SUUMAYA LIFESTYLE LIMITED
(FORMERLY KNOW AS RICHWAY INTERANTIONAL TRADE LTD)
CIN: L70102MH2011PLC220879

Press Release

May 11, 2020

Suumaya Lifestyle bags orders worth Rs. 525 crores to supply COVID19 essentials, reusable cotton masks and PPE kits

Suumaya Lifestyle Limited, an exquisite women's fashion brand on Monday announced that it has bagged several orders aggregating Rs 525 crores from various government institutions and private companies across India for the supply of COVID-19 essentials, reusable cotton masks and PPE kits.

This order comes at a time when cities such as Mumbai, Delhi and Ahmedabad are reeling under a high number of COVID19 positive cases.

Suumaya plans to supply nearly 50 lakh reusable cotton masks and 35 lakh PPE kits over the next 5 months. The entire production to execute these orders would be processed at Suumaya's exclusive contracted manufacturing facilities at Surat, Ahmedabad and Mumbai.

Established in the year 2011 by founder Mahesh Gala, Suumaya Lifestyle Limited is a highly creative brand for exquisite fashion and world's finest collection of Indo-Western Designer Kurtis.

With over 30 years' experience in Indian ethnic merchandise market, Suumaya has provided patterns ranging from traditional designs to even modern contemporary which spell out sheer beauty and class. The company has pan-India presence across 23 states and more than 175 cities.

The company has now taken necessary measures to raise the funds to adequately meet the working capital requirements for smooth execution of these projects.

Of the total order received, Rs 65 crores is from various state governments, Rs 15 crores is from various Central Government agencies and over Rs 445 crores from various corporate and MNCs.

Commenting on receiving the order, Ushik Gala, chairman of Suumaya Lifestyle Limited said, "Our country is facing an unprecedented challenge battling the increasing number of COVID 19 positive cases, especially in metros such as Mumbai, Delhi and Ahmedabad."

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“I would like to thank the government and private institutions for giving us an opportunity to serve our nation. Work has already begun on a war footing basis at our factories situated in Surat and Ahmedabad to supply the COVID19 essentials in the shortest possible time,” Gala said.

The chairman of Suumaya Lifestyle Limited said in addition to the orders from the state and central governments, orders worth Rs 400 crores from Zilingo, a unicorn start-up backed by various global VC funds has been received.

The Company has set up an expert committee for chalking down or evolution of Suumaya 2.0 Strategy which would be evaluating ways to tide down the current crisis and at the same time explore any organic or inorganic growth opportunities post Covid-19.

The order marks the foray of Suumaya into the new growth vertical of Medical Textiles, which is likely to witness substantial growth in both the domestic & international markets, post the prevailing pandemic.

To know more visit www.suumayalifestyle.com

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