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SHEROES

Women Achievers

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SONIA KHANNA

BUSINESS HEAD

Impulse

ADD VALUE. BE THE BENCHMARK

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Your Transformative Journey In the Industry.

I have seen the industry evolve in many ways in all these years. Changes in the way we do business, consumer choices and Digitization in parts of the value chain.

This transformation has led me to invent my own work processes and thinking. For example, we no longer are dependent on being physically present to showcase the range and 3d designs have sped up the process of converting the designs to orders.

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An Inspirational Chapter Of Your Life that Stands Out

Very late in life I started running as a hobby, despite not being from a sports background, I gradually increased my running mileage. However, what seemed like a distant dream, became a reality when I ran my first Half marathon in 2019, After successfully completing it, I was inspired to achieve more and better results in my running and my professional life.

It taught me how discipline and hard work can help me achieve whatever goal I set, no matter how impossible it seems at the start. After 4 years I still run in marathons and the inspiration I got from achieving that the first time, has transpired in my professional life too.

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Game-Changing Retail & Consumer Technologies In Your View

Artificial intelligence, as a part of technology, now provides real-time data for making predictive and useful decisions, a trend expected to continue growing. Today, buyers and customers have an abundance of choices at their fingertips.

Technologies like 3D printing, digital patterns, and sew-free techniques are now a reality, offering numerous options but also adding complexity to decision making and increasing market sensitivity.

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Observations On Gaps In the Industry & Recommendations for Enhancements.

The retail industry will be significantly impacted by the circular economy, especially as climate change becomes a common narrative. The focus on achieving net-zero goals will influence both the commercial aspects of the industry and the technologies used in production and sourcing. The non-biodegradability of certain fabrics will drive a shift towards organic materials, creating a challenge to balance with considerations of price and availability.

I also anticipate commodity prices to be highly volatile due to changes in work orders and regional disturbances. Additionally, the rise of nationalistic policies will likely impact imports. It's crucial to remain open to experimentation and adapt to new ways of working. Having the foresight to embrace what will lead the market in the next five years is essential.

Your Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

I see India becoming a trillion economy as we open up policies to offer high quality and low price manufacturing and a robust supply chain.

We will offer a large consumer base of growing and aspirational middle class that will attract brands to set up shop here. We as business heads have to ensure we provide ready and quick solutions to the practical issues that arise on a day to day basis. If all of the industry leaders take that one step it will certainly lead to a change and no one can stop us from reaching the goal.

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A Message You'd Impart to Galvanize - India's GenZ.

Message is to go deep into all aspects of the industry as it is complex and led by expertise. Only those who understand the commercial, strategic and operational parts will succeed.

My recommendation is to dive in and take on a diverse range of responsibilities spanning multiple departments without holding back. It is also my desire to emphasize the importance of working hard, not giving up, and maintaining good health.