

R|ELAN™ NOW PARTNERING WITH:

Wrangler®

InfiCool
APPAREL
STAY DRY. BE COOL.

Kappa

available at lifestyle®

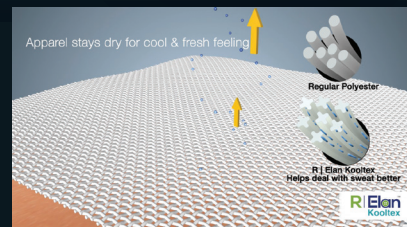
PROLINE



CREATING BUZZ ACROSS MEDIA

R|ELAN™ ON HOTSTAR DURING IPL

A 10-second Ad of R|Elan™ powered by Kooltex was played on Hotstar during the 1st break of Six IPL Matches. The ad created more than 16 million+ impressions.

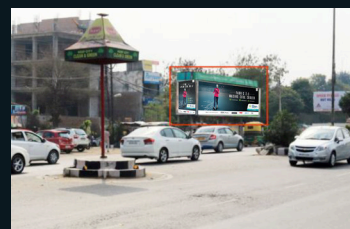
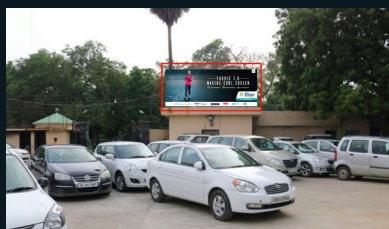


ADS IN METROS

Wrangler just launched their new range of InfiCool Jeans powered by R|Elan™ Kooltex in India & Southeast Asia, & part of the advertising was done in Delhi Metros. R|Elan™ supported their launch initiative by advertising R|Elan™ - Wrangler Association & highlights of Kooltex by taking panels right beside the Wrangler Panels.

HOARDINGS IN TIRUPUR & LUDHIANA

Since Ludhiana & Tirupur are one of the major textile hubs in the North & South of India for sportswear, R|Elan™ advertised Kooltex & its partner brands to consumers at all prominent yet strategic spots around the cities.



R|ELAN™ CONTRIBUTION TO THE ENVIRONMENT

R|Elan™ spreads awareness about the brand's green initiatives online, such as the collection of 25,000 PET bottles at Lakme Fashion Week SR '18, to be recycled into sustainable GreenGold fabric. Ads in Lokmat & Dainik Saamna were also published to encourage sustainability.

REVERSE VENDING MACHINE

A new initiative by R|Elan™ & Recron® to promote recycling of PET Bottles through the use of Reverse Vending Machines. These Vending Machines will be installed at strategic locations across Mumbai around Reliance Retail stores. The consumers will get incentives on depositing bottles. The program not only collects bottles but also creates awareness on the benefits of Recycling.



R|ELAN™ AT WANKHEDE

R|Elan™ is promoting collection of PET Bottles at Wankhede Stadium during the IPL.

R|ELAN™ SHARES THE STYLE TRENDS WITH FASHION LOVERS ONLINE

Posts are shared regularly with themes that are trending the most on social media like #SummerGetaway, #FutureFitnessMantra, #TheSummerCloset and #TheSList. In addition to regular updates, major events are covered through Facebook & Instagram Live & Insta stories along with numerous engagement posts time to time.

R|ELAN™ SPREADS POSITIVITY AND INSPIRATION TO FASHION LOVERS ONLINE

42,000+ FACEBOOK LIKES

7,000+ FOLLOWERS ON INSTAGRAM



R|ELAN™ BRAND PARTNERSHIPS GET SOCIAL MEDIA BUZZING WITH EXCITEMENT



THE R|ELAN™ #STAYCOOL CAMPAIGN IN PARTNERSHIP WITH WRANGLER, FOR THE WRANGLER INFICOOOL DENIM COLLECTION POWERED BY THE R|ELAN™ KOOLTUX



SHOWCASING OUR BEST



R|ELAN™ YOUTH CONNECT - VASTRA 2018

R|Elan™ was the co-title sponsor for the VJTI Event – Vastra 2018. R|Elan™ used this opportunity to connect with the youth & make them more aware of the brand.

To achieve this, R|Elan™ carried out a lot of activities both on-ground & on digital mediums. A garment display along with many standees were put up for the 2 day event along with quiz competitions & videos being played as fillers for the event. The key highlights of the events were the Photo-op stand set-up besides the main stage for everyone to click boomerangs using the props specially provided for them to get creative & the online contest of Mr/Miss R|Elan™ Futurestyle were the winners won Wrangler Vouchers worth INR 2000.

The Fashion Shows were streamed live on the official R|Elan™ insta handle & the other event details were put up as an insta story.

SOURCING SOLUTIONS AT FABTEX 2018

R|Elan™ participated at Fabtex in April held at the World Trade Centre, Mumbai. R|Elan™ set-up a pavilion with 18 of its Partners. The R|Elan™ Sourcing Pavilion was spread across an area of 236 SQM.

All individual booths were similar in appearance, theme and colour with fascia of their own. Overall pavilion was able to display collaborative marketing initiatives with our customers and co-branding to help establish us as the 'partners of choice' and customers as 'suppliers of choice' to expected buyers at the trade show.



FABRIC OF THE FUTURE AT FABRICS & ACCESSORIES 2018, BANGALORE

The trade-show was held at KTPO, Bangalore from 9th -11th March. It was the first ever show for the brand R|Elan™ in India. RIL had the biggest stand at the show with an area of 114 Sqm.

