

## Jaypore's 3<sup>rd</sup> Store Launch at GVK Mall Marks Major Hyderabad Expansion

*With the opening of the 3<sup>rd</sup> store in Hyderabad, Jaypore now has 26 stores nationwide and a strong digital footprint.*



**Hyderabad, June 11, 2024:** Jaypore, India's leading artisanal lifestyle brand from Aditya Birla Fashion and Retail (ABFRL), is pleased to announce the opening of its 3<sup>rd</sup> store in Hyderabad, enhancing its presence in the city renowned for its rich Deccan culture. This expansion underlines Jaypore's dedication to celebrating and preserving India's traditional crafts through a contemporary lens.

Located in the popular GVK Mall, the new store spans 1,675 square feet, offering customers an immersive journey through India's unique artisan legacy. Jaypore is committed to reviving age-old crafts by infusing them with modern aesthetics, thereby creating a unique blend of tradition and contemporary style. The store façade is a tribute to the vibrant Phulkari art from Punjab, inviting visitors to explore the diverse crafts within. By working closely with artisans from over 30+ craft clusters across India, Jaypore ensures that traditional techniques and patterns are not only preserved but also adapted to meet contemporary tastes.

**Mr. Sooraj Bhat, CEO, Ethnic Business, ABFRL,** expressed his enthusiasm about the store launch, stating, *"The opening of our new store in Hyderabad marks a significant milestone for Jaypore and ABFRL. With its profound appreciation for artisanal crafts and cultural heritage, Hyderabad is a pivotal market for us. We are excited to bring the Jaypore experience to this vibrant city. We look forward to delighting customers*

# JAYPORE



*with our curated collection and immersive shopping experience, celebrating the best of India's exquisite crafts."*

The new store offers a wide range of products, from women's and men's apparel to exquisite home décor, jewellery, and accessories showcasing Indian slow crafts. Visitors can experience India's legacy crafts such as *Kalamkari*, *Ajrakh*, *Chanderi*, and *Benarasi* in the apparel collections. The home décor section features exquisite ceramics, brass *Prabhavalis*, *Kansa* serveware, and block-printed soft linens. The jewellery section dazzles with tribal silver, *Kundan*, and temple inspired pieces by centuries-old traditions and exuding timeless elegance.

Furthermore, Jaypore's strong connection with tribal craftsmen demonstrates its dedication to encouraging cultural exchange and celebrating them. The brand's retail branding aims to position it as the narrator of Indian craft heritage. Jaypore stores are precisely designed to provide an immersive experience, showcasing Indian artisan community narratives in wall frames that foster a personal connection with the craft. Each aspect is carefully picked to highlight the delicate creativity of handcrafted finds and high-quality craftsmanship, all set against an earthy setting. The "*Made in India, Made with Pride*" messaging serves as a humble reminder of the brand's efforts to bring India closer to the globe, proudly expressing Indian history beyond mere products and extending the artisans' tradition to international audiences.

## **Store Address:**

Shop #3, Second Floor, Banjara Hills Road No 1 Balapur Basthi, Hyderabad, Telangana – 500034

## **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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

# JAYPORE



The Company has a network of 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

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.

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, Simon Carter** and **Galleries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & 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.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands **W, Aurelia, Wishful, Elleven & Folksong**.

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