

ADITYA BIRLA FASHION AND RETAIL LTD. ANNOUNCES PARTNERSHIP WITH INGENUITY TO ESTABLISH THE BRAND 'JAYPORE' IN THE US MARKET

This move will enable Jaypore to expand its direct-to-consumer presence on a global level



Mumbai; February 13, 2024: - Aditya Birla Fashion and Retail Ltd. (ABFRL), one of India's largest branded fashion and retail companies, will partner with Ingenuity to support the launch of its brand, Jaypore, in the US market. Jaypore is a leading artisanal lifestyle brand that offers curated collections of handwoven and handcrafted apparel, jewellery, home textiles and accents, based on craft forms from all over India.

Ingenuity is taking the lead for ABFRL's brand launch in the United States, offering technology and marketing expertise for this initiative. This collaboration is geared towards enabling the Company to expand its direct-to-consumer (DTC) presence on a global level.

Ashish Dikshit, Managing Director, Aditya Birla Fashion and Retail Ltd. said, "While Indian markets offer huge opportunity for consumer brands, it's also an era for Indian brands to delight customers overseas. These are not just customers of Indian diaspora but also natives of those

markets. Jaypore has a distinct appeal amongst customers who are looking for intricate designs, artisanal crafts, fine work and great quality products from India. We are glad to introduce Jaypore to the US market, in partnership with Ingenuity, paving the way for us to explore the global market through the digital route. We are excited about this move and hope to cater to many more customers of Jaypore around the globe.”

Vivek Ganotra, CEO at Ingenuity said, “We are delighted to be working with ABFRL to introduce their Jaypore brand to the US market, which will be their first expansion into the country. Our dedication lies in providing streamlined commerce solutions for enterprise brands seeking internal expansion and we are thrilled to partner with one of India’s foremost fashion companies in facilitating their debut in the U.S. market. We are excited to contribute to the extension of the success they have already achieved in their home market of India.”

ABFRL chose to partner with Ingenuity for their expertise in launching and scaling DTC brands into new markets. ABFRL will leverage Ingenuity’s comprehensive new market entry capabilities, relevant to the US audience. Ingenuity will also support in driving customer acquisition and retention strategies through a combination of influencers, paid media and affiliates.

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 point of sales in department stores across India (as on 31st 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 retailer.

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:

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ABOUT THG

THG PLC is a vertically integrated, digital first consumer brands group that operates three distinct businesses in Beauty, Nutrition and Ingenuity, each scaled from the UK to hold global leading positions in their respective sectors.

THG Ingenuity: A complete commerce solution tailored for enterprise brand owners, designed to accelerate growth across its three pillars of technology, digital and operations. With its expertise in building direct to consumer brands, Ingenuity is uniquely positioned to bring pertinent, pragmatic, and global know-how across all aspects of commerce.

THG Beauty: A global brand owner, retailer and manufacturer in the prestige beauty market, with a prestige portfolio of eight owned brands across skincare, haircare, and cosmetics. It is a global route to market for over 1,300 third-party premium brands through its portfolio of websites, including Lookfantastic, Dermstore, Cult Beauty and Mankind and the beauty subscription box brand GLOSSYBOX.

THG Nutrition: A group of Nutrition & Wellness brands including the world's largest online sports nutrition brand, Myprotein, and its family of brands (Myvegan, Myvitamins, MP Activewear and MyPRO) within a vertically-integrated business model, supported by global THG production facilities.