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November 16, 2017

To,
The Department of Corporate Services – CRD
BSE Ltd.
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Mumbai 400 001
Fax No. 22722037 / 39 / 41
Scrip Code: 500330

The National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex
Bandra (East)
Mumbai 400 051
Fax No. 6641 8125/26
Scrip Code: RAYMOND EQ

Luxembourg Stock Exchange
Societe De La De Luxembourg Societe,
35A, Boulevard Joseph II,
L-1840 Luxembourg

Dear Sirs,

Sub.: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“LODR”)

Please note the attached Media Release titled “Raymond FMCG business to expand with ‘One Park Avenue’” dated November 16, 2017.

This is for your information and records.

Thanking you,
Yours faithfully,

For Raymond Limited

Thomas Fernandes
Director – Secretarial
& Company Secretary

Encl: As above



CORPORATE OFFICE

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Raymond FMCG business to expand with ‘One Park Avenue’

Revitalizes the male grooming product portfolio

- ✓ ***Under ‘One Park Avenue’, the brand to extend its global presence***
- ✓ ***Unified premium imagery across products and markets***
- ✓ ***Reviving Middle-East footprint and to be available in Bangladesh and Nepal***
- ✓ ***Phase 2 expansion will cover other South Asian markets in the next six months***
- ✓ ***Launches new Eau De Parfum with a new campaign – ‘Unleash your X Factor’***
- ✓ ***Targets to be the No. 1 player in the fragrance category***

Mumbai, November 16, 2017: Raymond Group, the leading manufacturer, marketer and retailer of worsted suiting fabrics and ready-to-wear apparel, today announced ‘One Park Avenue’, a customer facing initiative for Park Avenue’s range of men’s grooming products. Resonating with the confident young male of today, One Park Avenue will entail a distinct brand, product and an aggressive Go-to-market strategy. The brand will soon make its way to international markets such as the Middle-East, Bangladesh and Nepal, with a phase 2 plan to enter South Asian markets of Sri Lanka, Bhutan and Myanmar in the next six months.

The men’s grooming category is undergoing a transformation and expanding into multiple formats and sub-formats. Park Avenue is seen as a mature and sophisticated brand that is recognized as a pioneer in the male grooming space. Under the One Park Avenue initiative, the brand will have synergies in terms of a Unified Visual Identity, repositioning itself with a wider grooming portfolio, premium international packaging and innovative products. The overall brand architecture will have blue, white and black colours across product categories. Additionally, the entire range will be available through exclusive brand outlets of Park Avenue apparel along with other sales & distribution channels across India and International markets.

Launching the initiative Gautam Hari Singhania – Chairman & Managing Director, Raymond Ltd. said, ***“Changing customer preferences, improved lifestyles and growing consciousness among male consumers, presents us with huge opportunities in the FMCG space. After the acquisition of Ansell’s stake earlier this year, One Park Avenue is yet another significant step that will strengthen our FMCG play both nationally and internationally, which is an important driver for value creation for the Raymond group and an integral part of the Raymond Re-Imagined journey.”***

One Park Avenue is being led through the introduction of a new range of fine fragrances and new positioning statement “Unleash your X factor”. The new Eau De Parfums are masterblended by global

perfumers with exotic ingredients and are available in 50ml and 100ml priced at Rs 399 and Rs 699 respectively.

Commenting on this initiative and exciting prospects for the FMCG business, Giriraj Bagri, CEO – FMCG Business, Raymond Ltd. said ***“At Raymond we are leveraging synergies across our FMCG businesses to create a strong and monolithic FMCG play in our core categories. Simultaneously we are also utilizing cross organizational expertise to bring in efficiencies and cost optimization to help us invest more aggressively towards newer initiatives such as ‘One Park Avenue’. The idea of One Park Avenue is built on unique consumer insights backed by strong innovation that will drive consumer acquisition and enhance consumer relevance for our lead brand Park Avenue. Going forward, we hope to clock exponential growth and hence a coherent unified premium imagery and identity of Park Avenue has been created for offering the same product experience globally.”***

RAYMOND GROUP’S FMCG PRESENCE

Raymond announced the formation of its FMCG Group in 2016, with a vision to be a player of choice in the world of consumer goods, offering high quality products in both the Personal and Home Care categories.

Raymond’s FMCG business currently has a strong retail presence through 0.25 million retail outlets, including 90,000 pharmacies in the country and also exports to South East Asia, Middle East and Africa. Given the strong hold in institutional sales, the business is a preferred supplier to over a 100 institutions in the country. Raymond Group recently acquired Ansell’s stake in brand KamaSutra, from joint venture entity JK Ansell Pvt. Ltd. This acquisition will pave the way for Raymond to further scale up the FMCG Business and unlock the immense potential of Brand KamaSutra globally.

About Raymond Limited

Raymond is India’s largest integrated worsted suiting manufacturer that offers end-to-end solutions for fabrics and garmenting. Over the years, Raymond has been synonymous with quality, innovation and market leadership. It has some of the leading brands within its portfolio – Raymond Ready To Wear, Park Avenue, ColorPlus, Parx, Raymond Made To Measure amongst others. Raymond has one of the largest exclusive retail networks in the country with over 1000 stores across 400 towns.

As a part of the diversified Group, we also have business interests in men’s accessories, personal grooming & toiletries, prophylactics, engineering and auto components across national and international markets. Having enjoyed the patronage of over a billion consumers, Raymond as a brand has been consistently delivering world class quality products to its consumers over the past nine decades.

Visit us today at <https://raymondnext.com/> to witness how we cater to the needs of 'The Complete Man'.

For more information, please contact:

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