

# K.P.R. MILL LIMITED

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

08.08.2019

The Listing Department  
Bombay Stock Exchange Ltd.  
1<sup>st</sup> Floor, Rotunda Buildings,  
PhirozeJeejeebhoy Towers,  
Mumbai - 400 001

The Listing Department,  
National Stock Exchange of India Ltd  
Exchange Plaza, Plot: C/1, G Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai - 400 051.

**SCRIP CODE: 532889**

**SYMBOL: KPRMILL**

**Dear Sir/ Madam,**

**Sub:** Press release – Regulation 30(6) of SEBI (LODR) Regulation, 2015

Pursuant to the Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 please find attached a Press release issued in respect of FASO – Brand Launch Function at Kerala, for your kind information and records.

Thanking you,

For K.P.R. Mill Limited



**P. Kandaswamy**  
**Company Secretary**

**Encl: as above**

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## **FASO – Brand Launch Function at Kerala**

(Venue: Grand Hyatt, Cochin, Kerala)

### **Press release:**

#### **KPR Group Brings its 100% Organic Innerwear Brand FASO to Kerala** **~Introduces a collection of premium innerwear and athleisure products~**

Cochin, 7<sup>th</sup> August 2019: The God's Own Country, Kerala witnessed the entry of first-of-its-kind 100% organic innerwear products from the house of KPR Group, Rs. 4000 crore diversified conglomerate in India, based in Coimbatore. The Group has introduced a collection of sustainable cotton innerwear and athleisure products under the newly launched FASO brand for the fashion-plus-health conscious people of Kerala that caters to three different premium ranges – Comfort, Style and Supreme.

The country's youngest organized innerwear brand that stands as testimony to 100% organic and sustainable fashion, FASO (Fashion Adapted Sustainable and Organic) offers a collection of innerwear that is designed with greater ecological integrity. In addition to providing stylish collection with bright trendy colours, the 100% superfine cotton products would offer ultra-soft comfort that naturally makes it very skin-friendly. Available in Brief, Trunk, Boxer Shorts, Vest, Gym Vest and Muscle Tee, the FASO 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.

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Commenting on the launch of FASO for Kerala, Sri. P. Nataraj, Promoter and MD of KPR Group said, "The God's Own Country, Kerala is known as a paradise for nature lovers. It is for this reason that we have decided Kerala to be our first expansion for the launch of FASO which is 100% organic innerwear brand. FASO is the latest diversification from our Group and also marks the KPR's first entry into Indian domestic retail segment. I am confident that the people of Kerala will surely enjoy the unique aspects of the brand."

Commenting about FASO, Sri. E.K. Sakthivel, Executive Director of KPR Mill Limited said, "We have curated the styles after doing an extensive research on customers' needs and comforts. The need of the hour is health oriented fashion that is toxic free. We have addressed this issue with 100% combed cotton that is skin friendly and breathable. With constant change in lifestyle, consumers today have become aware of the hazards prevailing in the environment and are coming forward to contribute for the betterment in one way or the other. The key focus and positioning of FASO revolves around comfort and we have designed our product with innovative patterns and vibrant colors that match international standards."