



RAJBY INDUSTRIES

BRAND BOOK

ACKNOWLEDGEMENT

“At Rajby, we have our fingers on the pulse of the global market; welcoming change and reinventing ourselves to stay one step ahead of this dynamic and evolving industry.

It is with immense pleasure and pride that we are unveiling the new face of Rajby Industries and marking the beginning of a phase that will redefine our presence in the industry. We are all geared up for this exciting new chapter, where we see ourselves as making a difference in the world.”

A white, handwritten signature in cursive script, appearing to read 'Nafees Sultan', is positioned above the name. The signature is fluid and stylized, with a prominent loop at the end.

Nafees Sultan



OUR JOURNEY

The roots of Rajby Industries are deep. It was in the year 1972, that we decided to start a business with three stitching machines - but these humble beginnings didn't come without a vision for the future. Our first decade was of steady growth and development, turning our business into a sprawling retail network. During this period, we maintained excellence in assembly line production and built streamlined processes for apparel manufacturing. We created export channels that expanded our business horizons worldwide.

It was under the vision of second-generation leadership, Mr. Saleem Sultan and Mr. Nafees Sultan, that Rajby Industries began focusing on denim. Rajby is a product of the hardships of all three generations, who have worked steadfastly to create the denim manufacturing giant that Rajby Industries is today.

With over 50 years of experience building upon a legacy of innovation, we at Rajby Industries believe in being at the helm of innovation and change. We have been the pioneers in installing world-class machinery for laundry and manufacturing technologies. Our processes ensure that we offer our customers the highest quality, all while making sustainability and safe environmental practices our signature hallmark.

WHY & HOW OF OUR REBRANDING



Sustainability and the constant pursuit to achieve the best products for a variety of markets have led the denim industry in a race to innovate. Integration of tech and modern processes has opened a range of new possibilities to give this garment a new life. The age of digitization has also changed the dynamics of business for this industry.

The new Rajby isn't just a new logo or brand design, it is an organization-wide change from top to bottom. From changes in leadership to bringing young blood and fresh ideas into the company, Rajby Industries is geared for the future. And the future we see is one where we drive innovation and change in the industry, the community, and the environment by following best practices, reaching the apex of quality, and being seen as an example of a responsible business.

Along with structural changes, Rajby Industries is also embracing technology in all aspects. From creating virtual showrooms to digitizing the sampling process, introducing innovative technology will allow us to redirect our time and efforts into creating better strategic relations and quality products.

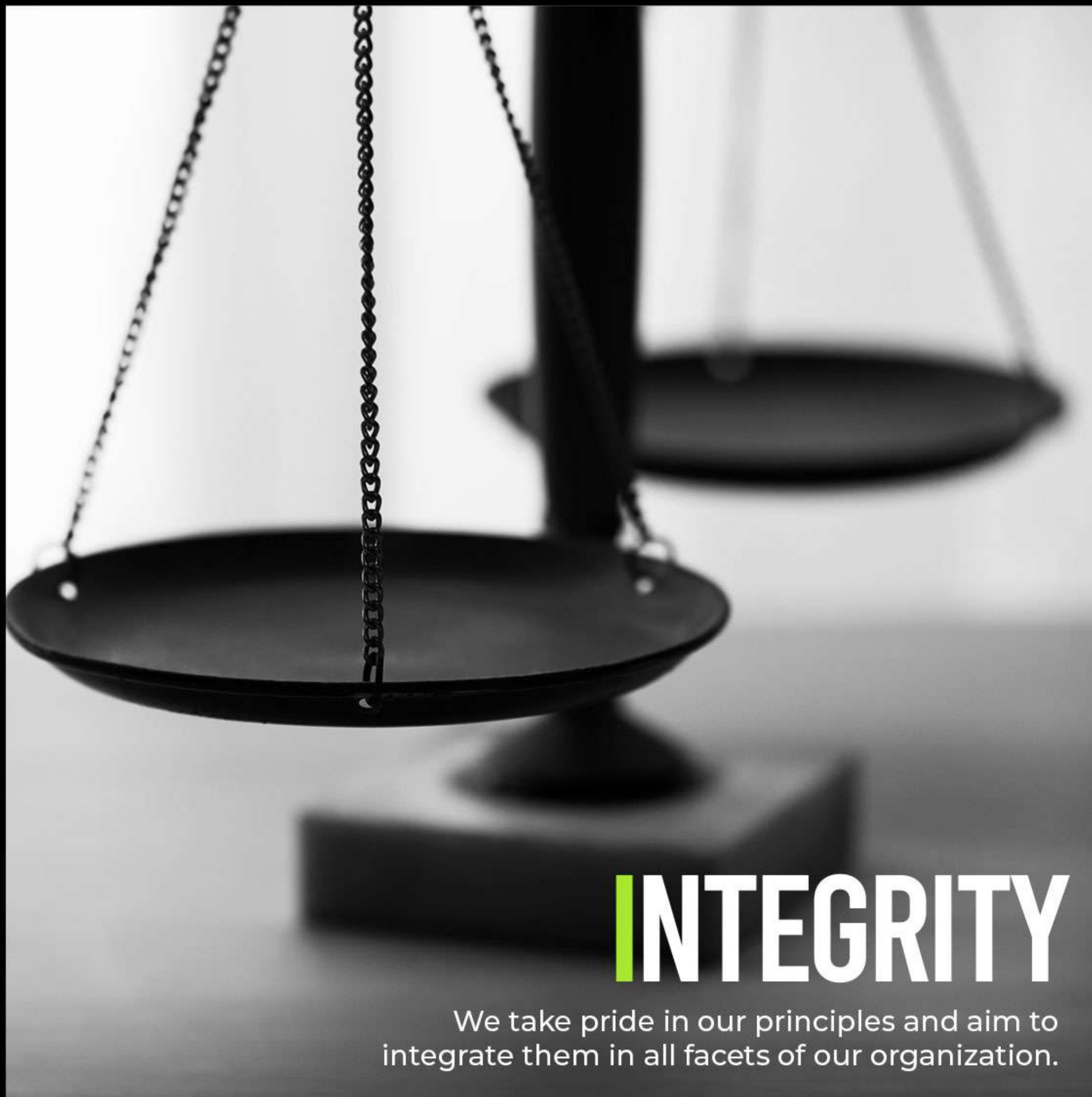
The brand design phase of the rebrand includes a new logo that points to our efforts in driving change, circularity and environmental action. We have also rolled out an updated website with a digital showroom. This virtual showcase of textiles will enable remote engagement between Rajby Industries and its clients around the globe, particularly as trade shows are moving online after Covid 19.



