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A Magazine for Business Leaders & Decision Makers.

**FROM
A 400SQ.FT
SHOP TO A
100+CR
Empire**

HOW RITESH MODI
REWROTE THE RULES OF
TEXTILE COMMERCE,
SCALING KESARIA TEXTILE
COMPANY FROM SURAT
TO THE GLOBAL
MARKET

RITESH MODI
CEO & FOUNDER
KESARIA TEXTILE
COMPANY

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HINDI

The Audacity Of Ambition

DECODING THE MIND OF A DISRUPTER

Shweta Singh | The CEO Magazine

Every massive industrial revolution begins not with a corporate strategy, but with an unsettling question. For Ritesh Modi, that moment arrived during the gruelling preparation for his Chartered Accountancy finals. It was a career path of guaranteed prestige and predictable success. Yet, a single, deep conversation with his grandfather altered his life trajectory forever. The question posed to him was simple yet paradigm-shifting: “CA BANOGE YA CA RAKHOGE.” That spark ignited a fierce entrepreneurial fire. Ritesh chose the road less travelled – quitting the secure path of CA to step into the chaotic, unorganised, and intensely competitive world of traditional textiles.

However, he did not jump in blindly. He knew that to conquer a market as vast as India’s, he needed deeper insights than what conventional textbooks could offer. Between 2018 and 2020, Ritesh dedicated himself to a massive, self-funded personal mission. He travelled across the entire length and breadth of India – visiting small retail shops, rural weekly markets, crowded wholesale hubs, and operating mills. He observed firsthand

the quiet struggles of small-town shopkeepers and independent boutique owners.

He realised that the traditional textile supply chain was fundamentally broken. It was heavily burdened by multi-layered commission agents, local brokers, and aggressive wholesalers who inflated prices while choking the profit margins of grassroots retailers. More importantly, he uncovered a systemic flaw that was destroying small businesses: the industry’s absolute and crippling dependence on credit purchasing of stock. Retailers were trapped in a vicious cycle of buying on credit at highly inflated rates, which bound them to specific middle-tier suppliers, blocked their cash flows, and left them with outdated inventory they couldn’t clear. This exhaustive field research laid the groundwork for his ultimate business strategy. Ritesh realised that the industry didn’t just need another trader; it needed a structural revolution. He decided to bridge this gap by designing a business model that would grant local retailers direct access to manufacturing prices through clean, transparent cash-and-carry systems. This was the inception of a vision that would soon disrupt the historic textile capital of Surat.



Disrupting The Fabric Of Tradition

THE BIRTH OF KESARIA AND THE 500 SQ. FT. PARADIGM

THE SUPPLY CHAIN REVOLUTION

OLD MODEL: FACTORY → BROKER → WHOLESALER → LOCAL AGENT → CREDIT TRAP → RETAILER

KTC MODEL: FACTORY → DIRECT TO RETAIL SHOPKEEPER (MAXIMIZED CASH-AND-CARRY PROFITS)

In 2021, amid economic uncertainties and market fluctuations, Kesaria Textile Company (KTC) was officially born in Surat, Gujarat. While established players were scaling back operations, Ritesh Modi, alongside CFO Vatsal Jain, took a bold leap forward. They launched their venture from a humble, unassuming 500 square foot shop in the heart of Surat's bustling commercial district. It was a modest beginning, but the foundational philosophy behind it was monumentally ambitious: to democratise the textile industry through a Direct Factory-to-Retail Shop B2B ecosystem.

The core objective was to eliminate every single unnecessary middleman from the equation. Ritesh understood that the average small-town shopkeeper or housewife trying to run a home boutique could not afford the massive Minimum Order Quantities (MOQs) demanded by grand manufacturers. This effectively locked them out of competitive pricing. Kesaria broke this barrier by offering flexible, highly accessible MOQs combined with an extensive catalogue of thousands of unique, trend-setting ethnic wear designs.

