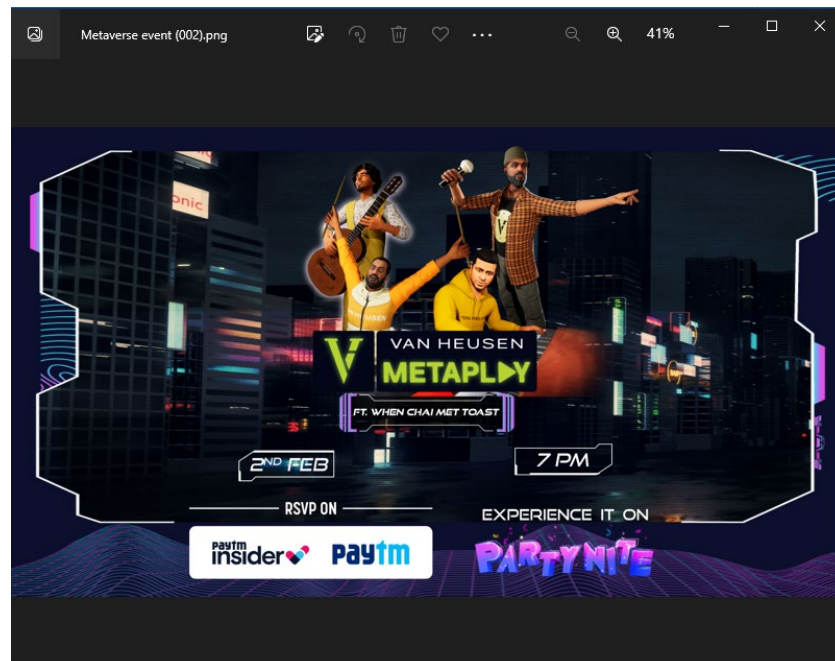


Van Heusen collaborates with Paytm Insider to hold a musical concert on PartyNite Metaverse



Mumbai 30th January 2023: - Van Heusen, India’s leading power dressing brand from Aditya Birla Fashion and Retail Ltd (ABFRL), enters the Metaverse as they set sail on a fantastical journey with a virtual musical concert in association with Indian pop band ‘When Chai Met Toast’. The lifestyle brand from Aditya Birla Fashion & Retail Ltd. has teamed up with PartyNite Metaverse to create a virtual performance space for the immersive musical experience called Van Heusen MetaPlay and has put together a full length showcase of their merchandise. Viewers can RSVP on Paytm Insider and get ready to enjoy and experience the first-of-its-kind Metaverse Music concert in India.

Fans and viewers can style their avatars with the latest collections and ensembles from Van Heusen and enjoy the show with their friends on the PartyNite app. The viewers would be introduced to Van Heusen's clothing line which are virtual versions of real-life ensembles under the brand’s catalogue that can be worn for the concert.

Speaking about this unique event, Abhay Bahugune, Chief Operating Officer-Van Heusen, Aditya Birla Fashion and Retail Ltd. said, “As an ever-evolving fashion brand that has always been anchored in innovation, we have not only entered this virtual space of Metaverse, but have also started creating next-gen retail experiences, with an aim of tapping into newer and more dynamic forms of engagement with

our consumers. Fashion in the metaverse is poised to emulate what we already see in day-to-day life; it's engaging to dress-up avatars and use fashion as a form of self-expression and personal status. This musical concert is just the perfect amalgamation of Fashion, Music and cutting-edge technology that we would like to share with our discerning consumers. We are also the first ever fashion brand to enter the Metaverse in India with such an immersive experience”.

Rajat Ojha, CEO, Partynite Metaverse said, “From marketplaces filling in the gaps in streaming services, to full-blown NFT bands, the metaverse is ushering a new dawn for brands in terms of consumer engagement and fashion as an industry can mine gold on the metaverse, it fits in seamlessly. With the metaverse we will be able to push the envelope further. Not just see and buy but experience and buy is the name of the game. We as a metaverse platform are here to bring in a step-change and enable brands to use technology to communicate, express themselves and create shopping opportunities for consumers in the near future.”

Varun Khare, Business Head, Paytm Insider said, “We are thrilled to present Van Heusen’s first outing in the music metaverse. Whether it's a live event or digital, we at Paytm Insider always strive to offer unique experiences for today's audience. This time too, we have left no stone unturned in curating this larger-than-life event that bridges the gap between the physical and digital space to deliver a truly shared experience like no other. Recent times have witnessed major artists conducting metaverse performances and that leads us to believe that the music metaverse offers artists a new canvas for creativity as well as a new format for fans to experience music that is immersive. We bring to the audience this metaverse-inspired show, with the conviction that imaginative live events are a taste of the future that is here right now, and we are looking forward to organizing many such events in the future. We are also happy to partner with PartyNite for this one-of-a-kind music and fashion event.”

Once the registration is made on the Paytm Insider app, the consumers will receive an email with instructions and they will have to download the PartyNite app, log in and then enter the Van Heusen Metaverse experience to customize the avatar and attend the show slated to happen on February 2nd, 2023 at 7 pm.

Registration links-

<https://insider.in/van-heusen-meta-play-ft-when-chai-met-toast-feb2-2023/event>

About Van Heusen:

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the United States of America, the brand entered India in 1990. Over its 32 years of history in India, Van Heusen has emerged as a fashion authority for the ever-evolving Indian consumer and has established itself as the one-stop destination for the latest trends. Today, Van Heusen is not only the most preferred workwear brand, but also effortlessly straddles across the entire spectrum of occasions like casuals, ceremonial, party wear and recently launched activewear.

About Aditya Birla Fashion & Retail Limited:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a 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 and Marigold Lane. The Company has strategic partnerships with Designers 'Shantanu & Nikhil,' 'Tarun Tahiliani,' 'Sabyasachi' and 'House of Masaba'. ABFRL has embarked on a significant Direct-to-Consumer play to build a portfolio of new-age brands with a launch of TMRW, a digital-first lifestyle brands across fashion, beauty, and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments

About Gamitronics

Immersive Gamitronics Pvt. Lid. is a pioneering VR/AR and AI company based in Hyderabad. Founded by Rajat Ojha, the studio is set on developing high quality titles both for hardcore gamers and casual players. Gamitronics brings in new age thinking and end to end design processes in greenfield theme park projects or existing theme parks. Gamitronics has recently created their own metaverse platform- PartyNite- India का अपना Metaverse (India's very own Metaverse). An exciting digital parallel universe (powered by blockchain) to hangout with your friends as customisable avatars, have fun exploring new worlds, meeting new people, joining parties, attending events, playing games, claiming – minting – selling playable NFTs, dancing, listening to music, shopping, collaborating, business hangouts, having a drink or as simple as just talking.

About Paytm Insider



Paytm Insider is one of India's leading live entertainment and digital experience platforms. It helps the audience discover and find tickets to exciting live and online events. The company has welcomed fans to over 100K events across the country and sold over 17 million tickets to some of the most exciting and unforgettable experiences.



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