



T.T. LIMITED

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TT Welcomes Bollywood Icon Rajkumar Rao as Its Brand Ambassador



On the auspicious occasion of Shivratri, TT, a legacy brand with 60 years of excellence in innerwear and casual wear, is set to redefine its marketing strategy by signing Bollywood star **Rajkumar Rao** as its brand ambassador. Rajkumar Rao, a **National Award-winning actor**, has an impressive filmography with hits like *Stree*, *Stree 2*, *Srikant*, *Bareilly Ki Barfi*, *Koi Pe Che*, *Shahid*, *Newton*, and *Badhaai Do*. He also has an exciting lineup of upcoming films, including the much-anticipated **Sourav Ganguly biopic** and the crime thriller *Maalik*.

Explaining the synergy between Rajkumar Rao and TT, **Mr. Sanjay K Jain, Managing Director of TT Limited**, shared: "Rajkumar Rao perfectly represents the aspirations of today's India. He is a self-made success story, embodying hard work, authenticity, and relatability—qualities that resonate deeply with our consumers. His journey from humble beginnings to becoming one of Bollywood's most respected actors mirrors the ambitions of millions nationwide, making him the ideal face for TT. The fact that Rajkumar has grown up wearing TT made this association even more authentic and personal. He is not just a face for the brand but a real consumer endorsing it."

Spearheading this strategic transformation is **Hardik Jain, Executive Director (ED) of TT Limited**, who is committed to a bold and unconventional brand promotion strategy. He states, *"We are not here to follow the crowd. Our approach will be distinct, ensuring a deeper and more meaningful connection with our consumers."*

Joint Managing Director, Jyoti Jain, emphasized the brand's commitment to blending heritage with modernity: *"TT has been a trusted brand for six decades, and while we remain rooted in our legacy, we are evolving with the times. The idea is to stay true to our values while adapting to the changing needs of our consumers."*

The new tagline, **'TT ka FiTT, Humesha SuperhiTT,'** reinforces TT's commitment to **delivering the perfect fit—something every consumer values**. The brand has also undertaken a comprehensive product audit to ensure its range aligns seamlessly with consumer expectations.

With a **pan-India presence** and a diverse portfolio catering to all genders and age groups, TT continues to expand its footprint. The company markets its **innerwear range** under the **TT brand**, featuring several sub-brands such as **Desire, Titanic, Cool, and Jazz**. Its **casual wear collection** is offered under the **HiFlyer** brand, while **thermals** are sold under the **TT brand**, with sub-brands including **Thermo, Hotpot, and Elite**.

Place: New Delhi

Date: 3rd March, 2025

Sanjay Kumar Jain
Managing Director
T.T. Limited, New Delhi