By taking full control of the manufacturing process and utilizing Surat's rich textile craftsmanship, KTC began supplying sarees, kurtis, lehengas, and bridal wear directly to shopkeepers at authentic factory rates. This innovative approach instantly boosted retailers' profit margins from a meager 10-15% to a sustainable 30-40%. KTC

further established absolute transparency by executing an advance-payment-only policy, building a business culture purely rooted in mutual trust and reliable quality, completely freeing retailers from the heavy burden of credit dependence. The tiny 500 sq. ft. shop quickly transformed from a local wholesale point into a national command center for independent retail empowerment.



Ethics, Impact, And Responsibility

LEADERSHIP WITH A SOCIAL CONSCIENCE

CORPORATE SOCIAL

Impact

- Veteran Re-integration into Textile Commerce
- Collaborative Nutrition Drives via Akshaya Patra
- Strategic Sponsorships for "Drug-Free Surat"
- Prestigious Surat Police & Public Safety Honors



For Ritesh Modi, corporate success is hollow if it is divorced from community progress. He firmly believes that the true metric of an enterprise's scale is the number of lives it positively impacts. As Kesaria Textile Company entered its high-growth phase during 2022 and 2023, Ritesh systematically institutionalized Corporate Social Responsibility (CSR) into the company's DNA. He recognized that the textile ecosystem could serve as a powerful vehicle for social rehabilitation and financial independence.

One of KTC's most respected social initiatives is its dedicated program for retired Indian Army veterans. Recognizing the challenges soldiers face when transitioning back into civilian livelihoods, Ritesh designed specialized entrepreneurship pathways for them. KTC provides these veterans with end-to-end business mentorship, tailored inventory credits, and strategic retail management training, enabling them to successfully launch independent clothing ventures.

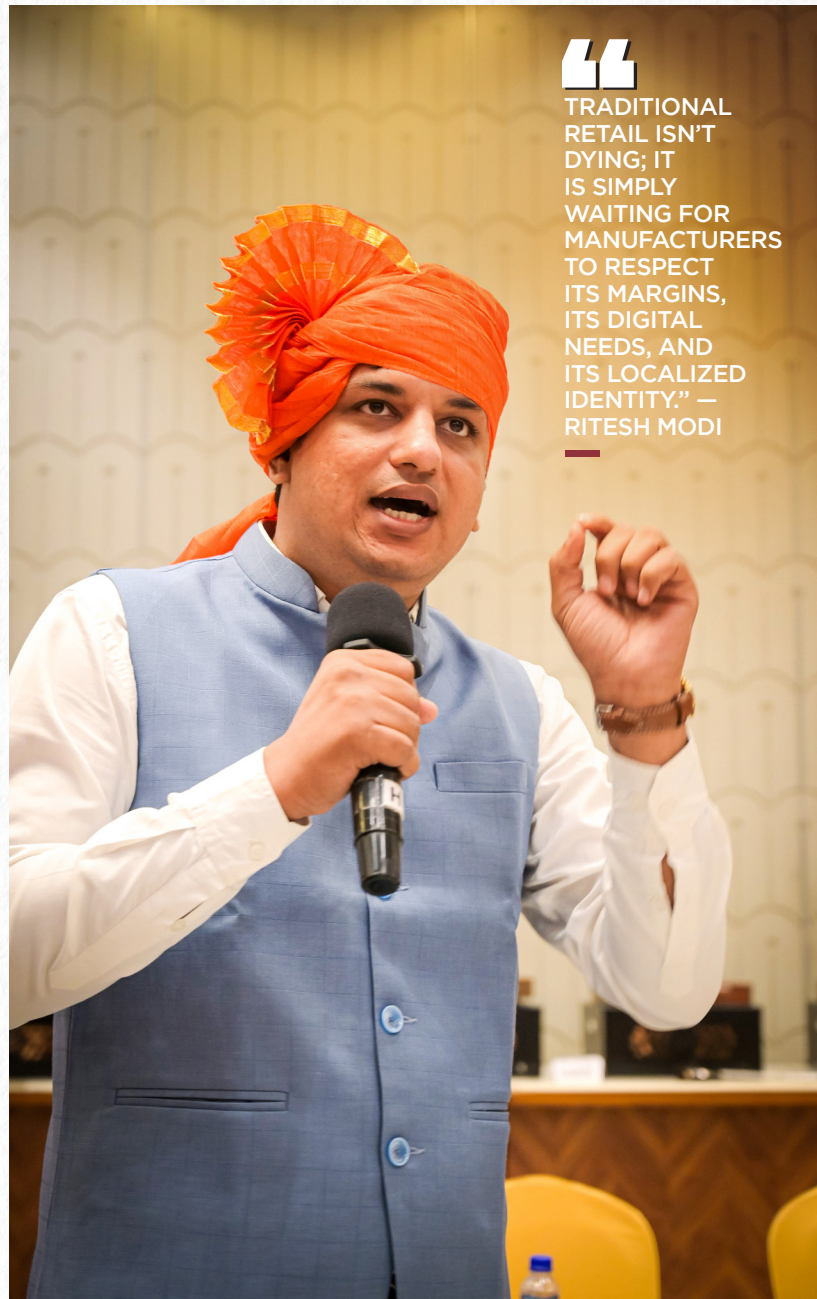
Simultaneously, Ritesh directed significant corporate resources toward structural community challenges. KTC became a prominent voice in the regional public health domain, actively sponsoring and leading large-scale awareness campaigns for the "Drug-Free Surat" movement to protect the city's youth from substance abuse—an impactful public safety initiative for which he was officially recognized and honored with a special corporate appreciation prize by the Surat Police Department.

