



T T LIMITED

(CIN NO.-L18101DL1978PLC009241)
879, MASTER PRITHVI NATH MARG
OPP: AJMALKHANPARK, KAROL BAGH,
NEW DELHI - 110 005, INDIA
TEL: 0091 11 45060708
EMAIL: newdelhi@ttlimited.co.in
WEBSITE: <http://www.ttlimited.co.in>



March 07, 2018

M/s National Stock Exchange of India Ltd
"Exchange Plaza"
Plot No. C/1, G Block
BandraKurla Complex
Bandra (E), Mumbai-400051
Ph: 022-26598100-8114

Dear Sir

Reg: Scrip Code: TTL
Updates for Shareholders of T T Limited

We are pleased to inform you that T T Brand has been recently awarded with "Power Brand -2018 (Most Impactful 30)".

A brief note is enclosed herewith for information to shareholders at large.

Thanking You

Cordially Yours
For T T Limited

Reetika

Reetika Mahendra
Company Secretary
M.No. ACS48493





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Brand TT recognised as amongst the Most Desirable 30 Power Brand 2018

In a glittering ceremony held on March 5th, 2018 in Mumbai, Brand TT was recognised as amongst the "Most Desirable 30 Brands 2018" and conferred Power Brand Status. Mr Sanjay K Jain, Managing Director, TT Ltd received the prestigious trophy and certificate from **Bollywood Superstar Vidya Balan & Mousumi Chatterjee**.

Power Brands is one of the most significant brand strengthening and brand positioning exercises that outstanding brands can aspire to be a part of – especially given the vigorously positive impact on a brand's positioning amongst its customers, suppliers, shareholders, competitors, media, government, et al, once a brand is recognised as a Power Brand. Power Brands research is an annual and ongoing national survey process conducted by the Indian Council of Market Research (ICMR).

Some of the notable garment brands who have received this recognition in the past are *Jockey, Monte Carlo, Madura Garments, Louis Philips, Raymond, Manyavar, Fab India, Park Avenue, Van Heusen and many more.*

Brand TT was awarded the Master brand status in 2012, Promising Brand in 2015 and has added to it's the crown the Power Brand jewel in 2018. TT is a 50 year old brand and has over time grown from a men inner wear brand to a casual and inner brand for the entire family. It is a fibre to fashion brand which gives us cost and quality advantages over competition. TT Brand sell across the globe and has reached 65 countries in the world. MD Sanjay Jain while thanking all those involved with the Brand for their support, added that they were very aggressively looking out to increase both their reach and product offerings to cover a more larger segment of India. He also added that their EBO chain of friendly neighbour stores by the name of TT Bazaar were doing well and they plan to take the numbers from 50 to 200 by 2019.

Place: New Delhi
Date: 07.03.2018




Sanjay Kumar Jain
Managing Director