



T.T. LIMITED

(CIN: L18101DL1978PLC009241)

879, Master Prithvi Nath Marg, Opp. Ajmal Khan Park, Karol Bagh, New Delhi, 110005, INDIA

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TTL/SEC/2023-24

10th November, 2023

M/s National Stock Exchange of India Ltd.“ Exchange Plaza” Plot No. C/1, G Block Bandra Kurla Complex Bandra (E), Mumbai-400051 Ph.: 022-26598100-8114	Bombay Stock Exchange Limited Floor 35, P.J.Towers Dalal Street Mumbai-400001 Fax-022-22722061/41/39/37
Scrip Code: TTL	Scrip Code : 514142

Sub: Press release

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find enclosed herewith a Press Release issued by the Company.

You are requested to take the above press release on record.

Thanking You,

Yours Sincerely
For **TT Limited**

Pankaj Mishra
Company Secretary



PRESS NOTE
SUBH DEEPAWALI – NEW YEAR
T.T. LIMITED NOW SPEEDILY CLEARING COVID & WARS
CAUSED HEAD WINDS

T.T. Limited is now on the recovery path from problems caused during recent years by COVID, Ukraine war and recently Hamas ignited war in the Middle East and being a significant commodity player of fibre and yarn. T.T. Limited for past 30 Years has had 50% to 75% turnover by exports of Cotton, Yarn, Fabric, Cotton Waste, & animal feeds. Out of Company's Export Turnover 50% was from China, where "T.T." Brand Yarn was voted the Most Preferred China's Imported Cotton Yarn brand. Now for the past 4 years, export to China has reduced significantly.

Post COVID, T.T. Limited has taken significant steps to rejig its sales portfolio and rework its Export and Domestic marketing strategy. Company has significantly reduced its exposure to commodity businesses like fibre, yarn and animal feed and is now more focused on value added garments business in both domestic and exports.

As a marketing strategy, T.T. Limited is now planning about 50 Company owned Stores to strengthen Consumer demand base and save huge percentage in distribution cost. Company's online sale business is planned to take new strides. Company's products are now available on Flipkart, Amazon, Myntra, Lime Road, Snapdeal, ONDC, SOLVE, Meesho and many more online portals. Additionally Company is also working on achieving new sales heights in its own "T.T. Bazar" portal.

New factory construction in West Bengal Hosiery has started and its Project Term Loan is sanctioned.

Lucknow PM Mitra Textile Park Project is awaiting U.P. Government's land distribution to all Projects in the Park. Project will be of about Rs.100 + Crores.

Further in the coming calendar year 2024, Shri Hardik Jain who is graduating in Business Administration from Melbourne University may be inducted into management of the Company to infuse young blood.

To streamline financing cost. T.T. Limited is planning to repay Bank Loans and Inter Corporate Deposits (ICD) totaling about Rs.50 Crores to bring down Interest burden and improve its D/E ratio by end of 2023-24.

Further, Company is also considering to install Solar Power generation in Company's properties.

Place: New Delhi

Date: 10th NOVEMBER, 2023

Sanjay Kumar Jain
Managing Director
T.T. Limited, New Delhi

