

COMFORA
lingerie that cares

P R E M I U M

LADIES

innerwear





I completed college in 2000 and joined my father's business, where I initially focused on manufacturing greige fabrics, dyed fabrics which is used as raw materials for inskirts. Over the years, I expanded our product line significantly. In 2017, I began working on readymade inskirts for ladies, which helped me understand the evolving needs of the market. Building on that experience, in 2018, I ventured into the production of ladies' innerwear. This journey has allowed me to continually innovate and deliver quality products, keeping customer satisfaction at the core of my work.

V. Murugavel
- Managing Director



PREMIUM
LADIES INNER WEAR
BRASSIERES | INSKIRTS | SLIPS | PANTIES

VISION To be a leading manufacturer of premium ladies' innerwear, delivering exceptional comfort, quality, and affordability. We strive to empower women by offering thoughtfully designed lingerie through our trusted brands, Poomagal and Comfora, while continuously innovating and expanding our product range to meet the diverse needs of women across India and beyond.

MISSION Our mission is to create high-quality, comfortable, and affordable innerwear for women, utilizing the expertise of skilled professionals and state-of-the-art manufacturing processes. Through our in-house brands, Poomagal and Comfora, we aim to set industry standards by providing premium lingerie that enhances the confidence and well-being of every woman we serve, while maintaining our commitment to innovation, quality, and customer satisfaction.

Introduction

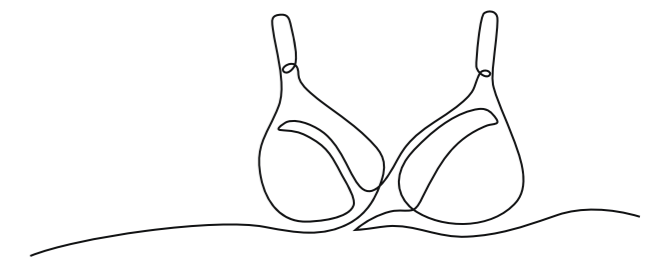
Since our inception in 1979, we began as trusted suppliers of quality fabrics to major industries. In 2016, we expanded our horizons by venturing into the manufacturing of ladies' innerwear, driven by a vision to offer Indian women premium lingerie that combines perfect fit, comfort, design, and affordability.

Over the years, we have established ourselves as a reliable name in the market, known for our commitment to quality and innovation. With high production capacities we have a wide range of products under our two prominent labels, **Poomagal** and **Comfora** which have become a one-stop destination for Indian women seeking stylish, high-quality, and comfortable innerwear.



A LEGACY OF EXCELLENCE

Since our inception, our focus has been on ensuring that every piece of lingerie we create not only meets but exceeds the expectations of our customers. Over four decades of experience have honed our expertise in understanding the unique requirements of Indian women. Our journey started with a modest production capacity, but today, with a team of highly skilled professionals and state-of-the-art technology, we ensure a steady and reliable supply of top-notch lingerie to the market.



under our umbrella, we offer two distinctive brands that cater to the varying needs of our customers.



Placing Comfora as the "Premium Lingerie at affordable prices", it emphasizes luxurious fabrics, intricate detailing and exceptional craftsmanship. The brand is synonymous with femininity, confidence, and style, catering to women who seek high-quality lingerie that makes them feel empowered and beautiful.



Positioned as the "Best Value For Money", Poomagal is known for its elegant and sophisticated designs, Poomagal offers unparalleled comfort without compromising on style. With soft fabrics, seamless finishes, and designs that offer maximum support, Poomagal is the go-to choice for everyday wear.

PRODUCT RANGE
COLORS | DESIGNS | PATTERNS | PRINTS

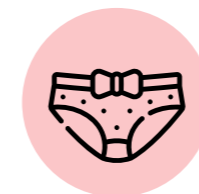
We take immense pride in offering a vast array of colors, designs, patterns, and prints to suit the preferences of every customer. From bold and vibrant hues to subtle pastels, our color palette is designed to complement every skin tone and personal style. Our designs range from classic and minimalistic to trendy and fashionable, ensuring that every woman can find something that resonates with her.



