

Siyaram's popular brand J.Hampstead launches Mach1

MACH 1, a premium finish under the popular brand name J Hampstead by Siyaram Silk Mills Ltd. Being launched for the first time in India, Mach1 by J.Hampstead has taken the *First Movers* advantage in the market. The launch was bestowed by the presence of the Chairman and MD Mr. Ramesh Poddar and Mr. Avnish Poddar, Director JHampstead.

Speaking on the occasion, Mr. Avnish Poddar, Director & Business Head J.Hampstead said, "Wool processing requires one key process called Rope Sourcing. The feel of the woolen fabric is

dependent on the time spent by a fabric in this process. The sourcing process affects the fabric in either of the 2 ways bulk or weight of the fabric and suppleness or bounce of the fabric. The bulk and suppleness of a fabric are inversely proportional to each other, i.e., if you increase one, the other reduces. At J.Hampstead, we have cracked a unique process parameter that can give a lot of bulk & suppleness to the fabric."

The latest offering by J.Hampstead is the unique Mach1 Finish fabric. Approximately 6 months have been spent by the in house R&D team to perfect this technique. This finish is currently being offered only in the Zanetti range (Super 120's, 60% wool) and the company intends to extend this to other ranges by mid next year. The fabric is priced between Rs. 2500/- and Rs. 3000/- per meter. Initially, the production is expected to be on a scale of 30000 meters per month which can double next year, based on the response from the market. J.Hampstead will formulate a Pan India Media & Marketing plan to promote Mach1 shortly. J.Hampstead has been the epitome of style, persona & class and specifically crafted for the young achiever. Siyaram Silk Mills Limited for over 3 decades has been catering to the aspirations of young India by making contemporary fashion accessible to the classes & masses. It is the leading Indian blended fabric manufacturer that boasts of an elite brand portfolio consisting of powerful brands like Siyaram's, J Hampstead, MiStair, MSD, Oxemberg, Royale Linen and the recently launched Moretti, Free Fall and Victory.

