



THE GOLDEN STORY OF "T.T. BRAND"



"T.T." is a household name for various consumer products as well as Industrial and intermediate products and services in India and in more than 30 countries of the world. It has become a well known global brand.

"T.T." Brand's mission had been to add vitality to life by meeting everyday needs of people to feel good, look good and get more out of life.



Name "T.T." is derived from the first textile business venture of the family of Shri Rikhab C. Jain, present and founder Chairman of T T Group started by his eldest brother Shri Bhanwar Lal Baid at Calcutta in 1947. This business firm of Tarun Textiles was started by blessings sought by founder's mother Mata Sugani Devi (Wife of Shri Jes Raj Ji Baid of Bikaner) from Adhistan Dev Shri Madhuban Bhomia Ji Maharaj of Paras Nath Hills in Bihar (Now Jharkhand) where

Twenty Tirthankaras (T.T.) of Jains got Nirvana. The family business then was named "Tarun Textiles". The business was shortly thereafter joined by second Brother Shri Jhanwar Lal Baid. The present and founder Chairman of T T Group being the youngest of three brother joined business at Calcutta in 1960. In the year 1964, when it was about to introduce new range of Underwear and Undergarments within the business run by "Tarun Textiles". "T.T." as abbreviation of "Tarun Textiles" was used as brand name. Between 1964 to 1970 huge quantities of "T.T." undergarments were exported from India to Eastern Europe, mainly Czechoslovakia, Holland, Hungary, Yugoslavia and Russia.

In the Year 1970 as a matter of partition amongst three brothers, name "Tarun Textiles" was retained by the eldest brother Shri Bhanwar Lal Baid and "Tarun Textiles" continue to sell Seaman, See India Brands of Knitwear. Incidentally, in these years even brand VIP was being produced and marketed by our family Tarun Textiles. In those years Hindustan Hybo, present owner and user of Brand Name VIP did not even exist at all. However, Brand name VIP was discontinued by "Tarun Textiles" even much before Hindustan Hybo launched VIP Brand of Undergarments.