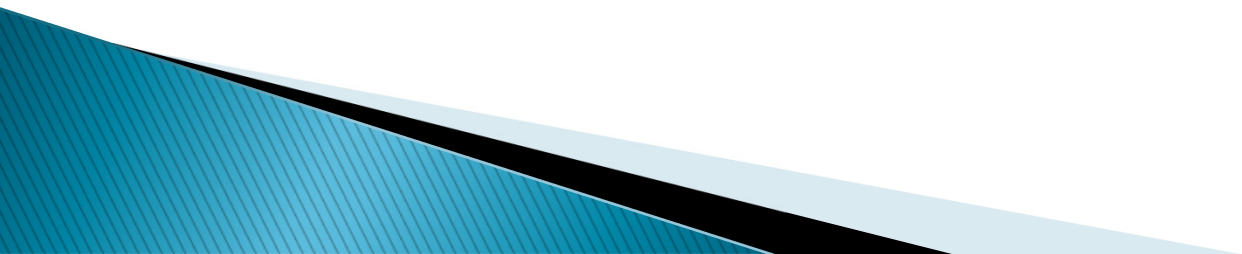
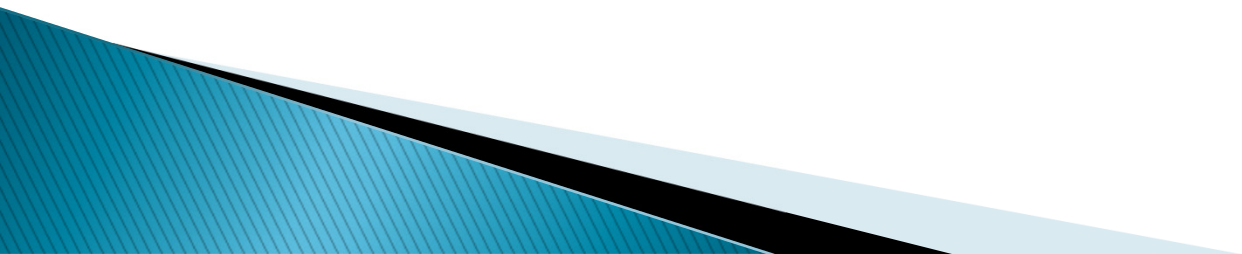



THE CO-OPTEX STORY



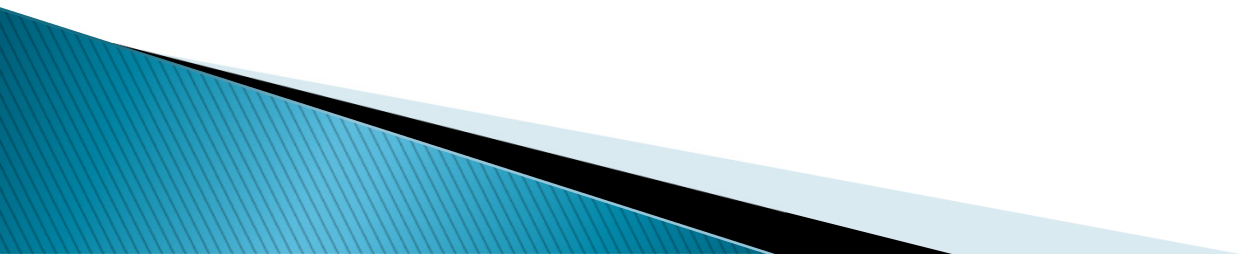


1935 - 1960



- The Madras Handloom Weavers Provincial Co-operative Society established in 1935.
 - Initially, 43 Primary Societies having a total of 1,000 looms along with a small amount of Rs.16400/- as share capital & Govt. grant of Rs.59,000/-
 - Till 1954, the MHWPCS was functioning in a rented Building at Mount Road.
- 

Co-optex Logo till 1986



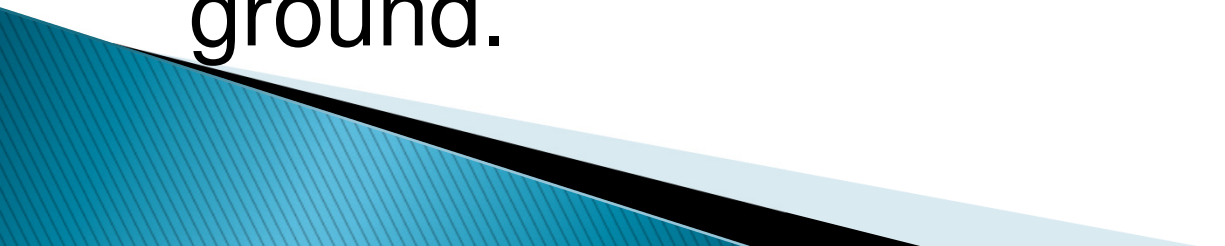
The First Two Showrooms opened by Co-optex



