



Aditya Birla Fashion and Retail's `People' brand expands in Jabalpur *~Launches 2nd store at Samdareeya Mall~*

Jabalpur, October 14, 2017: Aditya Birla Fashion and Retail Limited's youth fashion brand **People**, brings uber-chic fashion for the millennials this festive season with its second store in Jabalpur. The brand has gained immense popularity among the fashion fraternity by bringing fresh styles inspired by global runway trends to India. The new addition takes the national count to 95 stores across metros, Tier 1 and Tier 2 cities.

People has marked its presence across key cities of the state including Gwalior, Indore and is all set to create a new benchmark with its new store at **Samdareeya Mall, Jabalpur**. Spread over 3800+ sq.ft. and located in the heart of the city, the new store houses the latest collection for both men and women at pocket-friendly prices which will rev up their style quotient this festive season.

Speaking at the launch, **Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Limited** said, *"We are excited to launch our second store in Jabalpur. **People** is a name celebrated by the style conscious and trend-savvy shoppers and we bring in the latest fashion from the international fashion circuit to the young millennials at great prices. Our consumers can create their unique fashion statement this festive season with our edgy and stylish offerings. With evolving fashion preferences of the youth, **People** will serve as a one-stop destination to our discerning consumers."*

Inspired by global runway trends, the latest collection features a diverse range of casual shirts, t-shirts, tops, kurtas and fusion tops, jeans, winter wear and accessories, for both men and women. Based on different themes such as refined punk in monochromes, plaids and attitude



slogan badging in edgy silhouettes, the women denim collection and women's western collection in camouflage and khaki shades is a wardrobe must have. The fusion wear



collection for women inspired by Indian Earth is available in eclectic patchwork prints with weave patterns. Available in earth colours, the collection will surely glam up their bohemian look this festive season. The men's casual wear offers an interesting mix of earthy colour palettes in camouflage and neo military graphics and classic denims with modern sartorial touch.

Presenting a range of bright and bold colours and print, this festive season make a unique style statement with 'People'.

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

Women's wear: Rs. 299 onwards

Men's wear: Rs. 249 onwards

Store Address: Shop no. 24 to 33, First Floor, Samdareeya Mall, Civic Center, Marhatal, Jabalpur- 482002

About People

A fast-fashion brand for the youth, People is a one-stop destination for 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 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 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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