

Aditya Birla Fashion and Retail Strengthens its Value Fashion Offering, Scaling OWND!'s Retail Footprint

OWND! enters in Mumbai, launches its 75th store in India



Mumbai, March 23, 2026: OWND!, the Gen-Z focused fashion brand from Aditya Birla Fashion and Retail Limited, has reached a significant milestone with 75 stores across India. The brand has entered Mumbai with the launch of two new stores, marking an important step in its growth journey as it continues to build a strong presence in key fashion-forward markets.

To mark its entry into Mumbai, OWND! hosted a high-impact launch event that brought the brand's energy and identity to life. The evening featured a dynamic fashion showcase, with Adarsh Gourav, one of the lead actors from *Kho Gaye Hum Kahan*, as the showstopper. The event saw strong participation from the city's fashion and youth community, creating a vibrant celebration of style, self-expression, and culture.



Located at Infiniti Mall, Malad, and R-Mall, Thane, the two new stores span 5900+ sqft & 7600+ sqft. respectively. Designed as immersive and high-energy retail spaces, the stores bring Ownd!'s bold and expressive identity to life, offering trend-first collections, intuitive layouts, and a seamless blend of physical and digital experiences. The spaces are built to encourage discovery, individuality, and self-expression.



Commenting on the milestone, **Sangeeta Tanwani, Chief Executive Officer, Pantaloons and OWND!** said, *“We are incredibly proud to reach the 75-store milestone for OWND!, which reflects the strong connection the brand has built with young India. Our entry into Mumbai is an important milestone for us, given the city’s influence on youth culture and fashion. As we continue to grow, our focus remains on staying close to our consumers and building a brand that evolves with them.”*

OWND! offers a wide range of fashion-forward collections for a generation that thrives on visibility and validation. From everyday essentials to trend-driven statement pieces, the brand blends comfort, versatility, and individuality with great accessibility across menswear, womenswear, and kidswear. With frequent drops and an agile design approach, OWND! stays closely aligned with global trends while remaining rooted in local sensibilities.



Reaching 75 stores underscores OWND!'s rapid scale-up and its strong cultural resonance with Gen-Z consumers. The brand continues to shape a retail experience that goes beyond fashion, creating environments that feel relevant, inclusive, and rooted in youth culture.

With a continued focus on agility, trend responsiveness, and consumer-first thinking, OWND! is poised to further strengthen its footprint across the country.

About OWND!

Aditya Birla Fashion and Retail Ltd. (ABFRL) launched a bold new fashion brand designed for India's Gen Z and youthful, trend-conscious consumers. OWND! is inspired by youth culture, with a core mission to spark conversations and empower young people to own every moment with their unmistakable charisma. This new brand proposition, with its dynamic energy, will bring a wave of fashion retailing that resonates with the fashion-conscious & value-driven GenZ

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 **Galleries 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.

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