



**Mr. Rachamadugu Balaji Bharadwaj**  
Senior Vice President

# SAI SILKS (KALAMANDIR) LTD STORY

## **Introduction:**

Sai Silks is a household name when it comes to premium-quality silks and sarees, renowned for its legacy in the Indian textile industry. We are delighted to sit down today with Mr. Bharadwaj Rachamadugu, a prominent figure behind the operations and success of Sai Silks. Mr. Bharadwaj's vision, commitment to quality, and innovative approach have contributed to Sai Silks' sustained success in a competitive market.

In this interview, we delve into his journey with Sai Silks, the changing dynamics of the textile industry, and the importance of preserving heritage while embracing innovation.

**TEM** : Thank you for joining us today, Mr. Bharadwaj. It's a pleasure to have you with us. Let's start by learning about your journey and how you became involved with Sai Silks. Could you share a little about your background and what drew you to this industry?

**Mr. Bharadwaj** : Thank you for having me. My journey with Sai Silks is deeply rooted in family tradition. I come from a family that has been involved in the silk business for generations. Growing up, I was always surrounded by the rich textures, the intricate weaves, and the deep cultural significance of silk. The craft and the art of weaving were a part of our daily life, and that naturally piqued my interest. After completing my education, I decided to take the family

business forward, but with a fresh perspective.

I've always been fascinated by how textiles, especially silk, have remained such an essential part of Indian culture, while also evolving in terms of fashion and consumer preferences. What drew me to Sai Silks was its reputation for offering high-quality products, its focus on preserving traditional weaving techniques, and the ability to innovate within that framework. My goal has always been to maintain that legacy while taking the brand forward in a way that appeals to modern sensibilities.

**TEM** : Sai Silks has become synonymous with quality silk products. What would you say are the core values and principles that guide your operations?

**Mr. Bharadwaj** : At Sai Silks, quality is at the heart of everything we do. We adhere to a stringent quality control process from sourcing the raw silk to the final product. Every piece that leaves our store has undergone meticulous attention to detail, ensuring that it is not just a product, but a piece of art.

Apart from quality, another guiding principle for us is authenticity. We take pride in offering products that reflect the rich textile heritage of India. Our focus has always been on traditional handwoven silks, supporting artisans, and ensuring that age-old weaving techniques are passed down through generations. At the same time, we strive to make sure that our

designs, colors, and patterns remain relevant to the tastes and demands of the modern customer.

Lastly, customer trust and satisfaction are central to our operations. We believe in building long-term relationships with our clients and ensuring that every interaction with Sai Silks leaves them with a positive experience. This helps us not only retain loyal customers but also gain new ones through word-of-mouth recommendations.

**TEM** : In a competitive market, what sets Sai Silks apart from other silk retailers?

**Mr. Bharadwaj** : There are several factors that distinguish Sai Silks from others in the market. First and foremost, the authenticity and craftsmanship of our products. We work directly with traditional weavers, some of whom have been with us for decades. Their expertise in the craft is something we deeply respect, and we ensure that the integrity of their work is preserved. Our clients are not just purchasing a product; they are investing in a piece of cultural heritage.

Another aspect that sets us apart is our commitment to sustainable and ethical practices. We ensure that the raw materials we source are from ethical suppliers, and we focus on sustainable production methods that minimize waste and environmental impact. Today's consumer is very conscious of where their products come from, and we

are proud to provide them with a product that they can trust.

We also focus on customer experience. The moment someone walks into any of our stores, we want them to feel like they are entering an exclusive, warm, and welcoming space. We ensure that our stores offer a comprehensive experience—not just in terms of products but also in terms of personalized service. Our staff is trained to understand individual preferences and provide customized recommendations. This approach helps us build a more personal connection with our customers.

**TEM** : The silk industry has faced numerous challenges in recent years, from the rise of synthetic fabrics to changing consumer tastes. How has Sai Silks adapted to these changes?

**Mr. Bharadwaj** : Yes, the textile industry is constantly evolving. Synthetic fabrics, for instance, have made it challenging for traditional silk products to compete in terms of affordability and convenience. However, we believe that silk is not just a fabric—it's a story, an experience. That is something that cannot be replicated by synthetic alternatives.

At Sai Silks, we have worked hard to position ourselves as a premium brand that provides quality over quantity. We continue to innovate in terms of design while staying true to our roots. We have introduced a wide range of silk products catering to different consumer segments, from traditional wedding sarees to more contemporary options suitable for daily wear or office wear.

Moreover, we have embraced digital transformation. Our online presence has been significantly strengthened over the years. We offer an easy and seamless online shopping experience, allowing customers from across the country (and even abroad) to access our products. Digital marketing and social media have been effective tools for us to reach a broader audience and engage with younger generations who may not have been as connected to the traditional silk market.

**TEM** : What do you see as the future of the silk industry in India, and where do you see Sai Silks in the coming years?

**Mr. Bharadwaj** : The future of the silk industry in India is very promising. With a growing middle class, an increasing appreciation for traditional textiles, and a renewed focus on sustainable and ethical fashion, I believe the demand for high-quality silk products will continue to rise. Silk is deeply ingrained in Indian culture, and its significance in weddings, festivals, and other celebrations will always ensure a strong market.

At Sai Silks, we aim to continue to be at the forefront of this evolution. We want to preserve and promote traditional weaving techniques while exploring innovative designs, materials, and sustainable practices. We also envision expanding our reach globally, making Sai Silks a household name not just in India but across the world.

We will continue to engage with the younger generation through digital platforms and create a more dynamic retail experience. My hope is that Sai Silks becomes

a symbol of quality, craftsmanship, and cultural pride for years to come.

**TEM** : Finally, any message you would like to share with our readers?

Mr. Bharadwaj: I would like to thank all our customers for their continued trust and support over the years. At Sai Silks, we consider our clients as part of the family. We promise to continue delivering the highest quality products and offer an experience that reflects the true essence of silk.

To our future customers, I invite you to explore the timeless beauty of silk with Sai Silks. Whether you are looking for a traditional wedding saree or a more contemporary piece, we have something that will cater to your tastes and preferences. We are committed to preserving the artistry of silk weaving and bringing it to the modern world, and we look forward to welcoming you into the Sai Silks family.

**Conclusion:**

Mr. Bharadwaj Rachamadugu's insights provide a glimpse into the passion, dedication, and future-focused vision driving Sai Silks. The brand's unwavering commitment to quality, sustainability, and innovation ensures that it remains a beloved name in the world of Indian textiles. As the silk industry continues to evolve, Sai Silks stands as a symbol of tradition and progress, blending the best of both worlds.