



PRESS RELEASE

Aditya Birla Fashion and Retail signs deal with Quirky British Designer wear brand 'Simon Carter'

'The King of Cufflinks' brand marks its debut in the Indian market

Mumbai, 13th May 2016: India's largest apparel and retail company '**Aditya Birla Fashion and Retail Limited**' (formerly known as Pantaloons Fashion & Retail Limited) (**ABFRL**) has signed an exclusive deal to bring the **Simon Carter** designer wear brand into the country. Simon Carter is a London-based designer brand with a quirky English touch, soon to make its debut in the country in collaboration with ABFRL.

Simon Carter began his career in 1985 with a wholesale business, going on to open his first store in London's famous Regents St. The visionary man with a penchant for revolutionizing the men's fashion industry and with an acute business sense was recently named the '**Most stylish Man of the Year 2015**', while the brand was named the '**Menswear Brand of the Year 2013**', among other accolades. **Simon Carter** holds the distinction of being the most successful international designer with seven standalone designer brand stores in some of the most posh locales in the UK. His much sought-after collections are retailed in some of the most exclusive department stores and independent retail outlets in 40 countries around the world including Liberty, Bloomingdales USA, Seibu Japan, Brown Thomas Ireland, and David Jones Australia

In the 30th anniversary of its business, Simon Carter will now be available to consumers in India as well, in an **exclusive partnership with ABFRL**.

Comments **Mr. Pranab Barua, Business Head, Apparel & Retail Business, The Aditya Birla Group**, "We are delighted to join hands with **Simon Carter**. This deal was part of our strategic intent to grow our international portfolio and this new relationship with Simon Carter will bring London's high fashion to the Indian market."

He further added, "We plan to launch Simon Carter exclusive stores across the three top metros of Mumbai, Delhi and Bangalore. The brand will offer complete ensemble solutions ranging from formal wear to casual wear that will excite the most discerning Indian consumers".

Comments **Mr. Simon Carter, Creative Director**, "I am delighted to be partnering with the Aditya Birla Group for the highly important Indian market. We have worked together for a number of years and they are perfectly placed to use their expertise and resources to bring my brand to the Indian customer".

Carter's products are known for their British wit, which incorporate a light-hearted side to every facet of the brands offerings, ranging from merchandise to store design and store staff; everything sports a personalised touch.

ABFRL's portfolio of brands spans from luxury to super premium, premium, sub-premium to fast fashion segments. The addition of Simon Carter's new international designer brand will add richness to ABFRL's super premium brand collection giving its discerning customers a true taste of high fashion.

About Aditya Birla Fashion and Retail Ltd. *(formerly known as Pantaloons Fashion & Retail Limited)*

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged 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, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

About Simon Carter

Simon Carter began designing avant-garde accessories for men in 1985 on London's hip "The King's Rd". They were a runaway success and the business quickly developed into the established international company it is today.

Menswear and accessories are the core of Simon's business which continues to break boundaries in sales in the global marketplace. From humble beginnings selling pewter brooches up and down "The Kings Rd", Simon Carter today has Flagship stores in both London and Toronto. **The brand is stocked around the world in forty countries in leading stores that include** Liberty, Bloomingdales USA, Seibu Japan, Brown Thomas Ireland, and David Jones Australia. Simon's collections continue to buck the economic trend, spearheading fashions that appeal to those with a taste for inventive understated chic.

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