

Aditya Birla Fashion and Retail's "Style Up" Celebrates 30th Store Launch Pan-India

With the inauguration of its 7th store in Hyderabad, 'Style Up' solidifies its retail footprint in South India.



Hyderabad, May 29, 2024: 'Style Up', the leading youth shopping destination from the house of Aditya Birla Fashion and Retail Ltd. (ABFRL), proudly announces the inauguration of its seventh store in Hyderabad, located in the newly launched Aparna Neo Mall at Nallagandla.

Aimed to be a fashion-forward shopping destination for young customers seeking unlimited outfit choices on a budget, the expansive 8,800 sq. ft. store offers a wide array of trend-setting apparel and accessories.

Sangeeta, CEO of Pantaloons, Style Up and Marigold Lane, commented on the occasion, *"With the unveiling of our seventh store in Hyderabad, we now proudly count 30 'Style Up' stores across India, uniquely catering to the youth. Our other stores at Sarath City Capital Mall, Kompally, and LB Nagar have seen tremendous success from the very beginning, and we hope to continue this momentum with our new stores in the city."*

She added, "At 'Style Up', we recognize that Gen-Z and Gen Alpha have redefined fashion. Our trend-driven designs, competitive pricing, exceptional quality, and world-class store experience enable us to elevate their style journey."

Store Address: Ground Floor, Aparna Neo Mall, Nallagandla Rd, HUDA Layout, Nallagandla, Hyderabad

About Style Up:

Style Up is the latest value fashion offering from Aditya Birla Fashion and Retail Ltd with a focus on on-trend designs at affordable prices, housing an array of smart fashion in the form of men's wear, women's wear, kids' wear and stylish accessories.

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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