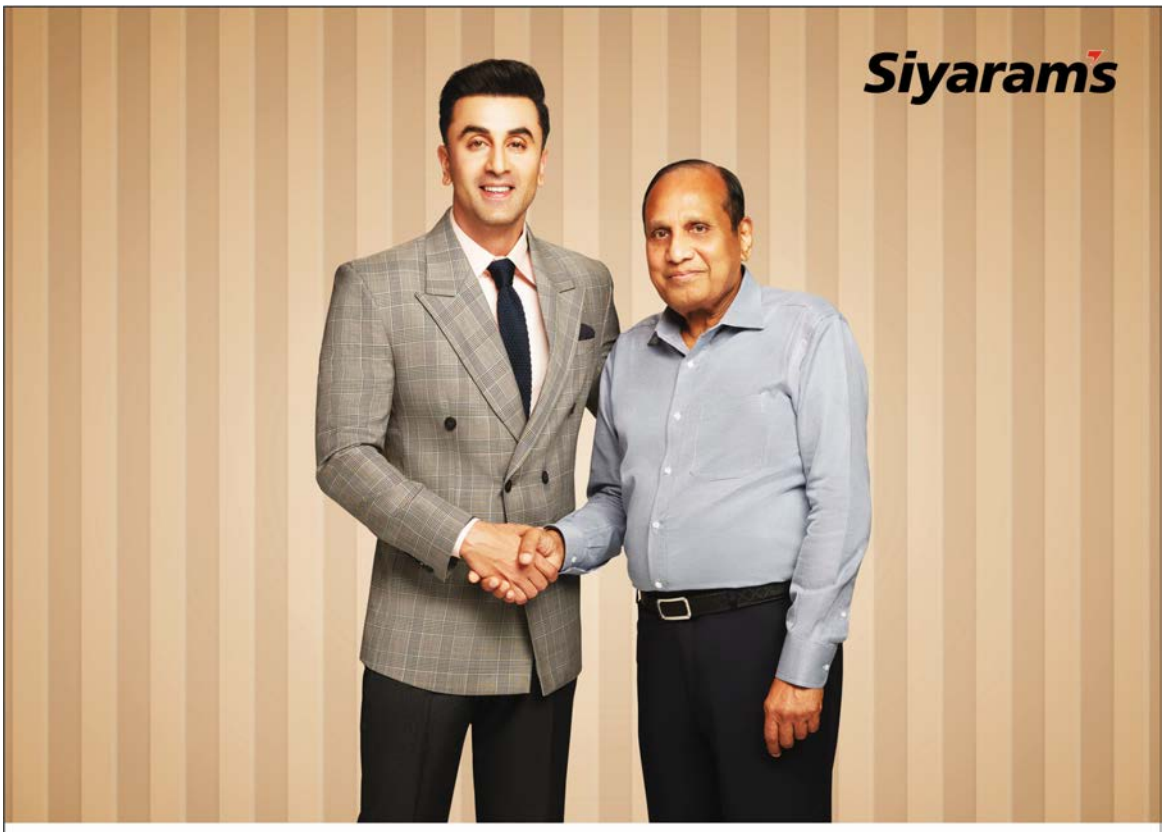
Siyaram's Announces Superstar Ranbir Kapoor as its New Brand Ambassador



Ranbir Kapoor, Brand Ambassador of Siyaram's
with Mr. Ramesh Poddar, Chairman and Managing Director, Siyaram's

Siyaram's, one of India’s leading manufacturers of premium suiting and shirting fabrics and fashion apparels, has signed Bollywood superstar Ranbir Kapoor as their esteemed brand ambassador. This strategic partnership is set to elevate the brand's popularity amongst the youth, resonating with a new generation of discerning consumers who seek style, sophistication, and an unparalleled sartorial experience.

With an iconic heritage spanning about five decades, Siyaram's has become synonymous with high quality products, continuous innovation, and international futuristic designs that are local at heart yet international in appeal. Recognized for its exceptional craftsmanship and commitment to excellence, Siyaram's has consistently pushed boundaries, making global fashion accessible to Indian consumers. Their fabrics, garments, and textile products embody a culture of legacy and values, offering a perfect blend of tradition and modernity that resonates with millions of Siyaram's customers.

"We are very excited to welcome Ranbir Kapoor to Siyaram's family," says Mr. Ramesh Poddar, Siyaram's Chairman and Managing Director. "*Signing Ranbir goes beyond a mere celebrity endorsement. While his star power is undeniable, what truly drew us to Ranbir was his genuine persona and the effortless style he embodies. Ranbir's personality impressively reflects the values of timeless elegance, unwavering confidence, and a commitment to staying ahead of the times. This collaboration will create a powerful connection with our target audience and propel the brand towards new horizons. Together, we look forward to crafting a powerful narrative that will inspire today's youth and propel Siyaram's to even greater heights.*"

Expressing his delight, Ranbir Kapoor shared, "*I am extremely happy to be a part of the Siyaram's family, and in a way, it feels like* ***coming home****. Siyaram's commitment to innovation, reliability, and superior quality are values I truly admire as well, and it is an iconic brand and a family favorite, like most Indian households. Their collection resonates with my style, offering designs that exude sophistication. Growing up, I vividly remember watching their larger-than-life advertisements on TV, which left a lasting impression. To be a part of this legendary legacy feels like a childhood dream coming true. It's truly a nostalgic homecoming and an honor for me to be the new face of Siyaram's, a brand renowned over decades for its unwavering dedication to values of excellence, trust, and Indianness, and that has earned the respect and admiration across generations.*"

As Siyaram's embarks on this exciting next chapter, it plans to blend its storied heritage with one of the most celebrated actors of our time—Ranbir Kapoor, whose contemporary appeal is setting new benchmarks in men's fashion and aims to further build Siyaram's position as one of India's most loved fashion brands across generations.