

Jaypore enters Tamil Nadu, launches 1st store in Chennai



Unveiling a timeless blend of handcrafted apparel, heirloom jewellery, and exquisite artisanal home décor, Jaypore brings its elegant legacy to the heart of Chennai in Raja Annamalai Puram

Chennai, April 23, 2025: Jaypore, the premium artisanal lifestyle brand from Aditya Birla Fashion and Retail Ltd., has made a landmark entry into Tamil Nadu with the launch of its first exclusive brand outlet in Chennai. Strengthening its national footprint, this strategic expansion brings Jaypore's signature handcrafted collections to the city's discerning shoppers, offering a refined curation that bridges heritage with contemporary living.

Spanning more than 2,200 sq. ft., the store seamlessly blends contemporary elegance with timeless craftsmanship. Bathed in warm lighting and rooted in earthy tones, the space is designed to offer an immersive shopping experience. It showcases an exquisite array of India's finest crafts, including tribal silver, *Kundan*, block printing, hand embroidery, *Dabu*, *Chikankari*, and *Jamdani*. The store is thoughtfully designed, inviting customers into a sensorial journey that celebrates India's artisanal soul through texture, form, and design. Handcrafted installations, woven displays, and artisanal finishes complement the curated product stories, transforming the space into more than just a retail destination—it is a gallery of India's living traditions.

"Chennai, with its profound appreciation for art and craftsmanship, is a natural choice for our expansion," said Manu Gupta, Vice President and Brand Head, Jaypore. "The launch of our first store in Tamil Nadu is a defining moment in Jaypore's journey, reaffirming our commitment to making India's handcrafted traditions more accessible to contemporary consumers. We look forward to welcoming Chennai's shoppers into our world of artisanal excellence."

Designed as an immersive retail experience, the store incorporates signature Jaypore nuances such as hand-painted walls showcasing a traditional *Mughal Buta* crafted by a local folk artisan, personalized frames celebrating diverse crafts such as *Indigo*, *Ikat*, *Benarasi*, *Block Print*, and *Hand Embroidery*, and handcrafted elements that narrate the

rich stories of India's artisanal heritage. Dedicated zones highlight new collections and craft clusters, allowing visitors to engage with the artistry behind every piece. A highlight of the store is its jewel-box-inspired jewellery section, which brings together India's finest—tribal silver, heritage Kundan, ornate Jadau, and everything in between—offering a curated selection of handcrafted silver, gold-plated, and Kundan designs that embody intricate craftsmanship and timeless elegance.

With the launch of its Chennai store, Jaypore continues to expand its omnichannel presence, seamlessly integrating physical retail with its digital platforms. This expansion underscores the brand's commitment to fostering artisan communities and delivering contemporary interpretations of India's time-honored crafts to a growing audience of conscious consumers.

Strategically located in the heart of Chennai's vibrant retail hub, the new store is a poetic blend of design, craft, and culture. It invites shoppers into an experiential haven—where every product tells a story and every detail is a tribute to India's timeless artisanal legacy.

Store Address: JP, 77 & 79(44 &45, Chamiers Rd, Austin Nagar, Raja Annamalai Puram, Chennai, Tamil Nadu 600028

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 30 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 of 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 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, while **Style Up** is an emerging value retail format.

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

The Company's foray into the 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

JAYPORE®

RECLAIM YOUR ROOTS



'House of Masaba'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

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.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com