Calicut



Vellore –Long Bazaar

- In 1954, to have own Building for Co-optex, a plot was purchased at Pantheon Road, Egmore.
 - Building was constructed in this place and inaugurated by then Hon'ble Chief Minister of Tamil Nadu, Thiru.K.Kamaraj on 28.06.1956.
 - Another plot adjacent to the Building was purchased for Co-optex and Exhibitions were being conducted regularly in this ground.
- 



சென்னை முதன் மந்திரி திரு. கே. காமராஜ்
சங்கக் கட்டிடத்தை 29—6—1956-ல் திறக்கிறார்



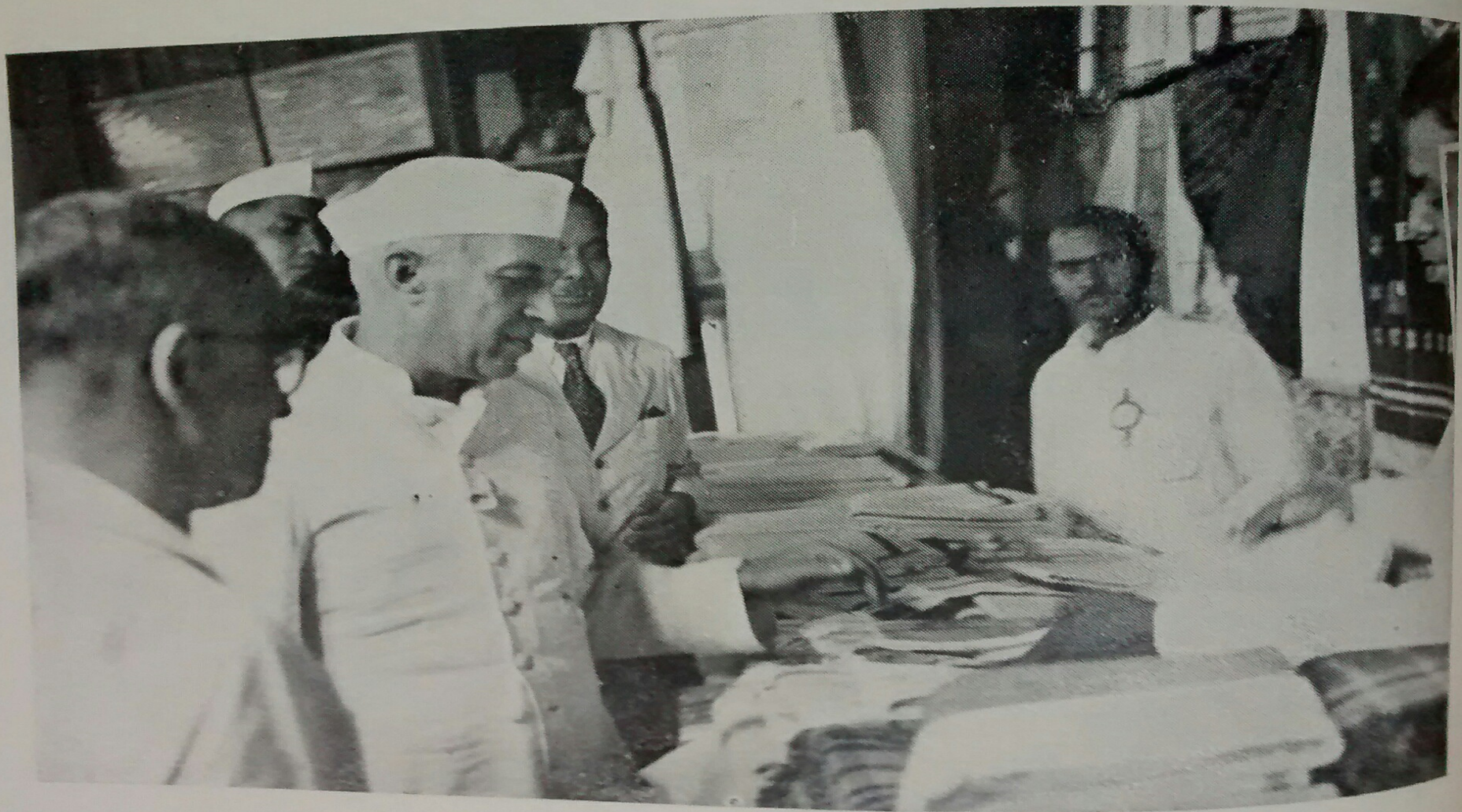
சென்னை முதன் மந்திரி திரு. கே. காமராஜ்
சென்னை உயர்நீதிபதி திரு. பி. வி. ராஜமன்
அகில இந்திய கைத்தறி வார விழாக் கண்காட்சி
உள்ள கடைகளைப் பார்வையிடுகிறார்கள்

