**~Rupa Softline launches MISS CHANDNI~**

**Kolkata, 14th September 2016**: Rupa Softline, one of India’s popular lingerie brands from the House of Rupa, introduces Miss Chandni, a new style of comfort bra specially designed for women who look for all day comfort and style.

“Miss Chandni is a bra with ‘Perfect – 10 exclusive comfort & convenient features, which guarantees 100% ease with style. It is an innovative product made from superfine cotton that eliminates bra hassles with a flawless design and Lycra Straps, Cross Elastic, Widened Wings and Centre Elastic. The bra endorses concentric stitches for desirable bust shape and U-back Stitch for better fitting.

We’ve added that Extra Cotton Lining inside the cups for comfortably rich feel. The hook eye also features a Buffing Pad for that extra comfort” said Rupa Softline GM, Mr Rohit Gupta.

Miss Chandni bra is being marketed as the perfect comfort solution set to solve the issues of a common bra. “Women can wear it all day long and on all occasions, be it at home, shopping or outdoors without any hassles.” asserted Mr Gupta with a confident smile.

The new Softline bra also redefines style in a unique way. Miss Chandni features a perfect shape with Buckram in the bottom band, which gives it a stiff look and prevents it from rolling upwards. The shoulder straps equipped with Metal Ring Adjusters are provided for frictionless adjustment that delivers a perfect look coveted by women of all ages.

Miss Chandni bra is available in White Colour in various sizes between 28 B and 44 B and retails at leading stores across the country.

**About Rupa Softline:**

Softline comes from the House of Rupa, one of India’s most venerable and highly popular national brands, which has developed a sensitive and emotional relationship with its valued consumers.

Rupa Softline presents a range of an uber-cool lingerie under the labels ‘*Softline Butterfly*’ and ‘*Softline: Bras & Panties*’, which are renowned for its fabric quality and exceptional craftsmanship.

Softline entered into the leggings category with *Rupa Softline Leggings*, which is the first brand in its category to respond to the ‘MOODS’ of the user. Launched in an unprecedented 99+ colours, Softline Leggings revolve around the mood of modern women and come with its proprietary 4D stretch technology.

**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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