CORE VALUES

THE 4i'S

At Rajby Industries, our core values define the way we do business and form relationships. We have been upholding these values for 50 years and they are a part of everything we do. Our rebranding aims to strengthen these values and take them forward into the new era of Rajby Industries.



| INTEGRITY

We take pride in our principles and aim to integrate them in all facets of our organization.



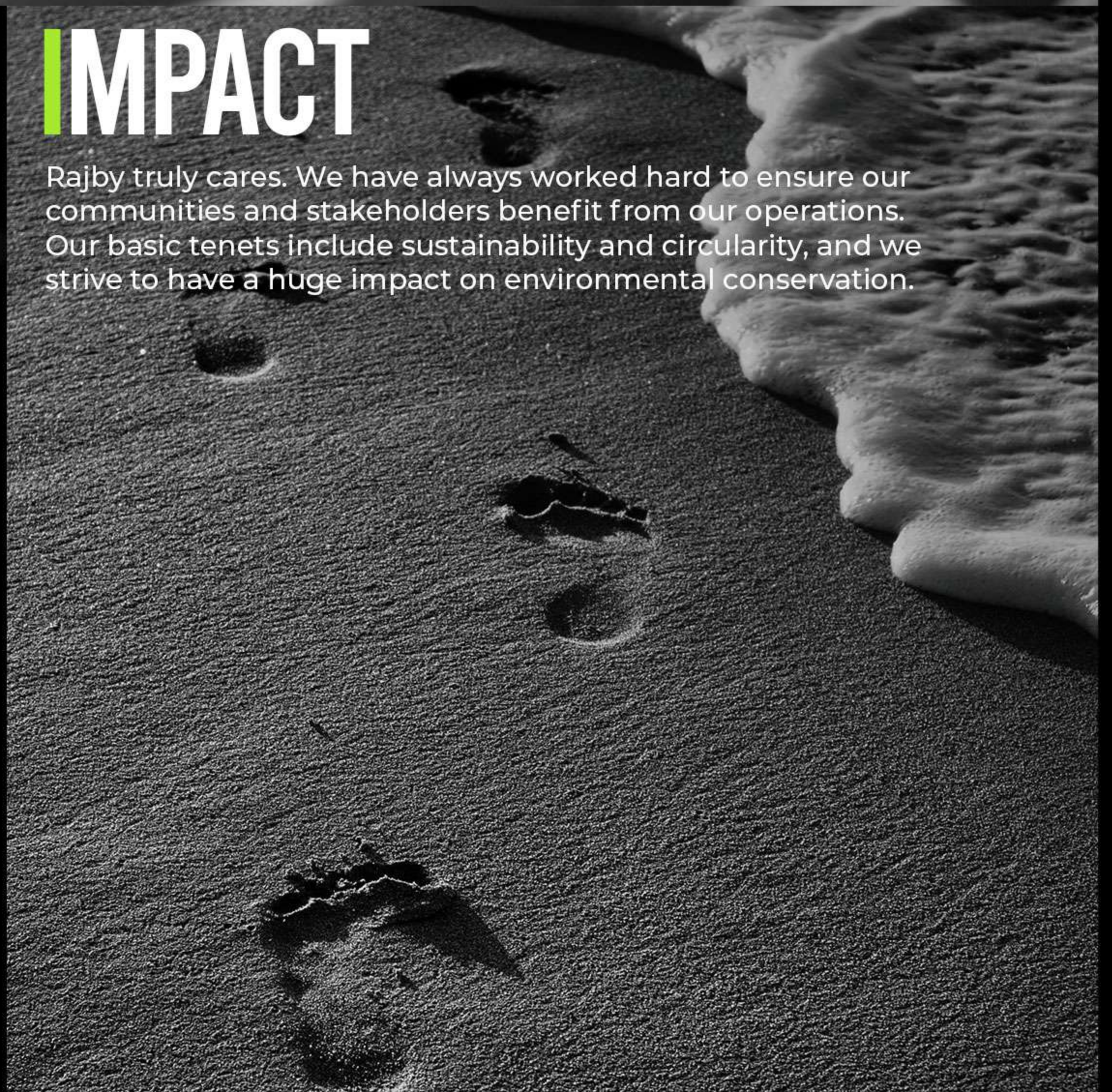
| INNOVATION

We believe in evolution by taking charge of bringing technological advancements and manufacturing excellence.



| IDEAS

Fresh, creative and out of the box. We believe in constantly coming up with new ideas and implementing them to better our portfolios.



| IMPACT

Rajby truly cares. We have always worked hard to ensure our communities and stakeholders benefit from our operations. Our basic tenets include sustainability and circularity, and we strive to have a huge impact on environmental conservation.



OUR
ASPIRATION

Rajby Industries aspires not just to be a manufacturer, but a strategic partner that every customer needs. Rajby Industries sees itself as an organization that helps customers build designs, conduct research on market trends & preferences and even promote CSR (Corporate Social and Environmental Responsibility).

Sustainability, for us, is not just a capsule collection or a label for marketing. Our brand embodies Circularity and Sustainability, making sure all our processes are compliant with these principles. With decades in the business and a vertically integrated structure, Rajby Industries is working to make denim production greener with solutions that save water, chemicals, and power.

We have always seen Rajby Industries as an organization purpose-built to serve humanity and help the world be a better place. Our values ensure that we create meaning in the lives of the communities where we work and live. We will continue to use our company as a vehicle through which positive impact is created like never before in the garment

Rajby Industries is on the precipice of a dynamic new phase. In a world where business needs are evolving as is technology, we think it is time to make Rajby Industries stand even stronger than before. It is the beginning of a new era, one that is ready to see Rajby Industries as leaders of the industry and champions of the environment and communities where we operate.



THE THIRD GENERATION IS HERE & IS READY FOR CHANGE

CHANGING THE DENIM MANUFACTURING LANDSCAPE IN THE REGION

