

Louis Philippe and Peter England partner with Jetha Tulsidas to open their first exclusive store in Mauritius



Jacob John and Ashok Tulsidas at the launch of Peter England's first store in Mauritius

Mauritius; February 05, 2024: - Louis Philippe and Peter England, menswear brands owned by Aditya Birla Fashion and Retail Ltd. (ABFRL), are thrilled to announce their entry in Mauritius in partnership with Jetha Tulsidas. These brands have opened their first-ever exclusive stores in the Republic of Mauritius, bringing their world-class products to the island nation.

Louis Philippe, a European brand and market leader across many countries, is a premium fashion brand that is iconic and well-known for its timeless style and impeccable craftsmanship. The brand's clothing is perfect for the discerning gentleman and is a representation of precision, with each piece carefully curated to add a touch of sophistication and with careful attention to sartorial elegance.

Long admired for its timeless style and unwavering commitment to fine craftsmanship, Louis Philippe has chosen Mauritius, as the destination for its retail debut, opening an exclusive 1,668 sq. ft. outlet in Tribeca. This flagship store promises not only a unique shopping experience but also an exploration of the essence of contemporary masculinity. Boasting a broad assortment of formal and semi-formal clothes and accessories, the Louis Philippe outlet is a paradise for men seeking a harmonious blend of classic and modern styles.

Founded in 1889 in Ireland, Peter England holds the distinction of being India's largest menswear brand. The first store of Peter England in Mauritius spans 1,884 sq ft and is located in Curepipe. This exclusive outlet offers a comprehensive selection of shirts, t-shirts, trousers, denims, occasion wear like suits, blazers, and loungewear, along with accessories like belts, ties, handkerchiefs, deodorants, caps, innerwear, and wallets.

Mr. Jacob John, President (Premium Brands) at Aditya Birla Fashion and Retail Limited, stated, *"We are thrilled to have expanded our global footprint and delighted to partner with Jetha Tulsidas to bring the first exclusive Louis Philippe and Peter England stores to Mauritius. It's a significant milestone for the company. Both Louis Philippe and Peter England stand for unmatched quality and style, and our entry into the Mauritius market is evidence of our steadfast dedication to providing a remarkable shopping experience on a worldwide level."*

Mr. Dinesh Tulsidas, Chief Executive Officer of Jetha Tulsidas & Sons commented on the grand opening of the exclusive stores in Mauritius, saying, *"This collaboration represents our commitment to offering our customers the best in international fashion and further solidifies our position as a leading fashion retailer in Mauritius."*

Aditya Birla Fashion and Retail Ltd. (ABFRL) is one of India's largest fashion & retail groups, and a part of a leading Indian conglomerate, The Aditya Birla Group. Jetha Tulsidas is a major player in high street fashion and a respected retailer in Indian wear in Mauritius. This collaboration reflects Louis Philippe and Peter England's strategic expansion plans in global markets, emphasizing their commitment to redefining modern men's fashion with a strong focus on quality, style, and innovation.

The inauguration of Louis Philippe and Peter England's first exclusive outlets in the Republic of Mauritius is set to redefine men's fashion in the island nation, offering a curated selection of premium menswear that caters to the tastes of the modern and discerning gentleman.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of INR 12,4180 million, 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.

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About Jetha Tulsidas

Jetha Tulsidas is regarded as one of the leading and most respected traditional (Indian) and classic clothing stores in Mauritius. Since 1978, Jetha Tulsidas has been one of the largest Indian handicraft stores in Mauritius, drawing on three decades of professional expertise. Jetha Tulsidas offers a vast range of products, combining Indian textile know-how and modernity. Jewelry, accessories, and Indian decorations are also available for all occasions. The store's mission is to offer quality products at affordable prices, which explains its success over the years.