



OCM launches Impressions – it's first Fashion Store in Ludhiana

~ Retailers ready-to-wear garments as well as fabrics for both men and women~

Ludhiana, October 19, 2016: OCM Private Limited launches its first flagship Fashion store named **Impressions** in Ludhiana at Mall Road.

Impressions – The OCM Fashion Store opens up an upscale ambience and ease to the customer for a reassuring shopping experience and to choose from a wide variety of styles of contemporary ready-to-wear garments. High quality fabrics designed in Italy are part of the offering and will provide the benefit personalised tailoring for men's suiting and jacketing at the store.



The new product line-up for men are stylish jackets ; for women with discerning taste there is a vibrant ethnic wear collection and more; building on its credentials of woollen expertise OCM also offers an amazing range of high fashion sweaters , designed by top notch Italian designer, for the season.

“We are working towards providing the best in design and styling to the new age customer and customers seeking a superior shopping experience.

Impressions – our new venture is expected to bring in growth going forward and strengthen the OCM brand portfolio. Launch of Impressions in Ludhiana will be followed by Jammu, Bareilly, Delhi and several others in North India in the first year.” said, **Vikram Mahaldar, Vice President & Head-Global Sales, OCM Private Limited.**

OCM is a longstanding household name, a trusted brand name of India, enjoying a reputation of high quality manufacturing and finishing at its plant in Amritsar, Punjab. In the wake of new business opportunities and growth OCM has geared up to cater to the modern Indian customers by offering high quality ready-to-wear garments – across all age-groups, for men and women customers.