



THE COMPANY PROFILE

INDIE CRAZE

Estb. 2011

GST INV.
07AGWPJ7110N2ZT

Gandhi Nagar, Delhi – 110031



HI THERE!

Welcome to a world built on denim, dedication, and decades of trust.

At Akshay Enterprises, we don't just trade in denim — we live it. From sourcing the finest fabrics to crafting quality men's jeans under our own label Indie Craze, every thread we weave is backed by over a decade of industry experience and a passion for excellence.

Whether you're a retail brand, a corporate house, or a fashion-forward buyer, we're here to deliver quality, reliability, and style — every time.

Let's create something great together.

INDIE CRAZE



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ABOUT COMPANY



Founded in 2011, our journey began as Akshay Enterprises, a denim fabric trading business located in Gandhi Nagar, Delhi – India’s largest textile wholesale hub. Over the years, we’ve built strong relationships with leading denim mills, ensuring consistent access to high-quality fabrics for retailers and manufacturers across the country.

In recent years, we’ve taken a leap forward by establishing our own manufacturing unit, focused on men’s jeans production. We now supply premium denim wear to top corporate houses and renowned retail brands, combining our fabric expertise with modern manufacturing practices.

We are also proud to introduce our in-house brand – Indie Craze – offering trendy, affordable, and durable jeans for the new-age customer. The brand is available exclusively through our wholesale outlet in Gandhi Nagar, Delhi.

With a leadership team that brings together over a decade of experience in the denim industry, we take pride in delivering quality, reliability, and trend-focused fashion solutions under one roof.



DIRECTOR'S MESSAGE



Hey,

At INDIE CRAZE, denim is more than business – it's our passion.

From fabric trading since 2011 to launching our own jeans manufacturing unit and in-house brand Indie Craze, our journey has been driven by quality, trust, and innovation.

With over a decade of experience in the denim industry, we are committed to delivering the best – from sourcing premium fabrics to crafting ready-to-retail jeans for top brands.

Thank you for being a part of our story.

—

Akshay Jain, Akshat Jain, Alok Gupta, Varun Jain

Directors – INDIE CRAZE



HOW WE WORK

1

Premium Fabric Sourcing

We source top-grade denim fabrics from India's most trusted mills, handpicking materials that meet high standards of comfort, durability, and trend appeal.

2

Trend-Driven Designing

Our team keeps a close eye on market trends and client needs to craft fashion-forward styles — from classic fits to urban streetwear denim, tailored for modern retail.

3

In-House Manufacturing

All jeans are manufactured at our own dedicated facility, ensuring control over every stage — stitching, washing, finishing, and branding — with strict quality checks.

4

Custom Branding & White Labeling

We offer custom label manufacturing for retail brands and corporate clients, along with our signature label Indie Craze, now available at our Gandhi Nagar wholesale outlet.

5

Bulk Orders & Timely Delivery

Whether it's a large-scale retail requirement or a private label order, we ensure smooth production flow and on-time delivery every time.



OUR SERVICE

INDIE CRAZE

As Company

At Indie Craze, we offer end-to-end denim solutions. Our services include premium denim fabric trading, sourcing directly from top mills across India. We also run a dedicated manufacturing unit for men's jeans, delivering high-quality products to leading retail brands and corporate houses.

We specialize in private label manufacturing, offering custom branding, labeling, and packaging to meet specific brand needs. In addition, our in-house label Indie Craze is available for bulk purchase at our wholesale outlet in Gandhi Nagar, Delhi, featuring trendy, ready-to-retail denim collections.

OUR PROJECT

Over the years, we have successfully executed projects for several renowned retail chains and corporate apparel buyers, providing them with high-quality men's jeans through both custom manufacturing and white-label production. Our experience spans working with brands like

- London Berry,
- Purple United,
- Monteil,
- Mark Jillion,
- Canoe,
- Koton Club,
- V-Mart.

