**~ The Economic Times Best Corporate Brands Summit announces Rupa and Company Limited as the ‘Best Corporate Brand 2016’ ~**

**Kolkata, February 2016**: Rupa and Company Limited, one of the largest knitwear brands in India, was adjudged the ‘Best Corporate Brand 2016’ by The Economic Times at ‘The Economic Times Best Corporate Brands Summit 2015’ held in Mumbai. Brands were selected through an extensive survey based on the parameters like quality, brand value, brand recall, innovation, consumer satisfaction and customer service. The Award was conferred on the brands that made a lasting impact on the psyche of the consumers.

The Economic Times Best Corporate Brands Summit 2015, organized at BKC Trident (Mumbai), had been a congregation of stalwarts from Indian business arena, who came together to share their ideas, as well as analyse the changing trends of business over the next five years.

Rupa and Company Limited was established by Mr P R Agarwala, Mr G P Agarwala and Mr K B Agarwala over three decades ago with a vision to provide best products across different categories, as the hosiery industry, back then, was at a very nascent stage and mostly served by local players, resulting in the acute dearth of quality.

Addressing the honour Mr K B Agarwala, MD – Rupa and Company Limited said, “It is a matter of great pride to be recognized as the Best Corporate Brand 2016 by ET. We are extremely delighted and humbled by it. But this is not only an award, it’s more like a responsibility and we pledge to take charge in the best possible way.”

**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 innerwear & casualwear manufacturing company in India for the period 2014-15.

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.

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