

Jaypore Partners with Shobitam to Showcase India's Handcrafted Masterpieces – Also Launches Shobitam's Vidya Balan' Collection



The partnership seeks to amplify Jaypore's role as a champion of India's artisanal heritage, advancing the recognition of handcrafted products and traditional Indian crafts

Delhi, January 17, 2025: Jaypore, Aditya Birla Fashion and Retail Limited's leading artisanal lifestyle brand, has partnered with Shobitam, a renowned D2C ethnic fashion brand. This partnership will bring Shobitam's signature offerings—including the coveted 'Shobitam Vidya Balan' collections and handwoven pure silk sarees from their award-winning weaves—to Jaypore's thoughtfully curated retail experience as well as its e-commerce platform. Through this initiative, Jaypore continues to offer a premium shopping experience that connects consumers to India's finest artisanal traditions.

Jaypore, known for its focus on preserving and promoting India's artisanal legacy, has long been a champion of handcrafted artistry. This partnership with Shobitam, which brings their beautifully crafted sarees to Jaypore's in-store experience, marks another milestone in Jaypore's journey to bring authentic, timeless designs to its customers.

Sooraj Bhat, Chief Executive Officer, Ethnic Business, Aditya Birla Fashion and Retail Limited, said, *"This partnership with Shobitam is yet another step towards elevating the narrative of India's artisanal legacy on a global stage. At Jaypore, we are deeply committed to celebrating and preserving the timeless*

traditions of India's crafts. By combining Shobitam's exceptional craftsmanship with our dedication to authenticity, we are not just offering a product, but an experience that connects our customers to the heart of India's heritage. This partnership is a testament to our unwavering vision of bringing the finest handcrafted creations to the world."

Aparna Thyagarajan, Chief Product Officer & Co-Founder of Shobitam, added, *"Taking the Shobitam experience offline is a significant milestone for us, and our partnership with Jaypore marks an exciting new chapter. Jaypore's unwavering commitment to celebrating India's indigenous art forms and its artisans aligns seamlessly with our mission and our shared passion for preserving and promoting India's textile heritage. We're thrilled to partner with Jaypore, renowned for offering exceptional value to its customers across India and Globally"*

Radhika Chhabra, Creative Head, Jaypore, shared, *"At Jaypore, our mission has always been to showcase India's artisanal brilliance through creations that resonate with authenticity and heritage. This partnership with Shobitam is a celebration of India's timeless craftsmanship, bringing their exquisite weaves to our customers. Together, we are not only presenting masterpieces but also fostering a deeper connection with the rich cultural tapestry of India, ensuring it continues to inspire generations to come."*



The curated 'Store-in-Store' experience at Jaypore will spotlight Shobitam's exquisite collections, celebrating intricate craftsmanship and heritage. Shobitam sarees feature a wide array of crafts, including hand block prints, hand painting, hand weaving, Jamdani, Kanjivaram, Madhubani, Maheshwari, Shibori, and intricate embroidery, representing diverse weaving traditions from across India. Each saree is a tribute to the artistry and cultural richness of the states they originate from.

The first phase of this partnership will see Shobitam's exquisite sarees available at Jaypore's flagship locations in HSR Bangalore, Jubilee Hills Hyderabad, and Khan Market Delhi, as well as on Jaypore's e-commerce platform, www.jaypore.com. As part of Jaypore's ongoing commitment to promoting exceptional artisanal craftsmanship, the brand plans to expand the availability of Shobitam's collections to more stores in the coming months, bringing a curated selection of traditional artistry and contemporary design to an ever-growing audience across India.

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 along with 27 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.

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 Galeries 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 Tahliani**', '**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.

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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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