**PRESS RELEASE**

**September 16, 2021**

**RUPA & COMPANY LIMITED LAUNCHES FOUR “RUPA COMFORT STORES” TODAY**

**Rupa & Company Ltd.** one of India’s leading knitwear brands launches four RUPA COMFORT STORES in **BIHARSHARIF** (BHARAOPAR, ZILA PARISAD MARKET), **SATARA** (VIJAY ANANDRAO TATE, DATTA NAGAR, KOREGAON), **JHUNJHUNU** (MODI TOWER SHAH MARKET, STATION ROAD) and **JAIPUR** (SURYA NAGAR, GOPALPURA BYPASS) respectively today.

***Commenting on the launch, Mr. K. B. Agarwal, Managing Director - Rupa & Company Ltd.,*** *“we from Rupa 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 their desired clothing requirements addressed.”*

***Says, Mr. Dinesh Lodha, CEO - Rupa & Company Ltd.,*** “Rupa and Company Limited has concurrently launched, **RUPA COMFORT STORE** in four cities (BIHARSHARIF, SATARA, JHUNJHUNU AND JAIPUR) 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 Store will stock 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** will also be available for men, women & kids. In this pandemic phase Rupa has manufactured **face mask** which will also be available in these Stores.