

RALPH LAUREN



POLO RALPH LAUREN OPENS ITS FIRST STORE IN INDIA THIS FALL WITH ADITYA BIRLA FASHION & RETAIL LIMITED

Delhi, September 21, 2018: India's leading fashion retailer, Aditya Birla Fashion and Retail Limited (ABFRL) today announced the opening of the first Polo Ralph Lauren store in the country at DLF Emporio, New Delhi. **Aditya Birla Fashion and Retail Limited (ABFRL)** has signed an exclusive agreement with **Ralph Lauren** to distribute and open stores in the country.

Located in a prime location at this luxury-shopping destination, the store will be home to Polo Ralph Lauren's range of iconic men's and women's wear along with accessories. For Fall 2018, womenswear mixes all-American style with an eclectic downtown edge. From sophisticated tweeds and simple black dresses to city-worn leather, Polo represents easy, energetic style – free-spirited and cool.

Authentic and iconic, Polo menswear is the original symbol of the modern lifestyle. Combining Ivy League classics and time-honored English haberdashery with downtown styles and All-American sporting looks, Polo sportswear presents a one-of-a-kind vision of menswear that is stylish, timeless and appealing to all generations of men.

Beautifully curated, the store brings to life the very essence of the Polo Ralph Lauren brand and evokes an easy American elegance in every detail. Antique furniture, vintage treasures and a rich palette of colors and textures create a warm and welcoming space reminiscent of an East Coast country home.

Speaking on the first Polo Ralph Lauren store in India, Mr. Sathyajit Radhakrishnan, President- International Brands, Aditya Birla Fashion & Retail Limited (ABFRL) commented *"The Ralph Lauren brand has always been synonymous with timeless heritage and iconic sophistication. Polo Ralph Lauren is the oldest brand in the portfolio and continues to be top-of-mind in the luxury casual and sportswear market. The iconic brand has been long recognized and embraced by the discerning Indian and we are delighted that in its 50th anniversary year milestone, we are bringing it to the country. We are also eager and excited to be growing the brand presence here with the soon to launch Ralph Lauren store at The Chanakya, New Delhi."*

STORE LOCATION

DLF Emporio
1st Floor
4, Nelson Mandela Road,
Vasant Kunj, New Delhi - 110070

STORE HOURS

Polo Ralph Lauren opens daily from 11am through 9pm

ABOUT RALPH LAUREN

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, accessories, home, fragrances, and hospitality. For 50 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps, and Club Monaco, among others, constitute one of the world's most widely recognized families of consumer brands. For more information, go to <http://investor.ralphlauren.com>.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

For more details, please contact:

Janet Arole | Head Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@adityabirla.com