



## **T.T. LIMITED**

(CIN: L18101DL1978PLC009241)

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TTL/SEC/2023-24

26<sup>th</sup> December, 2023

<b>M/s National Stock Exchange of India Ltd.“ Exchange Plaza” Plot No. C/1, G Block Bandra Kurla Complex Bandra (E), Mumbai-400051 Ph.: 022-26598100-8114</b>	<b>Bombay Stock Exchange Limited Floor 35, P.J.Towers Dalal Street Mumbai-400001 Fax-022-22722061/41/39/37</b>
<b>Scrip Code: TTL</b>	<b>Scrip Code : 514142</b>

### **Sub: Press release**

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find enclosed herewith a Press Release titled “**TT Brand recognised by ET Edge as one of the Best Brands – 2023**”.

You are requested to take the above press release on record.

Thanking You,

Yours Sincerely  
For **TT Limited**

**Pankaj Mishra**  
Company Secretary



## TT Brand recognised by ET Edge as one of the Best Brands - 2023

In a glittering ceremony held in Mumbai on December 22<sup>nd</sup> 2023, TT Brand was recognised by ET Edge & The Times Group as one of the Best Brands. The recognition was received by TT Ltd Managing Director, Sanjay K Jain and TT Brands Director, Hardik Jain (who is the 3<sup>rd</sup> generation of TT Group and has recently joined after passing out from Melbourne University, Australia) from former Indian Hockey Captain & Padma shri Awardee Shri Dhanraj Pillay.

TT Brand, founded by Dr. Rikhab C Jain in 1964, boasts a rich heritage and a legacy spanning over 60 years. The brand holds registrations in multiple classes in India and has made its mark in more than 60 countries globally. Notably, TT Brand is registered in the International Register of Marks under the Madrid Agreement and Protocol, maintained by the World Intellectual Property Organization.

The Master Franchisee of TT Brand is TT Limited, a vertically integrated textiles company listed on both NSE and BSE. Established in 1978, TT Limited has evolved into a household brand across India, with a presence in towns and cities of all classes.

Accumulating a slew of awards and recognitions over the years, TT Brand has been honored as a Master Brand, received the India's Small Giant Award, Top 100 SME Award, India's Promising Brand, and the prestigious Power Brand - Most Desirable 30.

Manufactured in key locations such as Uttar Pradesh, Delhi NCR, Punjab, Gujarat, Tamil Nadu, and West Bengal, TT Brand adheres to rigorous quality control norms, holding certifications like Oeko Tex, GOTS, BCI, SEDEX, REX, among others.

T.T. Brand has actively supported various sports, including Table Tennis, Chess, Hockey, Basketball, Cricket, Wrestling, Boxing, and Kabaddi. In addition to its global exports, the brand is available on major Indian e-commerce platforms like Amazon, Myntra, Flipkart, Ajio, Limeroad, Snapdeal, as well as in organized retail chains such as VMart, Vishal, Reliance, Nyasa, VRetail, Max, and its exclusive TT Bazaar outlets. The brand reaches over 50,000 Multi-Brand Outlets (MBOs) across the country.

Beyond its commercial endeavours, TT Brand has consistently contributed to philanthropic activities, particularly in the realms of medical and education, reflecting its commitment to building a welfare-oriented and happy society. TT Brand is synonymous with trust and confidence for consumers, with its unique onion-shaped logo and raised hand mascot serving as instant identifiers even without the explicit mention of the brand name.