Hon'ble Chief Minister Shri.K.Kamaraj Inaugurated the
Co-optex Head Office Building and the Exhibition

THE MADRAS STATE HANDLOOM WEAVERS'
CO-OPERATIVE SOCIETY LIMITED
'BALASUNDARAM BUILDINGS'
34.A/1. PANTHEON ROAD, EGMORE, MADRAS.
OPENED BY
SRI K. KAMARAJ
CHIEF MINISTER, GOVERNMENT OF MADRAS
ON
28TH JUNE 1956.
CONSTRUCTED BY
M/S. A. N. NAGIAH REDDIAR
&
P. MANICA NAYAGAR.
CONTRACTORS
M. P. NACHIMUTHU. B. A. . B. L.
PRESIDENT

Inaugural plaque

PRIME MINISTER JAWAHARLAL NEHRU VISITS CO-OPTEX IN 1953




பிரதம மந்திரி கைத்தறித் துணிகளை பார்வையிடுகிறார்

MEMORANDUM PRESENTED TO PRIME MINISTER
JAWAHARLAL NEHRU ON 02.10.1953

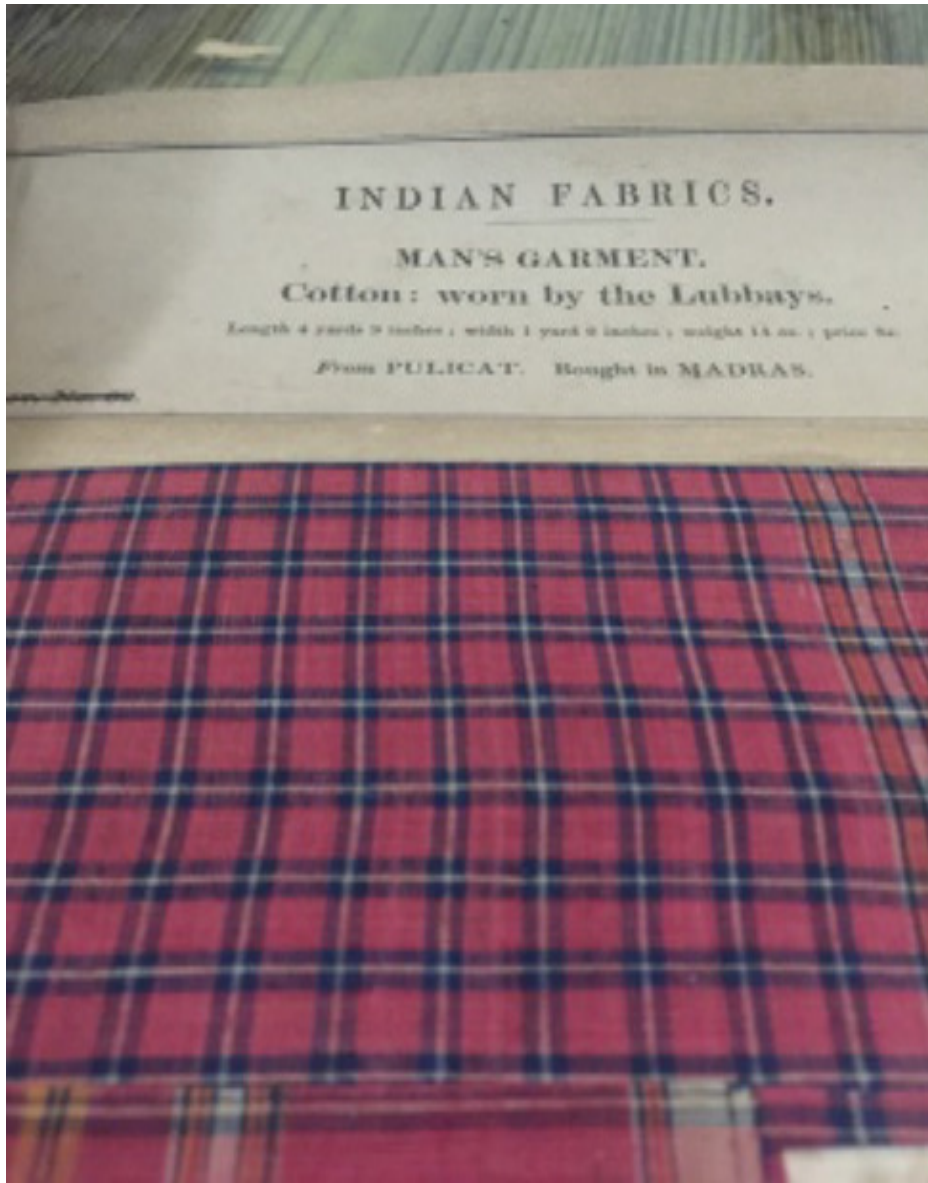


- In 1955, Co-optex was appointed as the sole Marketing Agent for Foreign Export of Handloom Cloth produced in Tamilnadu.
 - During this year, Co-optex officials were appointed as Sales Executives in middle East countries, Ceylon, Malayasia and Burma.
 - Co-optex also commenced Sales Depots in Aden, Colombo, Rangoon, Bangkok, Kualalumpur and Singapore.
- 

- 'Bleeding Madras' Handloom Cloth became popular in the United States of America during 1960s
 - The plaid cotton authentic 'Bleeding Madras' cloth was completely hand woven from yarn dyed with native vegetable dyes.
