

BHARTIYA

Bhartiya International appoints Mr. Bob Moore as CEO of Fashion Business

Mumbai, April 8, 2013:

Bhartiya International Limited, India's leading fashion house, has appointed Mr. Bob Moore as the Chief Executive Officer of Bhartiya Fashion, an operating company within Bhartiya International.

A veteran of the leather industry with over four decades of global experience, Mr. Moore will be guiding the leather apparel, accessories and textile garments businesses. His areas of expertise include supply chain strategy, brand building and positioning, merchandising, product development and global sourcing. He will report directly to the Chairman of Bhartiya International Limited, Mr. Snehdeep Aggarwal.

Mr Moore was earlier President and CEO of Shanghai Richina Leather Company, China and President and CEO of Prime Tanning Company, Inc., Berwick, ME, United States. He has also held senior leadership positions in IUSA Inc (Mexico), Sperry Topsider (USA), Bostonian Shoe Company (USA), and Johnston and Murphy Shoe Company (USA). Mr Moore was amongst the top 20 Most Powerful Tanners in World in Leather International Magazine, 2012.

On his appointment, **Mr. Bob Moore, CEO of Bhartiya Fashion said**, "I am happy to be a part of one of India's leading lifestyle companies. It is a great pleasure and a moment of pride to commence my tenure as CEO of Bhartiya International's Fashion business. I am looking forward to a long and successful journey with Bhartiya."

Mr. Snehdeep Aggarwal, Founder and Chairman of Bhartiya International Limited, said "Bob will oversee our Fashion business and operations, and he will work to expand our businesses to new markets and business segments. Everyone in the Bhartiya organization is very enthusiastic about his appointment, and I am particularly pleased to have Bob Moore join the Bhartiya International team."

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 listed on BSE and NSE, is the 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. Since the launch in November 2012, Bhartiya has sold around 1200 apartments.

