

Aditya Birla Fashion and Retail's new TASVA expands its retail footprint, plans to launch 75 stores by March 2023

- Launches its fourth store in Jayanagar, Bengaluru by Naga Chaitanya



June 19, 2022: TASVA, a new ethnic menswear brand by ace designer Tarun Tahiliani and Aditya Birla Fashion and Retail Ltd., announced the launch of its fourth store in Bengaluru by Naga Chaitanya. Located in the heart of the city, the store offers a remarkable range of ethnic and wedding wear options for men.

The 5500 sq ft. outlet promises premium fashion at unmatched prices to the fashion-savvy consumers in the town. This TASVA Bangalore store offers an exclusive collection of glamorous wardrobe solutions for grooms.

The TASVA collection is a perfect weave of our rich cultural heritage, wealth and state-of-the-art, craft and fine tailoring – representing the best. The collection features smart, stylish, subtle ensembles all in the same thread, on one body, in one movement and moment! The collection includes fresh takes on Kurtas, Achkans, Bandhgalas, Jodhpuris, Sherwanis and all the accessories – shawls, stoles, shoes and more.

Commenting on the launch, Sandeep Pal, CEO, TASVA, said: “We are excited to launch our fourth store in Bangalore, at Jayanagar- a precursor to the big expansion plans for the South, in the next few months. He added, “TASVA is here to change the experience of wearing traditional and fusion Indian clothing into that of unmatched comfort with style.” **He added,** “Having established a strong customer connect and a proven business model, we plan to open 75 stores across India by March 2023 to expand our retail footprint across the country and

TARUN TAHILIANI



make Tasva accessible for Indian men who are keen to experience the ready to wear, ergonomic, comfortable attire for every occasion, at affordable price points.”

Commenting on the launch, Tarun Tahiliani, Creative Director, Indivinity Clothing P. Ltd, said, *“TASVA has been a long-time dream of mine which has been possible because of ABFRL. The name itself stands for the best version of oneself and we have worked hard to achieve this through TASVA.” He further added,* *“At TASVA we have created garments that give our consumer, the Indian Man – a fabulously made, internationally constructed, comfortable well-cut Indian brand with Tarun Tahiliani styling yet with complete accessibility of pricing.”*

In December 2021, the brand opened its first store in Bengaluru and today operates nine stores across five cities that include all the leading metro cities like Mumbai, Delhi, Hyderabad, Bengaluru as well as other key cities such as Indore.

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 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.

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 Cr. spanning retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 points of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India's largest brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, established for over 25 years. Pantaloons is one of India's leading fashion retailers.

ABFRL's international Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands and has long term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, forever 21, American Eagle and Reebok.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. The company has strategic partnerships with Designers 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.