



**Dear Principal,**

Hi there!

We know this note might feel a little old school. But in a world full of cold emails and pitches, we wanted to reach you with something that feels real, simple, and straight from the heart.

Here's the truth: **traditional cotton uniforms just aren't keeping up with today's students.**

They're hot. They fade. They tear. They cling to sweat. And for kids who need to focus, move, and feel confident, that's a daily setback. So, we built something better.

We're **EDUFIT**, a young, growing brand creating activewear-based school uniforms. Fabrics that breathe, stretch, dry fast, and outlast the school year. Think of it as performance wear that can be turned into smart shirts or sportswear for everyday school life.

Our signature fabric, **ActiveEdge™**, is designed to take on sunny days, muddy fields, messy lunches, and endless energy. Kids love how it feels. Parents love how it lasts. And schools love what it stands for.

In the pages ahead, you'll find everything you need to know, how it works, how it's different, and how easy it is to make the switch.

No jargon. No hard sell. Just a smarter, more comfortable **uniform that students don't want to get out of.**

## A LITTLE MORE ABOUT OUR WHY, WHAT, AND WHO

### Why are we here?

Simply put, we are here to help the children.

Let's call it out: cotton has served us well, but it **just don't cut it anymore.**

They fade, they stink, they sag, they shrink—and worst of all, they make kids uncomfortable. And when students are distracted by itchy seams, drenched backs, or stiff collars, how exactly are they supposed to focus in class or perform on the field?

We asked a few schools why they still use cotton. The answer?

***"That's just how it's always been."***

#### Translation

**The vendors are uninspired and comfortable  
The system is entrenched with outdated textiles  
Real innovation is often left waiting outside the gate.**

We think that's not just unfair to students—it's a disservice to your school's potential. Schools, parents and students should also reap the benefits of advancements of textile science and innovation.

Just like Henry Ford said



***If I had asked people what they wanted  
they would have said a faster horse.***

Uniforms should help kids **move better, feel better, perform better.** Students should get the latest in comfort and performance available to the athletes of **Nike, Adidas and Decathlon (and the Indian Olympics)**

Unfortunately, these brands don't have children on their priority list, **but we do.**

**That's why we're here.**

# WHAT WE PRESENT TO YOU

We made something better for your students, and we're calling it **ActiveEdge**.

We've collaborated with world-class designers and athletes to create premium activewear tailored for school children—designed to enhance comfort, performance, and support their full potential.

Our cutting-edge performance gear is built with innovation at its core, ensuring students stay comfortable, confident, and ready to move at any time.

It's not just a name. It's a real shift. A real fabric. Built for real school life.

## Here's what makes ActiveEdge truly revolutionary for uniforms



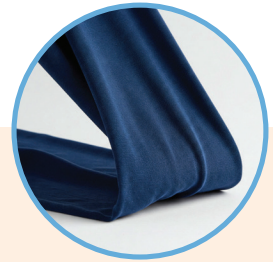
### FeatherLite Fabric

So light it's like wearing air.  
(180 GSM, in case numbers impress you.)



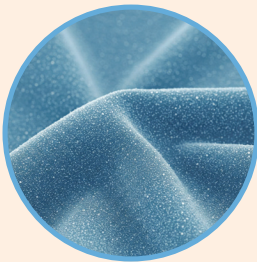
### CoolFlow Technology

Sweat-wicking. Quick-drying.  
Goodbye soggy shirts.



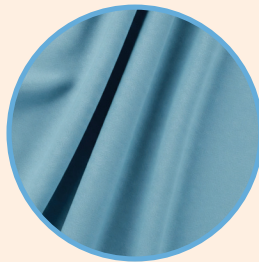
### FlexiStretch Design

4-way stretch. So kids can  
cartwheel out of math class.  
(We don't encourage it. But they can.)



### FreshGuard Protection

Anti-bacterial. Anti-odour.  
Pro-confidence.



### StaySharp Innovation

Wrinkle-free. Look sharp,  
even after recess rugby.



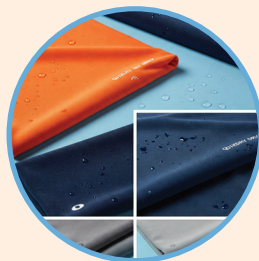
### ClimaCore Adaptability

Warm in winters. Cool in  
summers. Basically the fabric  
version of a thermostat.



### IronOut Function

No creases. No ironing.  
No kidding.



### SpeedDry Performance

Wash, dry, wear. Repeat. All  
before homework is done.



### PolarFleece Technology

Insulation that doesn't weigh  
you down. For when your city  
turns into Narnia.

This isn't futuristic. This is available **now**. And already worn by athletes who represent India on international stages.

So why not let your students feel like champs too?

