**Step Into Confidence with Rupa Footline’s Bold New Identity**

*This renowned brand is redefining socks with a fresh attitude, quirky storytelling, and comfort for every step of life*

**Mumbai, India, 26th November 2024 :** Rupa Footline, the exclusive socks brand for men, women, and kids from Rupa & Company Limited, is coming up with its bold new identity, an energized attitude, and an exciting campaign that’s set to redefine the accessory category.

In a segment where established brands are rare, Rupa Footline stepping up to craft a fresh narrative that speaks directly to the youthful audience. The brand’s new campaign tagline, **“Pahen Liya to Pahen Liya,”** is a call to action for individuals to take on the world with confidence and unparalleled comfort, one step at a time. Whether you're walking, running, or simply lounging, Rupa Footline ensures you're always ready to make your mark. The campaign’s uniqueness lies in its storytelling, which captures how people navigate various situations and moments in life—always with their socks on.

**Mr. Vikash Agarwal, Director of Rupa & Company Limited, shared his thoughts on the launch, saying,** *“Modern consumers want more than just products, they are seeking brands that align with their attitude, offer style with substance, and bring an element of fun to everyday life. Our new campaign for Rupa Footline celebrates this attitude with heavy doses of fun, quirkiness and entertainment. Our new brand logo has a bold, international appeal. We believe our new ranges of socks in solids, stripes, geometric shapes and prints will be a rage among the youth.”*

**About Rupa Footline:**

Rupa Footline offers an extensive range, including Formal, Comfort, Sports, and Premium Socks for Men; Fashion, Woollen, and Cotton Socks for Women; Fancy and School socks for Kids; and a versatile Footlet Collection for all ages. With options in solids, stripes, geometric patterns, and prints, there’s a pair for every personality and occasion. The collections are now available at Amazon, Flipkart, Rupa Online Store and leading retail outlets across India.