



PRESS RELEASE

Aditya Birla Fashion and Retail's Van Heusen Innerwear & Athleisure embarks on a National expansion plan

~The Innerwear and Athleisure range will be available across 7000+ MBOs and 30+ exclusive Van Heusen Innerwear outlets by 2017-18~

New Delhi, July 24, 2017: India's fashion power-house, Aditya Birla Fashion and Retail Ltd.'s Van Heusen Innerwear & Athleisure business today announced a pan India growth plan in this emerging segment. Since its foray last year, Van Heusen Innerwear & Athleisure has created a strong presence across 1700+ outlets across 80+ towns in South India, with its premium and innovative collection.

As a part of its expansion plans, Van Heusen's Innerwear and Athleisure business is poised for a strong growth, with National presence across 7000+ MBOs and 30+ exclusive business outlets by 2017-18. Moreover, the range will be available across 250 Van Heusen exclusive stores, 300 Planet Fashion stores and leading departmental outlets across India.

Commenting on the expansion plans, Mr. Puneet Kumar Malik, COO, Innerwear Business, Aditya Birla Fashion and Retail Ltd. said, *"Van Heusen's Innerwear and Athleisure business follows a localized distribution model, which has been well received by our business partners across South India and has created a strong value proposition for the brand. We are delighted that our consumers have hugely appreciated this range, which is crafted on the ethos of fashion, innovation and performance. We will continue to create stylish, trendy and new-age products for our consumers, as we expand into new markets across India, thereby offering complete fashion solution to the Indian Men."*

With its foray into Delhi and NCR, Van Heusen introduces the all new range of Innerwear and Athleisure, offering sophisticated styling with new and innovative product features for the best in class comfort and fit. Van Heusen's Innerwear range comprises four collections including **Classic, Platinum, Signature and Active**. Each collection has been designed to offer a differentiated range to the various consumer segments.

Classic – The classy wardrobe essential offering performance features like *all day fresh* and *colour fresh*.

Platinum - The range offering sophisticated styling and elevated comfort with *Pima cotton*

Signature - Fashion innerwear with *Flexi stretch* feature for body defining fit.

Active - True sports innerwear with *Swift Dry* feature.



Athleisure – The multi-purpose wear created for the Gym, the Brunch, the Street. Crafted with elevated fashion and new age fabric, it also comes with *Smart-Tech* feature that offers benefits like quick dry, stain release and anti-stat, making this a true cross over between fitness and fashion.

Also introducing the **Metropolis** Athleisure collection that elevates the customer with garments that have Quick Dry, Easy Stretch & Media Pockets while on the move.

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for Men and Women. With a rich heritage of 128 years in the US, the brand entered India in 1990. Over a period of its 25 years of history in India, Van Heusen has emerged as a fashion authority for the ever evolving Indian professionals becoming the go-to source for the latest in fashion trends as well as for expert advice on what to wear, when to wear it and how to wear it. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and party wear. The brand embodies the positioning, 'POWER DRESSING'. Van Heusen customers are the corporate leaders for whom elegance and style are not just fads, but a philosophy. Thus the Van Heusen range is modern, minimalistic and timeless in design and is distinguished by high quality. Van Heusen with its distinctive and fashionable range of products helps corporate leaders create their best impact, as much for his style as for his substance.

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. It altogether hosts India's largest fashion network with over 7,000 points of sale in over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

For More Information Contact:

Janet Arole

Head – Corporate Communications | Apparel & Retail Business | The Aditya Birla Group

Email id: janet.arole@adityabirla.com

Ketchum Sampark

Harpreet Singh: +91 9810276332 | harpreet.singh@ketchumsampark.com

Prachi Vedant: +91 9967481074 | prachi.vedant@ketchumsampark.com