



March 17, 2017

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051.

Sub.: Press Release of Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited) ("the Company")

[Scrip Code: BSE – 535755; NSE – ABFRL]

Ref.: Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015

Dear Sir/ Madam,

Please note that that Company has launched its first "Forever 21" brand store in Siliguri, West Bengal with a view to strengthen its foothold in the country by exploring newer markets.

A Press Release issued by the Company in this regard, is enclosed for your information and records.

Thanking you,

Yours faithfully,
For **Aditya Birla Fashion and Retail Limited**

For

Geetika Anand

Asst. Vice President & Company Secretary



Encl: a/a

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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FOREVER 21



Forever 21 Debuts in West Bengal with First Store Launch in Siliguri

~Malaika Arora Khan, popular Bollywood actress launches store~

Siliguri, March 17, 2017: Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. debuted in West Bengal with their very first store launch in Siliguri. The brand is focusing on strengthening its foothold in the country by exploring newer markets like West Bengal. Forever 21 is a pioneer in the fast fashion category, which makes it the most preferred fashion destination for young and fashion conscious consumers.

Bollywood sensation **Malaika Arora Khan along with Mr. Abhinav Zutshi, India Business Head, Forever 21, Aditya Birla Fashion and Retail Ltd** inaugurated the store, which houses the latest Spring Summer 17 collection. Having established a strong affinity with fashionable Indians in Mumbai, Delhi, Bangalore, Pune, Hyderabad, and Chennai, Forever 21 is all set to rev up the fashion quotient of Siliguri with global fashion trends straight off the runway.

Speaking on the launch, **Abhinav Zutshi, India Business Head, Forever 21** said, *"In our 4 year long journey in India, we have received phenomenal response from our young consumers and as the obvious next step our objective is to make the brand more accessible across India. West Bengal is known for its diverse ethnicity and fashion forward youngsters who love to experiment with edgy styles, which we feel is our core offering. Furthermore, West Bengal is a fairly less explored market that has huge potential, which is why we are keen on expanding our base here."*

The store is spread over 6,000 Sq.ft of retail space and is located in the heart of the city at the Vega Circle Mall. The store houses the latest Spring Summer collection and stocks the widest range of chic fashion at pocket-friendly prices. Complementing Forever 21 apparel and accessories, the store will feature the retailer's other brands, including 21MEN™, a line of fresh, fast fashion for men of all ages; Love & Beauty™ a cosmetics line; and Forever 21's lingerie and shoe line. With this new store, the brand has increased its store count to 16.

FOREVER 21



As part of the promotions, the brand organized canter activities and live performance by Kolkata-based rock band, 'Blood'.

About Forever 21

Forever 21 is a California-based fast fashion brand, that entered the Indian market in 2010 and has considerably grown since then. With 15 stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women.

In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the womens wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.com/In) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

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, 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.

For further information, please contact:

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