SUUMAYA LIFESTYLE LIMITED

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

September 30, 2020

To,
The Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra- Kurla Complex,
Bandra (E), Mumbai – 400 051

Symbol – **SUULD**

Dear Sir/ Madam,

Subject: Intimation to Stock Exchange about Letter of Intent

Reference: Regulation 30 (Para A of Schedule III) of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015.

We are extremely delighted to inform our esteemed stakeholders about the major milestone your company has achieved in the Medical Textiles segment. We are pleased to announce that your company is in receipt of Non-binding Letter of Intent from Indeed (CSR Division of Dentsu) for value of approximately INR 7000 crores for supply of Covid-19 essentials like PPE Kits, Masks, etc. The complete order will be executed over a period of 24 months. The execution and dispatch schedule would be detailed on receipt of Purchase Order. We would keep the exchanges and shareholder's posted for any further material information on a timely basis.

Company Overview:

Suumaya Lifestyle Limited ("the Company") is one of the fastest innovating textile brand. The Company has a legacy of more than 3 decades into textile industry, and is now on the path to become one of the most diversified textile player in India.

Apparels

The Company manufactures its own branded apparels for women under the brand name "Suumaya". The Company has adopted an omni-channel sales strategy, selling women ethnic wear under its brand name through 1,450+ multi-brand outlets (MBOs), 10 exclusive brand outlets (EBOs), 320+ shop-in-shops (SIS) and 4 online portals (Amazon, AJIO, Rajwadi and VanityKart Dubai).

Regd. Office.: 5/F, D Wing,
Malad Industrial Estate,
Kanchpada, Ramchandra Lane Extension,
Malad (W),
Mumbai - 400 064 (India)

Factory: C7 - 138/139, Bhumi World,
Pimples Village, Mumbai-Nashik Highway,
Before Kalyan Bhiwandi Naka,
Opp. Tata Amantra, Pimplas,
Thane - 421302 (India)

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Medical Textile

Post COVID-19 pandemic, the Company has diversified its business into medical textile producing PPE kits, masks etc. The Company has identified medical textile as a serious business opportunity keeping the long-term view in mind. We will be venturing into other related products in medical textile, like, bed sheets, curtains, bed linens, bed towels, pillow covers etc. for hospitals and other medical usages. Production of COVID-19 essentials is not just an opportunistic move to encash windfall gains, but rather a business line which we have identified as a sustainable product line for the coming years. Going forward, we see the use of such protective gears become a regular practice at salons, dental clinics, medical institutions and so on and so forth.

Request you to kindly take the same on your record.

Thanking you,

For **Suumaya Lifestyle Limited**

ISHITA MAHESH GALA

Digitally signed by ISHITA MAHESH GALA
Date: ..... +..'..'

Ishita Gala
Managing Director
DIN: 07165038

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