

K.P.R. MILL LIMITED

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

23.09.2019

The Listing Department
Bombay Stock Exchange Ltd.
1stFloor, Rotunda Buildings,
PhirozeJeejeebhoy Towers,
Mumbai - 400 001

The Listing Department,
National Stock Exchange of India Ltd
ExchangePlaza, 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 (Listing Obligation and Disclosure Requirements) Regulation, 2015.

Pursuant to Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 please find the attached a press release and intimation for your records.

For K.P.R. Mill Limited



**P. Kandaswamy
Company Secretary**

Encl: as above

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FASO – Brand Launch at Hyderabad

(Venue: Park Hyatt, Hyderabad, Telengana – 500 034)

Press release:

KPR Group brings its organic innerwear collection to Hyderabad

~ Introduces a collection of premium innerwear and athleisure under the brand name FASO ~

Hyderabad, 20th September 2019: The renowned fashion capital of Telangana and Andhra Pradesh-Hyderabad, witnessed the entry of first-of-its-kind 100% organic cotton 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-nature conscious people of Telangana and Andhra Pradesh that caters to three different premium ranges – Comfort, Style and Supreme.

The country's emerging premium innerwear brand that stands as testimony to 100% organic and sustainable fashion, FASO 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 combed organic 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 and Athleisure the FASO products are manufactured using 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.

Commenting on the launch, Mr.E.K.Sakthivel, Executive Director, KPR Group-FASO said "We are happy to launch our products in Telangana and Andhra Pradesh. FASO as a brand is curated after doing an extensive research on



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customers' need and comfort. The need of the hour is nature oriented fashion that is toxic free. Our group's major strength is the vertically integrated operations where we have end-to- end in house manufacturing facilities for Yarn, Fabrics, Processing, Printing, Embroidery and Garment. This helps us to keep a check on the quality and has paved way for us to produce 100% superfine combed organic cotton products that are skin friendly and breathable. These key factors ensure ultra-soft comfort and skin friendly innerwear. With these eco friendly products, KPR Group hope to make a stride in retail segment."

Now, FASO products are available across leading retail outlets in Telangana and Andhra Pradesh.

About FASO:

FASO, the premium innerwear and athleisure brand launched by KPR Mill Limited aims to provide 100% super fine combed products from organic cotton which is skin friendly and soft. Entire yarn for FASO products is produced through ultra modern spinning machines and subjected to various quality parameters. To ensure superior quality the products passes through stringent quality control devices at every stages of production.' Italian at Heart' as the tagline goes; the brand focuses on providing luxury through three segments known as Comfort, Style and Supreme. FASO uses combed organic cotton, micro nylon elastic and have product categories that include Brief, Trunk, Boxer Shorts, Vest, Gym Vest and Muscle Tee and Athleisure.

About KPR Mill Limited:

KPR Mill Limited is one of the largest vertically integrated Apparel manufacturing companies in India producing Yarn, Knitted Grey & Dyed Fabric, Readymade Garments and Wind power. The processing is done through the hi-tech eco-friendly cold processing technology that eliminates consumption of salt and reduces water usage. It has state-of-the-art production facilities in and around Coimbatore, Tirupur and Erode districts in the State of Tamil Nadu. The Group recorded a sales turnover of over Rs. 4,000 crores. The company has over 24,000 employees and provides five star welfare facilities including higher education, vocational training for the employees. KPR Group has recently expanded its garment manufacturing facility at Ethiopia and is exporting to prime markets USA and Europe.

