

Louis Philippe International Premium Menswear Brand launches its first store in Motihari with acclaimed Bhojpuri Actor Ravi Kishan

~The brand grows stronger with 11 stores in Bihar~

Motihari, September 8, 2019: Louis Philippe India's leading premium, international menswear brand has unveiled its maiden store in **Motihari, Bihar**. The newest shopping destination in the city was inaugurated by famed actor and television personality **Ravi Kishan** who looked top notch and dapper in Louis Philippe ensemble. Louis Philippe was brought to India by **Aditya Birla Group** in 1989, and ever since the brand has been known for precision in craftsmanship that translates into clothing which is classic and contemporary. Recently the brand has unveiled its cutting-edge innovative line of clothing the **Permapress Collection** through a comprehensive marketing campaign. With the launch of the sprawling new store in **Gaja Gaddi Chowk, Main Road Motihari** which is spread over **1200 sq. ft.**, Louis Philippe now has **11 stores** in the state of **Bihar**.

Speaking on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said "The growth of the retail sector, supported by increasing consumer demand makes Motihari an exciting market for the brand. We are excited to launch our latest store which will house a vast ensemble of premium fashion ensemble for every occasion. The launch which has been graced by acclaimed Bhojpuri actor Ravi Kishan is a significant achievement for us and underlines the importance of Bihar for Louis Philippe".

She further added "It has been our endeavour to enhance customer experience at our stores by delighting our patrons with superior craftsmanship, great quality and an unmatched retail experience."

Louis Philippe is a leader in the premium menswear segment in India. The brand has constantly innovated itself to suit changing consumer needs and offers a range of **formals, semi-formals, casual, wedding apparels and accessories**. Addressing the fashion prerequisites of the style-conscious men, the new store in Itanagar boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store houses season's latest offering that includes **Permapress Voyage, The Finest Wrinkle Free Collection**, Apart from wrinkle free feature, there are other functional features which has been carefully crafted to make the life of a man on the go much more convenient. The store also features the timeless **Gods and Kings Range** and the highly performance driven **Athwork Line** along with **LP Sports and LP Jeans** which lend a casual touch and a sartorial edge to a discerning gentleman's wardrobe.

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and



accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

About Aditya Birla Fashion & Retail Ltd.:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18,000+ multi-brand outlets and 5,000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

For further information, please contact:

Janet Arole | Head Corporate Communications, Aditya Birla Fashion and Retail Limited |

janet.arole@adityabirla.com