

**Aditya Birla Fashion and Retail Ltd.** (ABFRL) emerged after the consolidation of the branded apparel businesses of Aditya Birla Group, comprising ABNL's Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL), in May 2015. Post- consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is a part of Aditya Birla Group, a global conglomerate in the Fortune 500. Anchored by an extraordinary force of over 187,000+ employees of 100 nationalities, the Group is built on a solid foundation of stakeholder value creation.

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India’s leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq.ft. retail space.

ABFRL’s portfolio includes **Pantaloons,** one of India’s most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, whocommands a dominant position as one of the country’s most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry. ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India’s top designers such as **Shantnu & Nikhil, Tarun Tahiliani, Sabyasachi, and House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women’s brands **W, Aurelia, Wishful, Elleven and Folksong.**

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India’s rapidly expanding fashion ecosystem.