

Arvind Limited

LALBHAI GROUP

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CIN - L17119GJ1931PLC000093

ARVIND

September 10, 2015

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

Dear Sirs,

Sub : Press Release

We send herewith a copy of the press release being issued by Arvind Lifestyle Brands Limited, a wholly owned subsidiary, titled as "Arvind marks its entry into the beauty and cosmetics segment: partnership with world's leading beauty retailer "Sephora".

You are requested to bring this to the notice of all concerned.

Thanking you,

Yours faithfully,



R. V. Bhimani
Company Secretary

Encl : As above.



ARVIND MARKS ITS ENTRY INTO THE BEAUTY AND COSMETICS SEGMENT: PARTNERSHIP WITH WORLD'S LEADING BEAUTY RETAILER "SEPHORA"

- *Arvind to now manage the Indian operations of SEPHORA with a current presence of 3 stores in Delhi and 1 in Pune*
- *Planned expansion to 40 stores in next 5 years*
- *SEPHORA stores are home to 200 world-class brands, exclusive brands and its own private-label brands*

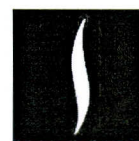
Delhi, September 10th, 2015: Arvind Limited, India's largest integrated textile and Apparels Company with a strong retail presence and a pioneer of denim in India, has announced its entry into the beauty and cosmetics segment today through a partnership with SEPHORA, owned by LVMH Moët Hennessy Louis Vuitton, A French Luxury Conglomerate. With this partnership, Arvind will now manage SEPHORA's portfolio of 3 stores in Delhi and 1 in Pune. SEPHORA is the world's largest and leading beauty retailer with a presence in 31 countries.

"We are looking forward to partnering with Arvind Lifestyle Brands who have demonstrated excellent skills in building brands in India and who have been very supportive of our expansion plans. We have met with great teams that are fully engaged and committed to making our Indian operations a success. Sephora and Arvind will build our brand in a promising market where our unique and differentiating concept has a strong power of attraction and will make premium beauty more accessible to the Indian consumer. On top of the physical stores, we are thrilled to announce this partnership will also extend to the internet sphere which growth has been and is expected to be, phenomenal in India." said **Olivier Schaeffer, Sephora Global COO.**

"We are proud to welcome India as the 8th country in the Sephora Asia organization" added **Anne-Véronique Bruel, Sephora Asia President.**

"The addition of SEPHORA to Arvind's bouquet of fashion brands further strengthens our position in the fashion and lifestyle segment. We are excited to operate Sephora store operations in India. Overall, the Beauty & Personal Care market is around Rs. 15,000 crs of which Premium market is Rs. 2500 crs and growing at a CAGR of 25%. Given this large opportunity, we expect Sephora to reach a turnover of Rs. 500 crs in the next 4 years with 40 – 45 stores" said **J. Suresh, Managing Director & CEO, Arvind Lifestyle Brands Ltd.**

In the fast growing, look good and feel good wave, Arvind looks to establish itself as a brand that builds consumer connects directly. Arvind will lead the geographical retail expansion of SEPHORA with a focus on urban centres through the key beauty categories of makeup, fragrances, skincare and haircare.



About Arvind Lifestyle Brands Limited

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to a large number of fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought ARROW to India in the year 1993. Arvind has licensing relationships with many international brands including *GAP, TCP, Gant, Nautica, Aeropostale, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee and Geoffrey Beene*. Arvind also has a portfolio of 12 of its own brands. Arvind has recently launched stores of marquee retailers Gap and The Children's Place. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart.

About Sephora

Sephora has transformed the customer experience into an exclusive opportunity to indulge in beauty, fostering strong relationships with its brand and products. Sephora ethos remains unchanged: to present a leading beauty selection and always be on the lookout for what's new. Offering to beauty fans, more than 200 selective and exclusive brands plus its own private label, the enterprising retailer is never short of surprising new ideas. Its unexpected concepts and non-conformist attitude are also evident both in its boutiques around the world and on its website, which together make Sephora an unparalleled international beauty leader.

Media Queries to be directed directly to:

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