

Aditya Birla Fashion and Retail's TASVA opens its first store in Indore, Madhya Pradesh



Indore, 6th April, 2022: TASVA, a new ethnic menswear brand by ace designer Tarun Tahiliani and Aditya Birla Fashion and Retail Ltd., announced the launch of its maiden brand outlet in Indore.

Located in the heart of the city, the 2,625 sq. ft Indore store offers a remarkable range of wedding wear solutions for men.

The TASVA collection is a perfect weave of India's rich cultural heritage, wealth and state-of-the-art, craft and fine tailoring – representing the best of east and west. The collection features smart, stylish and subtle ensembles all in the same thread. The collection includes achkans, bandhgalas, bottoms, bundis, kurta bundi sets, kurta sets, sherwanis, shirts, single kurtas, footwear and accessories like shawls, stoles and shoes etc.

Commenting on the launch, Sandeep Pal, CEO, TASVA, said: *"TASVA stands for traditional craftsmanship and contemporary designs with Tarun Tahiliani styling. We are delighted to bring occasion wear for the modern Indian man. The store in Indore has dedicated sections for a vast range of accessories, jewellery, footwear and headwear and offers a full wardrobe solution."* He added, *"We aim to make the brand more accessible at sharper prices in smaller cities."*

Store address: Tasva, Park Lane Building, AB Road, Indore Madhya Pradesh – 452011

About Indivinity Clothing Retail P. Ltd:

Indivinity Clothing, Pvt., Ltd. is the product of the strategic partnership that was entered into by Fashion Designer, Tarun Tahiliani and Aditya Birla Fashion & Retail Ltd. in early 2021. The brand's

TARUN TAHILIANI



flagship fashion label, TASVA, was launched in December 2021 and it caters to the premium occasion-wear segment and offers an entire range of high-quality, sophisticated celebration wear for men at accessible price points.

TASVA's aesthetic is quite traditional but pared down. It is all about elegance, beautiful tailoring, and structure and it takes the best of India and combines it with great cut and fit. The brand was conceptualised keeping in mind the cool, young, modern Indian man and strives to provide the best value for money, in terms of a price to quality-in-design ratio.

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as of March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as of 31st March 2021).

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 brands.

The Company 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 Activewear are establishing themselves as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers **Shantanu & Nikhil**, '**Tarun Tahiliani**' and '**Sabyasachi**'.

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