**~Bumchums launches a whole new range of Casual Wear for Women~**

**Kolkata, 20th May 2016**: Bumchums, the casual wear brand from the House of Rupa, has launched a new range of casual wear for women. Labelled as Bumchums Women, the collection takes a fresh leap forward towards endorsing women who lead an active life.

The collection presents an exclusive range of active wear, leisure wear, lounge wear and relax wear available in multiple colours and styles.

“The designs are chic and classy, quite akin to the taste of young modern women who are independent, stylish, bold, fearless, and always on the go. We’ve blended superior cotton and spandex fabric so that women can stay comfortable yet stylish all day long.” said Mr Rajnish Agarwal, Brand President, Rupa and Company Ltd.

Furthering adding to this, he said, “Inspired by celebrity looks and the latest catwalk trends, Bumchums Women bridges the gap between functional street-clothing and futuristic fashion. Each piece is crafted aesthetically and cut to perfection for that second look.”

Bumchums Women debuts with V-Neck and Round-Neck Tees, Lounge Pants and Capris. The next in line of production are printed tops and bottoms with attractive pipings.

**About Bumchums:**

Bumchums is a casual wear brand owned by Rupa & Co. Ltd., which provides cool casuals and trendy Tshirts, Bermudas, Loungers and Capris for young men and kids. The brand also offers dedicated products like baba suits and frocks for toddlers under the brand name ‘Tots’.

*Bumchums Online*: <http://bumchums.in/>

*Bumchums Social*: [Bumchums4u](https://www.facebook.com/Bumchums4u/); [@BumchumsFashion](https://twitter.com/BumchumsFashion)

**About Rupa and Company Limited:**

Rupa and Company Limited is one the largest knitwear brands in India engaged in the manufacturing, branding and marketing of innerwear and casual wear for men and women. The Company was established in 1968 as Binod Hosiery, and today it is one of the leading players in Indian Knitwear Industry and holds the ‘Limca Book of Records’ for being the largest inner wear & casual wear manufacturing company in India for 11 consecutive years.

Among the prominent awards won by the Company are Worldwide Achievers Business Leadership Award (2013-14), Time Research Business Leadership Awards for Branch Excellence in Innerwear (2013), and Global awards for Brand Excellence by World Brand Congress during the year 2010. Recently, the Company has been selected as the Best Corporate Brand 2016 by The Economic Times of India.

*Rupa Corporate*: <http://rupa.co.in/>

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