

WE CARE...

A MESSAGE FROM THE LEADERSHIP TO ALL BUSINESS PARTNERS

Dear All,

It is our hope that this message finds you in the best of God's graces and keeps those around you in the best of health and spirits.

We at RSWM Ltd. would like to express that our thoughts and prayers are with you and your team at this time of crisis. We are deeply concerned about your well-being and your entire staff of committed employees and their families.

The COVID-19 pandemic is a disaster unlike anything most of us have ever experienced in our lifetimes. But let us assure you that together, we will see it through with a better and revived tomorrow.

*We also want to assure you that even at this moment of **industrial inaction**, our entire team of professionals is involved and occupied with a thought process aimed at devising a quick and efficient way to **revive and reboot**.*

AN INSIGHT INTO THE ACTIONS ALREADY TAKEN BY RSWM LTD. AND THOSE THAT WILL BE TAKEN WHEN THE LOCKDOWN ENDS

1. Restart of manufacturing units

We shall be restarting our manufacturing units as per the guidelines which will be issued by the Central/State/Local administration ensuring due care of all safety, health and social distancing norms.



2. Strong connect with teams

We have been connecting with all our employees, workers, contractors to confirm their well-being, even at their distant homes. If needed, all possible help is being provided by the management.



3. Human resource development sessions

- Coaching by external faculty on management and development subjects relevant to the current world scenario addressing sentimental impacts. Live interaction sessions between team members and leaders are undertaken to facilitate this.
- Extra efforts were put in to find newer ways and means for employees' motivation with practical exercises with role modelling.
- Mindful team efforts have been made to revisit KRAs and challenging tasks addressing changes and uncertainties of smooth revival of businesses across the value chain due to the current situation of a pandemic.

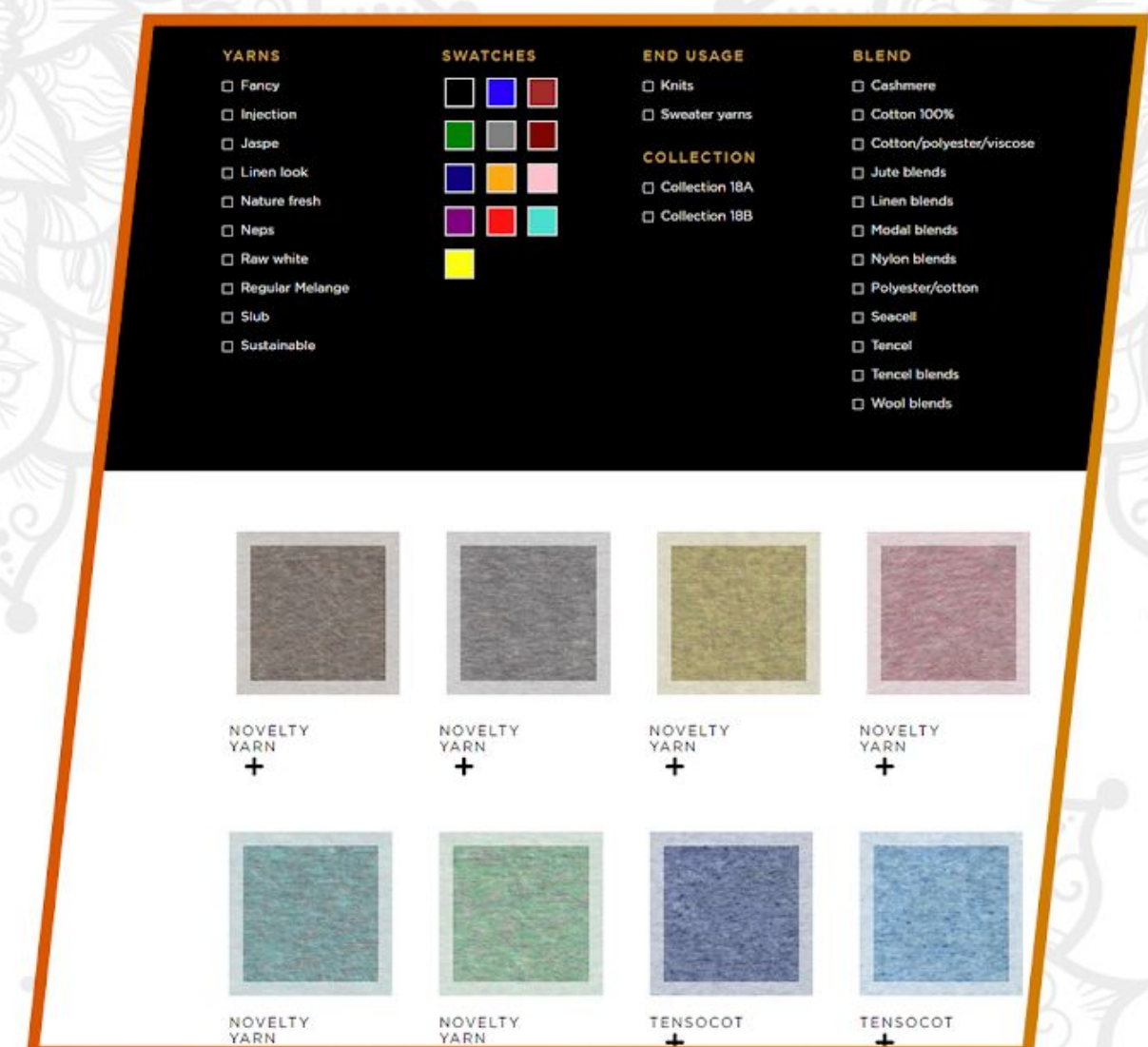
4. Customer service

Our marketing team is efficiently and remotely connected to the customer base. We also wish to ensure all customers that materials in-process/finished stages have been adequately stored to avoid any impact on quality. Our production team is geared up and on stand-by to begin processes keeping all the guidelines in check.



5. New product development

Significant efforts are being made to launch new products in Yarn, Melanges, Fabric and Denim divisions in the coming months. We are also consulting with third-party experts to ensure the offerings are in line with new trends and sustainable practices. While our marketing and NPD teams will share updates on the same, we have already updated our website to include a digital catalogue of our specialty & value added products, as also our shade cards for dyed, melange and specialty yarn. You may feel free to go through them and let us have your opinion of the same.



We wish to give you all a confidence that RSWM Ltd. has taken the required measures in the prevailing situation of inaction, ensuring that we all come out of this better and stronger. Meanwhile, please stay safe and take care of self and family.



BM Sharma
Joint Managing Director



Riju Jhunjhunwala
Managing Director