



October 29, 2024

Scrip Code- 534597
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001

RTNINDIA
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East),
MUMBAI-400 051

Sub: Press Release - RattanIndia Enterprises Launches Kalaanj - Indian Ethnic wear for Women Showcasing a Captivating Collection of Diverse Prints

Dear Sirs/Madam,

Please find enclosed herewith a copy of the press release from the Company for your information and records.

This information will also be hosted on Company's website, at www.rattanindia.com

Thanking you,

Yours faithfully,
For **RattanIndia Enterprises Limited**

Rajesh Arora
Company Secretary

Encl : as above

RattanIndia Enterprises Limited

CIN: L74110DL2010PLC210263

Registered Office: 5th Floor, Tower-B, Worldmark 1, Aerocity, New Delhi -110037
Website: www.rattanindia.com, E-mail: rel@rattanindia.com, Phone: 011-46611666

RattanIndia Enterprises Launches Kalaanj – Indian Ethnic wear for Women Showcasing a Captivating Collection of Diverse Prints

New Delhi, 29th October 2024: RattanIndia Enterprises Ltd. is pleased to announce the launch of its newest brand, *Kalaanj*, through its 100% wholly owned subsidiary Neobrands Limited. Kalaanj is thrilled to announce its debut collection, specializing in vibrant prints that cater to the diverse tastes of women across India. With a focus on inclusivity, the brand offers sizes ranging from S to 2XL, ensuring that every woman can embrace her unique style.



The collection focusses on an array of stunning prints, from exquisite floral designs and vibrant multicolour patterns to the timeless charm of traditional Jaipuri prints. Each piece is thoughtfully crafted to embody the essence of Indian culture while providing modern silhouettes, including straight line Salwar Kurta Sets and chic Co-Ord sets. With a range of distinct styles to choose from – each ensemble is thoughtfully crafted to flatter various body types to ensure every woman can find her perfect fit.

The brand is committed to using high-quality fabrics that ensure comfort and longevity, making Kalaanj's collection perfect for festive occasions, casual outings, and everything in between.



"We're excited to introduce Kalaanj, a brand that reimagines the beauty of traditional Indian prints for today's woman," said Ms. Anjali Rattan, Chairperson of RattanIndia Enterprises. "At Kalaanj, we are dedicated to creating ethnic wear that seamlessly blends the richness of our heritage with contemporary elegance. Our mission is to make stylish, comfortable, and trend-forward fashion accessible for every occasion, empowering every woman to express her unique style with confidence."





neobrand

Kalaanj will be exclusively available on Amazon, the leading e-commerce platform of India. This strategic partnership allows customers across India to conveniently browse and purchase their favourite pieces, with just a few clicks, and have them delivered straight to their doorstep.

In essence, Kalaanj transcends being merely a fashion brand; it is a celebration of India's rich textile legacy, beautifully expressed through exquisite and wearable designs that resonate with the modern woman.

For more information about Kalaanj, please visit www.amazon.in/kalaanj

RattanIndia Enterprises Limited

RattanIndia Enterprises Limited, a publicly listed company, serves as the growth platform for RattanIndia Group's new-age businesses, which include electric mobility (Revolt Motors), e-commerce (Cocoblu Retail), fashion brands (Neobrand), fintech (Wefin), and drones (Neosky).

###

For media enquiries, please contact:

RattanIndia Enterprises

Kirti Tokas | +91 8882579554 | kirti.tokas@rattanindia.com

PR Contact:

Ritesh Dewan | +91 98732 00211 | riteshdew@gmail.com