



Value through values

SANGAM (INDIA) LTD.

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The Manager
Department of Corporate Services
The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai 400 051

Dear Sir,

Code No.: 5251

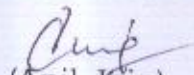
SUB: Submission of Press Release to be published in the Media.

This is with reference to above, we are pleased to enclose herewith press release to be published in the media.

Hope you will find the same in order and take the same on record.

Thanking you.

Yours faithfully,
For Sangam (India) Limited


(Anil Jain)
CFO & Company Secretary



Encl: As above



SANGAM (INDIA) LIMITED



CHANNEL NINE

Press Release for Immediate Publication

Textile giant Sangam unveils gen-next Channel Nine range of 'seamless' garments

- *Sangam India reiterates thought leadership & innovation with two firsts*
- *Forays into retail segment by launching a new gen-next brand for women*
- *Innovative first-of-its-kind 'seamless experience' in women's intimate, active & casual wear – high on comfort, fit, quality and style quotient*
- *Present manufacturing capacity of 3.6 million units p.a.*
- *Latest world class seamless technology imported from Italy*
- *Leveraging 'Make in India' to tap export markets*

Mumbai, July 6, 2015: Sangam (India) Limited (BSE: 514234, NSE: SANGAMIND), the leading textile conglomerate, thought leader and innovator par excellence, forays into the women's branded apparel category with a launch of a new aspirational brand 'Channel Nine' and thereby introduces seamless technology in the country and the women's intimate, active & casual wear category. Present on the momentous occasion of the launch of the Channel Nine logo & online e-commerce channel (www.channelnine.in) was the key management team of Sangam (India) Limited: Mr. S. N. Modani, Managing Director; Mr. V. K. Sodani, Executive Director; and Mr. Pranal Modani, Chief Business Development amongst others.

Through Channel Nine, Sangam (India) introduces an innovative concept and inspires a new culture in intimate wear and active wear by setting women of today free from uncomfortable side seams thereby giving them unrestricted freedom of movement. It helps discerning women, who are always on the move, to enter the world of seamless experience with garments which are high on comfort, fit, quality and style quotient. Channel Nine range comprises an exquisite range of seamless garments for women including Intimate wear, Active wear, Yoga wear, Shape wear, Casual wear, Outwear, products for fitness, shaping & technical products.



Channel Nine brand strikes a unique balance by maintaining international standards in design, quality and comfort while keeping the price points within the reach of its target customers. Channel Nine will be available pan India through the Group's vast distribution network including national retail chains, multi brand outlets, exclusive brand outlets (EBOs) and online digital platforms including its very own E-commerce website www.channelnine.in.

Mr. S. N. Modani, Managing Director, Sangam (India) Limited, said, "As a pioneer, thought leader and role model in the textiles business, Sangam Group is proud to present 'Make in India' Gen-Next seamless technology through the launch of our first and new brand for women - Channel Nine brand. For this retail foray, Sangam India is venturing into the seamless garmenting segment. We are in the process of achieving manufacturing volumes of 3.6 million units pa. Our capacity expansion plans have become a reality and propelled us to foray into new product segments. Through Channel Nine, we intend to make aggressive inroads into the domestic lingerie retail market estimated to be approximately Rs. 15,000 crore now and growing at a CAGR of 20-25%. And we shall leverage 'Make in India' initiative to target sales from international markets through exports."

Mr. V. K. Sodani, Executive Director, Sangam (India) Limited, said, "Our first retail brand Channel Nine will transform the dressing style of Indian women. Channel Nine represents the warp & woof to seamless garments journey for Sangam Group. Seamless garment technology eliminates the process of fabric laying, cutting and sewing. By eliminating the cutting and sewing process, it provides an opportunity to save time and provide garments that are preferable for durability and functionality. Sangam has installed 36 circular knitting machines imported from Italy, the world leader in seamless knitting technology, and has an installed capacity to manufacture 10,000 pieces of seamless garment a day. Seamless knitted garments are used worldwide in the wellness industry, for yoga and sportswear."

Mr. Pranal Modani, Chief-Business Development, Sangam Group, said, "Channel Nine brand symbolizes the multiple facets of a woman's life - the spaces she navigates every day and the forms in which she expresses herself. It encompasses the essence of what it means to be a woman through a myriad of roles, which she performs, in her everyday life. Channel Nine aspires to establish a new outlook towards intimate wear, active wear & casual wear so that it blends seamlessly with women's lifestyle today while meeting their aspirations in terms of range, colour and style. Channel Nine garments are designed to provide the woman of today, ultimate freedom of movement, comfort, fit and an enhanced fashion quotient, as she rushes about her daily business."



Channel Nine is a result of a lot of painstaking research on the needs, demands and aspiration of Indian women. According to the research, while choosing a lingerie brand customers are influenced by key parameters such as product fit, quality, fabric, trendy and emotional connect. There is increasing health consciousness across all age groups and a marked shift from formal attire to comfort-oriented casual attire in urban India. Global trends reveal that customers' prefer active wear that meet their need for continuous comfort. Consumers show less concern about the price of active wear. Apparels with performance features like odour resistance and moisture management find loyalty with customers. The rising per capita income and change in lifestyle has increased demand for quality branded products. However, with the increasing exposure to international fashion trends, the Indian consumer today wants more than just need-based clothing. In addition to old parameters like basic functionality, comfort and price, better look, perfect fit, and trendiness have also become key purchase parameters. Innovations in casual wear products are primarily related to product design, color selection options, and fiber mix.

www.channelnine.in is a brand-centric online shopping portal aimed to provide world class shopping experience, product advice and engaging relationship with the consumer. At www.channelnine.in, the Company offers an exclusive range of women's lingerie, Active Wear, Casual Wear, Yoga Wear and Shape Wear to Indian and international customer. Through www.channelnine.in, the consumer enters a world of limitless possibilities. It is for women who always set new benchmarks, cross limits, achieve the impossible and celebrate successes. Innovation being the key driver, the Company has adopted a new philosophy of "Start Something New" to give retail a new dimension.

Born of humble beginnings in the year 1984, Sangam Group today is a leading business conglomerate known for its strong business values and principles. The group has strong foundations across various industries of Textile, Steel, Real Estate, Infrastructure and Power and is renowned for its zest for innovation and leadership. The group has an extensive domestic presence and also has been exporting to more than 50 countries for over 15 years and enjoys a 3 Star Trading House Status. The Group firmly believes in sharing its success with the community and has taken strong CSR initiatives through its charitable trusts, which operate a 100 bed hospital for underprivileged people; University having world class infrastructure and an IB World School in Bhilwara, Rajasthan.

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