BRAS From push-up bras and balconettes to sports bras and bralettes, our collection is designed to offer the right support and comfort for every occasion.



PETTICOAT Designed to smooth and shape, our collection is perfect for women who want to feel comfortable in any outfit.



PANTIES Our variety of panties, each crafted with soft, breathable fabrics to ensure maximum comfort.



CAMISOLE Our range of comfortable and stylish camisole is perfect for relaxing at home or running errands.

We also experiment with various prints and patterns, including floral, geometric, and abstract designs, allowing women to express their individuality and personal style through their lingerie.

FOCUS ON FIT & FEEL

Our primary goal is to ensure that every woman finds her perfect fit. We understand that ill-fitting lingerie can cause discomfort and negatively impact one's confidence. That's why we put a significant emphasis on achieving the right fit and feel for all our products. From the initial stages of product manufacturing to the final packaging, we employ rigorous testing and quality checks to ensure that each piece meets our high standards. Our team works meticulously to offer products that cater to a range of body shapes and sizes, ensuring inclusivity.



COMMITMENT TO QUALITY

From Manufacturing to Packaging Quality is at the heart of everything we do. From sourcing the finest fabrics to employing cutting-edge technology in our manufacturing processes, we strive to maintain the highest standards in the industry. Our production process is overseen by a team of highly skilled professionals who are experts in their craft. Every piece of lingerie is subjected to rigorous quality control checks at various stages of production to ensure that it meets our stringent quality criteria. We understand that the packaging of a product is just as important as the product itself. That's why we ensure that our lingerie is packaged with care, ensuring that it reaches our customers in pristine condition. We believe that our customers deserve nothing but the best, and we go the extra mile to ensure that every product that leaves our facility reflects our commitment to quality.



AFFORDABLE PREMIUM LINGERIE

While we are dedicated to offering premium lingerie, we believe that luxury should be accessible to all. That's why we have worked tirelessly to ensure that our products are priced affordably, without compromising on quality. We want every woman to have the opportunity to experience the confidence and comfort that comes with wearing well-crafted, high-quality lingerie. Our pricing strategy is designed to make premium innerwear accessible to women across all economic backgrounds, allowing them to indulge in luxurious lingerie at a price that suits their budget.



INCREASING BRAND RECALL AND GENERATING DEMAND

As a brand, we continuously strive to increase brand recall by creating products that leave a lasting impression on our customers. We understand that generating demand goes beyond offering high-quality products—it's about building a relationship with our customers and becoming a trusted name in their lives.

Through our innovative marketing strategies and a commitment to customer satisfaction, we aim to create a strong connection with our audience. Our products are designed to meet the evolving needs of modern Indian women, ensuring that we remain relevant in a competitive market. We take pride in being a brand that women can rely on for all their innerwear needs.

A ONE-STOP DESTINATION FOR INDIAN WOMEN

At the core of our business is the belief that every woman deserves to feel comfortable, confident, and beautiful in her own skin. That's why we have made it our mission to be a one-stop destination for Indian women seeking premium innerwear. Whether it's for everyday wear, special occasions, or simply lounging at home, we offer a wide range of products that cater to every need.

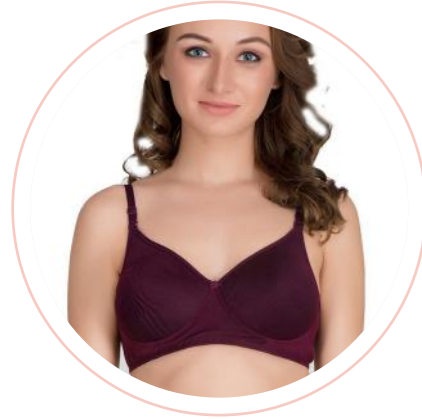
Our brands, Poomagal and Comfora, represent the perfect blend of style, comfort, and affordability, making us the go-to choice for women across India. With a commitment to quality, innovation, and customer satisfaction, we are proud to be a brand that Indian women can trust and rely on for all their innerwear needs.



