



## Style Up Leading Family Shopping Destination Launches Its First Store in Ramgarh, Jharkhand

*A complete new family air conditioned shopping destination spread over 6000 sq. ft. will house over 4000+ designs*

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**Ramgarh, December 2019:** STYLE UP, the newest family shopping destination from Aditya Birla Fashion and Retail Ltd. launches its **first** outlet in **Ramgarh, Jharkhand** with Its exclusive **collection** which features a diverse range of menswear, womenswear and kidswear. In the womenswear category the outlet will boast of **ready to wear gowns, kurtis and stylish accessories**. The fashion conscious men folk can select from an **array of kurtas, denims, t-shirts and formal wears along with stylish footwear**. Not only this, the maiden store will have an exciting range of **garments for mini fashionistas**. Overall the store will boast of a vast ensemble of **50,000 products in in distinct designs and multiple sizes priced at an attractive price point**

Spread across a sprawling **6000 sq ft.**, the new store at **Shivaji Road, Lohar Tola, Ramgarh** promises to be a shopping extravaganza for the entire family boasting of great quality stylish products at an unmatched value. With **over 4000 styles** to choose from the vibrant range from the brand will complement the looks and styles of fashion forward shoppers in the city.

Speaking on the occasion, **Mr. Prasoon Mukharji, Vice President, Style Up** said, "With the launch of our 1st store in the state of Jharkhand, Style Up now has a total of 18 shopping destinations throughout the country. Ramgarh is an important market for us and after getting a phenomenal response from our existing outlets, we intend to continue catering to the fashion conscious consumers, creating an advantageous opportunity for value retail chains. We plan to address the needs of our patrons by offering the latest fashion and an international shopping experience.



**Local Franchisee partner Nitin Sharaf adds “**. We are excited to partner with Style Up, a family shopping destination which aims to cater to the fashion needs of consumers in Jharkhand through a varied range of clothing for all occasions.

**About Style Up:**

Style Up is the newest family store for lifestyle and fashion from Aditya Birla Fashion and Retail Ltd with a focus on Tier 2 and Tier 3 cities housing an array of smart fashion in the form of menswear, womenswear, kidswear and stylish accessories.

**About Aditya Birla Fashion and Retail Limited:**

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. Pantaloon 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.

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