



*Built to Perfection*

# KINSEY KNITT INTERNATIONAL

GARMENT MANUFACTURES & EXPORTERS COMPANY



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[www.kinseyknitt.in](http://www.kinseyknitt.in)



# AWARDS & ACCREDITATIONS



## ABOUT OUR FOUNDER

### **Mr. Paramasivam Subramaniam**

Founder & Chairman, Kinsey Knitt International.



Mr. Paramasivam Subramaniam is a visionary leader whose dedication and perseverance have shaped Kinsey Knitt International into a globally recognized textile manufacturer. Inspired by his father's work in garment production, he embarked on his entrepreneurial journey in 1992 with just 20 machines, determined to build a company rooted in quality, innovation, and integrity.

Overcoming numerous challenges, he steadily expanded operations, integrating advanced manufacturing techniques and optimizing efficiency. His relentless pursuit of excellence enabled the company to scale new heights, establishing a strong presence in the textile industry. Committed to modernization, he championed cutting-edge production methods, ensuring precision and consistency in every garment.

A major milestone came in 2014 when he introduced a vertically integrated production model, bringing knitting, dyeing, compacting, and printing processes in-house. This strategic shift enhanced operational efficiency, strengthened quality control, and reinforced the company's competitive edge. Today, Kinsey Knitt International operates with 800 advanced machines, a workforce of over 1,000 and an annual turnover exceeding ₹100 crores.

Believing that "Success is built on perseverance, integrity, and an unwavering commitment to excellence," Mr. Paramasivam continues to drive Kinsey Knitt International forward, setting new industry benchmarks in innovation, sustainability and ethical manufacturing.



**1992**

Established in

**500**

Sewing Machines

**15000**

Factory Sq. Ft. Area

**9000**

Production Capacity



## ABOUT OUR CEO



**Mr. J. Victor Maniraj**  
CEO, Kinsey Knitt International.

J. Victor Maniraj embarked on his journey in the textile industry in 1997, driven by a deep understanding of the industry's technical and creative aspects. Recognizing the importance of technical education, he pursued a degree in Fashion Technology from NIFT and later completed an MBA in Textiles, equipping himself with a strong foundation in both fashion and business.

He began his career in garment exports as a merchandiser, where his keen interest in marketing led him to explore its nuances extensively. With a vision to bridge the gap between buyers and manufacturers, he established a buying office, Beaumonde, in 2002, providing sourcing solutions and fostering strong business relationships. In 2010, J. Victor Maniraj joined Kinsey Knitt International as the Marketing Director, where his strategic leadership played a key role in expanding the company's market presence. After seven successful years in this position, he was appointed as the CEO in 2018, a role he continues to hold, steering Kinsey Knitt International towards growth and innovation.

His passion lies in creating fashionable and sustainable apparel by integrating innovative ideas and nature-friendly raw materials. His expertise in understanding the diverse fashion needs of different countries has contributed significantly to Kinsey's expansion into global markets. With a visionary approach and unwavering dedication, J. Victor Maniraj has been instrumental in driving Kinsey Knitt International's success, reinforcing its position as a trusted name in the garment industry.

## ABOUT OUR EXECUTIVE DIRECTOR



**Nithin Subramaniam Paramasivam**  
Executive Director, Kinsey Knitt International.

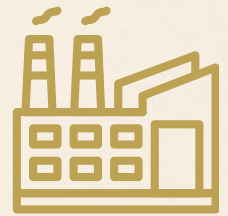
Nithin Subramaniam Paramasivam, the Associate Director of Kinsey Knitt International, holds a Bachelor of Business Administration (BBA) from PSG College of Arts and Science and a Master of Science in Finance (MSc) from Kingston University, UK. With a strong academic foundation in business and finance, he is committed to transforming Kinsey Knitt International into a globally recognized brand known for its sustainability, efficiency, and quality.

Nithin's vision is to expand the company's global footprint through strategic exports while driving sustainability initiatives. A key focus area is the implementation of a three-megawatt solar project to ensure eco-friendly production. Additionally, he has implemented ERP software to enhance operational efficiency by improving transparency, accountability, and efficiency. These efforts are aimed at systemizing operations to meet commitments on time while maintaining high-quality standards.

With a forward-thinking approach, Nithin is dedicated to establishing Kinsey Knitt International as a leader in sustainable production, ensuring long-term growth and global recognition. Let's build a sustainable and globally recognized future together.



## ABOUT OUR COMPANY



Kinsey Knitt International is a trailblazer in the textile and garment manufacturing industry, proudly headquartered in Tirupur, Tamil Nadu. Founded in 1992 by Mr. Paramasivam Subramaniam, the company began its journey with just 20 machines and a bold vision to transform garment production. Decades of dedication to quality, innovation, and sustainability have positioned us as a global leader in the textile sector.