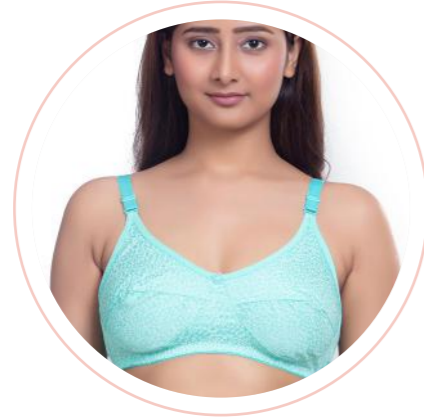
CONCLUSION

As we continue to grow and evolve, we remain dedicated to our founding principles: providing high-quality, stylish, and comfortable lingerie to women at an affordable price. With vast production capacity and a highly skilled team, we are confident in our ability to meet the demands of the market and continue delivering products that resonate with our customers.

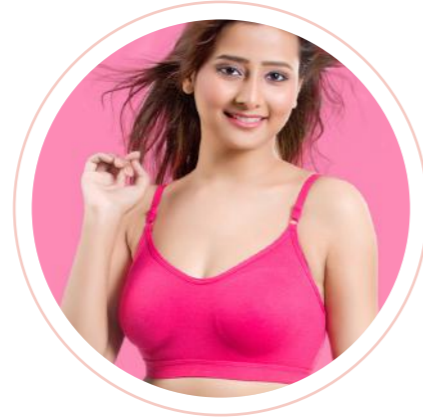
We are more than just a lingerie brand—we are a trusted companion for Indian women, offering them the perfect fit, feel, and style in every piece we create. Whether under our Poomagal or Comfora label, our goal is to ensure that every woman feels empowered and confident in her innerwear, knowing that she has chosen the best for herself.



