

3rd May 2010

The Department of Corporate Services,
The Bombay Stock Exchange Ltd,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001

SKNL

S. Kumars Nationwide Limited

Sr. No. 90/H No. 5, Inga Complex,
Mahakali Caves Road, Andheri (East),
Mumbai - 400 093.
Tel. : +91-22-2825 0797
Fax : +91-22-2820 7578 / 2820 7577

Kind Attn: Mr. K. Gopalkrishnan DCS - CRD

Dear Sir,

Re: Scrip Code - 514304

Sub: Corporate Announcement

**DONNA KARAN INTERNATIONAL (DKI) AND SKNL ANNOUNCE A
JOINT VENTURE FOR DKNY MENSWEAR**

**SKNL awarded license to source, design, produce & distribute DKNY
menswear apparel**

We wish to inform you that the Donna Karan International ("DKI") and S. Kumars Nationwide Limited (SKNL) today announced that they had formed a joint venture and entered into a strategic global licensing agreement. As part of this arrangement, SKNL (UK) Limited will design, source, produce and distribute the full range of DKNY menswear apparel. The agreement runs through 2015, with an option to extend the license for an additional seven years.

The Spring 2010 collection, which carries the DKNY Black Label, is the first to be offered by SKNL under this agreement. This collection is available in high-end department and speciality stores in addition to DKNY's network of approximately 100 DKNY free-standing retail stores around the world. The sportswear range of the DKNY men's apparel line is distributed in North America, Europe, Africa, the South Pacific, Middle East and Asia.

DKNY is one of the most recognized brands in the global apparel marketplace. This joint venture with DKI is consistent with SKNL's focus on aligning with the world's top apparel and accessories brands as part of the ongoing execution of its global growth strategy. This joint venture also allows two leading companies to benefit from their combined strengths to tap the full potential of the DKNY men's business in current and new markets.



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About SKNL

SKNL is a leading global conglomerate involved in design, manufacturing, marketing and distribution of high quality fabrics and ready-to-wear garments. The Company has recently extended its presence overseas to the European and North American markets expanding its brand portfolio of 45 leading brands catering to various price points, socio-economic segments and age groups.

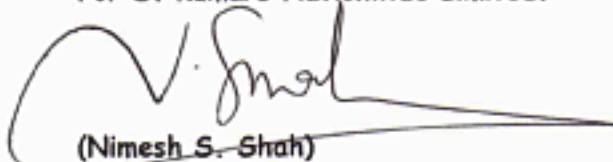
About Donna Karan International

Donna Karan International is one of the world's leading fashion design houses. It designs, markets and distributes collections of apparel, sportswear, accessories and shoes under the Donna Karan and DKNY brand names. Since November 2001, Donna Karan International has been a part of LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group.

Please take the same on your record.

Thanking you,

Yours faithfully,
For S. Kumars Nationwide Limited.


(Nimesh S. Shah)
Vice President & Company Secretary

SKNL