



April 16, 2019

To, The Secretary, BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542	To, The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 Symbol: LUXIND
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Dear Sir,

Sub: Press Release in relation to new vest range launch by the Company

Enclosed please find the Press Release in relation to new vest range launch by the Company.

This is for your information and record.

Thanking You
Yours faithfully,

for LUX INDUSTRIES LIMITED

Smita Mishra
Smita Mishra

(Company Secretary & Compliance Officer)

M.No: 26489

Encl: As above



LUX INDUSTRIES LTD



Varun Dhawan enchants with his persona, launches India's first ever scented vest range from Lux Cozi

Mumbai, 16th April, 2019: LUX Industries Limited, (BSE: 539542 | NSE: LUXIND) known for its innovative and customer-demand driven product offerings, manufacturing more than 100 products across 14 major brands comprising a complete range of innerwear for men, women, and children, has yet again created a buzz in the innerwear category of the country by pioneering India's first scented vest range under their flagship brand Lux Cozi. To fight the rising mercury during summers the refreshing scented vests will be a landmark product in the men's innerwear category. Bollywood star Varun Dhawan, the heartthrob of Young India and the Brand Ambassador for Lux Cozi launched the scented vest range in Mumbai today. With the new range of vests, Lux Cozi is taking a phenomenal leap in the process of creating value based products keeping in mind the essential necessity and aspirational style quotient of India. At a glittering and starry affair in Mumbai, Varun Dhawan was joined by Mr. Ashok Todi, Chairman, Lux Industries Ltd., Mr. Pradip Todi, Managing Director, Lux Industries Ltd. and Mr. Navin Todi, Senior Vice President, Lux Industries Ltd.

Speaking about the launch of the range of scented vests, **Mr. Ashok Todi, Chairman, Lux Industries Ltd.** said, *"At Lux Industries, it is our passion to bring interesting innovation in our products focusing on ideas in sync with our brand attributes. Over the years, Lux Industries has been in the forefront creating milestones within the hosiery industry and taking the brands across national and international borders. We have pioneered many firsts and today we are happy to surprise and excite the market trends during summer by launching the first-of-its-kind range of scented vests for the Indian audience. I am sure this product will also be a game changer and create its own segment."*

Mr. Pradip Todi, Managing Director, Lux Industries Ltd. said, *"Lux Cozi is one of the most popular and the largest market share holder in the economy to the mid-segment of men's innerwear. As part of our core business strategy at Lux Industries, we are open to constant revolution and advancement in our product range. The introduction of scented vests within the fold of Lux Cozi will up the style quotient and also allow its users remain fresh throughout the day in the scorching summer heat. The use of the best and finest cotton in Lux Cozi promises durability with strong stitches making it incredibly stylish yet comfortable. The scented vests are made from 100% cotton. This vest gives users a perfect fit to ensure breathability and freshness all day long."*

On the launch of the range of scented vests by Varun Dhawan, **Mr. Navin Todi Senior Vice President, Lux Industries,** elaborated, *"Lux Industries is planning a substantial and strategic intervention in both urban and rural markets in the coming quarters. The positioning of the brands and the marketing initiatives are skewed towards strengthening this changing dynamics of the hosiery industry. We have always been at the forefront, leading the change in market offerings. We thank Varun for being a part of this exciting journey of Lux Cozi. His inimitable style and fashion sense makes him endearing to all sections of the audience cutting across age groups, especially the youth."*

Speaking about his association with the campaign, **Varun Dhawan** said, *"Lux Cozi has been synonymous with quality, comfort and durability. Today, I am very excited to be a part of the launch of their next big product--India's first scented vests. With the onset of summer, this innovative product will revolutionise the vest game. I hope the audience shows some love to the vest as well as the ad campaign which has been creatively designed and executed."*





The good old vest is about to shake up the world of fashion. Lux has developed a revolutionary product for the Indian market, drawing from deep insights about the Indian masses—Lux Cozi scented vests. Proposed by 82.5 Communications (Mumbai), formerly known as Soho Square, an Ogilvy group company, this innovation was not an easy feat to pull off, and took months of research and development. In India, the tropical climate, and the long commutes people take to work every day aggravate the problem of excessive sweating. Besides fulfilling the promise of comfort,

Credits:

Advertising Agency: 82.5 Communications, Mumbai (formerly known as Soho Square, an Ogilvy group company)

Chairman and Chief Creative Officer: Sumanto Chattopadhyay

Creative Head (Mumbai) and Executive Creative Director: Anuraag Khandelwal

Chief Executive Officer: VS Srikanth

President (West): Samrat Bedi

Account Management: Samrat Bedi, Selvam Somasundaram

Creative Team: Anuraag Khandelwal, Ankur Jain, Sanjay Ujawane, Vikrant Markal, Pawan Pandey, Tiyasha Ray

these scented vests are designed to help people stay fresh even after a long day at work. All this, so India looks good, feels good and smells good!

The other unique feature of these vests is the fact that they retain their fragrance even after continued washes, so people can sweat it out in style. An ad campaign, comprising two TV spots, radio spots and print campaign featuring Varun Dhawan will soon be launched to promote the product.

Lux Industries as a company has never shied away from challenging the existing norms. Be it signing Mr. Amitabh Bachchan to endorse their brands Lux Venus and Lux Inferno, a first by any innerwear brand to approach the actor par excellence. Also to target the

northward bound mid-market segment, Lux Industries roped in Varun Dhawan for the brand Lux Cozi. The company has significantly invested over the course of last five years upgrading the manufacturing and revamp marketing strategies. The result being every rupee spent across brands has led to generating a higher revenue output.

Lux Industries is focusing to sustain their steady growth is via creating an online presence through e-commerce besides traditional retail formats. In terms of addressing the consumers' needs the brand has always invested in innovation and automated technologies to address the ever-demanding consumer expectations. This has taken care about the nitty-gritties of procuring the best yarn from India and abroad coupled with extensive quality controls. The current Dankuni Plant in West Bengal is equipped to manufacture 5 lac pieces of knitted products a day, one of the largest in India's innerwear sector. In terms of distribution the group has a family of 950 distributors pan India striving hard to make the company a market leader as well as ensuring enhanced product accessibility.

About LUX INDUSTRIES LTD:

Lux Industries Ltd. (BSE: 539542 | NSE: LUXIND) manufactures more than 100 products across 14 major brands comprising a complete range of innerwear for men, women, and children. Lux produces vests, T-shirts, briefs, boxers, spaghettis, thermals, panties, and leggings represented by some of the most prominent brands. These brands comprise category leaders such as Lux Cozi, Lux CoziGlo, ONN Premium Wear, Lux Bigshot, Lux Venus, Genx, Lux Cott'swool, Lux Inferno, Lux Classic, Lux Mozze, Lux Karishma and Lux Touch. Lux is present in more than 45+ countries and has reiterated its leadership position in the domestic market with over 950 dealer and distributor network.

For further information, please contact: Perfect Relations

