

Lilliput awarded as the 'Brand of the Year' 2007 in the Kidswear category by Clothing Manufacturers Association of India (CMAI)

Lilliput, the dominant player in the Kidswear industry walked away with the prestigious 'Brand of the Year' 2007 Award in the Kidswear category at the APEX Awards organised by the Clothing Manufacturers Association of India (CMAI). The felicitation ceremony saw who's who of the Indian Apparel Industry descending at the most awaited Award function held at Mumbai.

New Delhi, Delhi, IND, 2007-11-23 15:11:09 (IndiaPRwire.com)

Lilliput, the dominant player in the Kidswear industry walked away with the prestigious '**Brand of the Year' 2007 Award** in the Kidswear category at the **APEX Awards** organised by the Clothing Manufacturers Association of India (CMAI). The felicitation ceremony saw who's who of the Indian Apparel Industry descending at the most awaited Award function held at Mumbai.

Lilliput was nominated for this coveted award after a detailed survey conducted independently by **Technopak**, spread across the spectrum of industry and covering the whole country, which shortlisted a select list of Award nominees in various categories. The nominations were further scrutinized by a panel of jury comprising of eminent people from various disciplines who judged Lilliput as the most deserving Kids wear Brand of 2007. The Award was presented by Ms. Meher Castelino, the famous Miss India and fashion czar.

Elated **Managing Director of Lilliput Kidswear Ltd, Mr. Sanjeev Narula** said, 'It is a moment of great pride and honour for us to have achieved such an esteemed award by the most eminent jury. Our premium quality, trendy designs and hard-working team have won us this acclaim. The award brings along with it a greater responsibility and promise to accelerate our growth.'

The other nominees in the 'Brand of the Year' category were Benetton and The Mothercare. There were a total of 27 categories in the APEX Awards. Lilliput was also one of the three short listed nominees in the '**Product Innovator of the Year**' category. The Indian apparel industry waits with bated breath for these awards and it's a feather in the cap of Lilliput to have achieved this adulation.

- END -

About Lilliput:

Lilliput Kidswear Ltd. was incorporated in 1991 by the visionary Sanjeev Narula in New Delhi and is one of the largest Kidswear groups in India. It has its presence in China & Middle East besides India and a turnover of Rs182 crores. Throughout the range of their products, the quality is maintained at a consistent level to ensure optimum care for their sensitive customers. Lilliput has a strong workforce of 4,000 people in more than 59 cities through out the country. In Exports, Lilliput is very active in Europe; The USA, and other countries. Lilliput partnered with private equity firm INDIVISION which is a financial arm of Future group.

Website: <http://lilliput-india.com/>

For more information, Please contact:

Lalit Pandey

Consultant - Sampark Public Relations

You can also visit www.sampark.com for more information.