 - No two plaids were exactly the same. When washed with mild soap in warm water, they used to bleed and blend together into distinctively muted and subdued colourings.
 - Co-optex exported Bleeding Madras fabric to the tune of Rs.1.69 crore during that period.
- 




The fabric wouldn't bleed profusely but the color mildly overlapping other colors of the plaid fabric.....The resultant is, the fabric bleeds the way it has to bleed.





சென்னை தொழில், கூட்டுறவு மந்திரி திரு. ஆர். வெங்கடராமன்
பிளீடிங் மெட்ராஸ் ஆடைகளை 25 — 4 — 1960-ல் கண்டுகளிக்கிறார்

Madras Industries & Co-operation Minister Shri.R.Venkatraman admiring
the 'Bleeding Madras' at Co-optex in 1960

- After 25 years, in 1960, Co-optex had 985 primaries as its members and its share capital grew to Rs.9.66 lakhs.
 - The turnover was Rs.2.00 crores through its 300 Showrooms.
- 



மேல்நாட்டு உடையில் பரிசு பெற்றவர்
(மார்ச்சு 1960)

Co-optex Model in western dress



ஆடை அணி போட்டியில் பட்டுத் துணியில் பரிசு பெற்றவர்
(ஆகஸ்டு 1960)

Co-optex Model in Silk Saree



Co-optex Models (1960)

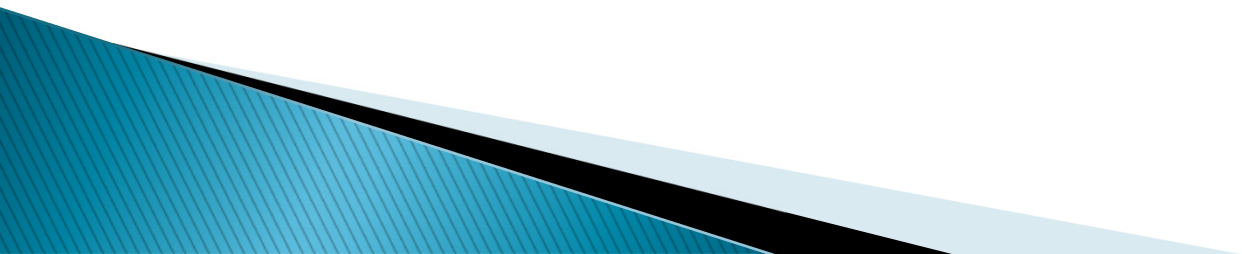



Co-optex Model in Cotton Saree (1960)


Mrs. Vaijyanthimala Bali in a Co-optex Saree



➤ In 1971 for the 1st time Co-optex Board of Directors was abolished and a Special Officer from the IAS was appointed to Administer Co-optex.



