Raymond launches VIRASAFE – the widest Anti-Viral range of fabrics for suiting and shirting

-VIRASAFE crafted with technology approved by USFDA, EUBPR, USEPA, and NSF-

- *First to introduce an exhaustive range of anti-viral fabrics with over 600+ options*
- *Proven to have anti-viral agents, Virasafe effectively deactivates viruses and bacteria*
- *Virasafe range offers the finest range of Suiting and Shirting fabrics that is an ideal choice for Service professionals*
- *A 360 degree high decibel media campaign along with a TVC and a thrust on digital piqued consumer interest*
- *Virasafe is available in The Raymond Shops and Multi brand outlets across the country*

Raymond, India's leading textile and apparel manufacturer and retailer received an encouraging response for its latest anti-viral range of fabrics called *Virasafe*. This latest addition to Raymond's exhaustive product range offers highly effective range of shirting and suiting anti-viral fabrics that are ideal for daily use for corporate professionals, service professionals and medical professionals. Being the preferred fabric brand for millions of Indians, Raymond believed that introducing high performance range of anti-viral fabrics is a strong reassurance for consumers as they resume their daily work lives. Research shows that viruses can remain active on textile surfaces for up to two days. The fabric is 100percent effective on Avian Influenza (HSN1), SARS Corona Virus (COV – P8-P11) and INFLUENZA Virus (H1N1).

The antiviral treatment/finishes on textiles can significantly reduce the risk of transmission and contamination and curbing the spread of viruses. Speaking about this latest innovation, Ram Bhatnagar, VP & Head - Sales & Distribution, Sales said; ***"We have received an overwhelming response from our Trade channel and institutional buyers for Virasafe range. This is a testimony to our product innovation and the trust we have built over the years. As the market is opening up, we are optimistic that this anti-viral fabric will receive the traction as people are increasingly getting cautious and buying products that provide adequate protection in the new normal."***

Virasafe offers all-day protection from viruses and Germs due to the built in Silver Technology effective on a large range of microbes. The fabric finish is approved by USFDA, USEPA, and NSF making it an ideal choice in terms of safety. Raymond has launched an exhaustive range of over 600+ range of suiting and shirting fabrics priced from Rs.487 onwards available in all Raymond stores and leading multi brand outlets across the country.

About Raymond Limited

Raymond is India's largest integrated worsted suiting manufacturer that offers end-to-end solutions for fabrics and garmenting. Over the years, Raymond has been synonymous with quality, innovation and market leadership. It has some of the leading brands within its portfolio – Raymond Ready to Wear, Park Avenue, ColorPlus, Parx, Raymond Made to Measure amongst others. Raymond has one of the largest exclusive retail networks in the country with over 1500 stores across 601 towns.

Raymond also has presence in FMCG sector through Raymond Consumer care that offers wide range of products in men's personal grooming category and personal hygiene. The group also has presence in engineering and auto components across national and international markets. In 2019, Raymond has also forayed into the realty sector through the launch of its maiden project 'aspirational district' spread across 14 acres housing 3000 residential units.

Having enjoyed the patronage of over a billion consumers, Raymond as a brand has been consistently delivering world class quality products to its consumers over the past nine decades.

To know more, visit us today at www.myraymond.com