



PRESS RELEASE

PLANET FASHION LAUNCHES ITS 18TH STORE IN MAHARASHTRA

~ With the launch of its first store in Shrirampur, Planet Fashion marks its presence in 8 Tier-3 cities in Maharashtra ~

Shrirampur, 15th April 2016: Planet Fashion, India's single largest multi-brand apparel retailer in the men's premium segment, extended its retail portfolio in the developing smaller cities with the launch of its first store in Shrirampur. The store was inaugurated by popular Marathi actress, Sai Tamhankar.

Spread over an area of 1,549 sq. ft., the store houses leading in-house brands like Louis Philippe, Van Heusen, Allen Solly and Peter England, among others. Through the launch, Planet Fashion intends to provide a comprehensive wardrobe solution for today's fashion conscious men. The collection comprises a wide range of shirts, t-shirts, trousers, denims, accessories and suits on offer.

Planet Fashion has been creating a strong presence across the country. The winning retail model has been successful nationwide - not only in premium locations in metros, mini-metros and tier-1 towns of the country, but also in smaller towns of Maharashtra, like Beed, Udgir, Latur, Solapur, Chandrapur, Nanded and Akola. There are several more locations on the brand's radar that will soon be turned into stores, thus intensifying its focus on the region substantially.

Rahul Jhamb, Brand Head, Planet Fashion, commented: *"The growth of the retail sector, supported by the evolving consumer need, makes Shrirampur an exciting market for a multi-brand outlet like ours. We are looking at increasing our penetration in developing smaller cities of Maharashtra considerably over the next few years.*

"We strive to provide our customers with superior merchandise and an overall international shopping experience. Our aim is to strengthen our commitment to our consumers by providing them with complete wardrobe solutions for every occasion - and with this new store we are one step ahead at achieving exactly that," he went on to add.

Planet Fashion is the largest apparel retail chain of its kind in the country and the brand has entrenched its exclusive store presence across the country with 270 stores across 180 towns, with an average store footprint that ranges from 1,500-6,000 sq.ft. depending on its location.



Crafted on the principles of Formals, Fashion, Fun and Friends, the Planet Fashion collection at the store comprises of formal / semi-formal shirts, suits, trousers, t-shirts, denims, ceremonial outfits, footwear, accessories, etc, starting from Rs. 899 onwards.

Store Address: PLANET FASHION, Bhagya Laxmi complex, Belapur Road, Shirampur, Maharashtra – 413705

Phone number: 02422-222345

About Planet Fashion

Over the last 16 years, Planet Fashion has made men look good and fashionable and continues to make them look better with their hand-picked collection of Suits, Jackets, Shirts, Trousers, Denim and Accessories.

Today, Aditya Birla Fashion and Retail Limited has the highest market share in the premium menswear segment in the country. The multi-brand apparel-retailing arm of the company, Planet Fashion, houses leading in-house brands such as Louis Philippe, Van Heusen, Peter England, and Allen Solly.

Each of these brands is a complete lifestyle brand and has an exhaustive range of shirts, trousers, knits, winter wear, suits and accessories. They offer the best range across formal, semi-formal and casual occasions and across various price ranges. Louis Philippe caters to the style-conscious contemporary man. Van Heusen formals are the ideal choice for the corporate customer, while Allen Solly is unconventional and associated with Friday Dressing, and offers relaxed wear for the young and ambitious trendsetter. Peter England is value for money, and caters to the mid-price segment.

With 270 stores across 180 towns, Planet Fashion is the largest apparel retail chain of its kind in the country. The winning retail model has been successful not only in premium locations, but also in smaller towns across the country. Planet Fashion is one of the largest chain of stores of its kind in India, with an average store footprint that ranges from 1,500-6,000 sq.ft. depending on its location.

Recently, Planet Fashion decided to overhaul its brand identity to cater to the discerning tastes of today's urbane Indian male. As part of this re-branding exercise, Planet Fashion's new logo features the '**Infinity**' symbol in red and white, with a black accent.

Crafted on the principles of **Formals, Fashion, Fun and Friends**, Planet Fashion's new brand identity is youth-centric and symbolizes infinite fashionable and stylish options for the progressive Indian man.



In addition to a selection of aspirational brands, customers in the store will also experience high-quality customer service. Special care is taken while selecting the staff who are well trained to assist customers in their buying decisions.

The multi-brand apparel retail chain from Aditya Birla Fashion & Retail Limited has 5 million loyalty members, a clear testament of the trust that Planet Fashion consumers place in the brand. This has made it a phenomenal success in the Indian apparel industry.

About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged 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 and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed 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. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

For further information, contact:

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