**PRESS RELEASE**

**December 30, 2020**

**RUPA & COMPANY LIMITED IS CELEBRATING FIRST ANNIVERSARY OF THE FLAGSHIP EBO, RUPA COMFORT STORE, LAKE TOWN ON DECEMBER 30, 2020**

**Rupa & Company Ltd.** one of India’s leading knitwear brands today is celebrating first anniversary of The Flagship EBO, Rupa Comfort Store, Lake Town, Kolkata.

***Says, Mr. Dinesh Lodha, CEO - Rupa & Company Ltd.,*** Rupa Comfort Store, is conceptualised on modern retail format which got a tremendous response as a family shopping destination. Customers are delighted with the range of products available under one roof and also the service level of the store. During this pandemic we have maintained high level of hygiene & customer safety at the store. We ensured all home deliveries for the orders placed over phone call for their requirements which was very helpful and convenient for our valued customers.

On this occasion we would like to appreciate those Frontline Warriors who have worked day in & day out to serve the society during this critical pandemic period.

In this occasion, we are pleased to felicitate the following Frontline Warriors.



keeping with the nation’s pledge of **Vocal For Local**, Rupa and Company Limited has launched, **RUPA COMFORT STORE** in Kolkata, Hooghly, Howrah, North 24 Parganas, Purnia, Gaya, Muzzafarpur, Sikar, Jodhpur & Nawalgarh with an objective to offer the customers a personalized experience. With its wide range of outerwear and innerwear collections, the store will give a complete dressing solution to men, women & kids of every age group.

Rupa & Company Ltd. plans to pass on various benefits of an Exclusive Outlet to the customers.

The Comfort Stores are having premium innerwear & casualwear brands like **Rupa Frontline, Jon, EURO, Bumchums, Footline** for men & kids and **Softline** and **Femmora** for women. Apart from this in thermal ranges the brands **Torrido & Thermocot** available for men, women & kids. In this pandemic phase Rupa has manufactured **face mask** which will also be available in these Stores.

***Commenting on the first anniversary of Lake Town Flagship Store, Mr. K. B. Agarwal, Managing Director - Rupa & Company Ltd.,*** *“we are very happy to get wonderful response from the market. We from Rupa always look forward to welcoming you all and offer our premium products at affordable prices under one roof. With our wide range of outerwear and innerwear collection, Rupa Comfort Store aims at becoming a complete dressing destination for Men, Women & Kids of every age group. We are confident that the customers will like the experience and get the desired clothing requirements answered.”*