**~ Stay warm and stylish this winter with Rupa Thermocot, India’s first choice in branded thermal wear ~**

Kolkata November 30, 2015:

Winter is here, and it’s time to snuggle up in your favourite thermal wear. Stay warm and stylish this winter with Rupa Thermocot, India’s first choice in branded thermal wear.

Gone are the days when heavy woollens were a fad to combat the winter chill. Rupa Thermocot brings you a range of light and trendy thermal wear, which are soft on skin and helps maintain the style quotient even in winters.

Thermocot is the market-leader in the thermal-wear segment in India, and is the winner of the Texcellence Award for Best Winter Knitwear Brand. Made from a combination of superior cotton, Rupa Thermocot offers a wide range of thermal vests and lowers for men, women and children in 3 major varieties, namely Agni, Boiler and Volcano.

The diverse blends of Rupa Thermocot offer different thicknesses for the unpredictable and changeable weather conditions. It is a perfect choice for the ones who like to embrace the winter chill, be it in the hilly regions or the countryside.

Rupa is a pioneer in knitwear in India. The Company launched Thermocot, nearly two decades ago, with a conviction to provide comfortable clothing for the winter months.

**About Rupa & Co. Ltd. :**

Rupa & Co. Ltd. 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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