



Eastern
INTERNATIONAL



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About Us :

In 1993 from a small city of Kanpur, founder late Mr Shahid Aslam started with simple production of horse rugs from canvas fabric. His passion for his work and the exceptional quality of those products soon created a name for himself. He gradually began his company with the name EASTERN INTERNATIONAL . Due to high demand and growth, eastern increased the production capacity from manual production, and several facilities for producing clothing and various equestrian products for riders and horse were established.

Eastern is committed to building a different breed of company, one that reflects our core values as a team and those of our customers. Our company values have shaped our success since 1993 – a commitment to innovation, quality, teamwork and respect.

We believe our values and quality are what set us apart and have helped build eastern into the one of the top Equestrian manufacturing company in India, instead we are the first company who started making horse rugs in Kanpur. Product quality is non-negotiable, and so is our collaborative team.

In 2000, our company started another wing for pet products, we decided to embark on designing our own product range... something special, strong, durable and completely new to the market. We let things take the time they need, because we want the product to be the best in quality.

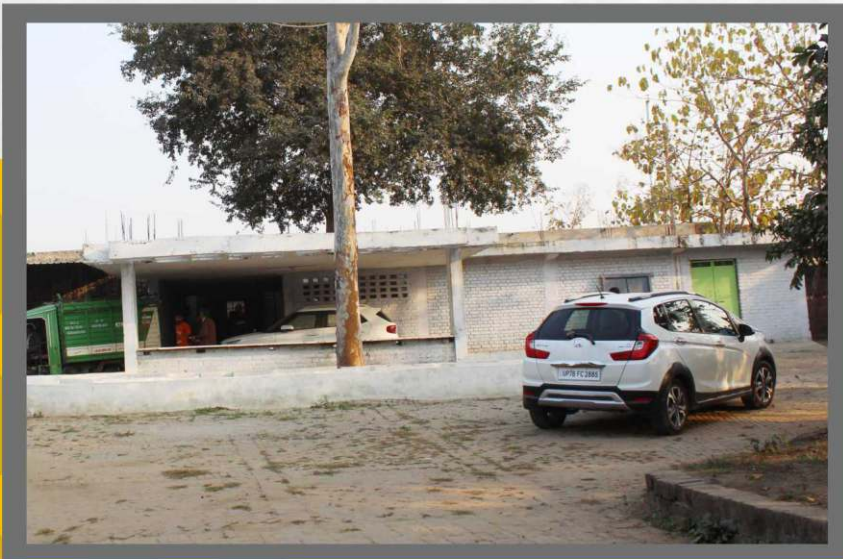
Since the foundation our team is working hard to bring new innovative products to equine and pet world and have created a wide network around the world to help convert your imagination into an actual creation.