- In the year 1972, to encourage the salesmen, the Sales Incentive scheme was introduced. The year 1972 was celebrated as 'Co-optex Salesmen Year'
 - Co-optex introduced Management by Objective (MBO) for the first time a profit & loss account was prepared in 1973
 - In the year 1974, to administer the Showrooms in West Bengal and Bihar, a separate Regional Office was established at Calcutta.
- 

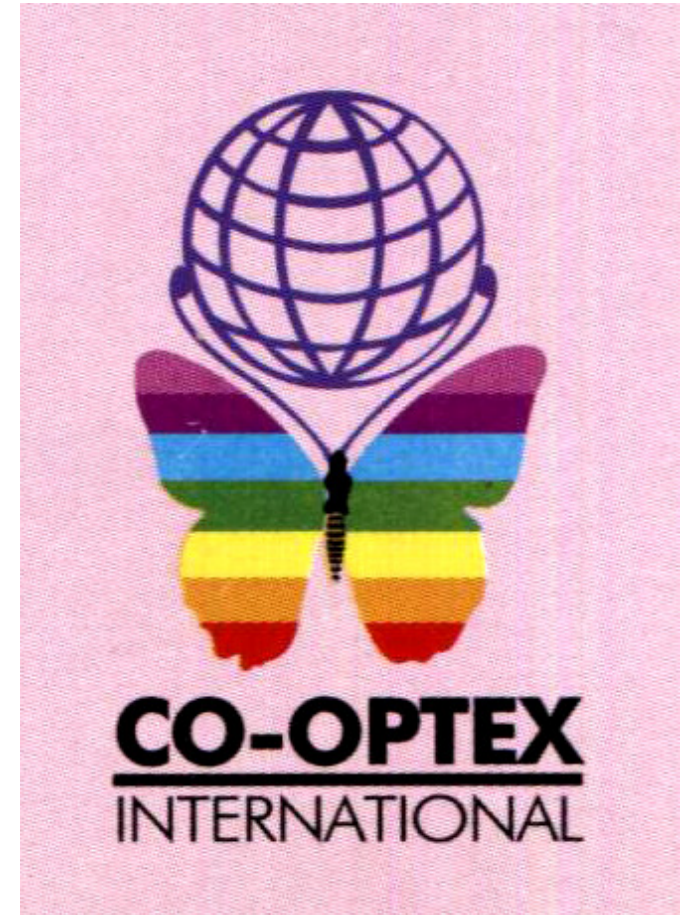
- In 1976, in collaboration with Petrofils, Co-optex was the first to introduce “Handloom Polyester”, and the first range of Polyester Sarees, Shirtings, Suitings and Dhothies
 - Regional Office was opened at Mumbai, to administer the Showrooms of Maharashtra and Gujarat States.
 - In 1976, the Government of India appointed Co-optex as ‘Implementing Agent’ for the introduction of ‘Janata Cloth’ in Tamilnadu
- 


Janata Cloth



Co-optex International

- The Export wing of 'Co-optex' established in 1975 with the objective to export handloom products directly to foreign buyers produced by the primary weavers co-operative societies of our State.



- Bedspreads, Tablecloths , Kitchen towels, Napkins, Placemats, Runners, Aprons, Oven-gloves, Pot holders, Cushion covers, Shopping bags and Shirtings etc.,
 - Chennimalai near Erode known for its exquisite home textile range was the main production centre and supplied these products for export meeting the International standards.
- 

Exporting Countries & Participation in Fairs

- Exporting Countries – Germany, France, Belgium, Spain, Switzerland, Italy and United Kingdom.
 - Co-optex Buyers are Members of European Fair Trade Association
 - Co-optex International regularly participates in the **Heimtextil fair** at Frankfurt, Germany, and **India Home Furnishing fair**, Osaka, Japan to show case its products to attract new buyers.
- 

Export Studio




Export Kitchen Sets



Raj Niketan Showroom in Matunga, Mumbai opened in 1977



- In 1977, the Credit Sales Scheme was introduced to Government Departments and Public Sector Undertakings.
 - During the year 1981-82, Prabhadevi Showroom at Mumbai, Bala Showroom of Khan Market, New Delhi, Jaipur, Rajasthan and Chikkadapalli Showroom at Hyderabad were acquired by outright purchase by Co-optex.
- 

News Paper Advertisements during 1980s

சிறப்புத் தள்ளுபடி

20%-40%

கடன் வசதியைப் பயன்படுத்துங்கள்.
 ஜனதா ரகங்களும் கடன் விற்பனையில் கிடைக்கும்.
 ரூபியூ மற்றும் விடுமுறை நாட்களிலும் விற்பனை உண்டு.

