

December 8, 2025

To,  
**BSE Limited**  
Listing Dept. / Dept. of Corporate Services,  
Phiroze Jeejeebhoy Towers, Dalal Street,  
Mumbai - 400 001

**Security Code: 542484**  
**Security ID: ARVINDFASN**

To,  
**National Stock Exchange of India Limited**  
Listing Dept., Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G. Block, Bandra-Kurla  
Complex, Bandra (E), Mumbai - 400 051

**Symbol: ARVINDFASN**

Dear Sir/Madam,

**Sub: Press/Media Release - "Nitesh Kanchan to lead Arrow as Chief Executive Officer"**

**Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

In continuation of our today's intimation on Change in Senior Management Personnel and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose the copy of the Press Release being issued by the Company titled - "Nitesh Kanchan to lead Arrow as Chief Executive Officer".

The above information will also be made available on the website of the company at <https://www.arvindfashions.com/>

This is for your information and records.

Thanking you,

**For Arvind Fashions Limited**

**Lipi Jha**

Company Secretary

*Encl.: As above*

**REGISTERED OFFICE:**

Arvind Fashions Limited  
Arvind Limited Premises, Naroda Road,  
Ahmedabad - 382 345, Gujarat, India.  
Phone: +91 79 6826 8000  
Email: info@arvindfashions.com  
CIN: L52399GJ2016PLC085595



Fashioning  
Possibilities

**CORPORATE OFFICE:**

8<sup>th</sup> Floor, DuParc Trinity, 18, MG Road,  
Bangalore - 560 001, Karnataka, India.  
Phone: +91 80 4155 0601

## Media Release

### Nitesh Kanchan to lead Arrow as Chief Executive Officer

**National, 8<sup>th</sup> December, 2025:** Arvind Fashions Limited, a leading player in India's branded apparel market, announces a leadership change at Arrow, its iconic menswear brand renowned for its heritage in formal wear and contemporary work-life dressing. **Nitesh Kanchan takes charge as the new Chief Executive Officer of Arrow** and steers the brand's next phase of growth across product, brand, digital and omni-channel retail in India.

"Arrow gains a dynamic and future-ready leader in Nitesh Kanchan. With over two decades of rich experience in fashion and retail, he is uniquely equipped to steer the brand through rapidly evolving consumer trends. His powerful blend of technical insight, commercial sharpness, digital expertise, and deep understanding of the fashion ecosystem makes him the ideal champion to accelerate Arrow's growth across product innovation, omni-channel expansion, and bold, consumer-centric strategies. We back his vision for sustainable growth." says **Amisha Jain, MD & CEO, Arvind Fashions Limited.**

Nitesh brings over two decades of experience in fashion, beauty & personal care and retail, spanning P&L leadership, digital commerce and brand building. At Arvind Fashions, he has served as Chief Digital Officer, leading the digital business across marketplaces, brand.com platforms such as NNNOW, and key omni-channel initiatives, and has previously held roles including CEO – Sephora India, COO – Arrow, and senior positions in business finance and digital for global brands like Tommy Hilfiger and Calvin Klein within the organisation.

Across his career, Nitesh has worked across merchandising, planning, supply chain, licensing and retail operations with leading fashion retailers, providing him a holistic view of the value chain from product to customer. He holds a B.Tech in Textile Technology from the Indian Institute of Technology, Delhi, and has completed an executive programme in Leading Digital Transformation from the Indian Institute of Management Bangalore, reflecting a strong blend of technical, commercial and digital capabilities.

As CEO of Arrow, Nitesh will focus on strengthening the brand's core in formal and occasion wear while accelerating growth in smart casual and lifestyle categories to reflect evolving consumer behaviour. His key priorities will include sharpening Arrow's product and design narrative, enhancing consumer experience across offline and online channels, and leveraging data and digital platforms to drive profitable, technology-led growth.

#### About Arrow:

Arrow, introduced in India in the early 1990s, stands as one of the country's most recognised menswear brands, with a strong presence in shirts, suits and workwear across exclusive brand outlets, department stores and leading multi-brand outlets. The brand reimagines its identity for a new generation of professionals, combining its classic American heritage with modern silhouettes, performance fabrics and elevated casualwear to align with evolving lifestyles.

#### About Arvind Fashions Limited (AFL):

Arvind Fashions Ltd is India's no. 1 casual and denim player, a lifestyle powerhouse with a strong portfolio of fashion brands catering to consumers across the sub-categories and price points. With a host of renowned brands, both international and indigenous, like U.S. Polo Assn., Arrow, Tommy Hilfiger, Calvin Klein and Flying Machine, it has presence across lifestyle brands.

#### For further information, please contact:

**Yatin Padia** | Group Head – Corporate Communications | Email: [yatin.padia@arvind.in](mailto:yatin.padia@arvind.in)