



RUPA & COMPANY LIMITED

SILVER *Threads*

ENCAPSULATING THE VOGUE STORIES IN A NUTSHELL



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CELEBRATING
55
GLORIOUS YEARS



RUPA MARKS A MILESTONE

Founded in 1968: Starting with a vision for high-quality, comfortable hosiery for men.

Evolving Together: Rupa has grown with its customers, embracing trends and technology.

Consumer Satisfaction: Rupa is consistently setting new standards by introducing fresh assortments in each sub-brand.

DIVERSE BRAND COLLECTION

ADORABLE NEW LAUNCH

RUPA is delighted to introduce Peek-A-Boo, the newest brand under Colors by Rupa, dedicated to bringing joy and comfort to your little ones. Peek-A-Boo offers an adorable range of infant wear, designed with cute prints and soft, high-quality fabrics to ensure maximum comfort for your baby. The collection aims to make every moment special, from playtime to naptime, with outfits that are as cute as they are comfortable. So, peek into the world of Peek-a- Boo and discover a collection that celebrates the magic of being a BABY.



Newborn & Infant Wear



Cuddly Bubbly
Comfort+!



COMMEMORATING MILESTONES WHILE DEBUTING FRESH INNOVATION

DIVERSE BRAND COLLECTION

EXPLORE OUR BOUQUET OF BRANDS

FRONTLINE

EURO

Bumchums

Softline

Jon

COLORS

MACROMAN

THERMOCOT

TORRIDO

footline



CELEBRITY ENDORSEMENTS:

Our robust advertising and brand promotion activities have involved leading celebrities like:

