

Lilliput awarded as the 'Images Fashion Brand of the Year' 2007 in the Kidswear category

Lilliput, the dominant player in the Kidswear industry walked away with the prestigious 'Most Admired Kidswear Brand of the Year' Award at the scintillating finale of the 8th Annual Lycra Images Fashion Awards at the Renaissance hotel, Mumbai.

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Lilliput, the dominant player in the Kidswear industry walked away with the prestigious '**Most Admired Kidswear Brand of the Year' Award** at the scintillating finale of the 8th Annual Lycra Images Fashion Awards at the Renaissance hotel, Mumbai. Amongst much glitz and glamour, captains of the Indian fashion and retail industry were honoured for their contribution to the business of fashion.

Images Fashion Awards recognizes the true worth of the brands in the market. The Award ceremony celebrated the achievements of fashion and lifestyle brands, retailers and professionals who have done exceptionally well in the year just gone by on all deliverables. The esteemed jury, knowledge partners and process auditors involved by the Images meticulously judged Lilliput as the Most Admired Kidswear brand of the Year for its outstanding vision and achievement. A high-powered list of Indian celebrities was invited to present the awards including John Abraham, Mr. B. Nagesh, and Mr. Kishore Biyani to name a few.

Thrilled **Managing Director of Lilliput Kidswear Ltd, Mr. Sanjeev Narula** said, 'It is a moment of great pride and honour for us to have been judged as the Brand of the Year by the India Fashion Forum, which is one of the finest events of the retail industry. Our high quality, designs, hard-working team and strategic tie-ups have won us this acclaim. India Fashion Forum is an incredible platform to meet the top brass of the industry under one roof.'

The other nominees in the 'Brand of the Year' (Kidswear) category were Mothercare, Benetton, Giny & Jony, Zapp and Catmoss. There were a total of 22 categories in the Images Fashion Awards like Most Dynamic Brand of the Year, Retailer of the Year, Innovative Brand of the Year and others. Lilliput has off late won awards for their brand and retail excellence presented by CMAI & Asia Retail Congress respectively; this Images Fashion Brand of the Year Award further strengthens its credibility in the Kidswear market.

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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 130 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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