

04:04 PM | 13 DEC **CLOSED**
MARKET STATS ▾सैंसेक्स
33,053 ▼ -174.95निफ्टी 50
10,192 ▼ -47.20सोना (एमसीएक्स) (₹/10 ...
28,114.00 ▼ -28.00यूएसडी/भारतीय ...
64.43 ▲ 0.04पोर्टफोलियो
बनाएंई-टी मार्केट एप
डाउनलोड करेंCHOOSE
LANGUAGE
HIN

How startup Threadsol is helping garment manufacturers cut cost

BY VINAY DWIVEDI, ET BUREAU | UPDATED: SEP 18, 2017, 05.35 PM IST

Post a Comment

Having been associated with the garments industry for 12 years, Mausmi Ambastha had seen at close quarters the amount of [fabric](#) being wasted every day.

“I realised that there was a dire need for an advanced and a practical software that could optimise the usage of fabric,” says Ambastha, a postgraduate in fashion technology and graduate in computer science.

The scope for boosting the fabrics industry by cutting wastage and saving on labour and time offered a promising business opportunity. And Ambastha was quick to capitalise on it. She teamed up with her husband Manasij Ganguli and his colleagues Abhishek Srivastava and Bratish Goswami to found [Threadsol](#) in March 2012.

The [startup](#) provides enterprise material management technology to enable manufacturers buy just the right amount of fabric and use that fabric with minimum wastage. “Our product has managed to cut down wastage to less than 1%. This translates into savings of up to 10%—millions of dollars for manufacturers,” says 38-year-old Ambastha, Co-founder and COO. Initially, the uniqueness of Threadsol’s solution, says Ambastha, also made it difficult to pitch the solution to clients.

It took some time to explain the viability of their product and how it could help companies save money and improve operational efficiency. “At first, many apparel manufacturers were skeptical about our product, but once we explained how it functioned, they were willing to try us. We may have received a delayed response, but we never faced rejections,” says Ambastha. Now the company, which operates out of Bengaluru and Delhi, has a presence in 15 countries.

It’s more than 85-strong client list includes manufacturers of Zara, Adidas, Nike, Levi’s, Victoria’s Secret, JC Penny and Walmart products. Indian client list has Aditya Birla Fashion and Retail (formerly Pantaloons), Blackberry’s and Raymond, among others. Despite this impressive list of customers, getting the garments industry adopt technology is still a challenge for Threadsol. “It’s the problem of being the first-mover. Very few technologies exist in the garment and apparel domain, so many big players are still reluctant in adopting technology, despite its compelling value proposition,” says Ambastha.



Threadsol co-founders (from left): Bratish Goswami, Abhishek Srivastava, Mausmi Ambastha and Manasij Ganguly helps optimise the usage of fabric.

Related

- [Startup MultiFit helps people exercise without traditional gym equipment](#)
- [Startup CupShup helps brands advertise on paper tea cups](#)

Big Change:
[The end of Five-Year Plans: All you need to know](#)



[Help a 2.5 yr old baby girl to fight cancer](#)
KETTO



[Buffet at ₹1399 @The Great Kabab Factory, GGN](#)
DINEOUT

Recommended By Colombia

The startup, which has drawn investments of more than Rs 20 crore from Blume Ventures and Narayna Murthy’s Catamaran Ventures, at one time struggled to stay afloat. “When we started out, we worked hard, tried to acquire customers and get [investors](#), but things weren’t working out for us,” says Ambastha. Each time the founders had to take out their debit cards to finance the startup’s operations, they felt a little bit more reluctant to carry on. But they didn’t give up.

“With just 28 days of money (to run operations) left in our bank, we had to make a tough choice. Keep going or close down. We decided to give one last push. And then it all just clicked. We went to the brink and came back,” recalls Ambastha. Threadsol, which offers its solutions both as a one-time buy and on a monthly subscription basis, generated a [revenue](#) of close to Rs 13 crore in 2016-17.

