

# PREETHI SILKS

സന്തോഷത്തിന്റെ **വലിയ** ലോകം

@preethisilks

# About Us

## Clothing Generations in Grace The Big World of Happiness

Founded in the culturally rich town of Calicut, Preethi Silks has grown to become Malabar's largest and most trusted textile showroom chain, with a reputation built on tradition, quality, and exceptional customer experiences. As a proud venture of the Preethi Group of Companies, we were among the first to introduce multi-layered mall-structured textile centres in Kerala. What began as a single showroom has blossomed into a fashion movement—influencing the style of Northern Kerala and beyond. Today, our legacy continues across Calicut, Malappuram, and Palakkad, and internationally in the UAE, with the recent launch of our urban sub-brand, Calicut Fashion Bazaar. From timeless silks to trendy wear, we bring together quality, innovation, and cultural diversity. Our motto, "The Big World of Happiness," encapsulates our purpose—to offer joyful and meaningful shopping experiences while weaving elegance into every fabric and memory into every thread.



# OUR VISION

At Preethi Silks, our vision is to be the most admired, professional, and trusted textile retail brand in India and beyond—blending tradition with innovation to craft meaningful shopping experiences. We aim to set benchmarks in quality, customer satisfaction, and cultural exchange, redefining the way people experience fashion. As we grow, we remain rooted in the values that make us a preferred destination for every generation.

# OUR MISSION

Our mission is to bring together quality, trends, tradition, and happiness under one roof, making fashion accessible and exciting for all. We are committed to delivering high-quality garments with a customer-first approach across all our showrooms while continuously evolving through our dedicated R&D team to offer something new every day. With a strong focus on sustainable growth, we strive to create employment, empower communities, and enrich the Kerala fashion industry.

# Key Highlights

We are proud to serve over 1 million happy customers through a dedicated team of thousands. Our extensive collection includes sarees, men's and women's fashion, ethnic wear, western styles, and kids' apparel. Preethi Silks has been a trendsetter in the Malabar region, influencing fashion across Kerala. Through curated collections from all over India, we celebrate cultural exchange and diversity in style.



# Professional Recognition

Preethi Silks is recognised as one of the most professional and trusted textile brands in Kerala. Our commitment to quality, innovation, and customer delight has earned industry-wide respect. We continue to lead with passion, purpose, and progress. As we expand, we remain rooted in the values that have built decades of trust.



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