

# BHARTIYA

## Bhartiya International appoints Mr. V.K.Chopra as Director

**Mumbai, January 7, 2013:**

Bhartiya International Limited, India's leading fashion house, has appointed Mr. V.K.Chopra, the former whole time member of SEBI on the Board of the company as Additional Director, effective 31<sup>st</sup> December 2012.

Mr Chopra brings with him over 4 decades of experience as a banker and regulator. His expertise will help further strengthen the corporate governance of the company. He was earlier Chairman and Managing Director of Corporation Bank and SIDBI. Currently he is also on board of over a dozen companies as independent director.

On his appointment, **Mr. V.K.Chopra, Additional Director of Bhartiya International Limited said:** "I am delighted to commence my tenure as Additional Director of Bhartiya International. I am looking forward to a long term and successful journey with Bhartiya."

**Mr. Snehdeep Aggarwal, Founder and Chairman of Bhartiya International Limited, commented:** "The Board of Bhartiya welcomes Mr. V K Chopra with open arms. He brings along with him vast experience and immense knowledge which will be instrumental in our growth story and is ideally placed to take the Company to new heights."

### **About Bhartiya International Limited (BIL):**

Bhartiya International Ltd (BIL), the flagship company of the Bhartiya Group, is India's leading fashion house with 3 lines of business- leather garments, leather accessories and garments. The company is largest player in leather garment for the last 15 years and added two new lines of business in the last few years i.e. leather accessories and textile. Bhartiya derives the majority of its revenues from exports to European countries. Its constant focus on quality and design has resulted in a strong client base in Europe and it is the only vendor in Asia for some of the major global brands. The company supplies its products to more than 60 global brands like Hugo Boss, Zara, Levis, Mango, Guess, Wrangler, All Saints and Marco Polo. It has its design studio in Milan. On its new growth trajectory, the company has ventured into real estate through Bhartiya Urban Infrastructure & Land Development Company Limited in which Bhartiya International has 30% stake. It is in the process of developing an integrated city in north Bengaluru; the 122-acre (17.2 mn sq ft built-up area) city includes residential, retail, hospitality and IT SEZ projects. The company is in possession of the land and has obtained necessary approvals for the project. In the first phase of the launch in November 2012, Bhartiya has sold around 800 apartments.

