



## P R E S S   R E L E A S E

### **Evinix Accessories launches largest style destination, CUT Youth Style Store at Dr. Yagnik Road, Rajkot**

#### **Unveils its young celebrity, Mr. and Ms. CUT (Rajkot), for the Ribbon Cut**

#### **CUT offers an irresistible range of world brands with an impressive shopping experience**

**New Delhi, August 21, 2008:** Evinix Accessories Ltd, a leading manufacturer and merchandiser of fashion accessories and garments, today announced that it has launched its store in Rajkot, under the brand name CUT (an acronym for Comfortable, Urban, Trendy) at Dr. Yagnik Road. CUT houses a premium collection of 61 international brands and is one of the largest youth style destinations in the country.

CUT offers best bargain deals of international brands under their Mix & Match scheme. Every Mix is coupled with a Match, which can be availed at no extra cost on the purchase of the 'Mix'. This 'Match' can also be split into 2 or more different products. Thus many such products can be availed free, on the purchase of one, thereby providing the end consumer a great variety shopping through enticing bargain deals.

The focus is the 'youth', aged between 16 – 35 years, with fighter brands of apparel, footwear and accessories ranging between Rs. 199 – Rs. 1999. Keeping with the youth's contemporary attitude, CUT presents itself in a very distinctive way, providing a unique shopping experience in all its stores. One of its exclusive features is the 'Chill-out Zone', popularly known as the 'ADDA' which encourages the guests to unwind and relax after shopping at CUT

Speaking on this occasion, **Mr. Raujeev Taneja, Managing Director, Evinix Accessories Ltd.**, said, "In our quest for quality and pioneering work to continuously modernise retail, we are unveiling our latest retail stores at Dr. Yagnik Road and more stores coming up in tier 2 and tier 3 young Indian towns. We believe these stores will meet the individual style of our guests. We continue to strive to improve with every store we create for our guest. We choose to inaugurate our stores through the hands of young adults as we firmly believe the 'youth' as our celebrity" he further added.

Evinix intends to set 70 stores by March 2009.

#### **About Evinix Accessories Ltd (BSE: 532818; NSE: EVINIX)**

Evinix Accessories Ltd. is in the business of designing and manufacturing fashion accessories and garments for exports as well as domestic markets and has a turnover of Rs. 119 crore (2007-08). It also undertakes bulk trading of processed and greig fabric. Incorporated on May 1, 1996 as a private limited company, the company came up with a public issue of 35, 00, 000 shares in February 2007. Some of the important buyers in the domestic markets include Adidas India Marketing, Arvind Brands, V & S International (Haryana) and Puma. The company recently added new famous European brands (under Euro & British pound agreements) like Almunia Textil (Spain), El Corte Ingles (Spain) & George (UK). Evinix has three dedicated manufacturing units, two in Faridabad and one in the Noida SEZ. The total installed capacity is 3.5 million pieces of accessories and 3 million garments. Visit us at [www.evinix.in](http://www.evinix.in)

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