CHANGING HOW DENIM IS SEEN

CHANGING THE WORLD FOR THE BETTER

CHANGING LIVES OF ALL IT TOUCHES

We are combining our heritage with modernity. Rajby Industries, in the last 50 years, has established itself as a stalwart organization, with deep regard for its values, the quality we provide and the relationships that we nurture. We will continually take those values forward, while we also focus on being propellers of change on all fronts.

A dramatic landscape featuring a dark, stormy sky with heavy, dark clouds. A bright light source, possibly the sun or moon, is visible on the right side, creating a lens flare effect. The horizon is low, showing a dark, flat landscape with some distant structures. The overall mood is intense and inspiring.

INSPIRING CHANGE

THE PURVEYORS OF CHANGE

VISION

“To be a responsible organization that envisions change and values passion for learning; partnering with the world’s leading brands for a better and sustainable future.”

MISSION

“To partner with leading brands by providing quality products and services. We stand firm in helping communities prosper by investing in their future. Our commitment is to continue to provide our Rajby family with an environment where they can explore their full potential.”



THE EMBLEM

The revamped logo encapsulates the entire ethos of Rajby Industries. *Inspiring Change* is not just a slogan for us, it is the way we carry our organization into the world. And our logo is a visual representation of the same.

The “R” represents Rajby and its legacy that has now been shifted to the new generation.

The “I” not only represents Industries but also stands for our core values; The 4i’s. Integrity, Innovation, Ideas, Impact.

The 3D square is our identity; the symbol of innovation and reflects our efforts towards the contemporary approach.

The arrows are the symbol of evolution and constant growth. It symbolizes our commitment to be the purveyors of change and to focus on circularity, not just as a feature, but the entire way in which we conduct ourselves.

Rajby Industries has risen once again as a fresh, unorthodox manufacturer that is ready to take on the world and drive progress. An opportunity to work with Rajby Industries is an opportunity to help us INSPIRE THE CHANGE.

Join Rajby Industries in making the world a better place, all while creating the best products the world has to offer.

Design & Layout: Creative Department, Rajby Industries.

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