BRFL
Bombay Rayon Fashions Limited

NSE/BSE/41/2017-18 **December 4, 2017**

To BSE Ltd
1st Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East)
Mumbai-400 051.

Scrip Code-532678 **Scrip Code**-BRFL

Dear Sir/Madam,

Ref:- Press Release

We enclose a copy of press release titled "Bombay Rayon Fashions Opens 20th Exclusive Brand Store of "LinenVogue"" issued by the Company.

Kindly take same on your record.

Thanking you,

Yours faithfully,
For **Bombay Rayon Fashions Limited**

Prashant Agrawal
Managing Director

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CIN of Bombay Rayon Fashions Ltd. : L17120MH1992PLC066880

PRESS RELEASE

Bombay Rayon Fashions Opens 20th Exclusive Brand Store of "LinenVogue"

Mumbai, December 4, 2017: "LinenVogue", the flagship brand of Bombay Rayon Fashions Ltd. (BRFL) recently opened its 20th Exclusive Brand Store at Hyderabad. LinenVogue is an exclusive brand well known for its High Fashion Genuine European Linen Fabrics made from genuine European linen and cotton fabrics made from Egyptian "Giza" cotton.

LinenVogue is made up of the best of linen fabrics woven from Finest Flax fibres handpicked from the farms of France and Belgium. The fabric is tenderly crafted, spun, woven, processed and finished in BRFL plant at Tarapur, one of the largest & technologically most advanced integrated textile mill - right from Linen Spinning to Finished Fabrics.

Starting in the year 2016 with the setting up of its 1st Exclusive "LinenVogue" brand store at Ajmer, BRFL has, in a short span of one year, opened 20 stores across 8 states in India. These outlets, with its exclusive interior and unique style of display of fabrics, have among the World's largest collection of Linen Fabrics, under one roof. Its wide collection ranges from Best Whites to solid colours, Yarn-dyed Stripes/Checks, Jacquards, Ombreys and Prints in Pure Linen & Linen Blended fabrics for Shirts/Trousers/Jackets/Suits/Ethnic Wears etc. both for Men & Women.

Besides the fabrics, these stores also have ready-to-wear Premium Pure Linen Garments like Men's Shirts, trousers, jackets, waistcoats as well as Women's wear. Accessories like Linen Handkerchiefs, Scarves, Starch Sprays etc. are also available in these stores.

In addition, these stores are the perfect destination for all the Linen Lovers, offering them customized styling by expert designers & bespoke tailoring, both for men & women.

The store also showcases Giza Classé, another premium brand of Bombay Rayon, the premium collection of Giza cotton Fabrics , made out of World's best Egyptian long staple Cotton fibres, for finest cotton fabrics' connoisseurs.

Mr. Prashant Agrawal, Managing Director, Bombay Rayon Fashions Limited, expressing his joy on achieving this milestone said, "We are delighted to provide our customers exclusive and premium Linen fabrics crafted from the finest of fibres brought from Europe. Looking at the success of these stores, we target to open 300 "LinenVogue" Exclusive Stores by 2019, exclusively under franchisee model, and it may contribute annual revenue of upto 700 crores by 2019.