

SUUMAYA LIFESTYLE LIMITED
(FORMERLY KNOWN AS RICHWAY INTERNATIONAL TRADE LTD)
CIN: L70102MH2011PLC220879



Date: 23.06.2020

To,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai-400051.

NSE Trading Symbol: SUULD

Subject: Disclosure of material event under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

With reference to the captioned subject matter, please find attached herewith with the recent business updates about the Company regarding bagging of prestigious order worth Rs. 50.00 crores for the supply of COVID 19 essentials from leading global CSR NGO – Indeed sponsored by Dentsu Aegis Network Communications India Pvt. Ltd., a leading Japanese Company. The Company is also in talks with international organisations for supply of COVID essentials.

Kindly take it on your records.

For Suumaya Lifestyle Limited

Ishita Gala
Managing Director
DIN: 07165038
Encl: a/a



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Suumaya Lifestyle bags prestigious order worth Rs 50 crores to supply COVID-19 essentials - PPE kits from Japanese Group - Dentsu

Mumbai, June 23, 2020: Suumaya Lifestyle Limited <http://www.suumayalifestyle.com/> (**NSE Emerge: SUULD ISIN: INE591Q01016**), an exquisite women's fashion brand listed on NSE Emerge today announced that it has bagged a prestigious order worth Rs 50 crores for the supply of COVID-19 essentials - PPE kits. The order is from one of the leading global CSR NGO – INDEED sponsored by Dentsu Aegis Network Communications India Pvt Ltd (an entity of Japanese advertising and public relations firm – Dentsu Group) actively working towards upliftment of the Society. The order is expected to be completely executed within one-two months from receipt of the order.

This order comes at a time where major cities such as Mumbai, Delhi and Ahmedabad are reeling under a high number of COVID19 positive cases. The country is currently facing major challenge in fighting against the pandemic – COVID-19. Masks and PPE kits have proved to be quite helpful protecting and fighting against the deadly virus.

The recent order is another feather in the cap for Suumaya Lifestyle Ltd as the company recently bagged a substantially large order worth Rs 525 crs for supply of COVID-19 essentials, re-usable cotton masks and PPE kits, which marked the foray of the company into the Medical Textiles segment. The robust order was bagged from various government institutions and private companies across India, whereby the company would be supplying nearly 50 lakh reusable masks and 35 lakh PPE kits over the next 5-6 months. Of the Rs 525 crs orders, Rs 400 crs orders worth are secured from Zilingo, a unicorn start-up backed by various global Venture Capital funds

The company would be executing the above orders from its exclusively contracted manufacturing facilities located at Mumbai, Surat and Ahmedabad.

Suumaya Lifestyle is also exploring opportunities to export 3-ply masks to various European and African Nations. For this purpose, the company is in talks with WHO and UN and is expecting some positive developments in near term. For exports orders, the company has already put in place exclusive contracted manufacturing facilities in Bangladesh.

Commenting on receiving the order, Mr. Ushik Gala, Chairman of Suumaya Lifestyle Limited said, "Suumaya Lifestyle Ltd has forayed into Medical Textiles especially COVID-19 essential supplies as its social responsibility. We consider ourselves fortunate as the recent orders for supply of COVID-19 essentials has given us an opportunity to give back to society and serve our fellow citizens by providing them with affordable COVID-19 essentials of face masks and PPE kits. We are extremely proud for the recent order from the global CSR NGO – Dentsu Group as it would reach out the much-needed citizens of our country amidst the prevailing pandemic situation".

Mr. Gala added, "We have significantly ramped up the production of COVID-19 essentials at our exclusive contracted manufacturing facilities especially at Surat and Ahmedabad. The production is carried out under extremely hygienic conditions and adhering to the stringent quality standards as per the Government guidelines. We have even started deliveries of the order we secured earlier worth Rs 525 crs and are quite confident of executing the same within the timeline specified as per terms of the contract"



Suumaya has been aiming to venture into the medical textile industry and such orders are only going to get them closer to achieving the vision of becoming one of the most trusted and valuable brands in the industry.

Venture in the Medical Textiles only vindicates the strong expertise and rich experience of the company in the Textile Industry. The company swiftly ventured into the manufacturing of masks and PPE kits signifies the dynamic and agile business model of the company. Within, the short span the company managed to put in place its manufacturing facilities – right from concept of products, quality controls, necessary regulatory approvals, sourcing of fabrics, mobilization of labour, etc. With almost Rs 600 crs worth's of orders, Suumaya has emerged as one of the leading player in the Indian Textile Industry for supply of COVID-10 essentials.

Suumaya Lifestyle Ltd, founded by Mr Mahesh Gala, a veteran in the Textile Industry with over 30 years of rich experience in the textile sector. The company under the leadership of young and dynamic team is taking significant strides forward in positioning itself as one of the leading and preferred branded apparel company. Spearheaded by Mr Ushik Gala and equally supported by Ms Ishita Gala, the company is now expanding its positioning from a branded apparel company to a Medical Textile player. The young and dynamic Management Team is looking forward the current crisis situation as an opportunity for its next phase of evolution.

As a proactive step, the company has set up an expert committee for chalking down or evolution of "Suumaya 2.0 Strategy", which would be evaluating ways to tide down the current crisis and at the same time explore any organic or inorganic growth opportunities post COVID-19.

About Suumaya Lifestyle Limited:

Suumaya Lifestyle Ltd is a NSE-Emerge listed company (NSE Code: SUULD) established in the year 2011 and backed by experienced promoters with over three decades of experience in the Textile Industry. The company has positioned itself as a highly creative brand for exquisite fashion and world's finest collection of Indo-Western Designer Kurtis. The company has pan-India presence across 23 states and more than 175 cities. It's brands are available at 1450+ MBOs, 320+ SIS and around 10 EBOs in addition to presence across leading online platforms like Amazon, AJIO, Rajwadi, Vanitykart as well. The company has clocked revenues of Rs 175 crs in the year FY2019.

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