

- D E S P E R A T I O N -

C O R P O R A T E E D I T I O N



WHAT WE STAND FOR

Desperation for every individual is the urge to complete their vocation because it's the duty and responsibility for an individual entity to respond to their vocation.

We as a company help every individual person to realize their dreams which we are desperate for.

We will be and we should be desperate to achieve the nature's calling.

The Organisation is for the vocation, From the vocation and by the vocation of every soul on this planet.

DESPERATION

PROFILE



A handwritten signature in black ink, which appears to read 'Alok Puri', written over a horizontal line.

Mr. Alok Puri
Founder

The company was established in 2003 by renowned national cricket player Mr. Alok Puri under the name of Sai Sports India.

Company has own manufacturing facility unit.

Company focuses on manufacturing different clothing segments including sports apparels and deals in all the technical equipments in sports industry.

Company has a manufacturing capacity of 5000 tracksuits and 10000 tshirts per month.

The Company focuses on working both in government and Private sector.

Our prominent clients are Sports Authority of India, Indian Railways, U.P sports Directorate and many more.

- D E S P E R A T I O N -

POLO T-SHIRTS





BRANDING
OPTIONS

Quality pique knit for everyday use.



LEGEND POLO

MEN'S STYLE:
LADIES' STYLE:

FEATURES:
- Contrasting trim on collar, neck binding and sleeves



MATRIX POLO

MEN'S STYLE:
LADIES' STYLE:

FEATURES:
- Contrasting placket and neck binding



SYNERGY POLO

MEN'S STYLE:
LADIES' STYLE:

FEATURES:
- Contrasting trim on collar, neck binding and sleeves



VECTOR POLO

MEN'S STYLE:
LADIES' STYLE:

FEATURES:
- Contrasting inserts on shoulders and sides



CLASSIC SPORTS POLO

MEN'S STYLE:
LADIES' STYLE:

FABRIC: 100% Combed cotton

ADULT SIZES: S - M - L - XL - 2XL - 3XL - 4XL - 5XL

FEATURES:

- 100% Combed cotton produced from the best quality yarns for coolness and strength
- Contrast trim on collar and cuffs
- Side slits for comfort
- Men's style has engraved buttons and pockets on request
- Ladies' style has a cross over neckline with flat piping detail



LONG SLEEVE PIQUE KNIT POLO

MEN'S STYLE:

FABRIC: Combed polycotton pique knit

ADULT SIZES: S - M - L - XL - 2XL - 3XL - 4XL - 5XL

YOUTH CLASSIC PIQUE KNIT POLO

YOUTH STYLE

FABRIC: Combed polycotton pique knit -



GC STRATUS POLO

MEN'S STYLE:

LADIES' STYLE:

FABRIC: Combed polycotton pique knit

FEATURES:

- Side slits on ladies' style
- Double stitched hem and sleeves
- Contrast placket, side panels and piping detail



GC INFINITY POLO

MEN'S STYLE:

LADIES' STYLE:

FABRIC: Combed polycotton pique knit

FEATURES:

- Side slits
- Double stitched hem and sleeves
- Contrast placket and sleeves



GC CLASSIC HEAVYWEIGHT POLO

MEN'S STYLE: **GMFP8**

LADIES' STYLE: **GLFP8**

FABRIC: Polycotton pique knit

FEATURES:

- Side slits
- Double stitched hem and sleeves
- Produced from the best quality yarns for durability



PENCIL STRIPE GOLFER

MEN'S STYLE:

LADIES' STYLE:

FABRIC: 100% Combed cotton

ADULT SIZES: S - M - L - XL - 2XL - 3XL - 4XL - 5XL

FEATURES:

- 100% Combed cotton produced from the best quality yarns for coolness and strength
- Contrast trim on collar and cuffs
- Side slits for comfort
- Men's style has engraved buttons and pockets on request
- Ladies' style has a cross over neckline with flat piping detail



- D E S P E R A T I O N -

R O U N D N E C K T - S H I R T S



CLASSIC COTTON T-SHIRTS



**CLASSIC SPORTS
T-SHIRT**



**YOUTH SUPER
COTTON**



**CLASSIC COTTON
T-SHIRT**



**CLASSIC V-NECK
T-SHIRT**



DIFFERENT BRANDING OPTION



Quality 100% combed
cotton polos at your service.

