



BOLLYWOOD FASHION & FASHION JEWELLERY

Established in 1991 by Datuk Haji Mohammad Rafi, BOLLYWOOD FASHION SDN.BHD has emerged as a textile industry icon in Malaysia, evolving from a humble shop at Masjid India to the pinnacle of the Malaysian market. With an ever-expanding footprint, now boasting over 22 branches throughout Malaysia, the company has solidified its status as the premier Indian textile brand in the country. Renowned within Malaysia's Indian textile sector, BOLLYWOOD FASHION SDN.BHD offers an extensive array of traditional Indian garments, including Pure Silk Sarees, Bridal Lehenga, Kids Wear, Readymade Bollywood collections, and exquisite fashion jewelry. The commitment to maintaining product quality is evident in their direct importation from Indian factories, ensuring customer satisfaction is maximized.



The company's influence extends beyond commerce, capturing the attention of notable officials and celebrities in Malaysia. A distinctive feather in its cap is the recognition for hosting the Largest Bridal Lehenga Collections in Malaysia, a testament to its dominance in the bridal wear market. BOLLYWOOD FASHION SDN.BHD currently sustains a workforce of approximately 1,200 employees engaged in diverse roles, encompassing research and development, branding, sales, marketing, and the skilled artistry of saree weavers, supported by various ancillary services.

At the heart of its success lies an unwavering commitment to customer satisfaction, serving as the cornerstone for the company's remarkable growth and its prominent status as the leading Indian textile enterprise in Malaysia. Reputed as the 'King of Indian Textile,' BOLLYWOOD FASHION SDN.BHD faces little competition, a testament to its unparalleled standing in the industry.

SYMPHONY OF TEXTILE AND JEWELRY ARTISTRY



Datuk Haji Mohamed Rafi, a distinguished luminary in the realms of entrepreneurship, business acumen, and philanthropy, has carved an illustrious niche for himself within the contemporary Indian fashion milieu in Malaysia. Bollywood Fashion Jewelry has cemented itself deeply as the leading Indian Textiles and Fashion accessories brand in the nation, which is what evoked the derivation of the slogan “Modern Empire of Indian Fashion and Clothing”.

Elevating his stature to the zenith of the market, Datuk Haji Mohamed Rafi, as the core founder, conceived and championed the revolutionary notion of "mixed bangles," a paradigm shift that has irrevocably transformed the Indian Fashion landscape. The inception of "mixed wedding bangles" was a testament to his visionary objective of providing newlywed brides a mode of expression that transcends time, endowing their special days with enduring significance.

Beyond the confines of his entrepreneurial endeavors, Datuk Haji Mohamed Rafi's intellectual curiosity and commitment to lifelong learning have seen him ascend to the position of CEO within the largest hotel brand in Brickfields and one of the most distinguished hotels in Kuala Lumpur. Simultaneously, he has left an indelible mark on the supermarket industry, further solidifying his multifaceted influence.

The odyssey of Datuk Haji Mohamed Rafi, encompassing entrepreneurship, philanthropy, and philosophical pursuits, serves as an inspiring saga for aspiring entrepreneurs, paving the way for the entrepreneurs of tomorrow. His enduring presence stands as a living testament, underscoring the transformative potential of resilience, willpower, and perspicacity, propelling individuals to unparalleled heights and milestones in life.

