

21st May 2011

Mr. Jayesh Vidhani, M/s. Vidhani Textiles Pvt. Ltd., 508, Churchgate Chambers, New Marine Lines, Mumbai 400 020

Dear Mr. Vidhani,

Our Industry has for years been Categorized into Three Distinct Segments — one which has vast numbers but limited horizons, another which has very few numbers but large resources. International Connections, and extremely Large Organizations, and yet another which has not too large but yet a significant number, whose Members are important and crucial players, but whose sights are on goals much bigger and higher.

These are the Brands who have had humble beginnings but huge dreams; whose presence could be Regional, but aspirations International; whose Size could be Medium but ambitions without limit; whose Management could be by Control but thinking free and unrestricted.

These are the IVY LEAGUE of our Industry – Prestigious, Respected, keen to learn, eager to grow.

You have been recognized as one such Brand - a Brand which is well known today, but is going to be impossible to ignore tomorrow; a Brand which is the backbone of the Industry today, and which shall be shaping the Future of the Industry tomorrow.

A Brand which is undoubtedly an IVY LEAGUE Brand of the Indian Domestic Industry....

It is only fitting, that a coming together of such iconic Brands be Launched by the Most Admired and Iconic Brand of Modern Apparel Industry of India – Sh. B.S.Nagesh, Vice Chairman and Customer Care Associate of Shoppers Stop Ltd; a Man whose every comment is a learning, every idea is an inspiration.

So come, be inspired, be immersed, and exult in the midst of the Leaders of tomorrow.

On 30th May, 2011, at 7.30pm, at the Blue Sea, Worli Sea Face, Mumbai 400 030.

Rahul Mehta

President

PS: Only One Representative can attend the Function. Every Additional Representative will be levied a cost of Rs.1500.00