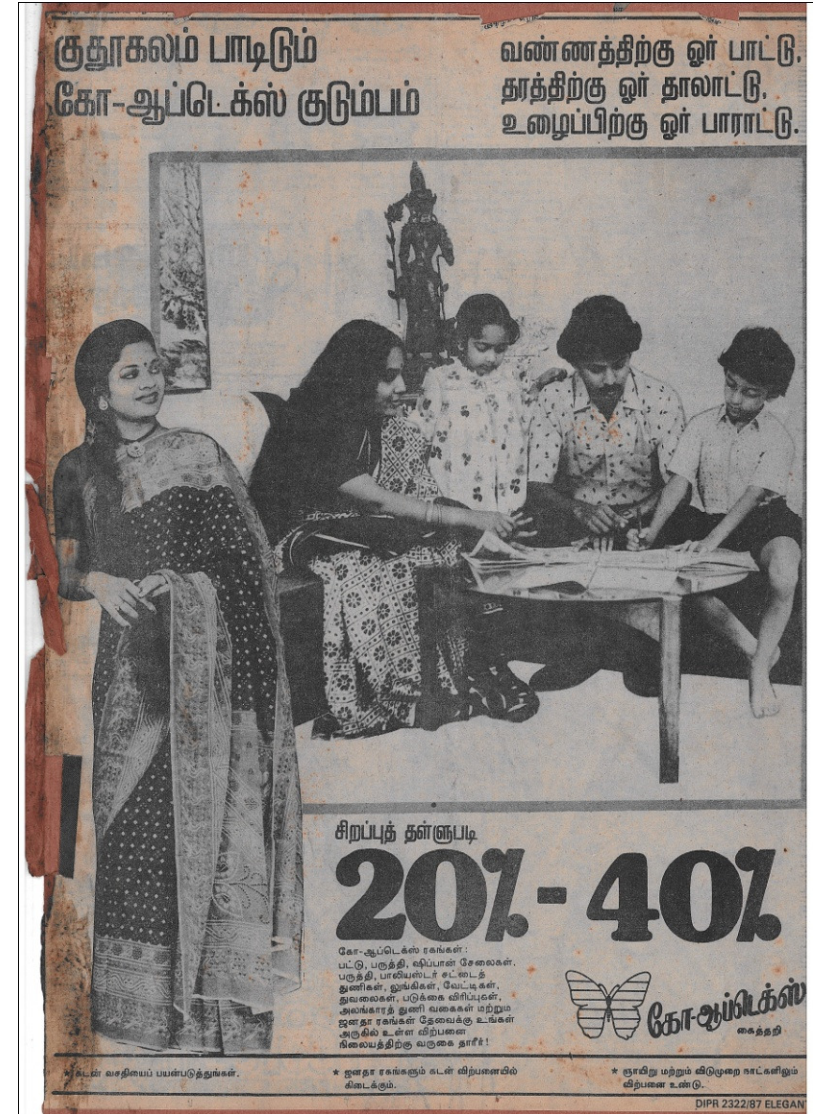


 கோ-ஆப்டெக்ஸ்
கைத்தறி

DIPR/2322 (MS)/87/ELEGANT

குதூகலம் பாடிடும்
 கோ-ஆப்டெக்ஸ் குடும்பம்


வண்ணத்திற்கு ஓர் பாட்டு.
 தரத்திற்கு ஓர் தாலாட்டு.
 உழைப்பிற்கு ஓர் பாராட்டு.



சிறப்புத் தள்ளுபடி

20%-40%

கோ-ஆப்டெக்ஸ் ரகங்கள்:
 பட்டு, பருத்தி, லிப்பான் சேலைகள்,
 பருத்தி, பாலியல், சட்டைத்
 துளிகள், லுங்கன், வேட்டிகள்,
 அலகைகள், படுக்கை விரிப்புகள்,
 அலங்காரத் துணி வகைகள் மற்றும்
 ஜனதா ரகங்கள் தோலைக்கு உங்கள்
 அருகில் உள்ள விற்பனை
 நிலையத்திற்கு வருகை தாஃீ!

 கோ-ஆப்டெக்ஸ்
கைத்தறி


* கடன் வசதியைப் பயன்படுத்துங்கள். * ஜனதா ரகங்களும் கடன் விற்பனையில் கிடைக்கும். * ரூபியூ மற்றும் விடுமுறை நாட்களிலும் விற்பனை உண்டு.

DIPR 2322/87 ELEGANT

1982

- The 'Thillaiaydi Valliyammai Pattu Maaligai Showroom' was constructed with sprawling 5 floors near the Head Office Building and the same was declared open by the then Chief Minister of Tamilnadu Dr.M.G.Ramachandran.



