

Lilliput launches an innovative festive campaign 'Celebrate Lilliput' •

Free domestic return air tickets for minimum purchases of Rs 2,500; Additional International holiday packs on purchase over Rs. 4,000

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Lilliput Kidswear Ltd, the dominant player in the Kidswear industry today announced a distinctive campaign for the festive season called 'Celebrate Lilliput'. The new campaign offers return air tickets for a single person to select destinations in India for a small purchase of Rs 2,500. On a purchase of over Rs 4,000, Lilliput offers an additional holiday package which includes hotel accommodation of two nights and three days to any select destinations in India or abroad.

Walk into any Lilliput store in India between December 21, 2007 to January 10, 2008 and get a guaranteed free domestic return air ticket on purchasing products of over Rs. 2,500. On purchasing products of over Rs 4,000, get an additional free holiday package for two adults and two kids (below 6 years). The second offer includes hotel accommodation for two nights and three days in any select destination abroad as well as India. Customers can alternatively opt for a gift voucher of Rs. 500/- on purchase of over Rs. 2500/- and a gift voucher of Rs. 1000/- on purchasing over Rs. 4000/-.

TravelPort Holidays (India) Pvt. Ltd. is Lilliput's partner in this campaign. Users are required to call or email TravelPort and give their reservation preference. The air tickets are offered for domestic regions on both schemes and the travel would need to be completed between February 15, 2008 to March 15, 2008. Customers would only need to give three preferred dates and destinations and maintain a gap of one week between the preferred departure destinations.

Commenting on the campaign **Mr. Kamal Gupta, Vice President, Retail of Lilliput Kidswear Ltd.** said, 'The festive season is a great opportunity for us to serve and present our loyal customers with unique and special offers which they will value in the long run. It is always a pleasure to bring a smile on the faces of small children and provide value to our customers.

Some of the select international destinations are Cairo, HongKong, Bangkok, Singapore, Beijing, Mauritius, Bali, Kuala Lumpur, Istanbul and more. In India some of the exciting destinations are Goa Darjeeling, Manali, Jaisalmer, Ooty, Jaipur, Udaipur, Jodhpur, Shimla, Mussourie, Lonavla, Shirdi and more.

The consumer will have to pay the compulsory airport tax and handling charges of Rs. 4050/- payable to TravelPort Holidays (India) Pvt. Ltd and utility charges of Rs 350 and Rs 800 per night for domestic and international destinations respectively.

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About Lilliput:

Lilliput Kidswear Ltd. was incorporated in 1991 by the visionary Sanjeev Narula and is one of the largest kidswear groups in India. Besides India where Lilliput has a large number of 125 stores, Lilliput has its presence in China & Middle East and a turnover of Rs 182 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 65 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 in October of 2006. INDIVISION is the financial arm of Future group.

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

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