



Van Heusen's 'Innerwear' business registers rapid growth across 1000+ MBOs in a record time of 6 months

~The new business segment continues to show exponential growth in South India~

Mumbai, April 21, 2017: Van Heusen, India's fashion forward power dressing brand from Aditya Birla Fashion and Retail Limited forayed into the Rs.7000 crore men's Innerwear & Athleisure market in September 2016. Since then, the new business segment has grown manifold and is currently available across 1000+ multi brand outlets and leading departmental stores across South India, with an exclusive outlet in Chennai.

Since its foray into the new segment last year, Van Heusen has built a strong affinity with its consumers in Bangalore, Hyderabad, Chennai, Mangalore, Vijaywada, and now offers the all new Van Heusen Innerwear and Athleisure range to the consumers in Kerala. Crafted on the principles of Fashion, Innovation and Performance, Van Heusen Innerwear & Athleisure offers sophisticated styling with new and innovative product features for the best in class comfort and fit.

Commenting on this new development **Mr. Puneet Kumar Malik, COO, Innerwear Business – Aditya Birla Fashion and Retail Ltd.** said, *"Van Heusen's Innerwear and Athleisure products have received phenomenal response from the consumers and this further reinforces our belief in the potential of this emerging and fast growing segment. The innerwear sales in India is growing at 13-14% a year and the premium segment of the market is growing even faster, wherein the market has lot of potential for growth in coming years. South India is a key market for us and with the launch of this collection in Kerala, we want to offer stylish, trendy and new-age product to our consumers, thereby offering complete fashion solution to the Indian Men."*

Van Heusen's 'Innerwear' range comprises of four collections – **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 - 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.

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in United States of America, 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 entire spectrum of occasions like casuals, ceremonial and party wear.

About Aditya Birla Fashion and Retail Ltd. (formerly known as Pantaloon Fashion & 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 Pantaloon 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:

Janet Arole | Aditya Birla Group | janet.arole@adityabirla.com