

## PRESS RELEASE

### LAUNCH OF THE PARTNERSHIP OF ONAYA,KOLKATTA WITH INDIA HANDLOOM BRAND BY Shri AJAY TAMTA, UNION MINISTER OF STATE FOR TEXTILES, Government of India

**KOLKATTA, DECEMBER 27, 2016:** M/S ONAYA ,a Kolkata based group today launched their collaboration with `India Handloom Brand' , initiative of Ministry of Textiles, to work together to promote the Indian Handloom Industry. The partnership was announced in Kolkata, in the presence of Shri Ajay Tamta, Hon'ble Union Minister of State for Textiles , Government of India along with Shri Alok Kumar, Development Commissioner of Handlooms, Government of India.

In this new initiative, ONAYA, has worked with the handloom weavers from Chanderi in Madhya Pradesh and Begampur ,West Bengal, to develop an exclusive Designer Saris from "India Handloom Brand" collection for the first time. These saris are being designed using 100% handloom fabric from producers registered with India Handloom Brand, which is unique in style and comfort, making them a fashionable attire truly Indian and authentic for the young generation to aspire to wear them.

**Shri Ajay Tamta , Hon'ble Union Minister of State for Textiles, unveiling the new collection of Designer Saris said,** *"It is good effort by providing the value addition to the authentic handloom saris ,and make them the fashionable creations ,which will catch the eyes of youth and will like to wear them. It will provide the regular work to the handloom weavers and the team should work closely with the weavers on creating new designs .The work should be able to provide a continuous employment to weavers and will be able to get better wages for their work."*

Mr Sandeep Jain , owner of ONAYA, expressed their commitment to carry this partnership also to new centers like Shantipur and has planned to have a sale of Rs 50 lacs in the year 2017.A "LOOK BOOK ",showing the exclusive designs and saris was also launched.