

# TT LIMITED

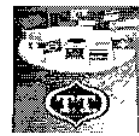
"TT GARMENT PARK"

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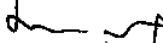
TT Limited declared its 2<sup>nd</sup> Quarter Results for FY2011, which is in continuation to the robust performance of first quarter. Revenue expanded by 29.16% to ₹ 98.08 crore whereas Net Profit surged by 216% to ₹ 4.49 crore on year-to-year basis. Consolidating this quarter, TT has recorded its highest ever half yearly profits (₹ 8.83 crores). The EPS for the first 6 months is ₹ 4.11 (₹ 8.22 annualised).

Mr Sanjay Kr. Jain, JMD attributed the performance to the overall recovery in the global textiles scenario and the Company's thrust on its value added knitwear segment where it recorded a topline growth of 100%. He stated that the Company has tripled its advertisement budget as against last year first half and is planning to further step up advertisement through electronic, press and local media for its "TT" brand. It has introduced a range of new products in its knitwear segment. The local knitwear market is growing by 20%, which the Company has been able to better, due to effective leveraging of its brand equity and a double edged strategy of product and market diversification. TT brand has been a well known household brand for men innerwear in Northern India. The Company has diversified its product range to include casual wear and provide products for the entire family - men, ladies and children. It has further made distributors all across the country and tied up with all major organised retail chains. Company's basic philosophy of *value for money* shall be maintained in its complete knitwear range - both inner and casual wear for mass appeal.

The Company has also made a foray in value added organic products. It has got certification from Control Union, Europe and is exporting organic yarn in a big way. Further it has currently introduced range of organic innerwear - GREEN VESTS & BRIEFS for the first time in India. It now plans to expand its knitwear markets to Middle East and Africa where product requirements are similar to India. The Company is already exporting its fibre and yarn to over 35 countries spread across 5 continents.

The Company has also made a small and modest entry into retailing. It has opened 20 exclusive franchisee retail shops in NCR. These shops are modelled on the concept of friendly neighbourhood shop providing basic utility non fashion knitwear at a discount to MRP.

For TT LIMITED

  
SUNIL MAHNOT  
VICE PRESIDENT (FINANCE) &  
COMPANY SECRETARY