- D E S P E R A T I O N -

S P O R T S J E R S E Y



DESPERATION



CAPTAIN
OFFBEAT

DESPERATION

ROUND NECK SUBLIMATION T-SHIRTS



COLLAR SUBLIMATION T-SHIRTS



- D E S P E R A T I O N -

C A P S R A N G E



- D E S P E R A T I O N -

T R A C K S U I T S



SUBLIMATION TRACK SUITS



M I C R O - P E A C H T R A C K S U I T S



- D E S P E R A T I O N -

F L E E C E J A C K E T S



Made from anti-pill high quality fleece that traps heat and releases body moisture.

FLEECE JACKETS



CLASSIC

MEN'S STYLE:

LADIES' STYLE:

FEATURES:

- Adjustable hook-and-loop cuffs on sleeves
- Utility sleeve pocket on men's style



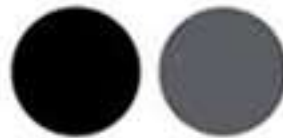
FUSION

MEN'S STYLE:

LADIES' STYLE:

FEATURES:

- Adjustable toggles
- Adjustable hook-and-loop cuffs on sleeves on men's
- Semi-elasticated cuffs with wind-stop inner sleeve on ladies'



ZIP OFF SLEEVE

MEN'S STYLE:

LADIES' STYLE:

FEATURES:

- Sleeves can be removed to create a softshell vest



- D E S P E R A T I O N -
S H O R T S



S P O R T S S H O R T S



S P O R T S S H O R T S



- D E S P E R A T I O N -

M E D I C A L U N I F O R M S



MEDICAL SCRUBS



M E D I C A L C O A T S

UNISEX COAT

SHORT SLEEVE:
LONG SLEEVE:

FABRIC: High quality KOOLTRON polycotton
(65% Polyester, 35% Cotton)

FEATURES:

- Box pleat in back
- Left breast pocket
- Roomy side pockets



NURSE TOP

STYLE:

FABRIC: Mini matt - 100% polyester

ADULT SIZES: 30 - 32 - 34 - 36 - 38 - 40 - 42 - 44

FEATURES:

- Piping detail
- Pleated shoulder design
- Left breast pocket and roomy side pockets
- Side slits for comfort and ease of movement



P P E K I T S



Breathable



Sealing Tape



Splash Resistant



Particular filtration
at 0.3 Micron



Disposable



Coveralls with
foot cover



C A P S



G L O V E S



M A S K S



**S H O E
C O V E R**

- D E S P E R A T I O N - LABOUR SAFETY UNIFORM



HIGH VISIBILITY T-SHIRTS



TWO-TONE HIGH VISIBILITY PARKA JACKET



HIGH VISIBILITY SPARK JACKET



- D E S P E R A T I O N -

H O S P I T A L I T Y U N I F O R M



HOSPITALITY UNIFORM



WAISTCOAT



JACKET



JACKET



GILET

KITCHEN APRON



FORMAL SHIRTS

A great combination of value and style.





PANTS



SKIRT

**F O R M A L T R O U S E R S
& S K I R T S**

GOVERNMENT SUPPLY



ELECTION COMMISSION OF INDIA



SPORTS AUTHORITY OF INDIA



INDIAN RAILWAYS



SPORTS DEPARTMENT G O U.P.



NAGAR NIGAM



U.P. POLICE



INDIAN OLYMPIC ASSOCIATION



NAVODAYA VIDYALAYA SAMITI



INDIAN ARMY



N.C.C.



LUCKNOW UNIVERSITY



CBI

INSTITUTIONS



IIM LUCKNOW



CITY MONTESSORI SCHOOL



CATHEDRAL SCHOOL



CHRIST CHURCH COLLEGE



ST. FRANCIS COLLEGE



MAHANAGAR INTER COLLEGE

CORPORATE HOUSES



IndianOil



MRF



PUMA



DECATHLON

B r a n d s t o r y . . .

There is a story behind every brand and so is every individual.

Desperation also has a story, which lies within us to our being.

Desperation helps to realise the vocation of every individual.

Vocation needs desperation,
desperation needs vocation.

We all have story to tell & Its our concious being in the present to find out nature's calling.

Desperation is the path of understanding one's nature and giving the strength to overcome the peer pressure from society,

Whether it's a carrer, marriage or following one's passion. Its funny that society decides what is good and what is worst for us. Desperation helps you to realise the inner calling of an individual which lies deep down within our being .

Desperation is for the people, by the people, of the people
& will be there for people..

DESPERATION

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