

Mufti winners congregate Bachhan family

Tete-a-tete with Mr Amitabh Bachhan in Bangkok

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IIFA award would be etched in the memory of Pankaj Gupta & Rajeev Monga residents of Delhi as they could meet Mr Amitabh Bachhan, the 'Big B' of Bollywood at IIFA in Bangkok. Both of them were a part of 31 winners in a nationwide contest organised by Mufti, the premium men's fashion brand.

Pankaj Gupta, winner from Delhi was elated to meet the Bachhans. He said, 'It was a great and memorable moment of my life when I met Mr. Bachhan, the living legend of Indian cinema. I was thrilled to meet Abhishek Bachhan and Aishwarya Rai Bachhan who took time off to be with us during the IIFA weekend at Bangkok.'

Nitin Jain said, 'I want to appreciate the efforts made by Mufti, who offered us the opportunity to meet the Bachhans in Bangkok.'

Mufti which is a leading men's fashion wear brand, had conducted a nationwide contest to select the winners who would mingle with the cine celebrities during their stay in Bangkok for the IIFA Awards. Mr. Bachhan, the brand ambassador of IIFA met all the contest winners and chatted with them to their delight.

According to Kamal Kushlani, Managing Director, Mufti, 'IIFA has already become an institution and we were proud to send our winners for the three-day event. All the winners got an opportunity to spend time with film legend Amitabh Bachhan and other film stars during their visit'.

Mufti stands for alternate clothing and its products are well-known for its product line is well-known for being innovative, and bringing the latest in men's fashion wear to Indian markets. Mufti products are already available at leading cities and the company has plans to further expand its network in the coming months.

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About Mufti:

Set-up in 1992 to manufacture men's shirts, Mufti has come a long way since then and is poised to emerge as the national brand for alternate and fashion wear across India.

Promoted by Kamal Kushlani, a young entrepreneur, Mufti is focused on high fashion as its core activity and markets men's shirts, T-shirts, Trousers and jeans and is patronized by the fashion conscious youth, film personalities, sports persons and corporate high fliers.

Innovation is the core strength of Mufti. With a young and dynamic management, Mufti believes that 'change' is the only constant factor in the fast changing fashion world and is committed to quality and respect for customer satisfaction.

Mufti's product development is based on extensive research and development of new fabrics and new designs and is proud of setting up benchmarks for the industry. Mufti has a well oiled merchandising team and technically qualified staff for sourcing quality fabrics.

The exciting story of Mufti has just begun at a time when India's youth are increasingly appreciating the importance of alternate clothing. Our rapid progress in the last few years is a great testimony to the changing times and Mufti's great future.

Mufti is committed to establish an all-India network in the shortest time to reach across to customers across the country. Mufti's professional management is also keen to tap overseas markets in future and become an international brand with its roots firmly in India.

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