Furthermore, the company established a long-term partnership with the Akshaya Patra Foundation, directly funding daily nutritional meal drives for thousands of underprivileged school children to support educational access. From organizing frequent voluntary blood donation camps within the corporate office to executing immediate disaster-relief awareness campaigns, Ritesh has consistently proven that modern startups can scale rapidly while remaining fiercely committed to societal well-being.

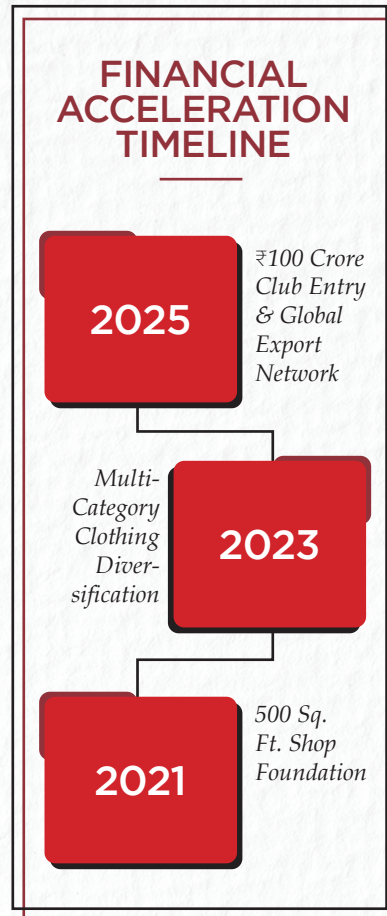


The Architecture Of Hyper Growth

NAVIGATING THE 100-CRORE MILESTONE



“TRADITIONAL RETAIL ISN'T DYING; IT IS SIMPLY WAITING FOR MANUFACTURERS TO RESPECT ITS MARGINS, ITS DIGITAL NEEDS, AND ITS LOCALIZED IDENTITY.” — RITESH MODI



The years 2024 and 2025 marked an era of unprecedented financial and operational scaling for Kesaria Textile Company. Through a continuous loop of design innovation, digital supply chain tracking, and data-driven inventory management, Ritesh Modi steered the brand straight into the prestigious ₹100 Crore Club in just four years of full-scale operations. This rare feat earned Kesaria the official title of India's fastest-growing ethnic wear B2B brand.

To sustain this rapid momentum, Ritesh smartly diversified KTC's market portfolio by launching three highly successful sub-brands: Menzaro, specializing in contemporary men's ethnic and casual wear, Kikiboo, a premium, high-quality kidswear line, and Kesaria Bazaar, a complete signature retail franchise framework designed to bring multi-category direct factory collections under one unified consumer experience. This strategic expansion turned KTC into an absolute one-stop sourcing destination for family apparel, capturing multiple market segments simultaneously.

