



**May 8, 2023**

**Scrip Code- 534597**

**RTNINDIA**

**BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI – 400 001**

**National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East),  
MUMBAI-400 051**

**Sub: Press Release – RattanIndia Enterprises launches its direct-to-consumer athleisure wear brand PUMP'D**

Dear Sirs/Madam,

Please find enclosed herewith a copy of the press release from the Company for your information and records.

This information will also be hosted on Company's website, at [www.rattanindia.com](http://www.rattanindia.com)

Thanking you,

Yours faithfully,

**For RattanIndia Enterprises Limited**

**Rajesh Arora  
Company Secretary**

*Encl : as above*

**RattanIndia Enterprises Limited**

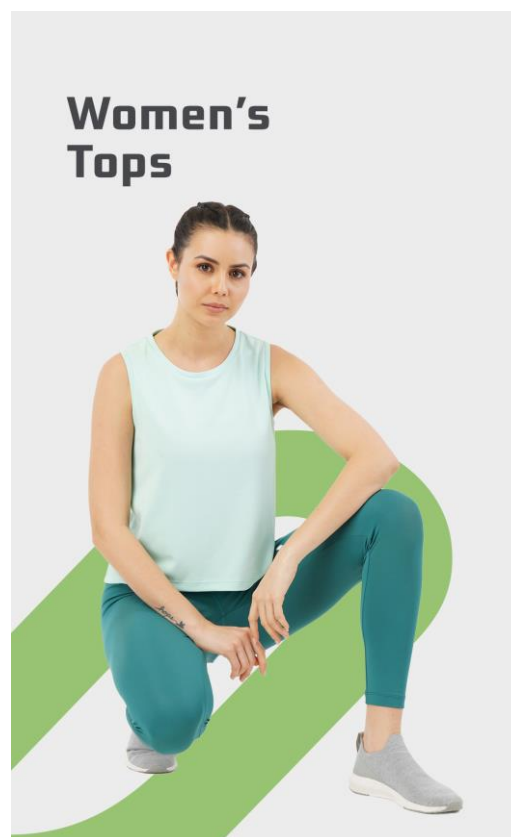
CIN: L74110DL2010PLC210263

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## RattanIndia Enterprises launches its direct-to-consumer athleisure wear brand PUMP'D

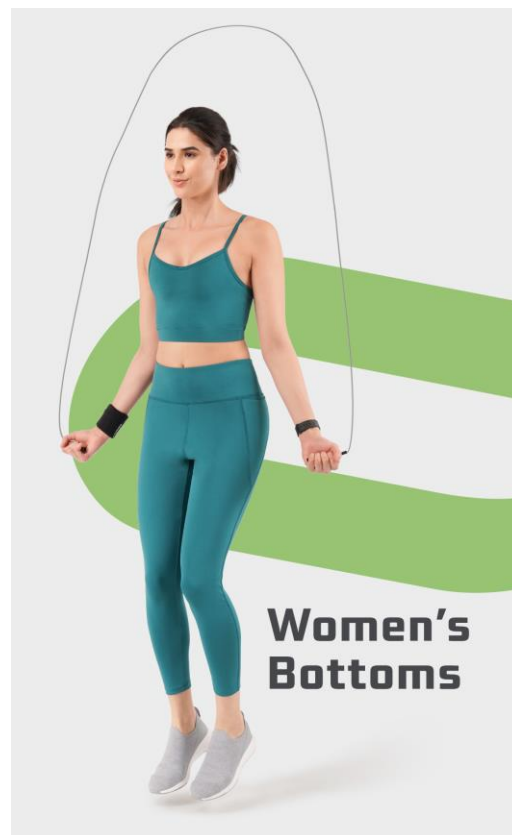
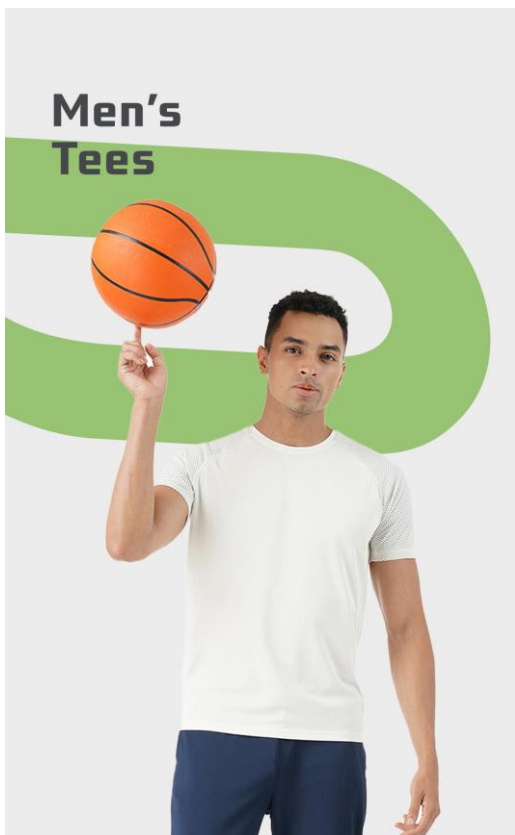
**New Delhi, May 8, 2023:** RattanIndia Enterprises Ltd. is pleased to announce the launch of its newest direct-to-consumer athleisure wear brand **PUMP'D** by its 100% wholly owned subsidiary Neobrand Limited. PUMP'D is a high-performance athleisure line designed for fitness enthusiasts who want to feel good while looking good. It features a range of functional and comfortable men's and women's active wear, including tank-tops, T-shirts, leggings, capris, tracks, and joggers, that are perfect for workouts, running errands, or just lounging at home.

