



Siyaram's sets a new **GUINNESS WORLD RECORDS^R achievement for 'Most Viewers For A Retail Management YouTube Live Stream' during its 'Textile Mahakumbh'**

Siyaram's, one of the leading textile brands in men's fashion for over four decades, hosted its first-ever unique online initiative 'Textile Mahakumbh' that brought together textile retailers from across India to address the challenges faced by the industry during the Covid-19 crisis. The 'Textile Mahakumbh' attracted registrations from over 50,000+ plus retailers from across the country and became a holder of **GUINNESS WORLD RECORDS^R** achievement for 'Most Viewers For A Retail Management YouTube Live Stream' at the peak viewership of 11,214 viewers.

The event aimed at addressing rising business concerns among the retailers during the global coronavirus crisis resulting in an unprecedented slowdown in the retail sector. With most of the retail businesses coming to a standstill, Mr. Ramesh Poddar, CMD of Siyaram's answered questions ranging from ways to increase profit, sales, effective management of funds, control of inventory and making use of digitalization to optimize retail growth.



"We are proud to have hosted the 'Textile Mahakumbh' and setting a world record by bringing the textile retail community across India together on a single-platform. The need of the hour today is of working together as an industry and rising above the difficulties in businesses faced by smaller retailers due to the outbreak of Covid-19 in India. We are thankful to the experts from the industry that believed in the ideology of Siyaram's and agreed to be a part of Textile Mahakumbh. The response of the Textile

Siyaram's

Mahakumbh has been very encouraging and we are positive of shaping a bright future for the industry' said **Mr. Ramesh Poddar, CMD of Siyaram Silk Mills Ltd.**

As a part of the event today, the company also shared a mobile app, which will help even the smallest of the retailers in the remotest part of India to seamlessly make use of technology to sell their products at their finger-tips. *"At Siyaram's, we have always believed in innovation as the most important aspect of a business strategy. With this app, we are enabling the retailers to expand their market and reach a larger customer base at the comfort of their own shops",* adds **Mr. Gaurav Poddar, President and Executive Director, Siyaram Silk Mills Ltd.**