

Jaypore Expands Presence in Telangana with Launch of Its 5th Store in Hyderabad

New Kukkatpally store strengthens Jaypore's footprint in Telangana



Hyderabad, December 30th, 2025: Jaypore, the artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Limited, has opened its fifth store in Hyderabad, reinforcing the city's growing importance in the brand's South India retail strategy. The new store is located at Lakeshore Gateway Mall, Kukkatpally.

Spread across 1,373 sq. ft of carpet area, the store brings together a wide spectrum of Indian crafts, offering customers access to apparel, jewelry, and home décor rooted in traditional techniques and regional artistry. Each category reflects Jaypore's commitment to preserving traditional techniques while presenting them in a contemporary, everyday context. Customers can explore distinctive collections adorned with Indian crafts such as Gota patti, zardozi, zari, hand block-prints, hand embroidery, benarasi, jamdani, and more.



Commenting on the launch, **Manu Gupta, Vice President and Brand Head, Jaypore**, said, *"Every Jaypore store is more than a retail space; it is a window into India's craft legacy. Hyderabad's rich cultural landscape offers a unique opportunity to connect local audiences with the stories, skills, and traditions of our artisans. With this fifth store, we aim not only to bring our curated collections closer to customers but also to support and sustain the craft communities whose artistry is at the heart of everything we do."*



In addition to apparel, the store houses an extensive selection of handcrafted jewellery and décor, showcasing metal and surface crafts such as *Dokra*, *brass*, *kansa*, *thewa*, *bidri*, *tarakashi*, and marble inlay. Each category reflects Jaypore's focus on preserving artisanal skills while presenting them in forms suited to contemporary lifestyles. The store interiors follow Jaypore's established design approach, with a calm, craft-led layout that allows materials, textures, and products to take prominence. The space is designed to encourage slow exploration, helping customers engage more deeply with the stories and processes behind each creation.



With this launch, Jaypore continues to strengthen its retail presence in Hyderabad, responding to steady demand for handcrafted, culturally rooted products. The new store adds another destination for customers seeking thoughtfully curated Indian craftsmanship across fashion, jewellery, and home categories.

Store Address: JP-Lakeshore Gateway Mall, Unit No. L2-11, Ground Floor, Kukkatpally Village, Malakgiri District, Hyderabad

JAYPORE

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 40 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

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 March 31, 2025, the Company has presence across 1,168 stores spanning 7.1 Mn sqft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **OWND!**, 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 **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.

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