



## Aditya Birla Fashion and Retail Ltd. launches first 'STYLE UP' store in Bhabua, Bihar

*~A complete new family shopping destination spread over 4000 sq. ft. ~*

**Bhabua, November 4, 2018:** **STYLE UP**, the new family store part of Aditya Birla Fashion and Retail Ltd. launched its first outlet in Bhabua, taking the count to 7 stores in Bihar and 13 stores in India.

**STYLE UP** offers smart fashion at affordable prices to the aspirational Indians in tier II and tier III cities. The brand aims to tailor to the fashion and lifestyle needs of families through a varied range of men's wear, women's wear, kids wear and chic accessories. Spread across **4000 sq ft.**, the new store promises to be a complete family destination providing pocket-friendly styles and an international shopping experience.

Speaking on the occasion, **Mr. Prasoon Mukharji, Vice President, Style Up** said, *"Bihar is an important market for us and after getting a phenomenal response from our existing stores so far, we are proud to launch our 1st family fashion store in Bhabua. To cater to the consumers in tier II and tier III cities who are now becoming fashion conscious and thus creating an opportunity for value retail chains."*

Mr. Mukharji further added, *"Taking a cue from this trend, **STYLE UP** Bhabua will address the needs of consumers in these markets by offering the latest fashion at affordable price points coupled with a superlative shopping experience".*

The sprawling new store houses a wide array of casual-wear, formal-wear, ethnic-wear and festive-wear along with a plethora of accessories to choose from. The collections priced within **Rs. 499** consist of playful colours and contemporary designs at the new **STYLE UP** store.



**Store address: Patel Chowk, Bhabua Bihar**

**About STYLE UP:**

Style Up is the newest family store for lifestyle and fashion from Aditya Birla Fashion and Retail Ltd with a focus on Tier 2 and Tier 3 cities housing an array of smart fashion in the form of men's wear, women's wear, kid's wear and stylish accessories.

**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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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