PADDED BRA



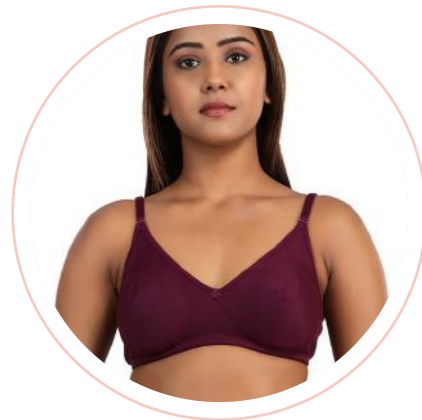
COTTON PRINTED BRA



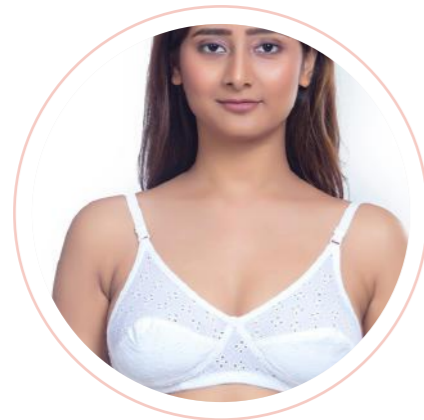
SPORTS BRA



MATERNITY BRA



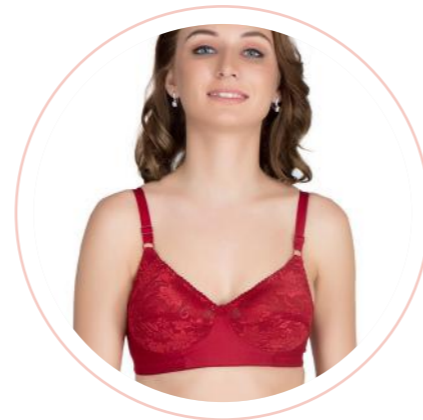
SEAMLESS BRA



COTTON BRA



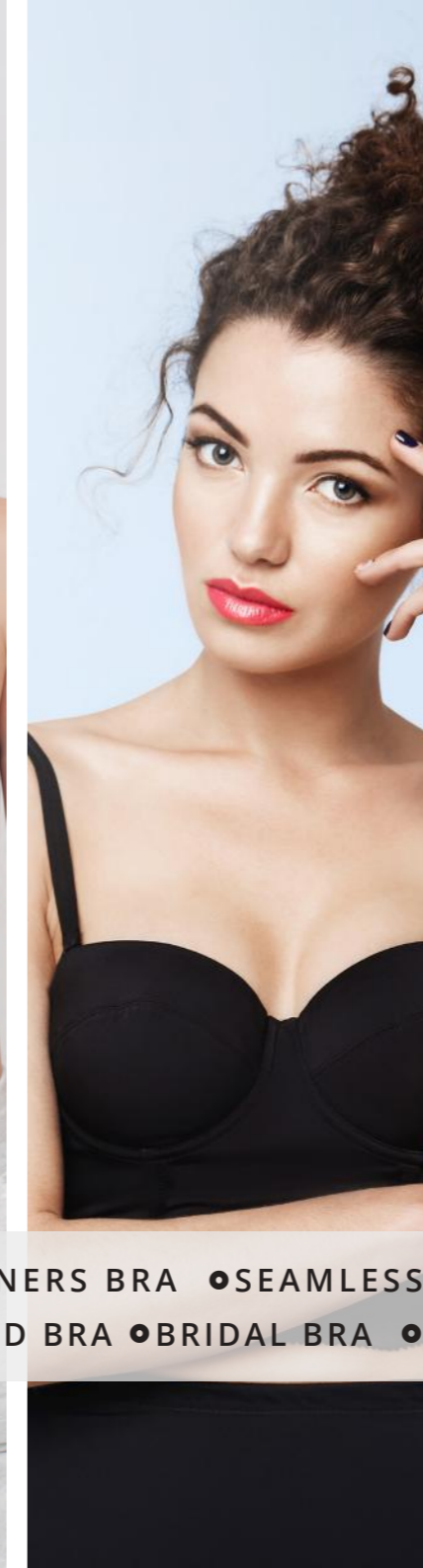
PRINTED BRA



BRIDAL BRA



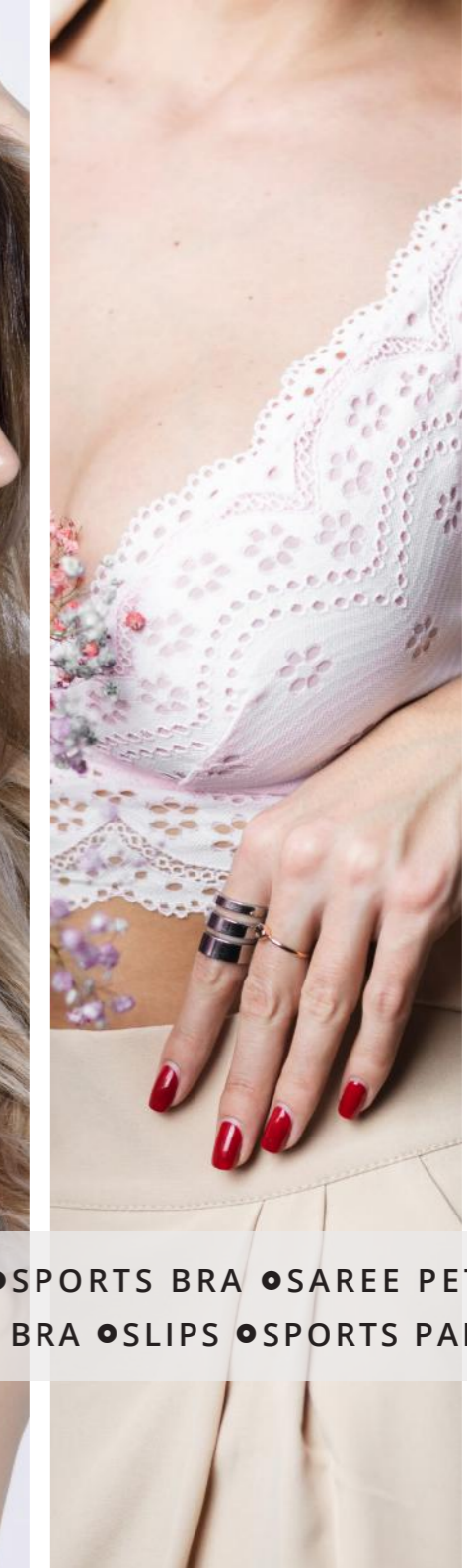
● **BEGINNERS BRA**