And for the detailed oriented (and cost sensitive), here's a technical breakdown of our specially geared fabric against our old pal cotton:

## Uniform Comparison Sheet: ActivEdge vs Cotton

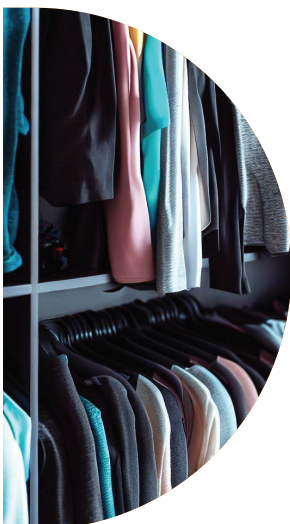
Some FAQs to help clear some long-standing doubts:

Category	Question	ActivEdge by Edufit	Cotton
Safety	Is it safe for everyday wear, especially in heat or humidity?	Yes. Breathable, moisture-wicking, and OEKO-TEX® certified. Designed to keep sweat away and skin irritation at bay—even in 40°C heat.	Cotton absorbs and holds on to moisture, creating a damp, clingy feeling that's a recipe for rashes in Indian weather.
	Can it cause itching or allergies?	No. Hypoallergenic, soft-touch, and tested for sensitive skin. Feels good, even during long hours.	Can cause irritation, especially when wet or chemically treated (which most mass-market cottons are).
Usability	Is the fabric tested and trusted?	Yes. Built with tech used by Nike, Adidas, Puma—so it's made for movement, pressure, and repeat wear. The kind of stuff athletes and students both need.	Cotton has been around forever, but it hasn't evolved to meet the demands of active, modern students.
Durability	Will it handle daily wear and tear?	Absolutely. Resists pilling, colour fading, and losing shape—even after playground tumbles and machine washes.	Shrinks, fades, and loses shape over time. You've probably seen it go saggy or short.
	Will the stitching hold up?	Reinforced seams and durable construction. It's made to be used (and reused).	Seams tend to fray with repeated washing and rough use.
Sustainability	Is it eco-friendly?	Yes. Less water-intensive, longer-lasting, recyclable fabric. Made using Zero Liquid Discharge (ZLD) technology and biofuels. Available in recycled polyester (rPET) too.	Cotton guzzles water and uses pesticides. Also, wears out faster—so more waste, more replacements, more cost.
	How much water is used?	Far less than cotton. ActivEdge requires minimal water in production and is recyclable multiple times.	A cotton t-shirt = ~2,500 litres. A cotton pant = ~10,000 litres. Not kidding.
Shelf Life	How long does it last?	2-3 times longer than cotton. In most cases, kids outgrow the uniform before the fabric shows signs of wear.	Lasts just about a year before it needs replacement—either due to fading, stretching, or wear.

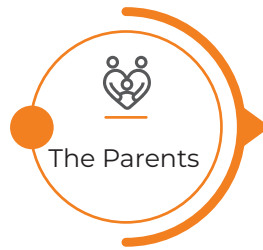




Category	Question	ActivEdge by Edufit	Cotton
<b>Maintenance</b>	Is it parent-friendly?	Super low maintenance. Quick-dry, wrinkle-resistant, machine-washable, and no ironing needed.	Needs ironing. Shrinks in the wash. Slow drying. Basically, more work for parents.
<b>Performance</b>	Why switch to ActivEdge from cotton?	Because cotton can't keep up. ActivEdge handles moisture, breathes better, holds shape, and stays fresh longer. Great for kids who move, run, and sweat during the school day.	Cotton absorbs sweat, sticks to the skin, and looks tired quickly. Not built for activity.
<b>Comfort</b>	Will kids be comfy all day?	Yes. Microfiber fabric with moisture & thermal management, anti-microbial and anti-static features. Soft and airy—comfy across all seasons.	Feels soft when dry, but gets heavy, sticky, and itchy in humid conditions.
<b>Weather Suitability</b>	Will it be too hot in summers?	No. Smart thermal regulation means it stays cool in summers and warm in winters.	Cotton holds on to heat and moisture—making it uncomfortable in hotter months.
<b>Allergies</b>	Safe for sensitive skin?	Yes. OEKO-TEX® certified and irritation-free. Designed for all-day, all-skin-type comfort.	Cotton may feel soft, but once wet or exposed to chemicals, it can cause redness or rashes.
<b>Branding</b>	Can schools customize it?	Absolutely. Full range of options: logos, house colours, even prints. And all of them stay sharp—fade-resistant and washproof.	Customization is possible, but logos and colours fade or crack quickly over repeated washes.
<b>Cost Efficiency</b>	What about the price?	Thanks to our in-house sourcing and manufacturing, it's cost-competitive with cotton. But unlike cotton, you won't have to replace it every year. Long lifespan = much better value.	Looks cheaper at first, but with middlemen markups and frequent replacements, the cost adds up fast.
<b>Parent Acceptance</b>	Will parents be okay with this shift?	Most parents love it: lasts longer, less laundry stress, no need for a separate sports uniform. Plus, fewer purchases = more savings.	Familiar, yes. But needs separate kits for sports, and more maintenance. Adds hidden costs.
<b>Dual Use</b>	Can it be used as both uniform and sportswear?	100%. Designed to transition from classroom to playground without a change.	Nope. Needs a separate PE kit. Adds to the wardrobe (and your laundry pile).