Its staff strength across the globe has swelled to 130, and the startup has added several awards to its kitty: Microsoft Bizspark 2012, Grace Hopper Women Entrepreneur of the Year, 2013, Venture Engine 2014, Parivartan Award for sustainability, among others. “We are constantly innovating our current products, updating and upgrading every three months to offer better solutions. Our approach makes us unique and has helped us scale new heights,” says Ambastha.

Stay on top of business news with The Economic Times App. [Download it Now!](#)

Powered by	Live Market	Industry	About Us
	News	Newsletters	Create Your Own Ad
	Portfolio	Commodities	Advertise with Us
	Mobile	Speed	Terms of Use & Grievance Redressal
	Live TV	Blogs	Privacy policy
	Biz Listings	RSS	

FOLLOW US	Download it from APP STORE	Download it from GOOGLE PLAY	Download it from Windows Store
------------------	--	--	--

Other Times Group news sites

[इकॉनॉमिक टाइम्स](#) | [ईकोनोमिक्स टाइम्स](#) | [Pune Mirror](#) | [Bangalore Mirror](#) | [Ahmedabad Mirror](#) | [ItsMyAscent](#) | [Education Times](#) | [Brand Capital](#) | [Mumbai Mirror](#) | [Times Now](#) | [Indiatimes](#) | [नवभारत टाइम्स](#) | [महाराष्ट्र टाइम्स](#) | [ವಿಜಯ ಕರ್ನಾಟಕ](#) | [Go Green](#) | [AdAge India](#) | [Eisamay](#) | [IGN India](#) | [NavGujarat Samay](#) | [Times of India](#) | [Lifehacker](#) | [Gizmodo](#) | [Samayam Tamil](#) | [Samayam Telugu](#) | [Miss Kyra](#) | [Bombay Times](#) | [Filmipop](#)

Living and Entertainment

[Timescity](#) | [iDiva](#) | [Entertainment](#) | [Zoom](#) | [Healthmeup](#) | [Luxpresso](#) | [Gadget Reviews](#) | [Titanium & Platinum Credit Card](#) | [Online Songs](#) | [MensXP](#) | [Hotels](#) | [Travel Destinations](#) | [Cricbuzz](#) | [Recipes](#) | [Gaana](#) | [Happytrips](#) | [Getsmartapp](#)

Interest Network

[itimes](#)

Hot on the Web

[Cryptocurrency](#) | [How to Save Income Tax](#) | [GST Rates](#) | [Gujarat Elections 2017](#) | [GST](#) | [Business News](#) | [Income Tax](#) | [Sensex Today](#) | [Gold Rate](#) | [Sensex](#) | [Income Tax Calculator](#) | [Aadhaar](#)

Services

[Book print ads](#) | [Online shopping](#) | [Matrimonial](#) | [Astrology](#) | [Jobs](#) | [Tech Community](#) | [Property](#) | [Buy car](#) | [Bikes in India](#) | [Free Classifieds](#) | [Send money to India](#) | [Used Cars](#) | [Restaurants in Delhi](#) | [Remit to India](#) | [Buy Mobiles](#) | [Listen Songs](#) | [News](#) | [TimesMobile](#) | [Real Estate Developers](#) | [Restaurant Deals in Delhi](#) | [Car Insurance](#) | [Gadgets Now](#) | [Free Business Listings](#) | [CouponDunia](#) | [Remit2India](#) | [Techradar](#) | [AliveAR](#) | [Getsmartapp App](#) | [ETMoney Finance App](#) | [Feedback](#)

In Case You Missed It

[Personal Loan EMI Calculator](#)

[Axis Bank IFSC Code](#)

[ICICI Bank IFSC Code](#)

[How to Link Aadhaar with SBI Account](#)

[How to link Aadhaar with Pan](#)

[Income Tax Slabs](#)

[HDFC Bank IFSC Code](#)

[FD Rates](#)

[HRA Calculator](#)

[How to File ITR](#)

[PF Calculator](#)

[How to check ITR Status](#)

Copyright © 2017 Bennett, Coleman & Co. Ltd. All rights reserved. For reprint rights: [Times Syndication Service](#)