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With a clutch of high-performing brands in its portfolio, jeans and apparel maker Kewal Kiran Clothing Limited expects to give the MNC brands a run for their money.

KKCL is expanding in a smooth and swift way by opening up exclusive outlets of its brands Killer Jeans, Integriti & K-Lounge all over India. Innovation has been the hallmark of Kewal Kiran Clothing Limited. The trendiest collections are backed by a strong retail and

stores in this fiscal year of their well established brands.

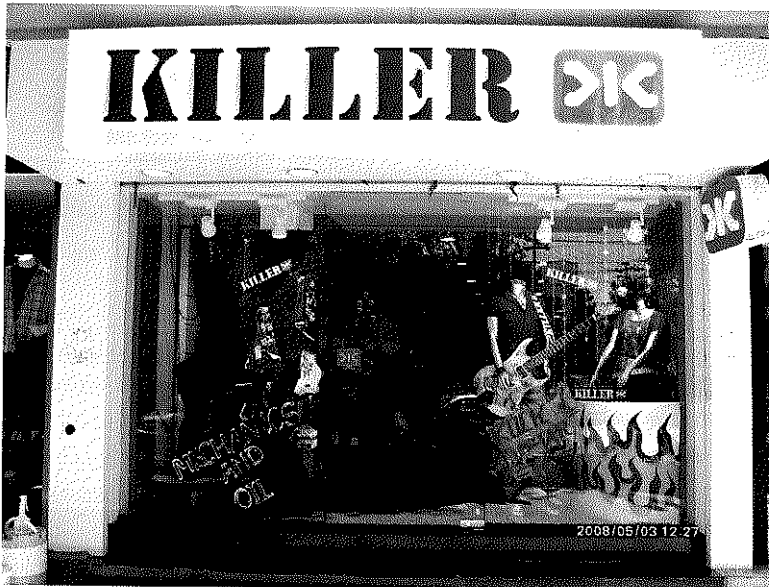
On 1ST May 2008, residents of Udaipur got introduced to an exclusive store of "Killer" at 102, Hitawala complex, Seheli Marg, Udaipur, Rajasthan-313001, Tel # 5102322. The store will provide them with a complete range of apparels and accessories to choose from this exclusive Killer store.

Soon after the opening of Killer store in Udaipur, KKCL added to

shopping experience of trendy and latest fashion apparels and accessories. This store is located at: Mega Interstuff, 2 Payal Complex, Next to Manubhai Towers, Sayajigunj, Vadodara-390 005. Tel # 0265-2361891. With Killer as a flagship brand of the company focus will be on the 16-25 years segment, the power brand enjoys a healthy position in the casual menswear category. With introduction of casual women's wear in the form "Killer for her" for the young aspiring females the brand extends its target audience.

Integriti, a brand for all, it's mantra is 'fashionable yet economical'. Integriti brand currently has 7 Exclusive Brand Outlets (EBOs) present in 4 major cities like Mumbai, Bharuch, Aurangabad and Bilaspur. While Killer and Integriti are rapidly making their presence in the organized retail market, K-Lounge that provides a wide range to customers by offering all 4 brands of the KKCL. K-lounge is growing at a sustainable pace having it's presence in more than 54 cities with 94 K-Lounge stores PAN India.

For a firsthand experience, drop in to your nearest K-Lounge, Killer or Integriti outlet and we'll be delighted to style you. ☺



distribution network. The company's extensive reach has been built in a strategic and planned manner over the years. Currently with more than 119 outlets, it plans out more 100

the count by introducing another Killer store for the first time in Vadodara on 15th May 2008. This marks the 10th exclusive "Killer" store across India providing the residents a totally new