The Stand had a futuristic look in line with its overall communication with six sections displaying the six major growth engines of our R|Elan™ fabric. The huge LED screen gave cinematic experience of the R|Elan™ videos.





SIVABALAN THANGAVELU

MD, Pranera (HEP Partner)

TETE A TETE WITH OUR HEP PARTNER



Q. How is your current business performing and what are your future plans? Please mention any new developments you have initiated or plan to in terms of infrastructure, geographical expansion or product segments.

Our Fabric business is growing at 30% growth and we are content with the current growth. Our Future plans is to bring more collection of Fabrics, which focus on functionality of the fabric rather than just design. We are currently working on fabrics for sportswear made of Kooltex Yarns and working to improve on the drying time of fabrics. We see some opportunities in technical and industrial textiles as well, which we are currently exploring. We are also looking at having pan India presence for ready stock sports wear range of fabrics, we hope to achieve that by 2020.

Q. How has the journey with R|Elan™ been so far? Please mention your opinions on how R|Elan™ and you have helped each other over the last few months. Please also mention how has it been working with the R|Elan™ team.

The journey with R|Elan™ has been exiting so far, especially the pace at which the new developments had to be done and amount of opportunities that it has opened for us. Especially getting to work with Anita Dongre for their AND label. The success with them on the Green Gold (Recycled Polyester) Fabrics. Our Recycle Poly Spandex Fabric has perfectly matched their aesthetic requirements for a fabric to be used in their designs. We are also working with other major Indian brands introduced through R|Elan™.

R|Elan™ team has been instrumental in taking our fabrics to different brands, it has been a huge extended arm for us. Likewise, we have been very proactive in seeing what R|Elan™ can do to value add to our existing fabrics and being quick to recognise and develop fabrics at the fastest pace possible.

R|Elan™ gives us a platform, where we get recognized for our efforts in innovation at a pace which wouldn't have been possible on our own. This is a partnership based on innovation in textiles where the coordination with various supply chain partners are synchronized so well that the products are tailor made to mass requirements and the challenges are addressed swiftly by each.



Q. How was the experience of working with Anita Dongre for the LFW? Please mention your experience of developing fabrics, during the show and any post show moments.

The whole experience with Anita Dongre for the Lakme Fashion Week was very pulsating and exciting. We were on such a short notice for this project that within 2 weeks we had to make 12 different sample fabrics which we took upon ourselves as a challenge.

Our team and R|Elan™ team worked around the clock on holidays and weekends. Various resources from across Tirupur were pooled together through both teams' contacts and influences to make these fabrics available on the target date. We were pleased to be invited to LFW event and it was a proud moment to see our fabrics draped beautifully on the models on the ramp.

Q. Any recommendation/comments for R|Elan™?

We understand, the plan for R|Elan™ is well laid out in various phases. Having has the glimpse of what is going to be the next phase of R|Elan™ we are excited about the prospects. We see that there is plan for print and AV media promotions in near future. We would also like to get the feedback of R|Elan™ customers on our service levels, products and if any product improvements were needed.





RENDEVOUZ WITH OUR BRAND PARTNER

KRISHNA DORAI

General Manager, *Wrangler®*



Q. Why did Wrangler choose to work with R|Elan™ Kooltex?

Since its inception in 1947, Wrangler is known for creating purpose-built products that marry style and function. Even today, Wrangler continues to leverage product innovation that answer to consumer needs. R|Elan™ Kooltex fits in well with Wrangler's innovation strategy – it is equipped with wicking technology that make the denim-wearing experience cool and comfortable, even in the hot Indian summers.

Q. How was the experience of working with the R|Elan™ team?

The R|Elan™ team has been very supportive through the project. They have provided help and ideas along the pre-launch and launch process.



Q. How has been the initial response for the Inficool range amid consumers?

Too early to say.

Q. What is your opinion on the future of performance fabrics?

Performance fabrics that meet consumers' needs are going to be increasingly important in the future. However, it is important that these fabrics align with the fashion needs of consumers as they are becoming more trend-aware.



Q. Is Wrangler planning on introducing more value added performance apparels?

Wrangler already has a range of performance apparel under its 'Denim Performance' range. The brand will continue to invest in innovation that enhances its product promise under this umbrella.



CONTACT

Sales Support, Delhi
70489 03247
sanjay18.kumar@ril.com
Address: International Trade Tower, 10th Floor, Nehru Place, Delhi – 110 019

Head Office, Mumbai
90042 55372
vasanth.rajarathinam@ril.com
Address: Bld. 8B, First floor, Reliance Corporate Park, Ghansoli, Mumbai

Sales Support, Ludhiana
99989 68578
anand.awasthi@ril.com
Address: 1 Mall Plaza, Mall Road, Fountain Chowk, Ludhiana, Punjab – 141 001

Retail & Brand Support, Mumbai
98183 16714
ritesh.sharma@ril.com
Address: Bld. 8B, First floor, Reliance Corporate Park, Ghansoli, Mumbai

Sales Support, Mumbai
99670 15059
subrata.palit@ril.com
Address: Fortune 2000, First Floor, C-3, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051

Sales Support, Coimbatore
96777 72123
aravindhan.krishnan@ril.com
Address: Dorairaj Towers, 3rd Floor, 1 Race Course Road, Coimbatore – 641 018

Sales Support, Surat
99989 68573 / 99989 68571
sandip.dey@ril.com
mukesh.gedia@ril.com
Address: RIL Office, Sahar Darwaza, Ring Road, Surat