



October 03, 2024

Scrip Code- 534597
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001

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

Sub: Press Release – RattanIndia Enterprises Launches Kaari – A New Line of Ethnic Wear Celebrating India’s Rich Embroidery Heritage

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

Thanking you,

Yours faithfully,
For **RattanIndia Enterprises Limited**

Rajesh Arora
Company Secretary

Encl : as above

RattanIndia Enterprises Limited

CIN: L74110DL2010PLC210263

Registered Office: 5th Floor, Tower-B, Worldmark 1, Aerocity, New Delhi -110037
Website: www.rattanindia.com, E-mail: rel@rattanindia.com, Phone: 011-46611666

RattanIndia Enterprises Launches Kaari – A New Line of Ethnic Wear Celebrating India’s Rich Embroidery Heritage

New Delhi, 3rd October 2024: RattanIndia Enterprises Ltd. is pleased to announce the launch of its newest brand, *Kaari*, through its 100% wholly owned subsidiary Neobrand Limited. *Kaari* introduces a range of Indian ethnic wear for women, celebrating India’s rich heritage of embroidery. *Kaari* blends traditional craftsmanship with timeless elegance, offering an intricately designed collection tailored for Indian women.



The collection features a variety of embroidery artforms, from stunning *Chikankari* to *Handcrafted Dabka* work, each carefully woven with beads, showcasing the true artistry of Indian craftsmanship. Whether for special occasions or daily wear, *Kaari*’s versatile designs and inclusive silhouettes ensure a perfect fit for every woman. With intricate details and a palette of rich festive hues as well as chic soft pastels, this collection is ideal for festivals, celebrations, and everyday wear.



At *Kaari*, every piece tells a story, and our stunning dupattas are no exception. From the opulent textures of *Banarasi* brocades to the delicate elegance of *organza* adorned with lace and sequin work,

our dupattas weave narratives of craftsmanship and tradition that are as captivating as our embroidered outfits. Whether you're looking to make a bold statement for upcoming festivities or seeking comfort in everyday styles, *Kaari* has something for every Indian woman.

We have ensured that our entire range of approximately 40 styles is thoughtfully curated, with sizes ranging from S to XXL, ensuring every woman can find her perfect fit.



"The Indian consumer has a deep appreciation for the art of traditional textiles, and Kaari is dedicated to bringing this cultural richness to the forefront of contemporary fashion," said **Ms. Anjali Rattan, Chairperson of RattanIndia Enterprises Ltd.** *"Through Kaari, we are not only offering elegant ethnic wear but also reviving and celebrating the intricacies of India's embroideries in a way that makes them accessible to every woman. We are excited to introduce Kaari as part of our commitment to preserving Indian craftsmanship."*

Kaari will be exclusively available on the leading e-commerce platform, *amazon.in*, with prices ranging from INR 999 to INR 1799. This strategic partnership allows customers across India to conveniently browse and purchase their favourite pieces at www.amazon.in/kaari and have them delivered to their doorstep.

RattanIndia Enterprises Limited

RattanIndia Enterprises Limited, a publicly listed company, serves as the growth platform for RattanIndia Group's new-age businesses, which include electric mobility (Revolt Motors), e-commerce (Cocoblu Retail), fashion brands (Neobrand)s, fintech (Wefin), and drones (Neosky).

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For media enquiries, please contact:

RattanIndia Enterprises

Kirti Tokas | +91 8882579554 | kirti.tokas@rattanindia.com



neobrand

PR Contact:

Ritesh Dewan | +91 98732 00211 | riteshdew@gmail.com