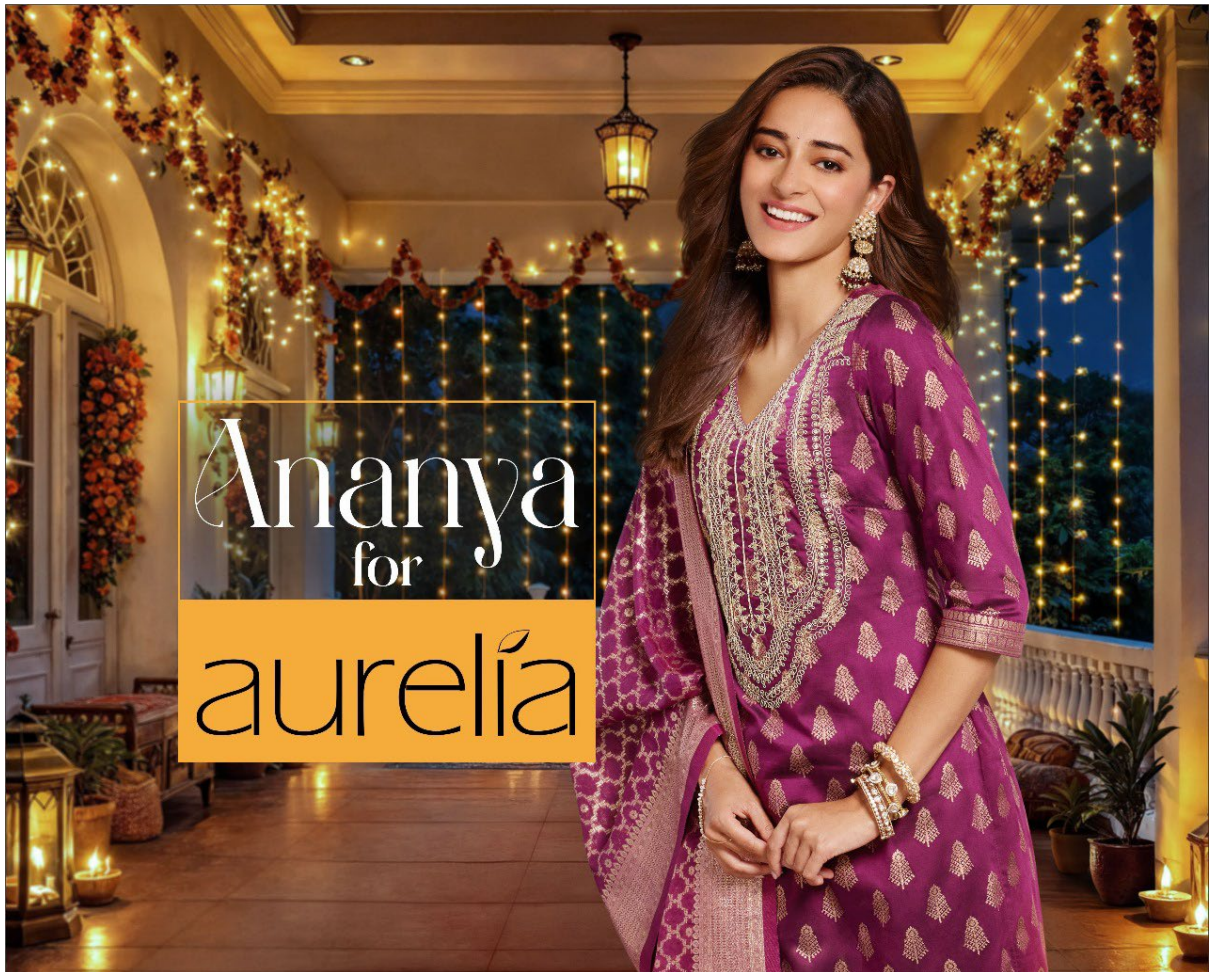


Aurelia, leading women's ethnic wear brand Ropes in Ananya Panday as Brand Ambassador



Unveils #HameshaTrending campaign, showcasing its festive collection that captures the latest festive trends in ethnic wear

National, August 29, 2025: Aurelia, one of India's most loved women's ethnic wear brands, today announces Bollywood actor Ananya Panday as its new brand ambassador. The announcement comes alongside the launch of its high-energy festive campaign #HameshaTrending, spotlighting the latest festive collection designed for the modern Indian woman. The campaign highlights Ananya's youthful charm and effortless style, seamlessly blending with the collection's contemporary silhouettes and on-trend designs. With this association, Aurelia strengthens its positioning as a brand that keeps women stylish, relevant, and confident—always.

Speaking about the association, **Ananya Panday** said, "For me, fashion is all about feeling good and owning your style, and Aurelia fits perfectly with that. I love how the brand makes ethnic wear feel fresh, vibrant, and always on-trend. My personal style is fun, easy, and versatile, and the #HameshaTrending campaign captures that energy beautifully. I'm truly excited to be the face of a brand that makes staying stylish feel so effortless and fun!"

Anant Daga, Chief Executive Officer – TCNS Division, Aditya Birla Fashion and Retail Ltd., said, "Ananya's vibrant persona and strong fashion connect perfectly complement the spirit of Aurelia. She resonates with today's woman who wants to look relevant, confident, and effortlessly fashionable at all times. Through

#HameshaTrending, we are excited to bring alive this sentiment and set the tone for the festive season. Together, Ananya and Aurelia embody vibrancy, elegance, and celebration—everything that defines this time of year. We are thrilled to welcome her as our brand ambassador”

Timed with the festive and wedding season, #HameshaTrending campaign, introducing Ananya Panday as the face of Aurelia, rolls out through a high-impact campaign film and striking visuals across platforms, ensuring a strong presence in fashion conversations throughout the season.

Aurelia’s festive collection features rich hues, intricate embellishments, and versatile silhouettes designed for every occasion. From elegant kurta sets and festive shararas to fusion co-ords and statement ensembles, the collection enables women to transition effortlessly from intimate gatherings to grand celebrations—all crafted to let them turn heads at every celebration, without ever missing a beat in style.

Link to the film - <https://www.instagram.com/p/DN7hnO9iPgy/?hl=en>

About Aurelia:

Aurelia is a contemporary ethnic wear brand designed for the modern woman who aspires to look trendy and values affordable fashion. Offering a versatile collection for work, casual outings, and special occasions, Aurelia delivers consistent quality, the right fit, and on-trend styles at accessible prices.

With 200+ brand outlets and presence in 800+ large-format stores across 150 cities, Aurelia is widely available offline and online—through its brand website and leading e-commerce platforms like Myntra, Amazon, and Flipkart. Discover more at www.shopforaurelia.com

About Aditya Birla Fashion and Retail Limited

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**, who commands 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 **Sabyasachi, Tarun Tahiliani, Shantnu & Nikhil, 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**.

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