

Raymond enters into an agreement with Army Wives Welfare Association

-Sets up Custom Tailoring Hub at Delhi Cantonment-

- ✓ **To provide best in class tailoring services to Army Personnel at their convenience**
- ✓ **The tailoring hub will be owned and operated by AWWA**
- ✓ **A unique avenue for employment opportunities for ex-army personnel and AWWA members**

October 11, 2018: Undertaking a yet another pioneering initiative, Raymond today has entered into an agreement with Army Wives Welfare Association (AWWA) and has set up a Best in Class Tailoring hub at Delhi Cantonment for making customised uniform to Army personnel. This tailoring hub, SUCHIKA, technically supported by Raymond and owned & operated by Army Wives Welfare Association was today inaugurated by Mrs Madhulika Rawat, President, (AWWA) in a ceremony held at the Delhi Cantonment.

In the backdrop of the fact that Raymond supplies fabric at CSD canteens, this first of its kind tailoring hub at Delhi Cantonment will be step towards an apt integration by offering quality tailoring service and will also provide a unique platform for employment opportunities to ex-army personnel and their family members.

Speaking on the occasion, Mr Sudhanshu Pokhriyal, President (Suiting & Textiles), Lifestyle Business, Raymond said ***“Raymond is committed to enrich the tailoring ecosystem. This tailoring hub will provide quality uniform solutions to India’s armed forces. With the launch of this Tailoring Hub, the CSD canteen here can now do combo offer of quality Raymond fabrics and quality tailoring service to the Army Personnel. We have set up the tailoring hub for AWWA with modern machineries, and adequate training to manpower so that each uniform tailored at Hub is carefully crafted to perfection. With the launch of this hub in association with AWWA, we are hopeful that many such other hubs will come across the country providing employment opportunities to ex-Army personnel and their family members”.***

Speaking on the occasion, Mrs Madhulika Rawat complemented Raymond for its noble intent and said ***“It is the first step towards providing best class***

customised uniforms to Army Personnel and job opportunity to our ex-servicemen, Veer Naries and widows. I am hopeful that with the success of SUCHIKA and the continued support from Raymond, more such hubs will come up pan India.”

Raymond through its 4 C initiative (Capability, Capacity, Community Connect and Consumer) has been striving to enrich the tailoring ecosystem and bring back the lost glory and glamour of tailoring as a profession. By 2020 Raymond intends to set up 50 tailoring hubs with modern infrastructure, working conditions and competitive compensation, which will elevate the social dignity of the profession. It has currently 34 Raymond Authorised Custom Tailoring Hubs across India enabling production of quality custom tailored garments in best in class working environment.

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 1200 stores across 500 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'.

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