



PRESS RELEASE

Aditya Birla Fashion and Retail strikes a deal with global luxury brand `Ted Baker`

The `No Ordinary Designer Label` luxury brand will offer menswear, womenswear and accessories in India

Mumbai. November 4, 2016: Aditya Birla Fashion and Retail Ltd. has signed an exclusive deal with UK's most successful fashion brand, **`Ted Baker`**.

Ted's is a style that is completely unique. From subtle embroidery and the use of the finest fabrics to amusing notes on the packaging and irreverent window schemes, everything that bears the Ted Baker name offers sophistication and quality. Ted Baker has more than 500 stores across Europe, the United States, Canada, Australia, Asia, China, South Africa and the Middle East.

A reflection of popular culture with a sense of style and humour, the menswear merchandise is a celebration of fashion and contemporary British spirit. The womenswear line has a fresh and feminine mix of exquisite European elegance with London flair with emphasis on surface decoration.

Says Mr. Ashish Dikshit, Business Head, Aditya Birla Fashion and Retail Ltd., "We are happy to join hands with Ted Baker and build a strong presence for the brand with Indian consumers. This unique partnership will enable our consumers to explore a whole new world of creativity in fashion for men and women."

Ted Baker commented, "Ted Baker is renowned for its perfect mix of distinctive design, beautiful quality and unconventional approach to fashion, all liberally spiced with Ted's irreverent sense of humour and a firm **commitment to good old-fashioned values**. Ted is proud to be partnering with Aditya Birla Fashion and Retail to bring something new to customers in India."



Mr R. Sathyajit, President-International brands-Madura F&L, Aditya Birla Fashion and Retail Ltd. says, “Ted is a much anticipated addition to our portfolio representing a unique and much needed statement in men’s and women’s fashion today, built on its unwavering focus on quality, attention to detail and quirky sense of humour.”

ABFRL’s portfolio of brands span luxury, premium, sub-premium and fast fashion segments. The addition of Ted Baker will further augment ABFRL’s position in the affordable luxury space giving its discerning customers a true taste of high end fashion.

About Aditya Birla Fashion and Retail Limited.

Aditya Birla Fashion and Retail Ltd. (ABFRL), formerly known as Pantaloons Fashion & Retail Limited 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, 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.

About Ted Baker

Ted Baker London is world-renowned for its stylish and sophisticated menswear, womenswear, accessories (and everything in between), and is loved for its quality and distinctive use of design and colour. With the perfect blend of attention to detail, beautiful designs and high quality fabrics, Ted mixes traditional and contemporary influences with an irreverent sense of humour and a quintessential British attitude.

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