- RANBIR KAPOOR
- RANVEER SINGH
- KARTIK AARYAN
- KHESARI LAL YADAV



Ranveer Singh



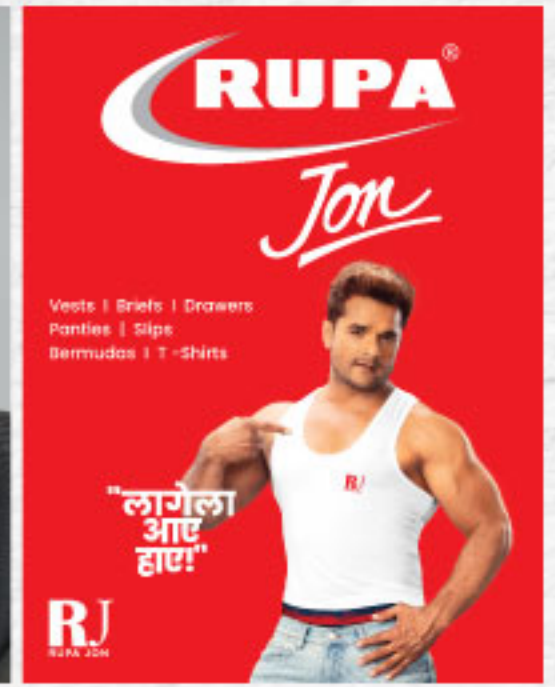
Ranbir Kapoor



Ranveer Singh



Kartik Aaryan



Khesari Lal Yadav

EXPLORE OUR PRODUCT RANGE

MEN

INNER WEAR

VESTS | GYM VEST
MUSCLE TEE
BRIEFS | TRUNKS

OUTER WEAR

T-SHIRTS | BOXERS
BERMUDA | CAPRI
LOUNGER | TRACK SUIT

WINTER WEAR

SET | TOPS | BOTTOMS
HOODIES | SWEATSHIRTS
PULLOVER

WOMEN

INNER WEAR

BRAS | CAMISOLES
PANTIES | SAREE SHAPER

OUTER WEAR

T-SHIRTS | SHORTS
LOUNGER | PAJAMA
JOGGERS
NIGHT SUITS | LEGGINGS
JEGGINGS | PALAZZO
PANTS | TRACKPANTS

WINTER WEAR

SET | TOPS | BOTTOMS
SWEATSHIRTS | JACKETS
HOODIES

KIDS

INNER WEAR

BOYS - VESTS | GYM VEST
MUSCLE TEE | BRIEFS | TRUNKS
GIRLS - SLIPS | BLOOMER

OUTER WEAR

BOYS - T-SHIRTS | BOXERS
BERMUDA | CAPRI | LOUNGER

WINTER WEAR

BOYS & GIRLS - SET
TOPS | BOTTOM
HOODIES | SWEATSHIRT

INFANT WEAR

SUIT SET | ROMPER | JACKETS | SWEATSHIRTS | BOYS VEST
GIRLS SLIPS | GIRLS BLOOMER | GIRLS LEGGINGS
SHORTS | ACCESSORIES

ACCESSORIES

TOWEL | HANDKERCHIEF
SOCKS

VARIETY IN EVERY BRAND WITH VAST PRODUCT RANGE

VISIONARY LEADERSHIP

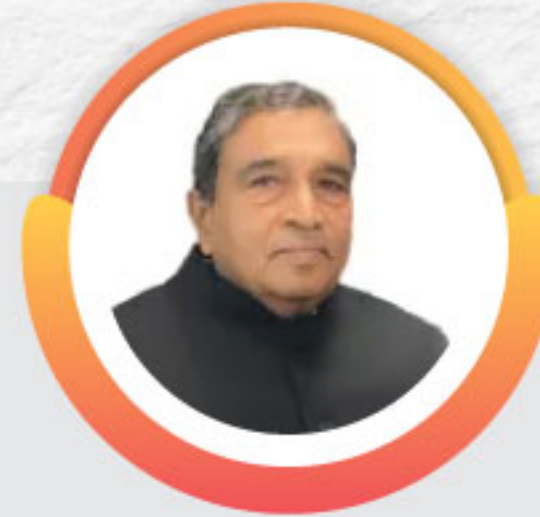
DIRECTORS' TREE



**MR. PRAHLAD
RAI
AGARWALA**
CHAIRMAN &
WHOLE-TIME DIRECTOR



**MR. GHANSHYAM
PRASAD
AGARWALA**
VICE
CHAIRMAN



**MR. KUNJ
BIHARI
AGARWALA**
MANAGING
DIRECTOR



MR. RAMESH AGARWAL
WHOLE-TIME DIRECTOR



MR. MUKESH AGARWAL
WHOLE-TIME DIRECTOR



MR. VIKASH AGARWAL
WHOLE-TIME DIRECTOR



MR. RAJNISH AGARWAL
PRESIDENT (MARKETING)

