

Allen Solly launches its first store in Eluru, Andhra Pradesh

The new outlet will house an exclusive collection range starting from 999



Eluru, July 24th, 2021: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., has announced the launch of its maiden brand outlet in Eluru, Andhra Pradesh. Located in heart of the city, the store is situated at Rama Mahal Complex, R.R. Pet and offers a remarkable range of wardrobe options for men.

The 1000 Sq ft outlet of its kind, Allen Solly promises premium fashion at unmatched prices to the fashion savvy consumers in the town. With this launch, the brand plans to expand its offerings and network to the customers in tier 3 and 4 cities in the new future. This first shopping experience with Allen Solly's Eluru store, will offer an exclusive range of collection of glamorous wardrobe solutions to the new fashion explorers.

Exclusive collection at the Allen Solly store features a broad range of revolutionary designs and fresh styles in shirts, trousers, blazers. Apart from these, a stylish assortment of expressive Denims and T-Shirts for a casual, yet eclectic style is also among the plethora of offerings available at the store.

*Speaking on the launch, **Mr. Anil. S. Kumar, COO, Allen Solly** said, "We are delighted to announce the launch of exclusive store in Eluru. This will help in expanding our retail footprint in the state. We aim to strengthen our reach in Tier 3- Tier 4 cities, and to bring premium international fashion accessible to all our customers event in the smallest towns." He added, "We have received promising response and great demands from smaller towns have been driving factor behind this initiative. With this launch we plan to make the brand more accessible at a sharper price in such cities. We have successfully launched multiple stores in Tamil Nadu as well as in Andhra Pradesh."*

Store address: Allen Solly Prime No 23B-9-3, Rama Mahal Complex, R.R. Pet, Eluru, District 534002 Andhra Pradesh

Allen Solly has presented the collection at an incredible price of **INR 999** onwards at the new store along with an introductory offer wherein first 300 customers can avail an unreal discount of INR 1000 on purchase of INR 1999.

About Allen Solly:

Allen Solly is a brand inspiring the birth of an entirely new consumer class. Launched in India in 1993, its edgy positioning, smart communication and great fashion created the 'smart casuals' category in India. A quintessential British Brand, Allen Solly was launched in India by Madura Fashion & Lifestyle A Division of Aditya Birla Fashion & Retail Limited. Allen Solly is among the topmost brands in India and it scored the highest amidst all brands in its segment by the Economic Times Brand Equity survey.

Allen Solly is a pioneer for western wear for women in India and redefines work wear in India with its 'Friday Dressing' fashion concept. It is the fastest growing brand in the industry and is the only brand with extensive men, women and kids presence across the country.

About ABFRL:

ABFRL is part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ point of sales in department stores across India.

It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest fast fashion store brand. The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The International Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands, Simon Carter and select mono-brands such as American Eagle, Ralph Lauren, Hackett London, Ted Baker and Fred Perry. Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya



Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com