PUMP'D is available for customers across the country through its brand store on e-commerce platform, Amazon. With just a few clicks, customers can conveniently shop PUMP'D products and have them delivered to their doorstep pan India. You can explore the full range of PUMP'D and buy from the brand store by visiting [www.amazon.in/pumpd](http://www.amazon.in/pumpd) .



The product line of PUMP'D is built on the philosophy of movement, and the garments are made with the highest quality standards. Soft and lightweight fabrics are used that are breathable and quick-drying, with added properties such as anti-odour and UV protection. The styles are form-

flattering, with subtle details such as contrast tapes and stitches that add an element of excitement to the line.

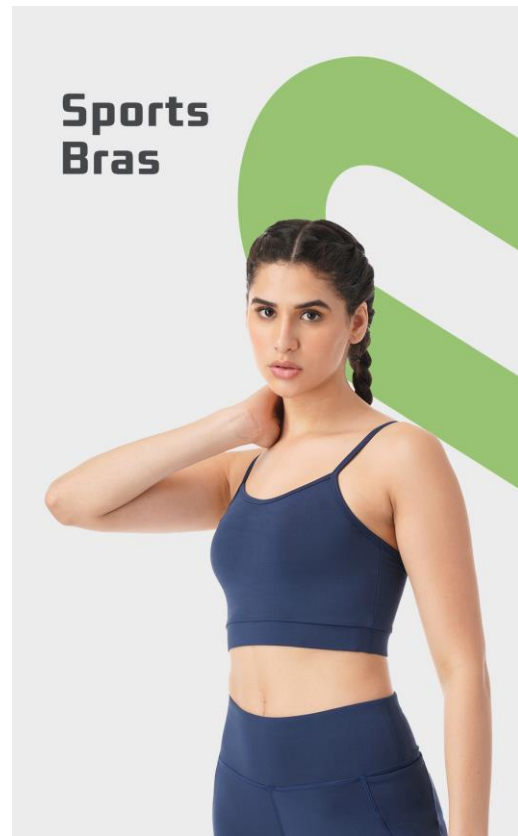


The collection is a cutting-edge fusion of classic and contemporary styles, featuring a bold and vibrant color palette inspired by the latest fashion trends. From the women's line's playful pastels to the men's line's daring oranges, the collection is designed to make a statement and keep wearers at the forefront of fashion. The designs are minimalistic yet practical, featuring leggings with pockets and tracks with draw-stringed waistbands for added support.

There are a total of 150 styles on offer at affordable prices, making it an attractive value proposition.

"We are excited to launch PUMP'D, a brand that is inspired by the movement of bodies and built on that very philosophy," said **Ms. Anjali Rattan, Business Chairperson, RattanIndia Enterprises Ltd.** "Our products are designed to keep you comfortable while you work out, and our quality standards are unmatched. With PUMP'D, we are committed to providing our customers with a collection that combines performance with style."

Join us in celebrating the launch of PUMP'D, where performance meets style. Fuel your fitness with PUMP'D and get ready to look and feel your best.



### **RattanIndia Enterprises Limited**

RattanIndia Enterprises Limited, a public listed company, is the growth platform of RattanIndia Group for its new-age growth businesses. The company is focused businesses with cutting-edge technologies which have the potential to transform the lives of billion-plus Indians. The key businesses are electric mobility (Revolt Motors), e-commerce (Cocoblu Retail), fashion brands (Neobrand), fintech (Wefin) and drones (Neosky).

Please visit the PUMP'D brand store on Amazon to explore and buy PUMP'D products:  
[www.amazon.in/pumpd](http://www.amazon.in/pumpd) .