

## CANDIE'S TO BE EXCLUSIVELY RETAILED AT PANTALOONS

4th September 2014

Pantaloon and Iconix India launch New York based fashion brand CANDIE'S in India

Mumbai, 04 September, 2014: Pantaloon, one of India's leading fashion & lifestyle retail format announced that it has signed a long-term licensing agreement with – Iconix Lifestyle India Private Limited, a joint venture between Iconix Brand Group and Reliance Brands Limited to exclusively launch New York based fashion brand 'Candie's' in India, offering an exciting range of apparel and accessories for young Indian fashionistas. 'Candie's' will be exclusively retailed across 66 Pantaloon stores in the country.

Fun, flirty and girly, Candie's apparel is targeted towards 16-24 year old young girls and women who enjoy dressing up and possessing a wardrobe that's always talked about and sort after. Every piece combines bold colors, fashionable patterns and delicate details to create a collection of differentiated looks and interesting silhouettes.

Candie's was founded in USA in 1981 and is considered among the most recognized womenswear brands worldwide. Fun, Flirty and Irreverent, Candie's is synonymous with pop culture. Currently Candie's is available through 1160 Kohl's stores in USA and has over 650 retail points globally.

Comments Shital Mehta, CEO Pantaloon Fashion & Retail Ltd, "with 'in love with fashion' as our brand mantra, it is Pantaloon's constant endeavor to bring the best in fashion to our consumers. Exclusively retailing Candie's in India is one such step in that direction. It is our proud privilege to partner with Iconix Lifestyle India Private Ltd. to expand the global footprint of Candie's, the US born brand. With a youthful, vibrant and bold character that Candie's embodies, it is sure to capture the attention of the young and vibrant consumers at Pantaloon who are constantly on the look-out for the latest in fashion.

We will also make this international brand available at a very competitive price point, while upholding the fashionability quotient. We feel confident that Candie's from New York will significantly strengthen our repertoire of exclusive brands."

Commenting on the alliance, Darshan Mehta, CEO of Reliance Brands said, "Candie's is a very young and vibrant brand that brings affordable fashion to women who like to be the 'It' girl. We have got a great brand partner in Pantaloon and we are confident that their strong retail presence in the country will enable us to quickly capitalize on the trendy fashion appeal of the Candie's brand to a broad range of consumers in India."

Candie's has been associated with international celebrities like Bella Thorne, Lea Michele, Vanessa Hudgens, Britney Spears, Dixie Chicks, Hayden Panettiere, Alyssa Milano, Fergie, Lil' Kim, Ashlee Simpson, Hilary Duff, Kelly Clarkson, Jenny McCarthy, Vanessa Carlton and Ashanti.

Currently, Pantaloon has 85 stores and retails more 100 brands in apparel & accessories for men, women & kids

### About Pantaloons Fashion & Retail Ltd.:

Pantaloons Fashion & Retail Ltd. is a subsidiary of About Aditya Birla Nuvo Ltd. Aditya Birla Nuvo is a USD 4.75 billion conglomerate operating in the services and manufacturing sectors, where it commands a leadership position. Its service sector businesses include Financial Services (Life Insurance, Asset Management, NBFC, Private Equity, Broking, Wealth Management and general insurance advisory), Fashion & Lifestyle (Branded apparels & Textiles) and Telecom. Its manufacturing businesses comprise the Agri, Rayon and Insulators businesses.

Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 40 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of over 120,000 employees belonging to 42 nationalities and derives more than 50% of its revenue from its overseas operations. Spotting today's buoyant youth, Pantaloons, India's most loved retail brand offers chic and trendy fashion to make every customer's wardrobe fashionably updated. With a plethora of choices across exclusive brands, the design philosophy is par excellence giving way to innovative silhouettes and playful styles.

The first Pantaloons store was launched in Kolkata in 1997. Over the years, the brand has undergone an evolution process to bring to life compelling trends and styles catering to every fashion needs across women, men and kids. Currently we are a chain of 85 fashion stores across 44 cities and towns.

### About Iconix Lifestyle India Private Limited:

Iconix Lifestyle India Private Limited, is a joint venture between Iconix Brand Group and Reliance Brands Limited, which owns the fashion and home brands from the Iconix portfolio for the Indian territory, which includes brands like ARTFUL DODGER (R), BONGO (R), BADGLEY MISCHKA (R), CANDIE'S (R), CANNON (R), CHARISMA (R), DANSKIN (R), ED HARDY (R), FIELDCREST (R), JOE BOXER (R), LONDON FOG (R), MUDD (R), MOSSIMO (R), OCEAN PACIFIC(R), RAMPAGE (R) ROCAWEAR(R), ROYAL VELVET (R), STARTER (R), UMBRO (R), WAVERLY ®, and ZOO YORK (R). The JV focuses on growing royalty revenue through existing and new licensing agreements with both manufacturers and retailers, while providing marketing and brand management service

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