

K.P.R. MILL LIMITED

Corporate Office : 1st Floor Srivari Shrimat, 1045, Avinashi Road, Coimbatore - 641018. India ☎ : 0422-2207777 Fax : 0422-2207778

19.05.2019

The Manager – Listing
BSE Limited
(BSE: 532889)

The Manager – Listing
National Stock Exchange of India Limited
(NSE: KPR MILL)

Dear Sir/Madam,

Sub: Press release – Regulation 30(6) of SEBI (LODR)

Pursuant to regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, Please find attached a press release and intimation for your records.

For KPR MILL LIMITED



P.Kandaswamy
Company Secretary

Encl: As Above

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FASO – BRAND LAUNCH FUNCTION

19.05.2019

(Venue: The Residency Ball Room)

Press release

KPR, a Coimbatore based vibrant textile company, steps into Branding

KPR Group, one of the leading business conglomerates in India, has vertically integrated textile manufacturing facility and also is engaged in sugar, automobiles, education, wind and co-gen power generations. The Group recorded a sales turnover of over Rs. 4,000 crores for the financial year ended 31.3.2019. It provides jobs to 22,000 employees. KPR is known for its social commitments and rated as one of the best companies in providing five star welfare facilities including higher education, vocational training etc., for the social upliftment of its employees. KPR Group has recently established its garment manufacturing facility at Ethiopia and started exporting prime garments to USA & Europe. The Group also has established its office at Singapore to strengthen its International Business. Having succeeded in all its ventures, KPR has today embarked into Branding at its launch of new inner wear and athleisure brand FASO – Italian at Heart (**F**ashion **A**dapted **S**ustainable and **O**rganic).

Addressing the Press immediately after the launch, KPR Group Chairman, Mr. K.P. Ramasamy has stated that the company has planned to launch the brand initially in three main cities in Tamilnadu viz., Chennai, Coimbatore and Madurai. He has said that the product supply would be planned through distribution network.

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He has further stated that FASO products are segmented in three different premium ranges viz., comfort, style and supreme. He has added that FASO collections are stylish, would be available with bright trendy colours, made of 100% superfine cotton that would give ultra soft comfort. He has further said that FASO garments would be skin-friendly.

The product categories would include Brief, Trunk, Boxer Shorts, Vest, Gym Vest and Muscle Tee. Mr.K.P.Ramasamy has said that the Products are manufactured by using combed organic cotton, micro nylon elastic and due care is taken from fibre to finished products using in-house state of the art Technology and process facilities across the value chain. This would enable a highly sustainable manufacturing facility with social and environmental compliance.

Mr.K.P.Ramasamy has stated that FASO would have its footprints across South India by August 2019 and the country by 2020.