

Tasva by Aditya Birla Fashion and Retail Ltd. and Tarun Tahiliani Unveils Landmark Flagship Store on Mumbai's Iconic Linking Road



Mumbai, March 04, 2026: Tasva, the premium Indian menswear brand by Aditya Birla Fashion and Retail Ltd. (ABFRL) and celebrated designer Tarun Tahiliani, has unveiled its landmark flagship store on Mumbai's iconic Linking Road, marking a defining milestone in the brand's retail expansion journey.

Strategically positioned on one of the city's most prestigious and high-energy fashion corridors, the expansive flagship strengthens Tasva's presence in Mumbai and underscores its commitment to redefining contemporary Indian menswear in one of India's most influential style capitals. With this launch, Tasva now operates five stores across Mumbai, further consolidating its footprint in the city.

The Linking Road flagship, envisioned as an immersive and elevated retail destination, spans over 3,100 sq. ft. and showcases Tasva's complete menswear universe. The store houses an extensive range of kurtas, sherwanis, bandhgalas, achkans, bundis, churidars, and aligarhis, alongside occasion accessories such as safas, brooches, pocket squares, shawls, and mojaris. Designed with understated sophistication, the interiors feature neutral palettes, clean architectural lines, and spacious layouts that spotlight the craftsmanship of the garments while delivering a refined and seamless shopping experience.



Reflecting on the expansion, **Tarun Tahiliani, Chief Design Officer, Tasva**, said, *“Mumbai has always been a city that celebrates individuality while remaining deeply rooted in tradition. Linking Road’s cosmopolitan energy reflects a customer who values occasion dressing yet seeks modernity in expression. At Tasva, our focus is on creating contemporary Indian menswear that feels relevant, refined, and effortless. As we expand in Mumbai, our intent is to offer men thoughtfully designed ensembles that resonate with their evolving lifestyles and celebration moments.”*

Adding to this, **Ashish Mukul, Brand Head, Tasva**, said, *“Every Tasva store represents our commitment to building an elevated and consistent retail experience. Mumbai continues to demonstrate strong demand for premium Indian occasion wear, and our flagship on Linking Road positions us at the heart of one of the city’s most prominent fashion destinations. We remain focused on accessibility, design excellence, and uncompromised product quality.”*

The collections blend traditional textiles such as silk, Banarasi brocade, and velvet with sharply tailored silhouettes designed for weddings and festive occasions. Intricate embroidery techniques, including zardozi, aari, and chikankari, are executed with restraint, ensuring a sophisticated and contemporary aesthetic.



With the unveiling of its Linking Road flagship, Tasva reinforces its ambition to build a strong and differentiated presence in Mumbai – offering modern Indian menswear rooted in craftsmanship, elevated by design, and tailored for the evolving aspirations of today’s discerning consumer.

Store Address: Gehna Edifices, CTS No. E/365 of village Bandra, next to Satguru showroom, Linking road, Khar (W), Mumbai – 400052

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.

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