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This phenomenal market trajectory caught the attention of national business consortiums and elite regulatory bodies. At a grand national conclave, Ritesh Modi was presented with the highly coveted Excellence in Rapid Market Growth in Textiles Award. The award was presented by two distinguished Padma Shri awardees – social reformer Mr. Mathur Savani and spiritual leader Sadguru Brahmeshanand Acharya Swami.

This honor was quickly followed by another major milestone: winning the prestigious India's Fastest Growing Textile Company Award alongside the renowned BNI Junoon Excellence Award for corporate performance and networking leadership. These recognitions validated Ritesh's pioneering vision, solidifying KTC's position as a dominant market force that successfully combined the speed of a modern digital startup with the operational depth of a traditional manufacturing giant.



Building A Textile Monument

THE GRAND SCALE OF DORIWALA SQUARE AND GLOBAL NETWORKS

To fully comprehend the sheer scale of Ritesh Modi's empire, one must visit Doriwala Square in Surat, Gujarat. What began in a modest 500 sq. ft. room has now culminated in Gujarat's Largest Factory Outlet—a magnificent, state-of-the-art 5-floor mega textile mall. Strategically located near major transport corridors, this architectural monument serves as a sprawling, live experience centre where retail buyers from all over the world can touch, feel, and evaluate over 10,000+ unique, active designs across 150+ clothing categories.



THE KTC IMPERIAL FOOTPRINT



INFRASTRUCTURE
5-Floor Mega Mall
(Doriwala Square,
Surat)



NETWORK SIZE
1 Lakh+ Global B2B
Partners



FRANCHISES
40+ Nationwide
"Kesaria Bazaar"
Outlets



TIER-1 & TIER-2 PRESENCE
Jaipur, Kanpur,
Raipur, Ghaziabad,
Jhunjhunu, etc.



Zee 24 Kalak - Excellence in Textile Industry Leader of the Year

Yet, the mega mall is just the physical anchor of a much larger, expansive ecosystem. Driven by a mission to turn local shopkeepers into thriving entrepreneurs, Ritesh engineered the Kesaria Bazaar Franchise Model. In a remarkably short span, the company has established a robust network of 40+ nationwide franchises, penetrating major commercial hubs and Tier-1 and Tier-2 markets like Jaipur, Kanpur, Raipur, Ghaziabad, Jhunjhunu, Etawah, Karnal, Pusad, and many more, bringing premium manufacturing access directly to regional Indian cities.

By mid-2026, this domestic dominance officially crossed borders. KTC completed its first major international expansion by launching its grand overseas wholesale franchise, Kesaria Bazaar Nepal, in the capital city of Kathmandu. Graced by international celebrities, the launch set a bold new benchmark for cross-border textile logistics.

Today, Kesaria's supply chain channels proudly serve over 1 Lakh+ retail partners and wholesalers, exporting premium Indian ethnic fashion to over 40 countries, including the USA, UK, and UAE. KTC has successfully transformed Surat's heritage craftsmanship into an international luxury standard.



The Global Horizon

THE BLUEPRINT FOR A 500-CRORE TOMORROW



As Ritesh Modi looks toward the future, it is abundantly clear that his journey has only just begun. He has shattered the myth that traditional industries cannot scale at the speed of modern tech startups. By successfully combining a digital-first marketing approach – boasting a massive, highly engaged 10 million+ social media community – with robust multi-language customer support, he has built an incredibly loyal global corporate family. The strategic corporate roadmap for Kesaria Textile Company is crystal clear: achieve a stellar ₹500 Crore company valuation by 2030. This aggressive expansion will be fueled by expanding the “Kesaria Bazaar” footprint to over 150+ domestic and international franchise locations within the next few years.

Furthermore, Ritesh is heavily investing in next-generation automated textile infrastructure and eco-friendly manufacturing technologies to lead the industry toward sustainable fashion. From a young CA aspirant who dared to rewrite his destiny to a global CEO re-engineering international supply chain, Ritesh Modi stands as a phenomenal inspiration for modern India. He has built a legendary enterprise that doesn't just generate revenue – it continuously weaves threads of financial freedom, opportunity, and prosperity for millions across the globe.

