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ORISSA

Oct 11, 2005

Killer Jeans opens new outlet

Friday October 7 2005 11:08 IST

BHUBANESWAR: Mumbai-based Kewal Kiran Clothing Pvt Ltd has expanded its K-Lounge exclusive stores chain in the country with the opening of the 16th outlet in the capital.

It owns four popular readymade apparel brands -- Killer, Easies, Lawman and Integriti.

The Company plans to add about 100 outlets by March 2007, Sandeep Varma, Manager-Marketing told mediapersons at the opening on Wednesday, adding, at least 10 more would be opened by November- end.

The retail expansion is aimed at increasing brand visibility and offering customers "the right buying experience," he said.

According to Varma, Kewal Kiran Clothing recorded revenues in excess of Rs 100 crore last fiscal.

"We are looking at a 20-25 percent growth this year," he added. The Company has a production capacity of about three lakh units per month.

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