



Celebrating the journey of unconventional entrepreneurial strategies that shaped success!



“PDS: From Vision to Reality”

Over the past 25 years, PDS has established itself as a global fashion infrastructure company that caters to the sourcing and manufacturing needs of global brands and retailers. The ‘plug and play’ business model allows PDS to create customized fashion and retail solutions with a range of services including Trend Forecasting, Merchandise Planning, Designing, Sourcing, Manufacturing, Brand Management to Recovery-Recycling as a Service. The Company operates in 22 countries, with over 60 offices, employing a diverse and skilled workforce, and caters to multi categories- menswear, womenswear, kids and babywear, home and accessories for a diversified base of global clients.

PDS, helmed by Dr. Deepak Kumar Seth as Chairman and Mr. Pallak Seth as Executive Vice Chairman, supported by Mr. Sanjay Jain Group CEO, considers its skilled and experienced talent across the Company, one of the key components of its success. PDS is guided by a diverse Board of Directors who not only bring domain expertise from various industries and geographies, but also enable PDS to drive the highest levels of corporate governance as the Company navigates its next phase of growth. Having a track record of robust financial performance



of growth and profitability, PDS is built on a culture of trust & transparency, entrepreneurial spirit, collaboration and customer centricity- all a part of the PDS Values system.

PDS is built on an agile and asset light business model that helps the company to adapt to changing market dynamics quickly while keeping costs as low as possible.

‘Sourcing as a Service’ is a bespoke outsourcing service by PDS, for brands and retailers, where PDS takes on the end-to-end sourcing on behalf of retailers/ brands for a specific geography. The Company’s philosophy is to bring customers tailored solutions and help manage the planning and operational tasks in sourcing and manufacturing, especially helping brands for near-shoring and far-shoring. By working with PDS on these back-end activities, retailers have the opportunity to concentrate on business expansion, brand building and front-end store experiences.

PDS began its brand’s business with in-house and licensed brands and now has forayed into complete brand management solutions for brand Ted Baker. The brand management service includes specialized designing, sourcing, and merchandising- building on the brand’s DNA. PDS manages Ted Baker’s global hub for design and innovation.

The Company intends to enhance its capabilities to deliver customized sourcing solutions to its clientele. It envisions expanding its growth and profitability through strategic tie-ups, category and geography expansion and by providing end-to-end management of brands from conceptualization to distribution.

PDS intends to expand categories with Home, Sportswear, Athleisure, Footwear to name a few. The company is also focused on strategic expansion into key new geographies including India, Egypt, Portugal, USA and Central America, to further strengthen PDS’s global footprint.

With ESG commitments becoming a part and parcel of responsible corporate citizenship, PDS’s core business is guided by four sustainability pillars: “Respect Water,” “Reduce Emission,” “Build Community,” and “Think Circular.” These four pillars enable PDS to drive various ESG initiatives bringing about positive change not only at the Company but across the fashion value chain.

PDS Ventures nurtures scalable innovation through early-stage investments in sustainability, technology, and consumer brands. Investments are across raw material, supply chain process, sustainability services, retail & direct-to-consumer and recycling & reuse. This investment strategy is synergized with the fashion value chain, its customers, suppliers and other relevant stakeholders. All these initiatives allow PDS to advance efforts to create a more sustainable and circular future.

PDS Limited’s remarkable journey reflects its unwavering commitment to excellence and sustainability. Its unconventional approaches and out-of-the-box thinking have contributed to the company’s vision and strategy for its sustained success in this dynamic industry. As PDS steps into the future, we expect continued growth with strong dedication to make a positive impact on its legacy, along with a strong sense of responsibility towards the planet and society.