**We know having a winning school uniform isn't easy,  
it has to please 3 people.**



(Yes, in that order.)



### **First up: The School**

With traditional uniforms:

- You rely on third-party vendors who procure the yarn from one place and outsource the manufacturing to another.
- You've got **no control** over stock, sizing, or delivery timelines.
- Complaints pile up: "wrong size," "wrong shade," "arrived late," "doesn't last," "my child looks like he's been through a laundry war."

And tracking any of it? **Practically impossible.**

**Uniforms easily wear-out, collars get out of shape, school colours start to fade.**

### **With Edufit + ActivEdge:**

- Fully **customizable designs** – logos, colours, fits – we match your vibe.
- **In-house manufacturing** – no middlemen drama.
- Low MOQs – small batches, easy trials, stress-free rollouts.
- **High-speed turnaround** – because we don't believe in uniform delays delaying your year.



### **Parents love us because:**

- Our uniforms **last longer** (seriously, we've done the laundry test).
- **No ironing.** That's hours of weekend life reclaimed.
- **Fewer replacements** = more value for money.
- They're stretchier, comfier, and **don't stink** like post-games cotton.
- And yes, they **look great.** (Kids don't fight wearing them—true story.)



### **Students love us because:**

- It **moves with them**, not *against* them.
- No soggy backs or stiff collars.
- They feel cool (literally and socially).
- It's the kind of uniform **you don't want to change out** of after school.

## Who are we? (and why we're best placed to help you)

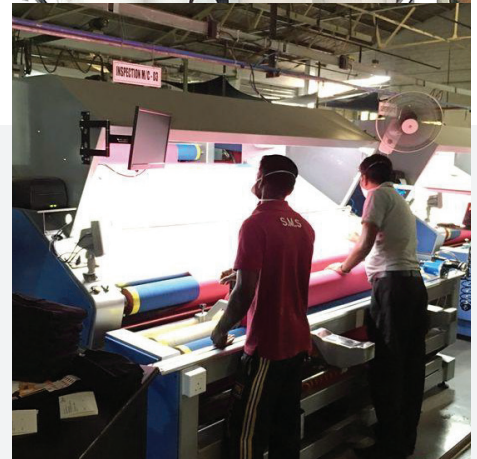
We're not just a new name trying to sell you uniforms. We're **20 years in the game**—deeply rooted in fabric innovation and activewear evolution.

Our journey began with **Positex**, started by **Mr. Chetan Agarwal**, supplying performance-grade materials to giants like **Adidas, Puma, Wildcraft** and more.

We didn't just study activewear. We built it for **Olympians, Kabaddi champs, football leagues**, and schools across India.

We even launched **DIDA**, our homegrown brand that's now seen across 10+ states—and yes, it's worn by real athletes, not just mannequins.

And now with our new venture **EDUFIT**, our specialists-in-chief Medha and Vardhan want to bring all that experience, efficiency and comfort to your school uniforms.



Official Jersey  
Partnes for Pink  
Panthers in Indian  
Pro Kabaddi League



Official Co-Sponsor of  
Indian Olympic Team  
London 2012



Official Kitting  
Partner of FC Pune,  
Pro Wrestling League

## How that matters to you:

- We have our **own Dyeing and Manufacturing units** in Kosi and Manesar respectively. Our Dyeing unit in Kosi is one of the few in India to use **Zero Liquid Discharge Technology (ZLD)**. Sustainability is the way forward.
- From spinning the yarn to stitching the final button — it's all us. So there's **no middleman** to blame, and no patchy quality or difference in colours to explain. What you see is what we've made, end-to-end.
- Our QC is brutal (in a good way). This makes sure you get an entire team's support while you focus on what's important, educating the kids.
- Everything we make is **100% made in India**, by people who know Indian climates, Indian students, and Indian expectations.

We're not here to disrupt.

We're here to upgrade—with real experience, real results, and real love for better schooldays.





## So... what should you do next?

Honestly? **Start small.**

We don't expect you to overhaul your entire school uniform overnight. All we ask is:



Try it



Feel it



Let your students  
wear it



Track the difference

We're happy to send over **trial sets** for summer or winter, walk you through our design process, and even give you and your students a **peek inside our manufacturing and dyeing units**—so they know exactly how their uniforms are made. We'll also help you **plan a phased rollout** that fits your budget and doesn't disrupt your academic calendar.

## TL;DR

If you want uniforms that *move* with your students, *last* longer, *cost* less, and *look* smarter...we should talk.

We're just a call (or a reply) away.

Hope to see your school in **the future of uniforms**—comfy, confident, and powered by **EDUFIT**.

Warmly,

**Team Edufit**

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