sanjay Jain, Group CEO, PDS** added “Over the past two years PDS’ bespoke sourcing solutions are catering brands and retailers with an innovative plug-and-play solutions for all their sourcing and manufacturing needs. PDS curated specialized solutions including Sourcing as a Service, Brand Management Services and now

**PDS Limited**

*(Erstwhile PDS Multinational Fashions Limited)*

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expanding to take over the entire global sourcing operations for brands. We are also constantly innovating our offerings so we can stay ahead of the curve and remain a vital partner in the global fashion value chain.”

**About PDS Limited**

PDS Limited is a global fashion infrastructure platform offering product development, sourcing, manufacturing, and distribution for major brands and retailers worldwide handling over \$2 billion of Gross Merchandise Value. The Company operates a vast global network covering over 50 offices in 22 countries, with over 4,000 employees and 7,600 factory associates worldwide. PDS also offers a bespoke end-to-end outsourcing solution, engaging dedicated talent and infrastructure as an extended arm of retailers and brands. The Company reported consolidated revenues of ₹10,577cr in FY23.

PDS is listed on leading stock exchanges in India, BSE Ltd. (Scrip Code: 538730) and the National Stock Exchange of India Ltd (Scrip Code: PDSL). For more information, visit: [www.pdsltd.com](http://www.pdsltd.com) Follow us on [LinkedIn](https://www.linkedin.com/company/pds-ltd/)

**About Techno Design GmbH**

Headquartered in Düsseldorf, Techno Design GmbH specializes in collection creation for ladies, men’s, kids and babywear. The company manages every process in the global supply chain and offers complete procurement solutions for retailers and brands across the globe. Techno Design also has its own sourcing offices in India, China, Bangladesh, Sri Lanka, Turkey and is a part of PDS Limited.

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**About the GERRY WEBER Group**

Headquartered in Halle/Westphalia and employing some 2,100 people worldwide, GERRY WEBER International AG is one of the largest fashion and lifestyle companies in Europe. The company sells trend-oriented modern classic mainstream fashion in 54 countries. In addition to the GERRY WEBER brand, the GERRY WEBER Group also owns the younger TAIFUN brand and the plus-size brand SAMOON.

For more information, visit [www.gerryweber.com](http://www.gerryweber.com)

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