SERRANO

COMPANY PROFILE 2026

SERRANO

SOURCE · SOLVE · SHIP



GLOBAL APPAREL SOURCING & PRODUCT DEVELOPMENT
BANGLADESH · INDIA · UAE · LATIN AMERICA

WWW.SERRANO.LTD

SERRANO

Who We Are

Smart Sourcing. Quality Assured. Delivered Globally



Serrano Ltd is a global apparel buying office providing comprehensive sourcing and product development solutions across Bangladesh and India. We partner with international brands and retailers to deliver high-quality apparel through reliable manufacturing, competitive sourcing, strict quality control, and efficient supply chain management.

With an experienced team of merchandising, product development, quality assurance, and sourcing professionals, Serrano manages every stage of the production process—from concept development to final shipment—ensuring quality, transparency, and on-time delivery.

Driven by innovation, integrity, and customer-focused service, Serrano is committed to building long-term partnerships and helping brands succeed in today's competitive global marketplace.

OUR MISSION

To deliver high-quality garments through innovative design, seamless supply chains, and ethical, sustainable practices.

OUR VISION

To be the world's most trusted apparel sourcing partner — leading in sustainability, innovation, and ethical manufacturing.

SERRANO

Why Brands Choose Serrano

Proof, not promises — six reasons sourcing directors shortlist us.

1

Design where you sell, source where it's efficient

Studios in Mexico & India ; factories in Bangladesh & India; finance hub in UAE .

2

One accountable partner

Design, development, production, QA and logistics under one roof — sketch to shipment.

3

Transparent manufacturing

We name our partner factories and publish their capacities.

4

Published quality metrics

<2% defect rate · 95%+ first-pass inspection · AQL 2.5 Standard | AQL 1.5 on Customer Request

5

Ethics you can audit

BSCI, WRAP, ACCORD, GOTS, OEKO-TEX across the network.

6

Scale without risk

5.5M+ pieces/month capacity across 23+ factories, with multi-country contingency.

Building lasting partnerships through reliable sourcing, uncompromising quality, and operational excellence.

SERRANO

Our Global Presence

We operate where our clients sell and where the world's best apparel value is made — 24/7 coverage across time zones.



SOURCING & PRODUCTION

- Dhaka, Bangladesh— Serrano Sourcing FZCO
- Tirupur,India — LyricalLoom Pvt Ltd
- China

DESIGN & SALES

- Mexico City, India — Design & sales studio
- Lima, Peru — Sales
- Colombia — Sales

FINANCE & TRADE

- Dubai, UAE — Serrano Sourcing FZCO Financial headquarters East-West trade coordination

7 offices · 7 countries · 3 continents

SERRANO

FROM IDEA TO DELIVERY

One connected process.

HOW WE WORK

One connected process.



01
Discover

Market direction, product brief and brand priorities.

02
Develop

Design, materials, sample development and approvals.

03
Produce

Production coordination, inspection and issue resolution.

04
Deliver

Logistics, documentation and delivery follow-through.

THE SERRANO PROMISE

Creative thinking. Commercial discipline.

Built to make complex fashion supply chains easier to manage.

SERRANO



PRODUCT CATEGORIES

A versatile, market-relevant range.

Jersey + polos
Core tees, polos and refined jersey.

Wovens
Shirts and versatile casual separates.

Kidswear
Soft, durable, age-appropriate apparel.

Active
Performance tops, bottoms and layers.

Knitwear
Seasonal layers, textures and gauges.

Denim
Contemporary silhouettes and finishes.

Workwear
Industrial, service and technical uniforms.

Loungewear
Sweats, sets and elevated comfort.

Lingerie Collection
Premium lingerie developed with exceptional craftsmanship, innovative materials, and uncompromising quality.

SERRANO

Our Customers

Serrano serves a diverse customer network of global fashion and retail brands. Selected client logos from the supplied company profile are shown below.

Global client network and brand experience.



SERRANO

Compliance & Sustainability

Globally recognised standards across the network — audit-ready at any time.

SUSTAINABLE MATERIALS

- GOTS organic cotton
- BCI Better Cotton
- Recycled fibres (GRS/RCS)
- Lenzing Tencel / Modal
- FSC-certified viscose

PEOPLE

- Fair wages, safe conditions
- Worker training & development
- Gender equality initiatives
- Community programs
- Code of conduct for all partners

ENVIRONMENT

- Water conservation programs
- Energy efficiency improvements
- Waste reduction strategies
- Carbon footprint monitoring

GLOBAL LEADERSHIP

SERRANO

Founder-led. Operationally connected.

Complete fashion sourcing, from creative direction through final delivery.



Rathesh Ragunathan
Founder & CEO



Vaiyanan Subbiah
COO & Co-Founder

LEADERSHIP FOCUS

Long-term customer partnerships, disciplined execution and a product-first culture.

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Serrano Sourcing FZCO
Dhaka, Bangladesh — Sourcing HQ

Lyrical Loom PVT LTD
Tirupur, India - Design & Sales

Serrano Sourcing FZCO
Dubai, UAE — Finance & trade

Serrano Apparel and Home S.A.C
Lima, Peru — Design & sales

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