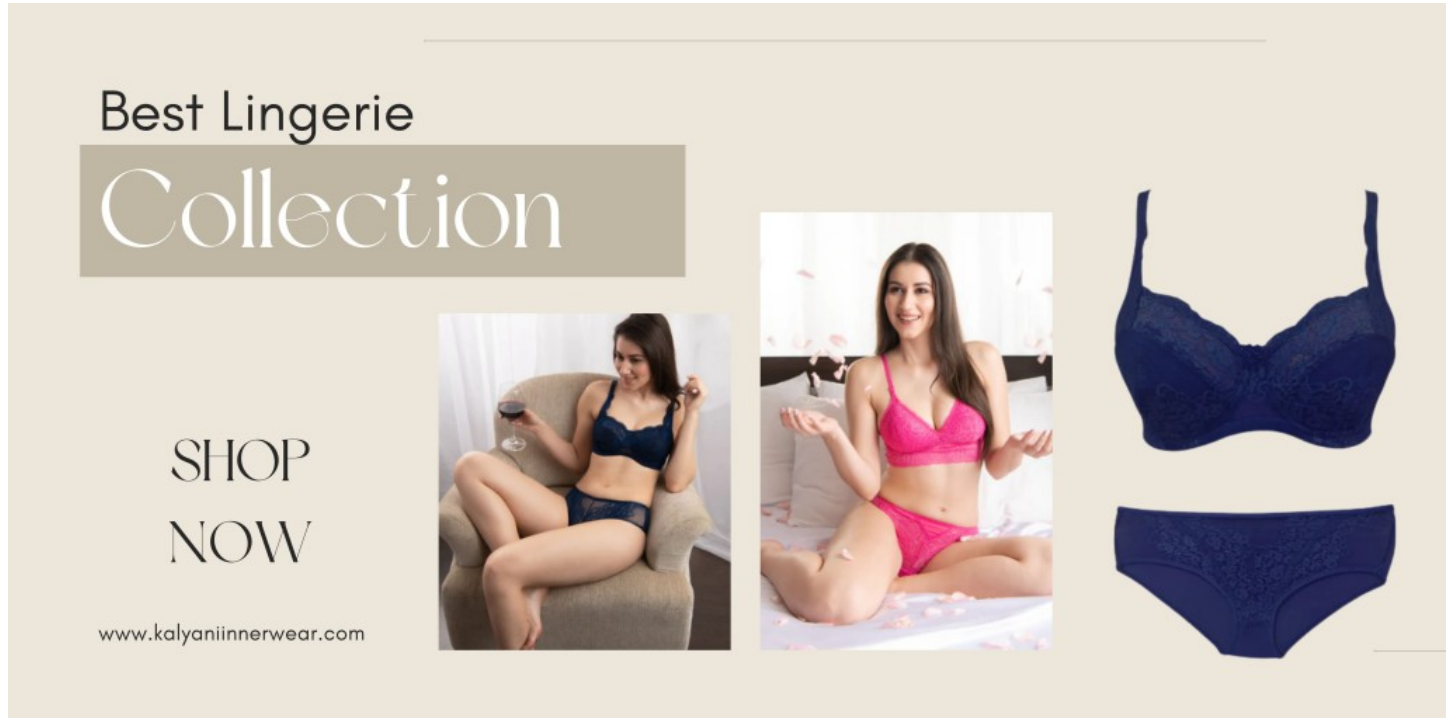


Introducing the Latest Collection of Women's Lingerie Sets - Comfort, Style, and Confidence All in One!

Kalyani, The Comfy Paradise for Women is Thriving Strongly to make an Impression in the Competitive Industry by providing what there tag line is – “Comfort Within”.



The advertisement features a light beige background. On the left, the text "Best Lingerie Collection" is displayed in a large, elegant serif font, with "Collection" in a larger size. Below this, the words "SHOP NOW" are written in a smaller, all-caps serif font. At the bottom left, the website "www.kalyaniinnerwear.com" is listed. To the right of the text, there are three images: a woman in a dark blue lace lingerie set sitting on a beige armchair and holding a glass of red wine; a woman in a bright pink lace lingerie set sitting on a bed with pink petals; and a dark blue lace bra and matching underwear set displayed separately.

Ghaziabad, Uttar Pradesh Feb 13, 2023 ([Issuewire.com](https://www.issuewire.com)) - The queen of comfort, Kalyani, a brand in the lingerie industry for more than 23 years, is now gearing up as the market leader. With immense evolution and growing practices, they have attained a successful position for themselves, with a unique brand value.

Kalyani Innerwear is redefining comfort for women through its undergarment collections. A perfect hub with groups for all undergarments, including bras, panties, lingerie, and sportswear.

Kalyani envisions offering comfortable lingerie sets that don't just last well but make a woman feel good. With a team of over 400 employees and over 800 contractual employees, Kalyani is one of the top lingerie brands for women across India. Their collection has been a pivotal step towards the brand's evolution.

According to the Sales & Marketing Manager of Kalyani, this campaign is a crucial component of the new Kalyani standard that they are developing, from the cast of fantastic women who bring the collection to life to the tremendous inclusive attitude on set.

As per the reviews, it is assumed that when someone buys the popular [woman lingerie set](#) from Kalyani, she will never return to other brands or stores for her second purchase. Hence, this is the confidence that Kalyani has in its brand.

A representative from Kalyani was asked about the mantra of survival in this highly competitive industry.

The representative said they believe in producing quality goods by sourcing raw materials from renowned centres. Therefore, they have a high retaining capacity, which means the rate of repeat customers is very high for the brand, and this is what they have achieved over more than 23 years.

Their brand has a significant production capacity of women's undergarments every day. The range of products includes Kalyani Bras, Kalyani Panties, K-lingerie, and many more. They intend to be a market leader in the women's lingerie industry, and with their constant efforts, they might surpass their top competitors soon.

About the Company

Kalyani was started in 2000 to bring comfort to women's undergarments. Over time, the brand kept evolving and increased the manufacturing pace per the demand. While keeping up with the workforce, Kalyani updated with the design demands. Therefore, new **woman lingerie set** collections were introduced over time to keep up with the 21st-century demands. They have a visitor growth and thrive in the industry constantly. They sell their products through their two in-house sub-brands, [Kalyani panties](#), and K-lingerie, which are also well-established and known for providing premium quality products to consumers.

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Source : Kalyani Innerwear

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