**Press Release : Well-Known Trademark**

**RUPA: A Proud Declaration as a ‘Well-Known TradeMark’ in India**

**Kolkata**—RUPA has officially achieved the prestigious status of a Well-Known Trade Mark under the Trade Marks Act, 1999, declared by the Ministry of Commerce and Industry, Government of India (Journal No. 2144 dated 19.02.2024). This recognition, made under Section 2(1)(zg) of the Act, acknowledges decades of dedication, solidifying RUPA's reputation for quality and excellence as a **trusted brand across generations**. Mr. K.B Agarwala stated, "This reflects our enduring legacy and the trust garnered over the years.

Achieving this **Well-Known Trade Mark** status Pan India, signifies RUPA's widespread recognition and impact in the marketplace. We extend gratitude to our customers and partners for shaping RUPA's success. This declaration reinforces our commitment to maintaining the highest standards of quality and integrity as we continue our journey as a trusted knitwear brand since 1968.

**About Rupa**—Rupa & Company Limited, a leading knitwear brand since 1968, is dedicated to providing quality products with a focus on innovation and customer satisfaction.

For media inquiries, please contact: