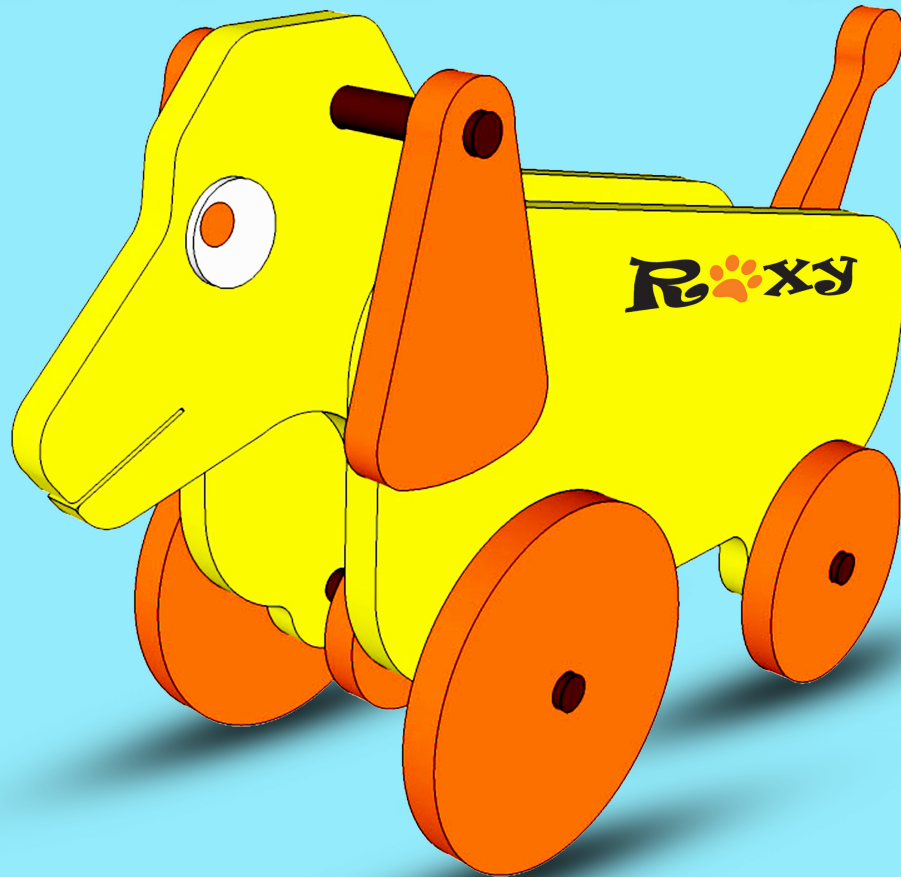
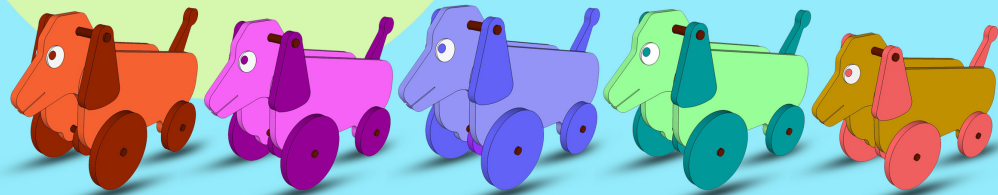


ROXY

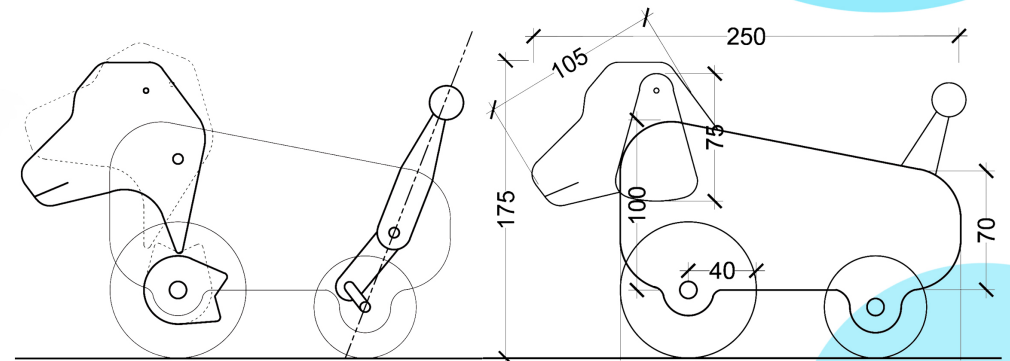
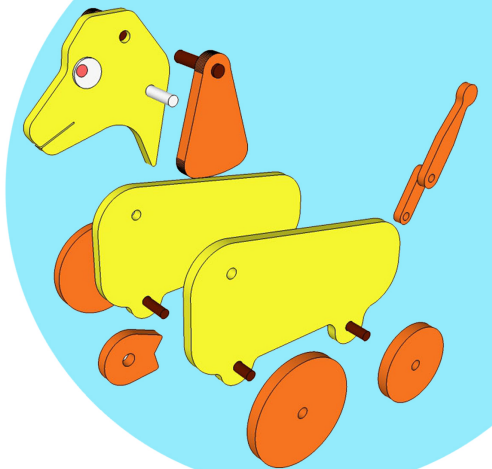
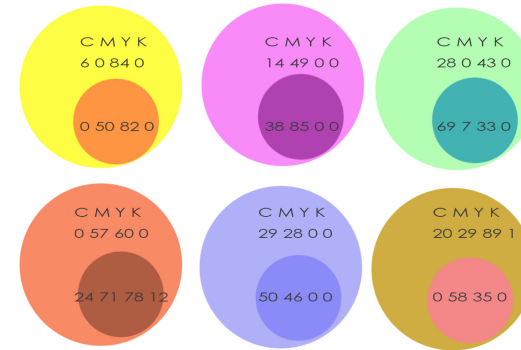


Brand Narrative:

It is the ROXY® philosophy that 'good quality play' enriches a child's life and lays the foundation for later adult life. We believe that play is a key element in children's growth and development and stimulates the imagination and the emergence of ideas and creative expression. All ROXY products are based on this underlying philosophy of making your child's life a beautiful experience.

True to its motto 'Only the best is good enough', the ROXY has been emphasizing the importance of high quality and safe products have remained the focal point for the ROXY throughout the years - and it still is. ROXY products are tested rigorously to live up to the strictest safety and quality standards as well as our own high expectations. This approach has made children and adults return to ROXY products time and again.

The ROXY company is committed to caring for the environment and the society that children will inherit, and to inspiring and developing the builders of tomorrow.



P. SRI HARI
176130008