

ADITYA BIRLA



FASHION & RETAIL

April 22, 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 *Pantaloon 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,

Company's youth fashion brand "People", has expanded its footprint in Maharashtra and has launched its new store in Nashik today, taking its presence to a total of 11 stores in the state.

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 Pantaloon Fashion & Retail Limited)

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Aditya Birla Fashion and Retail's Youth Fashion Brand 'People' expands its footprint in Maharashtra

~Bollywood celebrity Athiya Shetty marks the debut of People store in Nashik~

Nashik, April 22, 2017: Aditya Birla Fashion and Retail Ltd's youth fashion brand People, expands its footprint in Maharashtra, with the launch of its new store in Nashik today, taking its presence to a total of 11 stores in the state. Having established a strong affinity in Pune, Mumbai, Kolhapur, Solapur and Sangli, People, creates a new fashion destination in Nashik, offering international and fashion forward styles.

Marking a new chapter for the fashion enthusiasts in Nashik, People's new store was launched by fashionista and Bollywood diva, Ms. Athiya Shetty along with Mr. Abhay Bahugune, Brand Head & Vice President, People, Aditya Birla Fashion and Retail Ltd.

Commenting on the occasion, Mr. Abhay Bahugune, Brand Head & Vice President, People, Aditya Birla Fashion and Retail Limited said, *"Maharashtra is an important market for us and we are excited to start our new innings in Nashik, making global fashion and trends accessible to the youth. With evolving fashion preference of the millennials and a conspicuous consumption pattern for global fashion, People will serve as a one-stop destination to the discerning consumers"*.

Bollywood actor Ms. Athiya Shetty added "People has a fantastic collection, which is fresh, edgy and trendy at the same time. I love the way the brand has fused global sensibilities with Indian fabrics, keeping the pricing affordable. I'm excited to be here to unveil People's first store in Nashik that offers trendy and fashion forward styles to consumers across categories".

Spread across 5000+ sq.ft. at the College road, People houses the latest fashion in edgy designs, that is street perfect and college ready. The new store offers the latest trends through its range of casual shirts, t-shirts, tops, kurtas and fusions tops, jeans, winter wear and accessories for both men and women. The latest Summer 2017 collection available in stores is inspired by global runway trends. The Café Havana and Urban countryside collections boast of pastels and textured fabrics which also scores high on the comfort factor. Based on different themes such as vibrant hues with tropical inspired graphics, Indigo Batik fusion, Sketchbook denim collection inspired by doodles and graphics, there is something for all young women. Men also have a lot to choose from- the Backyard Gypsy denim collection with worked upon denims and tropical shadow collection which is a fresh take on camouflage. People also offers fashion accessories and footwear, thus making it a one-stop shop for the perfect summer ensemble.



You can enjoy shopping at 'People' with prices starting at Rs. 249

Women's wear: Rs. 299

Men's wear: Rs. 249

Store Address: 'People', Aditya Birla Fashion and Retail Limited, Shop No. - 4,5, Raghukul Aptmnt., Opp.Takle Jewellers, College Road Nashik

About People

The brand 'People' is pegged for the fun loving youth. People is a one-stop destination for the latest international and fashion forward styles. Catering to young men and women, the product line is characterized by attitude that is street perfect and college ready. The brand offers the latest trends through its range of casual shirts, T-shirts, tops, kurtas and fusions tops, jeans, winter wear, footwear and accessories. Changing the way the youth dress, People focuses on making latest fashion available in the edgiest styles.

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 Ltd. (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.