**PRESS RELEASE**

**Kolkata, 24th August 24, 2020**

**RUPA & COMPANY LIMITED LAUNCHED THE 6TH FLAGSHIP STORES IN INDIA**

**Rupa & Company Ltd.** one of India’s leading knitwear brands today launched the sixth RUPA COMFORT STORE at Dobson Road, Howrah, West Bengal.

***Says, Mr. Dinesh Lodha, CEO - Rupa & Company Ltd.,*** in keeping with the nation’s pledge of **Vocal For Local**, Rupa and Company Limited has launched, **RUPA COMFORT STORE**, at Howrah 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 this Store.

***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. 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.”*

The dignitaries who attended this opening ceremony were, Mr. Siddhant Agarwal (Vice President, Rupa & Co. Ltd), Mr. Dinesh Lodha (CEO, Rupa & Co. Ltd.), Mr. Giasuddin Molla (Minority Minister, W.B.), Mr. Sultan Singh (Chairman Howrah Improvement Trust), Mr. Biswajit Bandyopadhyay ([Inspector–in charge](https://www.google.com/search?sxsrf=ALeKk01q23GMfMYZIz3GnTQ9kN4qiekL7A:1598334755789&q=golabari+police+station+inspector+%E2%80%93in-charge&sa=X&ved=2ahUKEwis9ub61LXrAhUbA3IKHZQkD_AQ6BMoADAVegQIDBAC) Golabari Police Station), Smt. Sagarika Banerjee. (Councilor - Baranagar Municipality), Mr. Umesh Rai (State Committee Member – BJP), Smt. Geeta Rai (Councilor - Howrah Municipality), Mr. Mukhtar Ali (Trinamool Congress Minority Cell General Secretary), Mr. Dinesh Jain Gangwal (Businessman) & Ashish Jain Gangwal (Businessman).