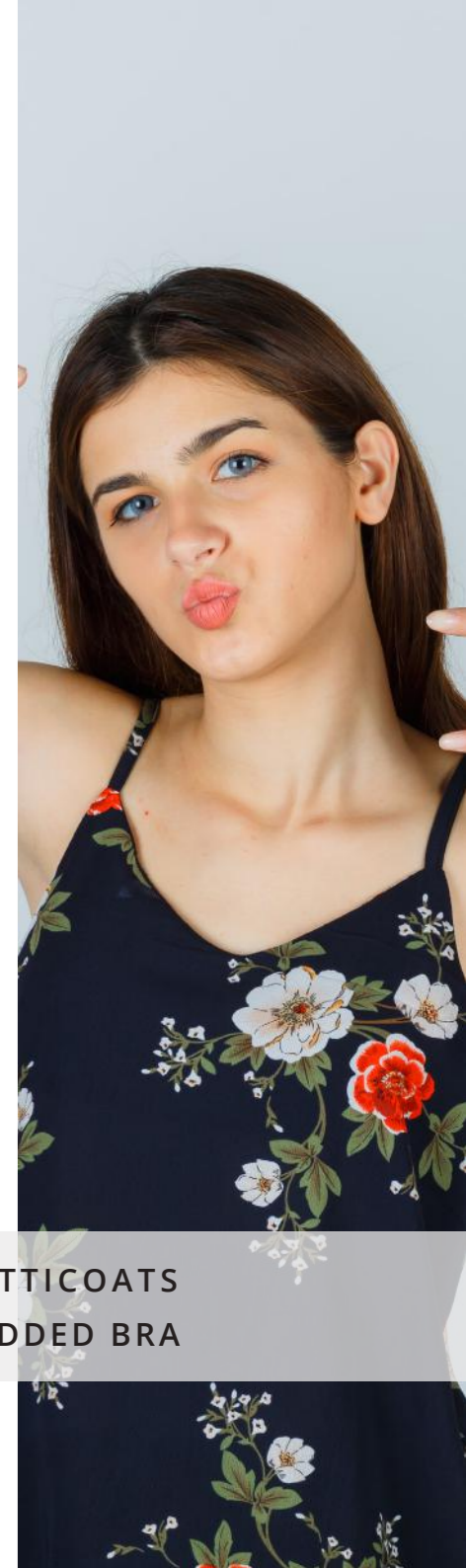
● **SEAMLESS BRA**



● **PADDED BRA**



● **SPORTS BRA**



● **SAREE PETTICOATS**

● **PRINTED BRA**

● **BRIDAL BRA**

● **SAREE BRA**

● **COTTON BRA**

● **SLIPS**

● **SPORTS PADDED BRA**

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TO VISIT OUR APP



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