Showcase

We've also developed and launched our own in-house brand Indie Craze, which has quickly gained traction among wholesalers and retailers for its stylish fits and reliable quality. Every project reflects our commitment to timely delivery, customization, and market-relevant denim design.

Projects

We've proudly worked with leading retail brands like London Berry, Monteil, Purple United, Canoe, V-Mart, and more

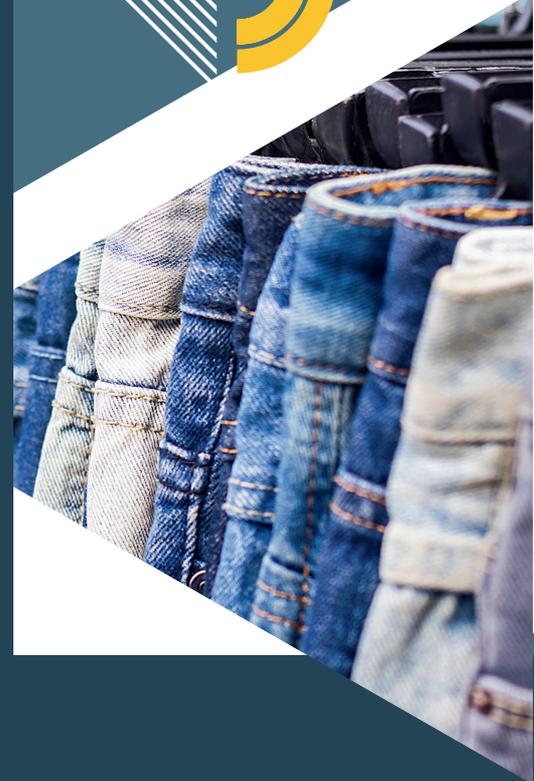
- delivering custom denim solutions and private label jeans. Our in-house brand Indie Craze has also gained strong presence through our wholesale outlet in Gandhi Nagar, Delhi.

HOW IT WORKS



Process 01

- Sourcing: Premium denim fabrics from top Indian mills
- Design & Fit: As per client requirement or latest trends
- Manufacturing: In-house stitching, washing, and finishing
- Branding: Custom labels, tags, and packaging
- Delivery: Bulk orders delivered on time across India



Process 02

- Trend Selection – Curated styles based on market demand
- Fabric & Fit Development – Designed and tailored in-house
- Bulk Production – Ready-to-retail stock in various sizes
- Brand Packaging – Delivered under Indie Craze label
- Wholesale Distribution – Available at our Gandhi Nagar outlet





MEET OUR TEAM

Akshay Jain

DIRECTOR

With deep roots in fabric sourcing and trading, Akshay leads procurement and vendor relationships with precision and reliability.

Akshat Jain

DIRECTOR

Focused on operations and client servicing, Akshat ensures smooth order execution and high customer satisfaction.

Alok Gupta

DIRECTOR

Bringing strategic insight to the business, Alok oversees production flow and quality control.

Varun Jain

DIRECTOR

Passionate about retail and branding, Varun drives the Indie Craze label's market presence and innovation.



CLIENTS FEEDBACK



"Working with Indie Craze has been a game-changer for our denim line. Their product quality and turnaround time are unmatched."

— **London Berry** ★★★★★

"Reliable suppliers with great fits and fabric quality. Our private label collection wouldn't be the same without them."

— **Purple United** ★★★★★

"Professional team, flexible MOQ, and always updated with the latest styles. Highly recommended."

— **Monteil** ★★★★★

"The Indie Craze jeans fly off our shelves. They know what today's market wants."

— **V-Mart** ★★★★★



INDIE CRAZE

Whether you're a retailer, distributor, fashion startup, or established brand, we're here to deliver the best in denim – with quality, consistency, and care.

At Indie Craze, we believe in long-term partnerships built on trust, transparency, and timely service. Whether you need bulk denim jeans, private label production, or ready stock from our exclusive in-house range, our team is just a call away.

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