

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



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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 Neobrands 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.





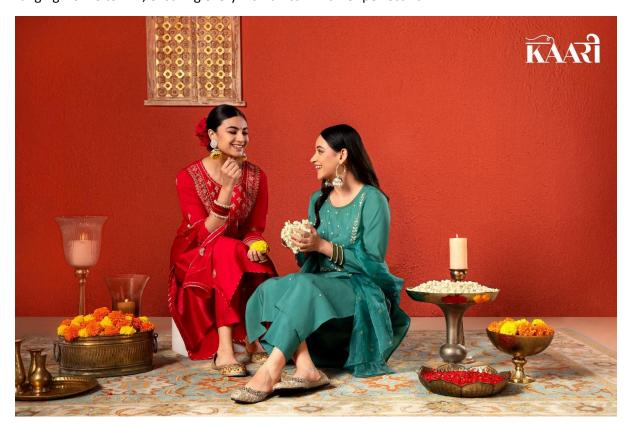
At *Kaari*, every piece tells a story, and our stunning dupattas are no exception. From the opulent textures of *Banarasi* brocades to the delicate elegance of *organza* adorned with lace and sequin work,



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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), ecommerce (Cocoblu Retail), fashion brands (Neobrands), fintech (Wefin), and drones (Neosky).

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