

Tasva by ABRFL & Tarun Tahiliani Launches 1st Bathinda Store, Strengthening Punjab's Footprint

New store at Bhucho Mandi reinforces Tasva's Punjab expansion, offering a complete wedding wardrobe for men



Bathinda, March 04, 2026: Tasva, the quintessential Indian menswear brand by Aditya Birla Fashion and Retail Ltd (ABFRL) and designer Tarun Tahiliani, has strengthened its presence in Punjab with the launch of its first store in Bathinda at Bhucho Mandi. The expansion reflects the brand's growing focus on culturally strong, celebration-led markets across northern India.

Bathinda is a city where occasional dressing holds social significance. Weddings and festive gatherings are not private affairs but collective celebrations. Over the last few years, there has been a visible shift in how men approach such occasions. While the appetite for grandeur remains, there is a parallel demand for sharper fits, lighter constructions and more versatile silhouettes. Tasva's entry into the city is aligned with this change.

Spread across 1,545 sq. ft., the Bhucho Mandi store showcases a curated selection of Tasva's menswear, featuring kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, and aligarhis. The offering is

complemented by a refined range of accessories, including safas, brooches, pocket squares, shawls, stoles, and mojaris, thoughtfully designed for ceremonial, festive, and formal occasions.

Rooted in Tasva's understated design ethos, the store is crafted as a calm, contemporary space that reflects modern Indian sensibilities. Neutral tones, structured layouts and warm finishes create an environment that is calm yet purposeful. The intent is to keep the focus on fit, fabric and finish, while offering customers a comfortable and considered shopping experience.



Reflecting on the brand's entry into the city, **Tarun Tahiliani, Chief Design Officer, Tasva**, said, *"Punjab has a strong identity when it comes to occasion wear. It is expressive and deeply rooted in tradition. At the same time, today's consumer is evolving. He wants refinement without losing cultural relevance. At Tasva, our approach is to simplify traditional dressing. We work on proportion, construction and comfort, while retaining the richness expected from celebration wear. Bathinda is a natural extension of this philosophy."*

Adding to this, **Ashish Mukul, Brand Head, Tasva**, said, *"Bathinda represents an important milestone in our retail expansion across North India. The city has a strong cultural inclination towards celebration-led dressing, and we see a discerning customer base that appreciates quality, fit, and thoughtful detailing. With this store, we aim to offer an elevated and accessible retail experience, introducing Tasva's distinctive design philosophy to a new and growing audience in the region."*

Tasva's collections, inspired by Tarun Tahiliani's signature design sensibility, combine modern silhouettes with traditional Indian craftsmanship. Rich fabrics such as silk, Banarasi brocade, velvet, and cotton are enhanced with delicate embroidery techniques including zardozi, aari, chikankari, and gota, creating refined menswear for weddings, festivities, and special occasions.

With its first store in Bathinda, Tasva brings its modern interpretation of Indian menswear to a city that cherishes tradition, offering a space where heritage and contemporary style come together seamlessly.

Store Address: Shop no. 122A & 122B, NH7, Factory outlet project, Barnala Highway, Bhuchandi, Bathinda, Punjab – 151001

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

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.

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