- *Pudu Pavu* (meaning laying a new warp on old loom) collection originated in 1982 by Shri.Gopalkrishna Gandhi, former Director of Handlooms, Government of Tamil Nadu, supported by the Director, Weavers Service Centre, Madras Museum and the Madras Arts College.
 - The collection were designed for middle class price sensitive customers, and were appropriately priced handloom-range without compromising on quality.
 - *Pudu Pavu* was an effort to reconsider tradition in the light of contemporary and attempted to simplify accordingly.
- 

Pudu Paavu collection



1986

Thirubhuvanam Silk Shawl presented to
USSR President Leonid Brezhnev in Indian Festival at Moscow



Co-optex Logo from 1986




7 Colors of Rainbow were incorporated into Co-optex Logo to denote the flag of International Co-operative movement

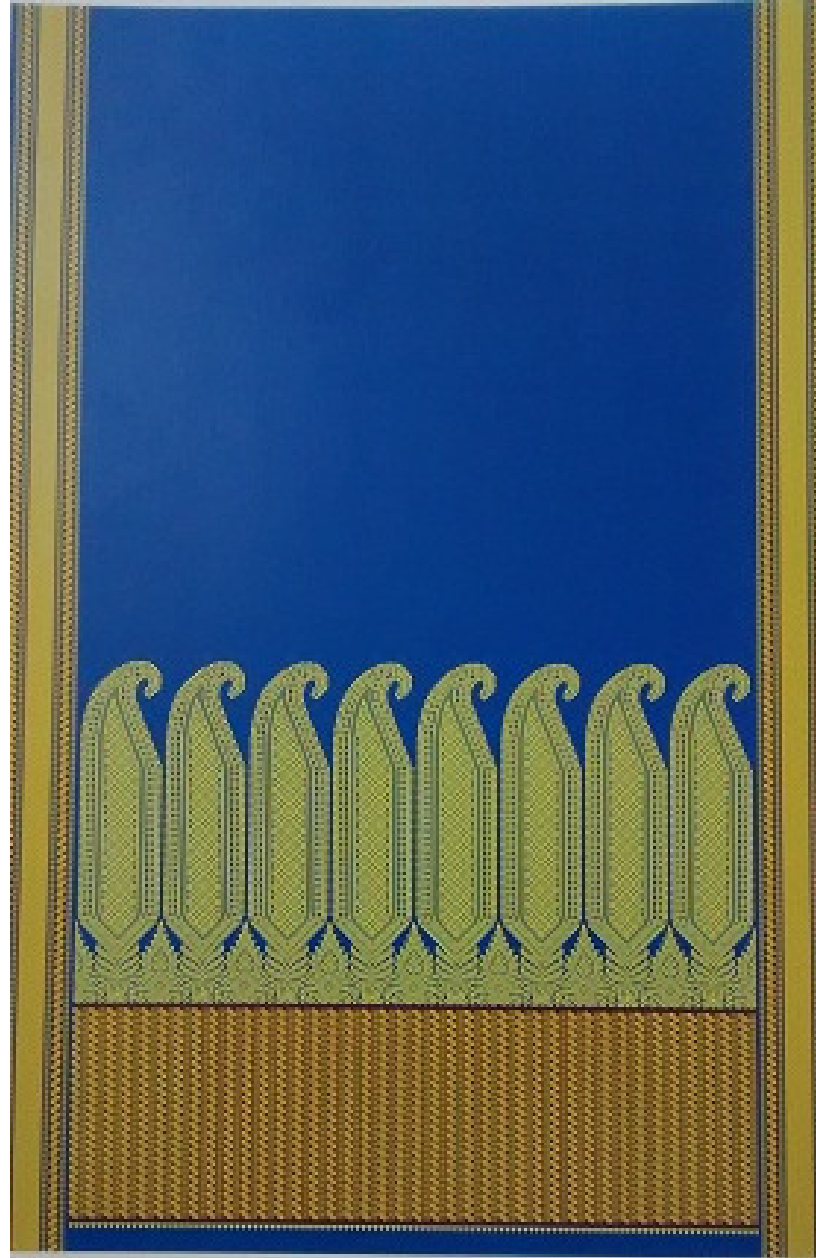
Goa Showroom opened in 1988





Kasi to Kancheepuram

- Silk Sarees of Varanasi are very popular like Kancheepuram. The Varansai Silk Saree motifs were very stylish lengthy paisley designs.
 - These motifs were blended with the traditional motifs of Kancheepuram and woven in pallu of Kancheepuram Silk Sarees during 1990's. Since these designs were taken from Banaras Silk Sarees and thus named as "Kasi to Kancheepuram" Silk Sarees.
 - The specialty of these design was the lengthy Paisley on top or middle or bottom of the Mundhi area. The Warp and Weft colour of the Sarees were in single colour (same colour). No cross colour weaving was present in Kasi to Kancheepuram design.
- 

