



April 27, 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 first direct-to-consumer fashionwear brand FYLTR

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

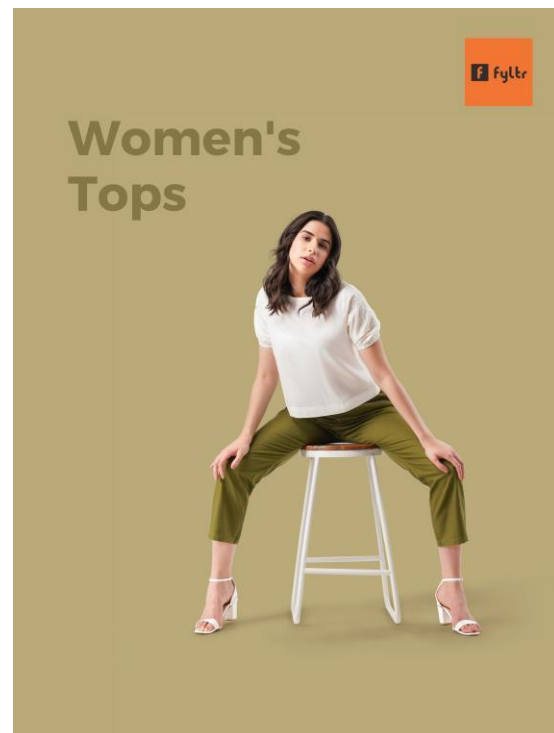
Registered Office: 5th Floor, Tower-B, Worldmark 1, Aerocity, New Delhi -110037

Website: www.rattanindia.com, E-mail: rel@rattanindia.com, Phone: 011 46611666

RattanIndia Enterprises launches its first direct-to-consumer fashionwear brand FYLTR

New Delhi, April 27, 2023 : RattanIndia Enterprises Ltd. is pleased to announce the launch of its first direct-to-consumer casual fashionwear brand **FYLTR** by its 100% wholly owned subsidiary Neobrands Limited. FYLTR is a brand-new line of solid-colored casual clothing designed for both men and women. To make FYLTR easily accessible to Indian consumers, the brand is now available through its brand store on e-commerce platform, Amazon. With just a few clicks, customers can conveniently shop for FYLTR's products and have them delivered to their doorstep. You can explore the full range of FYLTR and buy from the brand store by visiting <https://amz.run/6cYn> .

The choice of colors, fits, and silhouettes for FYLTR products has been meticulously done to suit the Indian consumer palette. Furthermore, the brand has over 200 styles on offer, all attractively priced, making FYLTR light on the wallet.



This exciting launch is based on extensive research that has revealed the growing trend in India of fashion-conscious consumers increasingly wearing solid colors due to their stylish elegance and versatility, making them a preferred choice for contemporary fashion. FYLTR embodies the

philosophy of simple sophistication and celebrates the beauty of solids, adding a new dimension to casual dressing.

The collection features a wide range of captivating solid colors that is sure to complement any style. Whether you're looking to add a pop of color to brighten up your wardrobe or prefer a simple, classic look that never goes out of style, FYLTR has something for everyone. Consumers can choose from bold and bright hues or neutral shades that are perfect for everyday wear.



In addition to the captivating colors, FYLTR also offers versatile fits and trendy styles to cater to diverse body types and style preferences. The product range includes a wide variety of apparel such as T-shirts, shirts, tops, shorts and khakis, ensuring that there is something for everyone. It includes innovative products like the “Penta Polo” T-shirts and “Stretchies Khakis”.

FYLTR Penta Polo comes loaded with properties that will offer both superior comfort & elegant style. It comes with properties like Easy Care, Quick Cool, Anti-Odour & UV Protection. Easy Care makes these T-shirts wrinkle resistant, making it perfect for a busy lifestyle. Its moisture-wicking feature keeps one cool and dry, even during the hottest days, ensuring maximum comfort throughout the day. Plus, its anti-odour feature keeps the wearer fresh & feeling confident all day long. These T-shirts also offer UV protection, safeguarding the skin from harmful UV rays.

FYLTR Stretchies Khaki trousers will be the classic new edit to everyone’s wardrobe. Made with the finest quality of breathable stretch cotton twill fabric, these trousers come with an elasticated

waistband for superior comfort and fit. Crafted with pre-washed fabrics & treated to special bio-wash, Stretchies Khaki trousers are extremely soft to wear. With their breathable cotton fabric, these khakis are perfect for summers as they'll keep the wearer cool and comfortable even on the hottest days.



"The fashion industry in India is witnessing remarkable growth, with an increasing demand for trendy and premium quality apparel, and FYLTR is poised to capture this market opportunity," **said Ms. Anjali Rattan, Business Chairperson, RattanIndia Enterprises Ltd.** "We are committed to providing our customers with the latest fashion trends through FYLTR, and our color stories are carefully crafted to reflect consumers' unique tastes and preferences."

Join us in celebrating the launch of FYLTR, where simple sophistication meets versatile style. Discover the beauty of solids with FYLTR and elevate your casual wardrobe with fashion that works for you!

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).