



August 30, 2017.

To, The Secretary, BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542	To, The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 Symbol: LUXIND	To, The Secretary, The Calcutta Stock Exchange Limited, 7, Lyons Range, Kolkata- 700 001 Scrip Code: 022124
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Dear Sir,

***Sub: Press Release in respect of Appointment of New Brand Ambassador.***

Enclosed please find the Press Release in relation to the appointment of New Brand Ambassador of our Company.

This is for your information and record.

Thanking You

Yours faithfully,  
***for LUX INDUSTRIES LIMITED***

*Smita Mishra*

***Smita Mishra***  
***(Company Secretary & Compliance Officer)***  
***M.No.: A26489***

## **LUX INDUSTRIES LTD**



PRESS RELEASE

## LUX Industries achieves another first in hosiery industry, signs megastar Amitabh Bachchan as brand ambassador

~ India's finest and the most admired actor to add immense credibility and mass appeal to sub brands Venus and Cottswool ~

Kolkata, \_\_\_ August, 2017: LUX Industries Limited, (BSE: 539542 | NSE: LUXIND) known for its innovative and customer-demand driven product offerings, manufacturing more than 100 products across 12 major brands comprising a complete range of innerwear for men, women, and children, has yet again created a buzz in the innerwear hosiery category of the country by signing Bollywood megastar Amitabh Bachchan, as the Brand Ambassador for its brands Venus and Cott'swool. These brands exude elements of faith and dependability and has a rich legacy of ruling the choice of the masses for more than three decades, marking another first in the hosiery segment for LUX Industries by signing Amitabh Bachchan as the brand ambassador. Associating with India's finest actor, the legacy of Venus and Cott'swool is taking a phenomenal leap in marketing impetus in the popular segment. Bollywood star Varun Dhawan, the heartthrob of young India, continues to be the brand ambassador of LUX Cozi.

Speaking about the development, Mr. Ashok Todi, Chairman, LUX Industries Ltd. said, "Venus is one of the largest innerwear brands in India and Cott'swool is synonymous to winter wear in India. Each of the brands exudes superlative levels of comfortability and rules the market with its price efficiency. This is a moment of immense pride for us at LUX Industries as we believe that the legacy of these brands is crowned with the momentous occasion by getting on board actor extraordinaire Amitabh Bachchan as our brand ambassador for the first time by any hosiery brand in India. These brands are liked by people of all demographics, similar to Mr. Bachchan's iconic legacy as an actor, the brand appeal synergizes with his personality. We hope with this association we will be able to communicate and reach a wider segment of customers."

On the signing of Amitabh Bachchan as brand ambassador for the sub brands, Mr. Pradip Todi, Managing Director, LUX Industries Ltd., stated, "At LUX Industries we want our diverse portfolio of brands individually to grow and sustain its leadership position in the market, while we aim to continue bonding with our brand evangelists in a more meaningful and engaging way. We believe the endorsement of LUX products will further strengthen the bond with the masses, give our users a greater sense of purpose and help the brands scale newer heights over the course of next few years."

On his association with LUX Industries, Mr. Amitabh Bachchan, said, "It gives me an immense pleasure to be associated with the iconic hosiery company of India, LUX Industries. From the last 60 years LUX has been a prominent name in most of the households and is one of the most accepted hosiery brand in the country. I am delighted to begin a new journey as an ambassador for LUX Venus and Cott'swool and take the brand legacy forward."



## **PRESS RELEASE**

The hoardings with Amitabh Bachchan sporting the stylish and comfortable products from Venus and Cott'swool, will be up in major metros which will be followed by aggressive print advertisement. The electronic campaign featuring the great actor will release across the GECs, News Channels, Movie Channels and Music Channels within 45 and 30 seconds commercials to be used across a mix of communication mediums like TV, Print, Radio, Onscreen and Online. The creative for this series has been prepared by the legendary Mr. Piyush Pandey and team.

### **About LUX Venus and Cott'swool:**

#### **Lux Cott's Wool**

Lux Cott'swool, the very first thermal product from the house of Lux industries launched in the year 2005, is made up of 100% cotton of high quality styled with interlock fabrics that promises superior comfort and maximum durability. The body hugging thermal wear is very light and comfortable and it helps you to keep warm in icy days and chili nights. Because of their fine fabrics, snug fittings and stylish colours, Lux Cott'swool has remained consumers' hot favorite across the years.

#### **Lux Venus**

Lux Venus which was launched in the year 1993 is by far one of the largest vest brands in the economy segment of the country even for kids. Being a complete mass product, Lux Venus is one of the most favored consumer products in the rural areas as people there prefer wearing simple, comfortable and reasonable products.

### **About LUX INDUSTRIES LTD:**

LUX Industries Ltd. (BSE: 539542 | NSE: LUXIND) manufactures more than 100 products across 12 major brands comprising a complete range of innerwear for men, women, and children. LUX produces vests, T-shirts, briefs, boxers, spaghettis, thermals, panties, and leggings represented by some of the most prominent brands. These brands comprise category leaders such as LUXCozi, LUXCoziGlo, ONN Premium Wear, LUX Bigshot, LUX Venus, Genx, LUXCott'swool, LUX Inferno, LUX Classic, LUXMozze, LUXKarishma and LUX Touch. LUX is present in more than 45+ countries and has reiterated its leadership position in the domestic market with over 900 dealer and distributor network.

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**For further information please contact: Perfect Relations Pvt. Ltd.  
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