



October 21, 2024

Scrip Code- 534597
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001

RTNINDIA
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East),
MUMBAI-400 051

Sub: Press Release - Neobrand Limited Launches Akkord - A New Era in Musical Instruments with Unmatched Quality and Affordability

Dear Sirs/Madam,

Please find enclosed herewith a copy of the press release from the Company for your information and records.

This information will also be hosted on Company's website, at www.rattanindia.com

Thanking you,

Yours faithfully,

For **RattanIndia Enterprises Limited**

Rajesh Arora
Company Secretary

Encl : as above

RattanIndia Enterprises Limited

CIN: L74110DL2010PLC210263

Registered Office: 5th Floor, Tower-B, Worldmark 1, Aerocity, New Delhi -110037
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Neobrand

s Limited Launches Akkord – A New Era in Musical Instruments with Unmatched Quality and Affordability

New Delhi, 21st October 2024 – Neobrands Limited, a fully-owned subsidiary of RattanIndia Enterprises Ltd., is thrilled to announce the launch of Akkord, a revolutionary new brand in the musical instruments category. Akkord is poised to transform the musical landscape by offering an exceptional range of high-performance guitars, ukuleles, keyboards, and accessories that harmonize top-notch quality with unbeatable affordability.



Akkord caters to musicians of all levels, from enthusiastic novices and dedicated hobbyists to seasoned professionals. Designed to inspire creativity and elevate musical experiences, Akkord’s products are crafted to meet the diverse needs of today’s music community. With a starting price of just Rs. 1,799, Akkord ensures that premium-quality instruments are accessible to everyone.



The 38-inch cut-away guitar by Akkord delivers a rich, full-bodied sound and comes with essential accessories, offering versatility with its 18 frets. The 61-key keyboard is engineered for comprehensive performance, featuring a digital display, a compact design, 55 timbres, and 255 rhythms. It also

includes keyboard percussions, 24 demonstration songs, and tempo control, making it ideal for both practice and performance. Our ukuleles, crafted from premium mahogany with rosewood fretboards, are available in vibrant colours and some models come with a built-in equalizer for personalized sound adjustments. Each Akkord instrument is meticulously designed for durability and superior performance, catering to musicians who seek both quality and value.

With prices starting at Rs. 1,799 for ukuleles, Rs. 1,999 for guitars, and Rs. 3,799 for keyboards, Akkord makes high-quality musical instruments accessible to all. We believe that exceptional music should be affordable without compromising on quality.

Akkord's products are available on Amazon.in, offering the convenience of browsing and purchasing from home. Discover our full range and find the ideal instrument for your needs at www.amazon.in/Akkord.

Ms. Anjali Rattan, Chairperson of RattanIndia Enterprises, stated, *"We are excited to introduce Akkord, a brand that brings together high-quality instruments and affordability. Our mission is to support every musician's journey, whether they are just starting out or are seasoned professionals. Our forthcoming expansion into new product categories will further our commitment to providing exceptional musical gear."*

Neobrand:

Neobrand Limited, a wholly owned subsidiary of RattanIndia Enterprises Limited, is a leading house of fashion and music brands covering everyday fashion, denims, athleisure, and performance wear. With a direct-to-consumer focus, Neobrand offer stylish, premium-quality clothing at affordable prices, catering to the fast-growing fashion and music market in India.

RattanIndia Enterprises Limited:

RattanIndia Enterprises Limited is a publicly listed company, serving as the growth platform of RattanIndia Group for its new-age growth businesses. The company focuses on innovative technologies that have the potential to transform the lives of over a billion Indians. Key businesses include electric mobility (Revolt Motors), e-commerce (Cocoblu Retail), fashion brands (Neobrand), fintech (WeFin), and drones (Neosky).

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