

The Power of Presence: Siyaram's launches Cadini Italy Perfume Collection, First Time in India

Mumbai, 12th December 2024: Siyaram Silk Mills Ltd, under the brand name Cadini Italy, a global symbol of Italian craftsmanship and timeless elegance, launches Cadini Italy Perfumes in India. This much-awaited unveiling will take place at the iconic Taj Mahal Palace, Mumbai, on **12th December 2024**, blending the legacy of a world-renowned brand at a venue steeped in heritage. This momentous occasion marked a significant milestone in the brand's global expansion, bringing its timeless collection of meticulously crafted Italian luxury to the Indian market. Known for its internationally sought-after men's fashion, Cadini Italy now extends its promise of luxury with a fragrance collection destined to redefine *The Power of Presence*.

During the exclusive launch introduced four exceptional handpicked fragrances: *Leonardo's Secret*, *Italian Renaissance*, *Roman Affair*, and *Sicilian Romance*. Available in three variants—100 ML, 35 ML, and 2 ML—Each fragrance is meticulously crafted using hand-picked botanical notes, creating a sensory celebration in every spray and creating an invisible yet unforgettable signature that lingers long after one leaves the room.

Daniella Nicolle Faralli, Cadini Italy Brand Director, currently based in Florence, Italy, said, "*India signifies more than a market for Cadini Italy; it's a deep connection that transcends geographical borders. The launch of Cadini Italy Perfumes in India is an exciting step forward. With these four exceptional fragrances, we aim to celebrate individuality, evoke emotion, and create unforgettable memories, bringing the essence of Italy to India. Additionally, the launch of our e-commerce platform opens a new chapter in Cadini Italy's journey, expanding our reach to a broader audience and making Italian elegance more accessible to the Indian demography.*"

Commenting on the launch Mr. Ramesh Poddar, Chairman and Managing Director, Siyaram Silk Mills Limited, said, "*We are extremely proud to launch Cadini Italy Perfumes, marking a new chapter in our legacy of Italian sophistication and exceptional craftsmanship. This launch, along with Cadini Italy's first-time foray into e-commerce, highlights our commitment to exquisite, world-class craftsmanship in delivering Italian luxury to Indian consumers.*"

The exquisite *Cadini Italy Perfumes* will be available online, allowing customers to explore Cadini Italy's stunning collection across India through its website and social media channels. Experience *The Power of Presence* redefined with each fragrance promising to be not just scents but a transformative experience—turning ordinary moments into extraordinary memories with every moment an opportunity to truly own your presence. Visit our website (www.cadiniitaly.in) and social media channels to immerse yourself in the essence of luxury and timeless Italian artistry.

About Cadini Italy:

Founded in 1970 in the heart of Florence, Cadini Italy has evolved from a premium menswear manufacturer into a globally sought-after Italian menswear brand, celebrated for its impeccable craftsmanship and timeless designs. With a legacy that spans nearly five decades, Cadini Italy's collections exude sophistication and style, catering to the modern man who embraces the essence of "*la dolce vita*" (the good life), which is personified in its total look collection, including perfumes, luxury gifting fabrics, bed linens, and fashion accessories. Present in over 40 countries, Cadini Italy continues to redefine men's fashion with its seamless blend of tradition and contemporary flair to craft experiences that elevate personal expression. Experience the transformative *Power of Presence*—where style, elegance, and confidence unite. Cadini Italy is a part of Cadini SRL, which became a wholly owned subsidiary of Siyaram Silk Mills Ltd in 2015.



About Siyaram Silk Mills Limited:

Siyaram Silk Mills Limited was incorporated in 1978 and is headquartered in Mumbai, India. The Company benefits from having resilient serving portfolios of brands within India. Siyaram Silk Mills Limited is amongst India's most renowned brands and marketers of fabrics, readymade garments, and other textiles products. The Company is famous for its high-quality fabrics and apparel using various blends made from poly viscose, cotton, wool, linen, bamboo and stretch. In addition, the Company operates and franchises a chain of retail stores, which offer menswear fashion fabrics, apparel, and accessories. The Company sells its products under multiple brands that enjoy high recall value with consumers. They include brand names such as Siyaram, J. Hampstead, Oxemberg, and Cadini. The Company has an extensive distribution network that permeates India, giving an aspiring yet underserved vast population ready access to high-quality fabrics and apparel at attractive price points. This makes Siyaram's brands the preferred choice in India's fast-growing yet untapped market. It is backed by highly integrated and state-of-the-art manufacturing and retailing capabilities. Today when we say, "Coming home to...", the world says ... Siyaram's.

Safe Harbour

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