

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:4874
ANSWERED ON:09.12.2010
FACELIFT OF NCT
Tirkey Shri Manohar

Will the Minister of TEXTILES be pleased to state:

(a) whether the National Textile Corporation (NTC) plans to give a fillip to its retail marketing by developing new brands and reviving the existing ones; and

(b) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TEXTILES (SMT. PANABAACA LAKSHMI)

(a): Yes, Madam.

(b): For strengthening its retail marketing, the National Textile Corporation (NTC) Ltd. has launched a new brand under the name 'RASSA' in bed linen and bath linen segment. NTC is also promoting/revamping its existing brands, namely 'ENTYCE', and 'FINLAYS'.