



February 28, 2017

**BSE Limited**

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

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> 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 the Company has launched the 15<sup>th</sup> store of its "Forever 21" brand, at the Phoenix Market City, Kurla, Mumbai.

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**

  
**Geetika Anand**  
**Asst. Vice President & Company Secretary**



*Encl: a/a*

# FOREVER 21



## Forever 21 expands national footprint with its 15<sup>th</sup> store in India

*~Launches 4<sup>th</sup> store in Mumbai at Phoenix Market City Kurla~*

*~The brand new store at Phoenix Market City houses the latest Spring Summer 17 Collection~*

**Mumbai, February 28, 2017:** Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Ltd strengthens its foothold in Mumbai with the launch of its 4<sup>th</sup> store, taking the total count to 15 stores in India. The brand has gained immense popularity among the young and fashion conscious consumers and is bullish on retaining its position as the most preferred fashion destination.

Having established a strong affinity with fashionable Indians in Mumbai, Delhi, Bangalore, Chennai, Pune and Hyderabad, Forever 21 creates a new fashion destination for the uber-stylish Mumbaikars with its 4<sup>th</sup> store at Phoenix Market City. Bringing global trends and runway fashion closer to the fashionistas, Forever 21 promises to provide a fashion journey with the latest looks and Spring Summer 17 collection.

Speaking at the launch, **Abhinav Zutshi, India Business Head, Forever 21** said, *"We are proud to say that Forever 21 is the most loved fashion brand by Mumbaikars and our 4<sup>th</sup> store launch is a testimony to the love and support we get from our consumers. Forever 21 brings the latest global runway trends to India and we aspire to make them accessible for fashion conscious millennials. The new store at Phoenix Market City will house the latest Spring Summer 17 Collection"*

Marking a new chapter in India's fashion scene, Forever 21's new store is spread over 12000 sq.ft of retail space at the Phoenix Market City mall located in the heart of Mumbai. The store will stock the exclusive Spring Summer 17 Collection and make hi-fashion even more accessible at affordable 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 total store count to 15.

# FOREVER 21



The fast fashion brand introduces new styles every week, thus making it the ultimate fashion terminus for youngsters.

As part of promotions, Forever 21 hosted a treasure hunt inside the mall; the top three winners won vouchers worth Rs. 21,000, Rs. 10,000 and Rs. 5,000 respectively. Moreover, the first 200 customers who completed the task got Rs 500 off on shopping.

### **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 14 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](http://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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