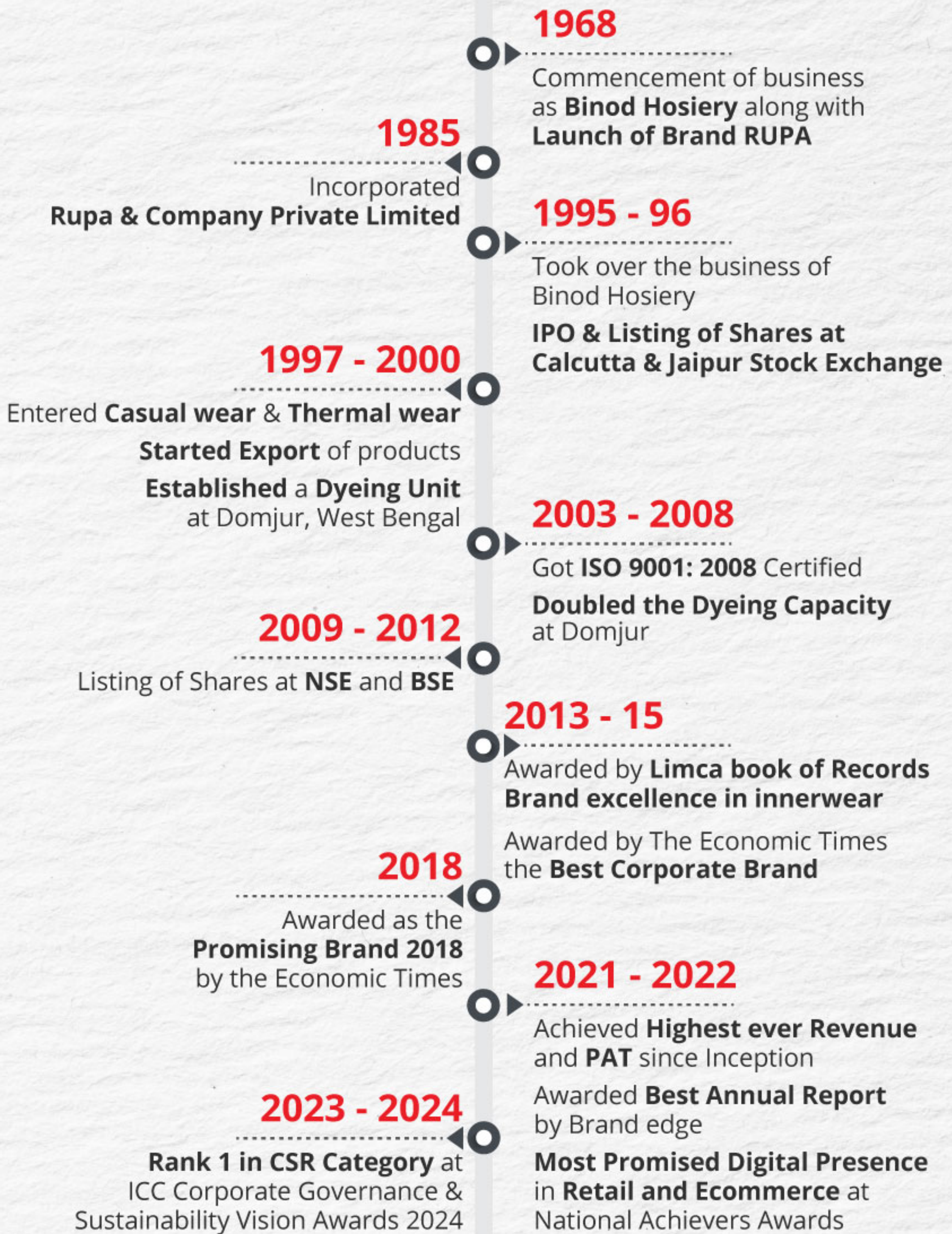


MR. NIRAJ KABRA
EXECUTIVE DIRECTOR

THE FOUNDERS DEFINE THE JOURNEY WITH THREE KEY PRINCIPLES

Conviction, Endeavour, and Dedication, ensuring that RUPA reaches every corner of the country, backed by over five decades of experience in the innerwear sector. As India's economy grows, buoyed by a youthful population and increasing disposable income, RUPA remains committed to evolving with the changing consumer landscape. The rapid expansion of the innerwear and comfort wear market, driven by fashion awareness, social media influence, and rising disposable income, aligns with our mission to continually innovate and enhance consumer satisfaction with fresh, cutting-edge products.

ICONIC MOMENTS



WEAVING A SUSTAINABLE FUTURE TOGETHER!

Rupa is dedicated to weaving a sustainable future by integrating robust environmental practices across its operations. The company focuses on reducing energy consumption and water use, supporting biodiversity, and improving energy efficiency through the adoption of renewable energy and alternative fuels. Rupa actively manages emissions with air quality controls and invests in technologies like LED lighting and steam reuse to cut its carbon footprint. Water management is a priority, with initiatives aimed at minimizing water withdrawal and achieving Zero Liquid Discharge. The company ensures sustainability in its supply chain with advanced procurement systems and protects local biodiversity through ongoing conservation efforts. Together, these actions demonstrate Rupa's commitment to creating a positive environmental impact and fostering inclusive development for all stakeholders.

INDUSTRY INSIGHTS



THRIVING MARKET:

India's hosiery market is booming, valued at **USD 22 BILLION WITH A 12% CAGR***



GROWTH DRIVERS:

Increasing **INCOMES, URBANIZATION,** and a focus on **HYGIENE**



RUPA'S LEADERSHIP:

A PIONEER SINCE 1968, holding a significant market share in branded hosiery



BRAND AWARENESS:

EARLY CELEBRITY ENDORSEMENTS made hosiery part of fashion conversations



INNOVATION:

REDEFINED NEW PRODUCTS to meet diverse needs

*The India Hosiery market is growing at the CAGR rate of ~12% during the forecast years 2022-2028.

RUPA'S STRENGTHS



QUALITY COMMITMENT:

Certified
ISO 9001:2015
ISO 14001:2015
ISO 45001:2018



EFFICIENT SUPPLY CHAIN:
Agile and Prompt Logistics



TRADEMARK PORTFOLIO:
100+ Registered Trademarks



MODERN TRADE & E-COMMERCE:
Significant Positive Growth



GLOBAL REACH:
Expanding presence in over **13+ Countries**



ONLINE PRESENCE:
Available in Online Stores & EBOs in Pan India



WIDE AVAILABILITY:
Products in **150,000+** Retail Outlets Nationwide



GROWTH FOCUS:
Organic and Inorganic



POSITIVE FINANCIALS:
Minimised debt and **Increased Cash Flow**



EXTENSIVE RANGE:
Over **9,000 SKUs**



CELEBRITY ENDORSEMENTS:
Endorsed by **Renowned Celebrities**



CSR INITIATIVES:
Spent ₹ **3.64 Crores** in FY 23-24 on CSR activities

PIONEERING TECH-DRIVEN QUALITY

MANUFACTURING EXCELLENCE & TECHNOLOGICAL CAPABILITIES

Our manufacturing prowess combines state-of-the-art facilities with world-class machinery, ensuring our products not only meet but exceed industry standards. Utilizing the latest technology, we achieve unparalleled productivity and superior quality. Our commitment to energy-efficient, highly productive operations sets our products apart, making them synonymous with innovation and excellence.

HIGH VOLUME CAPACITIES:

25 TONS /DAY	FABRIC DYEING & BLEACHING	8.5 LAKH SQ. FT.	WAREHOUSE SPACE
3 TONS /DAY	YARN DYEING & BLEACHING	10 LAKH PCS/DAY	CUTTING
25 TONS /DAY	KNITTING	1 LAKH PCS/DAY	STITCHING



RETAIL AND E-COMMERCE UNIFIED

WHERE TO FIND US

Rupa has a strong Pan India Presence. Recently launched on Walmart and quick commerce platforms. Rupa plans to double its store count in Tamil Nadu and Kerala and expand to over 1000 points of sale within a year. With the e-commerce sector growing at 13% CAGR, Rupa will focus on tech-based solutions to support its marketplace model, launch in the UAE via Amazon, expand to First Cry, and implement ROI-driven ad campaigns and D2C initiatives across all e-commerce platforms.

EXPLORE E-COMMERCE PRESENCE:



EXPLORE RETAIL PRESENCE:



EXPANSION STRATEGY



Expand in existing regions and explore South Indian markets



Penetrate new markets with new distributors and professional teams



Diverse product portfolio to meet varying consumer tastes

