



Radhey Trade Holding Limited

Date: 12.02.2021

To,
General Manager,
BSE Limited,
P.J. Tower, Dalal Street,
Fort, Mumbai, 400 001.

Script Code: 539814

Scrip Name: RADHEY

Sub: Press Release

Dear Sir,

Please find the enclosed Press Release titled "Radhey Trade Holding Limited has entered into a Tie up with IBIS Hotels for Providing Laundry Services"

For Radhey Trade Holding Limited



Dhiraj Kothari
Director

CIN: L74110GJ1981PLC103918

GSTIN: 27AAHCR0315B1ZY(Maharashtra) GSTIN: 24AAHCR0315B1Z4 (Gujarat)

Regd. Office: Digvijay Plot, Street No. 51, Opp. Makhicha Nivas, Jamnagar-361005, Gujarat.

Corp. Office: 06th Flr, Office No. 99, Alli Chambers, off. Nagindas Master Road, Fort, Mumbai-400 023, MH.

Web: www.rholdings.org, Email ID: info@rholdings.org, Contact No: 8369145196.



Radhey Trade Holding Limited



TIE-UP WITH IBIS HOTELS FOR PROVIDING LAUNDRY SERVICES

Radhey Trade Holding Limited has entered into a tie-up with Interglobe Hotels Private Limited ("under brand name of **ibis Hotel**") for providing wet cleaning, washing and dry cleaning services to the Navi Mumbai Hotel of the group. Under the brand name "Le Lavoir", the company is targeting to reach various institutions and also plans to enter the retail market segment to address consumer needs. Focused on expanding its reach on pan-India basis, the company plans to open several other laundry units apart from its Mumbai facility over the coming years.

Talking about the deal, Mr. Sachin Kapse, Managing Director of the Company said, "We are thrilled about our partnership with ibis Navi Mumbai as this move will help the Company to reach new heights. We are all geared up towards new client acquisitions and we aim to add at least 3 more hotels in the current quarter. Our aim is to be one of the leading and trusted brands in Laundry Services available in India. We are focused on the "Make in India" and Atmanirbhar Bharat initiatives of the Government of India."

Mr. Anant Leekha, General Manager of ibis Hotel expressed his confidence about the association with Le Lavoir. He said, "We are excited to have our vendors as Radhey Trade Holding Ltd (under their brand name "Le Lavoir"). They have been impeccable in our survey and the quality is excellent for the laundromat services being offered by the company. We are sure this consistent performance and timely delivery and effort will increase the customer base of Radhey Trade Holding Limited exponentially."

About IBIS



IBIS was established in year 1974 and is a brand of economy hotels owned by Accor. It was created by Accor group to engineer more affordable Novotels. It then gradually became a megabrand in year 2011 with launch of IBIS styles and IBIS budget. IBIS holds a good brand in the market with more than 1200 hotels under its brand name across 67 countries.

About Radhey Trade Holding Limited

Radhey Trade Holding Limited is working for more than 4 decades and is listed on BSE Limited. The Company is into the business of Laundry Services like dry cleaners and laundromat services. Radhey under the brand name of "Le Lavoir" is a responsible organization and maintains all the required safety and hygiene standards while providing services and is also planning expanding its footprints across India. Aided by its strong management team and helped by their sharp business acumen, the company is confident and to garner huge clientele.

For Radhey Trade Holding Limited

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