Today, our manufacturing strength includes over 800 cutting-edge machines, enabling us to produce an impressive 35,000 garments daily. Supported by a highly skilled workforce of more than 1,000 employees, we operate across four advanced production units. Our vertically integrated setup ensures complete control over every stage of production, from raw materials to finished apparel, allowing us to deliver consistency, efficiency, and superior craftsmanship.

We specialize in designing and manufacturing premium garments for men, women, and kids, ensuring every piece reflects our commitment to quality and innovation. With a keen eye on sustainability, we incorporate advanced technology to streamline operations and minimize our environmental footprint. Our passion for excellence, ethical business values, and customer-centric approach drive us forward as we continue to set new industry benchmarks and expand our global presence.



## OUR VISION

**Global Excellence** – To establish Kinsey Knitt International as a world-renowned leader in textile innovation and quality.

**Sustainable Future** – To drive eco-friendly manufacturing with responsible sourcing and energy-efficient production.

**Customer Centric Growth** – To continuously evolve with market trends, delivering superior fashion solutions with precision and passion.



# OUR PRODUCTS

## MEN WEAR

T-shirt - Polo T-shirt - Hoodies - Sleeveless - Beach Wear - V-neck T-shirt - Vests - Sweat Shorts - Joggers - Sports Wear - Shorts - Pyjamas - Track Pants - Boxer Shorts - Shorts and Swimwear - Night Wear - Loungewear - Underwear - Workwear - Sweat Shirts - Cardigans - Bermudas - Coordinates

## WOMEN WEAR

T-shirt - Polo T-shirt - Hoodies - Sweet Shirt - Girl Dresses - Sleeveless - Skirt - Jeggings - Slips - Jackets Bath Robes - Pyjamas - Sports Wear - Casual Essentials - Kaftans Tops - Tunic Top - Sweat Top - Jumpsuits and Playsuits - Nightwear - Underwear - Leggings - Vests - Coordinates - Beach Wear

## KIDS WEAR

T-shirt - Sweet Shirt - Sleeveless - Polo T-shirt - Jackets - Pyjama Set - Romper - Jumpsuits - Slips - Vest - Shorts - Pants - Bermudas - Skirts - Girl Dresses - Night Wear - Beach Wear - Girls Top - Boys Pant - Girts Top



## QUALITY STANDARDS

**“Kinsey Knitt International is committed to deliver quality products within the stipulated lead time and we are also able to do the quick turns.”**

“Our mission is to consistently ensure that our services provide the customers utmost satisfaction and great comfort level in terms of quality, follow-up and delivery.”

It is the policy of Subasri Textile to enhance satisfaction of its valued customers by supplying knitted garments of agreed specifications in time, adhering to effective quality management system and reviewing Quality objective periodically involving employees at all levels of continual improvement.,



# KINSEY KNITT INTERNATIONAL INFRASTRUCTURE



## KNITTING DIVISION

We have 30 imported circular knitting machines, which can manufacture single jersey, lycra jersey, interlock, Pique, rib, auto-stripes and fleece fabrics.



## SOFTFLOW DYEING

Kinsey Knitt has its own dye-house. It is fully equipped with latest technology machines - KROMSAN - TURKEY - HTHP dyeing machines, with Balloon padding, Relax dryer machines. The dye-house has the capacity of handling 10-12 tons fabrics per day. It is supported by a latest technology effluent treatment plant to ensures a cleaner environment.



## COMPACTING DIVISION

Consists of Tube-tex, USA Tubular and Ferraro, Italy Compacting Machines. Also Tong Geng Chamber Heat Setting Machines for Lycra and Polyester Fabrics which can handle fabrics up to a width of 48 inches. The capacity of the Compacting is 12 tons of fabric per day.



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## COMPACTING DIVISION

We work with the high-precision German-made ASSYST BULMER automatic cutting machines, and also use the WASTEMA , band knife fabric cutting machine.



## BANK KNIFE CUTTING

We work with the high-precision German-made ASSYST BULMER automatic cutting machines, and also use the WASTEMA , band knife fabric cutting machine.



# KINSEY KNITT INTERNATIONAL INFRASTRUCTURE



## STITCHING

Modernized sewing machines with the latest features have been imported and being used for our production process. There are 550 sewing machines now in use.



## CHECKING

Inspection/Finishing Unit independent of production to ensure the Quality and Specifications of Buyers are met.



## IRONING

The finishing area is equipped with steam ironing tables and folding table and also conveyors to reduce handling.



## PACKING

Garments are packed neatly in the designated packs and placed inside the carton or hanger racks for dispatch.



## SHOWROOM

The finishing area is equipped with steam ironing tables and folding table and also conveyors to reduce handling.



## SAMPLING UNIT

ully equipped sampling department for quick turnaround of samples. Sampling section ensures efficient and accurate developments of prototypes and samples to meet the needs of our many buyers.





## CONTACT US

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