

FOREVER 21



Forever 21 expands in Punjab, with its maiden store in Ludhiana

~Bollywood celebrities Surveen Chawla & Hardy Sandhu launch the new store~

Ludhiana, May 12, 2017: Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. expands its presence in Punjab, with its maiden entry in Ludhiana. Having established a strong affinity with the fashionistas in Mumbai, Delhi, Bangalore, Pune, Hyderabad, Mohali, Chennai and Siliguri, Forever 21 promises to provide a fashion journey with global trends and latest collections. The new addition is the brand's 2nd store in Punjab and takes the national count to 17 stores.

Marking a new chapter in Punjab's fashion capital, Forever 21's new store in Ludhiana was launched by **Bollywood actress Surveen Chawla and renowned singer Hardy Sandhu** along with **Mr. Rahul Jhamb, India Business Head, Forever 21, Aditya Birla Fashion and Retail Ltd.**

Speaking on the launch, **Mr. Rahul Jhamb, India Business Head, Forever 21, Aditya Birla Fashion and Retail Ltd.**, **Forever 21** said, *"Punjab is an important market for us and we are excited to start our new innings in Ludhiana, making global fashion and trends accessible to our discerning consumers. The brand has gained immense popularity amongst the young and fashion conscious consumers and we are bullish on retaining our position as the most preferred fashion destination."*

Spread over approx. 7000 sq.ft and located in the heart of the city at the MBD Mall, the new store houses the latest collection and offers the widest range of trendy fashion at pocket-friendly prices.

Inspired by global runway trends, the latest Summer '17 collection features the 'Stay Colorful Babe' trend that balances just the right amount of pop-color, pastel hues and '70s tie-dye print. The monochromatic styles feature cut and cropped tees, shorts, track pants and hoodies. The Forever 21 denim trend channels 90s street and sport luxe, featuring

FOREVER 21



premium sculpted denim in high-rise skinny and boyfriend styles. The collection also offers trendy off shoulder dresses and tops, maxi dresses, athletic style top and jackets, sporty wear like baseball caps, swimwear and body suits.

And that's not all. The new SS'17 collection also hosts an exciting collection for men, which includes essential layering pieces for men such as slouchy hoodies, tees and track pants with fashion elements of destruction, zippers and motto details.

Complementing Forever 21 apparel and accessories, the store will feature the retailer's other brands, including 21MEN™, a line of fresh, fast fashion for men of all ages; Love & Beauty™ a cosmetics line; and Forever 21's lingerie and shoe line.

About Forever 21:

Forever 21 is a California-based fast fashion brand, that entered the Indian market in 2010 and has considerably grown since then. With 16 stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women. In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the womens wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.com/In) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

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, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network

FOREVER 21



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