Kasi to Kancheepuram



- The Craft Education and Research Centre of Kalakshetra Foundation specializes in the revival and production of the beautiful old patterns of south Indian sarees that had fallen into disuse.
 - The Kalamkari (Kalam – Pen ; Kari – Craft) centre of Kalakshetra Foundation was created in 1978 to revive this age old craft of printing textiles using hand – carved wooden blocks and natural dyes.
- 

- Smt.Rukmini Devi with her impeccable dress sense and innovative approach gave fresh direction to the languishing saree heritage of Tamilnadu.
 - Old forgotten motifs of traditional south Indian sarees were revived and embellished with new design inputs and fresh colour combination.
 - The Sarees produced in coordination with Co-optex and the Foundation were an instant success and became famous as 'Kalakshetra Sarees'.
- 



Kalakshetra and Co-optex
cordially invite you to
Exhibition Cum Sale

"Homage to Rukmini Devi"

Sangeetha Kalanidhi

Thirumathi M.S. SUBBULAKSHMI

has kindly agreed to inaugurate
on Thursday 28th Feb. 91 at 4 p.m.

at

5th Floor, Thillaiyadi Valliammai Pattu Maaligai,
350, Pantheon Road, Egmore, Madras

Thiru R. Kirubhakaran I.A.S.,
Secretary to Government,
Handlooms, Handicrafts, Textiles & Khadi
and

Thiru M. Raman I.A.S.,
Director of Handlooms & Textiles,
Government of Tamilnadu
participate

N.P. Gupta I.A.S.,
Managing Director.

Reproductions of Thirumathi Rukmini Devi's
exclusive Collection will be on sale.


Daily 10 a.m. - 8 p.m. upto 5.3.91





Saree Lovers Thronging our Collections



- For growth of any industry, the following factors play a crucial role.
 - Continuous growth of Customers
 - Market promotion to the new potential areas
 - Direct Market Feed Back about the products produced and sold
 - The demands and challenges of the market are very well responded by Co-optex with rich tradition and well honed skills of the Handloom weavers.
 - Co-optex, as premier Apex Body regularly conducts Handloom Exhibitions throughout the year.
- 


Queen Elizabeth visit to Kancheepuram Silk Weavers in 1997



2006 onwards
Multi hued Butterfly as logo



Kurinjipaadi Lungies in Spain

- Co-optex International and Ms.Kavita Parmar, founder & creative Director, the IOU Project M/s.Maison Rassta, Spain has enrolled 223 weavers of 9 HWCSs in and around Cuddalore & Kurinjipaadi area for the production of Lungi / Madras Check fabrics.
 - These Lungi fabrics were converted into Men's / Women's Garments and marketed online with each Garment labeled with a code No. which ensures traceability and genuinenity of Handloom production by the consumer.
 - Each Garment is unique in terms of weaving pattern.
 - The Object of the project is to pay extra wages to the weaver directly on sale of the garment and to provide sustained growth of his living standard.
- 



Weaver



Designer



Customer



Jacket



Pyjama

GEPA label with CO-OPTEX name



National Awards



Buy 2 Get 1 Free

- From the year 2011-2012 another innovative scheme **Buy 2 Get 1 free scheme** was launched.
 - Due to encouraging response, scheme is continued thereafter.
- 

Online Shopping



WOMAN-NOTIFICATION/APPLICATION-DOWN
Download



CATEGORIES	
+ Silk Sarees	(229)
M.S Collections	(6)
Organic Sarees	(24)
+ Cotton Sarees	(266)
+ Specials	(20)
Korainadu Silk Sarees	(5)
Kurtis	(45)
+ Mens wear	(41)
Exclusive Showrooms	(0)



Exclusive Showrooms
Coimbatore
Cuddalore
Chennai
Salem
Thanjavur
Tirunelveli
Vellore
Bengaluru
Mumbai

Online Shopping

- **Co-optex launched its own online portal www.cooptex.com on 15.12.2014.**
- **Now customers from across the globe are ordering online.**

“By Hand From Heart”

- Hand weaving as a craft is passed on from one generation to another and requires immense patience and skill to master it.
- Co-optex is in a position to provide traceability for its production and products. Co-optex is India's first Apex handloom society to introduce Weaver Identity Card.
- Weaver Identity Card provides a connection between the buyer and the weaver.
- A weaver has to move his hands and legs 2700 times to weave one meter cloth and atleast 16000 to 20000 times per Saree.



1.5 lakh Handloom Weavers of Co-optex
thank you for your continuous support