TeamEastern

Unit: 1



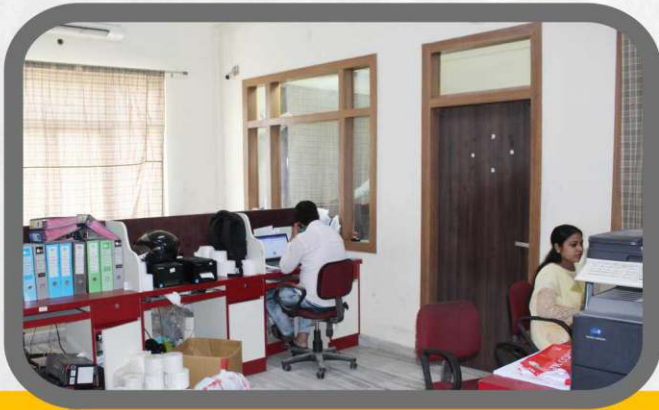
Unit: 2



Unit: 3



Office



Conference Room

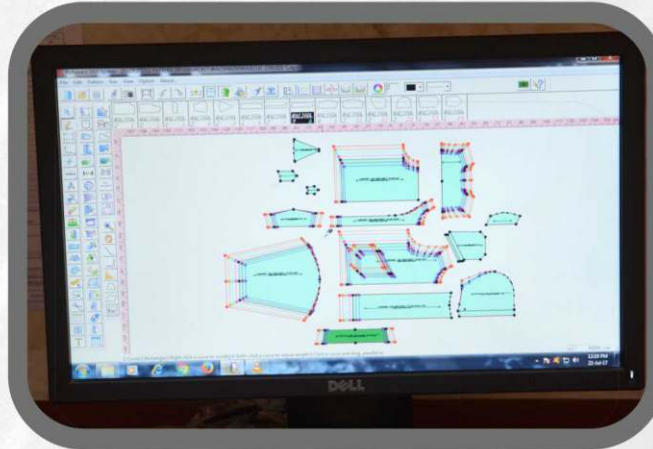


Departments

CAD



CAD



Quilting Machine



Laser Cutting



Single Needle Quilting



Embroidery Machine



Departments

Rope Machine



Webbing Machine



Production Department



Production Department



Shoes Department



Shoes Department



Quality Inspection Department





MAIN PRODUCTS

① Horse Rugs

② Breeches & Jacket

③ Saddle Pad

④ Shoes

⑤ Halter & Lead

⑥ Dog Coat

⑦ Dog Collar & Lead

Horse Rugs



600D TURNOUT BLANKET

A-31



1680D TURNOUT BLANKET

A-45



Be Cas Mesh Printed Sheet

BL-211



HORSE TURNOUT SHEET

A-72



Be Cas Mesh Printed Sheet

BL-214



Rain Mesh Sheet

BL-217



600D TURNOUT BLANKET

BL-233



HORSE FLEECE RUG

A-78



HORSE EXERCISE SHEET

A-96



HORSE FLY SHEET

A-105



HORSE ECZIMA SHEET

RG-4515



HORSE HOOD

RG-4590

Breeches & Jacket

3001-756



3001-732



3001-759



3001-766



3001-769



3001-749



3001-765



3001-748



3001-721



Saddle Pad

SP-87



SP-101



SP-104



SP-88



Shoes

FB-154



TB-384



TB-139



347



JB-278



Halter & Lead

H-01



H-03



H-04



H-08



L-15



L-16



L-17



L-18



L-20



Dog Coat

DC-125



DC-126



DC-44



DC-58



DC-31



DC-47



DC-92



Dog Collar & Lead

CLT-01



CLT-04



CLT-201



CLT-207



CLT-702



CLE-101



CLE-106



CLE-134



LDY-102



LDY-107



LDY-115



SYN-LD-134



LDE-101



LDE-104



LDE-108



LDE-166



Reason to Choose us:

- 1. We are one of the oldest with 30 years of experience in equestrian and pet industry.**
- 2. We have highly trained team which could tackle any problems related to the production and design.**
- 3. We have long working relationships with many brands like waldhausen, louredau, epplejeck, Eldorado etc**
- 4. We have good and trustworthy supplier's for quality fabrics and raw material**
- 5. Our total capacity for horse rugs is 1000 peices/ day and for saddle pads its 800 pieces / day with available space to increase the production within a week.**

Awards And Recognitions



EASTERN INTERNATIONAL: Pioneers in Offering Innovative Products to the Equine & Pet World



Sahid Aslam, Founder of Eastern International, believed, 'If everybody else seems to be doing it one way, there might be more opportunities the other way.' In early 1992, to his surprise, he found that people were limited to manufacturing only leather products like bridles, halters, and saddles. There wasn't a

single player in the market manufacturing textile products for the equestrian industry. Thus, to seize the opportunity in the Indian market, he started Eastern International in 1992 with the simple production of horse rugs from canvas fabric. His passion for his work and the exceptional quality of those products soon echoed his name in the industry. In 1993, the Kanpur-based company exported its products. Innovation, quality, teamwork, and respect segregate the company from the crowd. This has also helped the company to become one of India's first, oldest, and top equestrian manufacturing companies. Shahid's son Mohammad Anas, a Partner of Eastern International, joined the company in 2013. Since its inception, Anas and the team have been working hard to bring new innovative products to the equine and pet world and have created a worldwide network to help convert your imagination into actual creation.

A Myriad of Innovative Products

With innovation and excellence imbibed in its DNA right from inception, Eastern offers a wide array of products for riders and horses. Horse rugs, boots & bandages, halters & ropes, saddle pads, girths, and other accessories are a few examples of horse products. Breeches, t-shirts, coats, chaps, boots, and other accessories are available for riders. The company also manufactures belts, halters, bridles, and other leather products. Eastern makes innovative products every year for the industry. The company recently created a new horse rug made from recycled plastic bottles, which is healthy for the environment and the horses. Additionally, Eastern created a unique fabric with excellent breathability, waterproofing, antibacterial and wicking quality. Also, the company has manufactured brand-new textiles for saddle pads that include extra features for sweat absorption.




EE
**Fast developments,
customer
satisfaction, good
communication and
understanding is the
key which is deeply
ingested in the roots
of our company**

siliconindia
SPOTLIGHT
OCTOBER- 2022

"We are one of the oldest companies and hold the most experience in the industry in manufacturing equestrian products. Our company is well own and trusted by several big brand in the industry. This is because of the last development process we offer and wide variety of products to choose and design from. Many of the products we produce are still not available with other suppliers due to lack of proper technology and the workmanship. Fast developments, customer satisfaction, good communication and understanding is the key which is deeply ingested in the roots of our company", says Mohammad Anas.

Overcoming Challenges like a Pro

After establishing a strong foothold in the market, Eastern still faces challenges relating to new developments and getting skilled labor, local supply chain, etc in Kanpur city. As fortune favors the bold, the company overcomes these glitches with the help of its in-house production team, along with 20+ suppliers in China and 15+ suppliers in Taiwan. Eastern also has agents in China and Taiwan who search fabrics and cutting-edge technologies for it. For the labor issue, the company runs a small institute for its factory. The company hires a few unskilled laborers, trains them for about a year, and employs them to work in the factory once they finish training. With a well-knit team of 300 people, Eastern plans to open a new factory and make pet textile products shortly. 

Thanks for watching



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