

FASHION eTHICS

Poomathi Enterprises Pvt Ltd

Pranathi Kandregula



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Poomathi Enterprises, situated in the heart of South India, stands as a beacon of sustainable practices in the textile industry. Founded with a vision to intertwine tradition with eco-consciousness, the enterprise specializes in crafting exquisite fabrics from organic materials and dyes.

At its core, Poomathi is not just a business but a movement towards empowering communities. By providing job opportunities to women, be it as skilled weavers or extractors of organic substances, it fosters economic independence and gender equality. The enterprise specializes in utilising banana, lotus, aloe vera, hemp, bamboo, and pineapple which are then transformed into ethereal sarees and garments for all ages and genders.

The heartbeat of Poomathi lies in its weavers, who spin yarn from natural fibres, infusing each thread and every strand, with a story of harmony with the environment. Every garment that bears the Poomathi label is the enterprise's commitment to sustainability.

Under the stewardship of Managing Director Pranathi Kandregula, Poomathi not only creates clothing but designs experiences. From intricately woven sarees to thoughtfully crafted attire for children, men, and women, each piece is a manifestation of the enterprise's ethos—where fashion meets consciousness, and tradition meets innovation.