VALENTINE

Date: 22nd September, 2017

The Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeeboy Towers
Dalal Street, Fort,
Mumbai 400 001
BSE Scrip Code: 535467

The Assistant Vice President
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051
NSE Scrip Symbol: AIFL

Sub: Intimation to introduce new brand for men, boys and toddlers.

Pursuant to provisions of Regulation 30 read with Schedule III of SEBI (Listing Options and Disclosure Requirements) Regulations, 2015, we hereby inform you that the Company will soon launch the new brand "TRICCI" for men, boys and toddlers.

About the Brand:

"TRICCI" captures the essence of the inner souls of men, boys and toddlers. The brand reflects the style statement, lifestyle & attitude of the jetsetters who like to have fun and are always up for the extraordinary in life. With the phenomenal success that the company has received in its flagship "Valentine" brand, which has primarily focused on the women category, the company has taken a bold step to enter into the USD 25+Bn Menswear market in India with a new focused brand.

Talking about "TRICCI", Mr. Harshad Thakkar, Chairman commented:

"Over the past decade, Ashapura Intimates Fashion Ltd. has emerged as the pioneer of loungewear & sleep wear in India through its brand Valentine. TRICCI was ideated to bring a dedicated brand for menswear and boys wear in India. The brand will ensure superior quality and fashionable styles to meet the evolving tastes of today's men and boys. The same distribution network along with new additional distributors focused on Men's category would be used to offer this new segment of apparels, which we are confident will improve the company's overall revenues and margins over a long term period. We are extremely excited about this new launch in the journey of our company."

Kindly take the same on records.

Thanking you,
Yours faithfully,
Ashapura Intimates Fashion Limited.

ASHAPURA INTIMATES FASHION LIMITED
THANE 421329 MUMBAI 400028.

Harshad Thakkar
Chairman and Managing Director


TRICCI