

## Mayur Suitings to enter ready-to-wear men's segment, double its sales in 2 years

*Announces Bollywood star Nawazuddin Siddiqui as its new brand ambassador*

Ahmedabad, October 29, 2015: Rajasthan Spinning & Weaving Mills (RSWM) ([www.rswm.in](http://www.rswm.in)), one of country's oldest textile manufacturers and part of Rs 7000 cr LNJ Bhilwara Group, on Thursday announced a new range of fabric and a new retail plan Mayur Mission 2X, to double sales in next 24 months. The company will also enter the highly competitive ready to wear men's segment, riding on its premium position in suitings and shirtings. Currently the Mayur brand sales is Re 110 cr.

Managing Director of RSWM Riju Jhunjunwala said through this new, aggressive retail plan the company aims to position Mayur "as the clear favourite for an ever-demanding clientele and favored choice for the aspirational, new India consumer." He added, "We are working on the possibilities of working with different types of yarns and fibres, looking at concepts that exist in other product categories and suitably adapting them to the formal wear category. Sarona, Duel FX could be some of the new types of yarns, to build up on the emerging demands for stretch characteristics in formal wear."

Jhunjunwala added, "There are not many Indian brands that have been around for three decades. Mayur has been one of the dominant brands in the men's segment and has retained its value-for-money reputation for well dressed men. We want to reinforce this value and for this we have chosen one of Bollywood's most credible and liked faces Nawazuddin Siddiqui, who epitomises humility, endurance, agility, and quality, as the brand ambassador. Mayur is synonymous with those values."

Some of Mayur's previous brand ambassadors include Shahrukh Khan, Salman Khan, and Virender Sehwag. "We celebrate those who have risen in life with hard work and determination, and Siddiqui fits in this very well," Jhunjunwala further said.

Prabir Bandopadhyay, Business Head, Mayur Suitings and LNJ Denim, said, "Mayur's product quality is at par with global norms and standards making it a favored choice for clients across the country and in Middle East, Mediterranean countries, Europe, Far East and USA. We are aware on the need to constantly reorient our marketing strategy and we are guided towards this goal by our innate ability to stay tuned to customer preferences and remodel our value delivery chain to make the interface with our precious consumers a mutually satisfactory experience."

RSWM Limited, the flagship Company of the LNJ Bhilwara Group ([lnjbhilwara.com](http://lnjbhilwara.com)) established in 1961, produces the best quality of yarns like synthetic, blended, mé-lange, cotton, Speciality and value added yarns suitable for suitings, shirtings, hosiery, carpet, denim, technical textiles and industrial applications.

RSWM is an ISO 9001:2001, ISO 14001, ISO 18001 and SA-8000:2008 accredited Company, which moved from strength to strength and today, the largest manufacturer and exporter of synthetic & blended spun yarns from India.

RSWM has built one of the most impressive textile manufacturing infrastructures in the country: 11 state-of-the-art manufacturing plants; 5,05,000 spindles; 176 looms; 1,40,000 MTA yarn capacity; 36 MMA fabric capacity, including denim fabric. The Company also owns a fabric process house at Mordī (Rajasthan).

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