

## JAYPORE Expands Artisanal Presence in Mumbai with Two New Stores at Oberoi Mall & R City Mall

*With the opening of two new stores in Mumbai, JAYPORE now has 26 stores nationwide*



Oberoi Mall



R City Mall

**Mumbai, January 15, 2024:** JAYPORE, Aditya Birla Fashion and Retail's (ABFRL) leading artisanal lifestyle brand is proud to announce the grand opening of its two new stores in Mumbai, located in Oberoi Mall and R City Mall. This marks a significant milestone in Jaypore's retail footprint expansion.

The newly opened stores, spanning 1543 sq ft. in Oberoi Mall and 2214 sq ft. in R City Mall, are strategically located to showcase Jaypore's artisanal collection of ethnic craftsmanship to Mumbai's craft enthusiasts. Jaypore delivers a unique shopping experience through its broad selection that perfectly combines traditional crafts with modern Indian roots while creating a unique blend for individuals who appreciate the rich tapestry of cultural expressions.

Speaking about the expansion, **Mr. Sooraj Bhat, CEO, Ethnic Business at Aditya Birla Fashion and Retail Ltd.**, said *"The expansion of our presence in Mumbai holds deep significance, given its historical prominence as a vibrant hub of fashion and culture. The opening of our two new stores in Oberoi Mall and R City Mall demonstrates Jaypore's continuous dedication to providing a meticulously curated assortment of ethnic wear, thoughtfully crafted to encapsulate the rich character of Mumbai's cosmopolitan identity."*

JAYPORE's recently inaugurated stores at Oberoi Mall and R City Mall offer an array of craft or craft-inspired apparel, jewelry, home accents, and accessories, all designed to provide customers with an immersive shopping experience. Each product reflects the brand's dedication to preserving India's rich cultural heritage, seamlessly blending traditional craftsmanship with contemporary design elements.

The collections in the recently opened Jaypore stores at Oberoi Mall and R City Mall feature items crafted with techniques such as hand and machine embroidery, block prints, gota, and dori embroidery. These

# JAYPORE



exclusive pieces are thoughtfully curated using cotton and silk fabrics that are ideal for work meetings, evening outings and occasional get togethers.

The brand is deeply committed to promoting India's artisanal heritage, showcasing captivating stories of traditional crafts. The recently opened stores are prime examples of this commitment, offering Mumbai residents a way to engage with the rich cultural diversity of their city.

## About Jaypore

Jaypore is one of India's leading destination brands for all things Craft and Artisanal across exquisite apparel, jewellery and home products. India has a rich heritage of handmade crafts and traditional products. Jaypore as a brand is committed to designing, sourcing, and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website [www.jaypore.com](http://www.jaypore.com) along with 26 stores pan India.

In a very short time, Jaypore has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

Apart from its own brand, Jaypore aggregates other artisan-based brands on its portal. Jaypore ships worldwide and has a global audience. At the heart of everything Jaypore does is the commitment to offering authentic products that elevate everyday life.

## About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 points of sales in department stores across India (as on 31<sup>st</sup> March 2023).

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

# JAYPORE



The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

**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 '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, **TMRW** is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

For further information, please contact:

Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | [janet.arole@abfrl.adityabirla.com](mailto:janet.arole@abfrl.adityabirla.com)