**Press Release on National Underwear Day 2020**

Underwear appears in nearly every culture, it’s an integral part for all men & women in dressing. Now a days, it has also been observed that Underwear also depicts the personality of the user like youthful, modern, smart, trendy, etc. Wearing proper underwear are having enormous benefits in regards to Health, Hygiene, Confidence, etc.

In recent trends of clothing, it is an under garment to be proud of as majority of people buy Underwear with intensity, styles, great likings & desire for own selves and their near and dear ones.

**Rupa and Company Limited** is proud to be associated with National Underwear Day. Over the last more than 50 years, Indian consumers have loved RUPA and purchased Rupa products because we stand for excellent quality, we offer lots of variety in styles, designs and colours and give them the best value for their money. We will continue to do everything possible to provide the best for our Indian customers. Our motto is Customer Satisfaction and it is our customers who have made us one of the market leaders. We have many Big Brands for men, women and kids. Some of our leading brands to mention are Rupa Frontline, Jon, Euro, Bumchums, Footline, Thermoct, Torrido, Softline, etc.

Our state-of-the-art manufacturing facilities are established across India. Rupa has been recognized & awarded many times by the Limca Book of Records and many other prestigious awards. We are the first Indian Apparel brand to climb Mount Everest in May 2019. As Indians we are very proud of this achievement.

***Says Mr. K. B. Agarwal, Managing Director - Rupa & Company Ltd.,*** *“*we are providing quality hosiery products (Innerwear and Outerwear) in India over the last more than 50 years now. *we offer our premium products at affordable prices throughout the country with vast varieties for generating satisfaction in consumers.* We remain committed to strengthening India by embodying the true essence of **MAKE IN INDIA**”.