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INDIA’S KILO-RATE T-SHIRT BUSINESS

A low-investment wholesale and retail garment trading opportunity.



Business Overview

- Business: Wholesale T-shirts by kilogram.
- Buy bulk stock and sell individual pieces.
- Target: Retailers, thrift stores and online sellers.
- Business model: B2B and B2C.
- Low-investment garment trading opportunity.

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WHERE TO SOURCE

Major Wholesale Markets in India

1. Azad Market–Delhi
2. Panipat – Haryana
3. Ahmedabad – Gujarat
4. Bara Bazar – Kolkata
5. Mumbai – Maharashtra

Source new garments, surplus stock and pre-owned clothing lots. Verify supplier availability and stock quality.



Types of T-Shirts Available

- Plain cotton T-shirts.
- Oversized T-shirts.
- Graphic printed T-shirts.
- Polo T-shirts.
- Vintage-style T-shirts.
- Pre-owned and thrift T-shirts.
- Factory surplus garments.

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STARTUP BUDGET

Investment Requirements

Particulars	Estimated
Initial stock	Cost
Transportation	₹15,000
Sorting and quality check	₹2,000
Washing and ironing	₹2,000
Packaging	₹2,000
Marketing	₹2,000
Miscellaneous	₹3,000
Working capital	₹2,000
Total	₹7,000
	₹35,000

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Purchasing & Sourcing Strategy

- Start with 10–20 kg sample lots.
- Compare prices from multiple wholesalers.
- Check fabric quality and GSM.
- Inspect sizes, colours and designs.
- Verify defective-stock percentage.
- Ask for GST invoices.
- Negotiate bulk purchase rates.

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ILLUSTRATIVE UNIT ECONOMICS

Sample Costing & Profit Calculation

Example: 50 kg T-shirt purchase.

Particulars	Amount
Purchase: 50 kg × ₹200	₹10,000
Additional expenses	₹4,500
Total investment	**₹14,500**
Saleable pieces	135
Average selling price	₹179
Expected revenue	₹24,165
Operating surplus	**₹9,665**

Illustrative calculation based on mixed selling prices of ₹199 and ₹99.

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SETUP FOR CONTROL

Machinery & Infrastructure

- Digital weighingmachine.
- Sorting and inspection table.
- Washing machine.
- Steam iron.
- Storage racks.
- Packaging materials.
- Labels and barcode printer (optional).
- Smartphone and photography setup.





WHO BUYS

Target Customers & Sales Channels

- Local garment retailers.
- College students and young buyers.
- Thrift-fashion stores.
- Instagram and Facebook customers.
- WhatsApp resellers.
- Streetwear boutiques.
- Online marketplaces.
- Bulk garment distributors.

GET THE BASICS RIGHT

Registrations, Risks & Challenges

Business Registrations

- Proprietorship or suitable business structure. PAN and current bank account.
- GST registration, where applicable.
- Udyam registration, if eligible.
- Local trade licence, where applicable. Purchase and sales invoices.

Major Risks

- Defective and unsold stock.
- Incorrect bale weight.
- Mixed sizes and poor quality.
- Supplier fraud.
- Online returns.
- Imported used-clothing compliance.

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