

## Aditya Birla Fashion and Retail & Tarun Tahiliani's Tasva Scales Up in Bengaluru with Dual Store Launch

*New stores at MG Road and Electronic City take Tasva's Bengaluru footprint to 11, offering curated occasion-wear for modern men*



**Bengaluru, March 04, 2026:** Tasva, the premium Indian menswear brand by Aditya Birla Fashion and Retail Ltd. (ABFRL) and designer Tarun Tahiliani, has strengthened its presence in Bengaluru with the launch of two new stores at MG Road and Electronic City.

With these additions, Bengaluru becomes one of Tasva's most established markets, with eleven stores across the city, reflecting sustained consumer demand for contemporary Indian occasion wear.

The MG Road store, spanning 8,700 sq. ft., is envisioned as a larger-format retail destination, offering an expansive view of Tasva's design universe. In contrast, the Electronic City store, spanning 1,600 sq. ft., serves the city's growing residential and professional catchments. Together, the stores present a comprehensive menswear offering that includes Pattu Pancha, sherwanis, indo-westerns, achkans, bandhgalas, dinner jackets, kurtas and bundis, single kurtas, kurta sets, kurta bundi sets, bundis and Nehru jackets, shirts, and tailored bottoms. Customers can also explore accessories such as safas, brooches, pocket squares, shawls, stoles, and mojaris.



The stores follow Tasva's clean and contemporary design language. The interiors feature sharp architectural lines and warm textures. A muted colour palette ensures the garments remain the focal point. The layout is open and structured, allowing customers to browse with ease.

Reflecting on the expansion, **Tarun Tahiliani, Chief Design Officer, Tasva**, said, *“Bengaluru is a city that blends tradition and modernity, with customers who appreciate Indian craftsmanship yet live contemporary lifestyles. At Tasva, we focus on creating menswear that reflects this balance—every kurta, sherwani, and bandhagala is designed with fit, proportion, and detail in mind, while drawing on India’s rich textile heritage. As we expand in Bengaluru, from the bustling MG Road to the growing residential hubs of Electronic City, our goal is to offer our customers thoughtful, relevant, and refined designs for every occasion.”*



Adding to this, **Ashish Mukul, Brand Head, Tasva**, said, *"Bengaluru is an important market for Tasva. The customer here is informed and selective. With eleven stores across key locations, we are now better placed to serve the city. Our focus remains on offering a seamless retail experience and a complete wardrobe for modern celebrations."*

The collections reflect Tarun Tahiliani's signature approach – modern silhouettes anchored in tradition – with a strong focus on proportion, fit, and finish. Crafted from luxurious fabrics such as silk, Banarasi brocade, velvet, and cotton and detailed with refined embroideries including zardozi, aari, chikankari, and gota work, the garments reinterpret India's textile heritage with restraint for today's Indian man.

With these additions, Tasva continues to scale its retail network in Bengaluru and strengthen its position in contemporary Indian menswear.

**Store Addresses:**

**MG Road Store:** Ground Floor, Prestige Meridian II, Mahatma Gandhi Road, Ashok Nagar, Bengaluru – 560001.

**Electronic City Store:** Ground Floor, Neo Mall, Phase 1, Electronic City, Bengaluru – 560100.

### **About Tasva:**

Tasva is a leading menswear brand committed to providing sophisticated and high-quality clothing options for fashion-conscious men. With a focus on craftsmanship and attention to detail, Tasva offers a curated range of kurtas, kurta sets, bundis, sherwanis, bandhgalas, achkans, churidars, aligarhis, and Indo-western ensembles. The collection is complemented by footwear and a curated selection of accessories, enabling complete wedding and celebration dressing.

The brand's products are available at exclusive Tasva stores across India and online at [www.Tasva.com](http://www.Tasva.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 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@abfrl.adityabirla.com](mailto:janet.arole@abfrl.adityabirla.com)