VISAGAR
you dream, we create

18th December, 2014

The National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Scrip ID: **VIVIDHA**
ISIN Code - **INE370E01029**

Business Updates
Rebranding of 'VIVIDHA'

We are pleased to inform that a new era begins for our ethnic wear brand **'VIVIDHA' –**

Our business has progressed all these years and we feel it is time for a change. We believe that it is ideal opportunity to evaluate our Company's brand. We are more established and experienced than what we were and feel that it is the perfect occasion to expand our business and increase our reach to the customers. In this direction, we have increased our ethnic wear portfolio from Sarees, Lehanga to Salwar Suits. We have set up state of the art manufacturing facility at Surat. Our talented designing team ensures trendiest collection season after season. Thus we have evolved and are ready to serve customers with a wide smile.

Change is exciting and as trendsetters in the fashion industry, we look forward to be one of the top fashion brands in ethnic wear with country-wide presence. We are rebranding to communicate the customers these changes and to recalibrate with newer times. We have refreshed our logo to reflect who we are today and represent our vibrant future.

MORE ABOUT LOGO

From now onwards, our logo shall look like this-

Vividha
by VISAGAR POLYTEX LIMITED

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VIVIDHA literally means '**different or vivid**' and connotes the diversity & variety of the evergreen Indian attire- Sarees- which have been used since thousands of years and are probably the oldest known fashion to be in trend even today! Different variables like fabric, work, draping styles coupled with a plethora of designing possibilities make our products 'VIVIDHA®' in their truest sense!

FOR VISAGAR POLYTEX LIMITED



(Tilokchand Kothari)
Managing Director