

ARVIND LIFESTYLE BRANDS LIMITED

A MEMBER OF THE LALBHAI GROUP

Du Parc Trinity, 8th Floor, 17, M.G. Road, Bangalore - 560 001

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Arvind Lifestyle Brands Ltd enters into Licensing Agreement with Reliance Brands & Iconix Brand Group JV for **Ed Hardy Brand** in India

Mumbai, 7th February, 2013

Arvind Lifestyle Brands Ltd, today announced that it has signed a long term licensing agreement with Iconix Lifestyle India Pvt Ltd, a JV between Iconix Brand Group, USA and Reliance Brands Ltd for Ed Hardy. Ed Hardy is the alternative lifestyle fashion brand that celebrates the classic American tattoo as an art form across apparel and accessories.

Arvind Lifestyle Brands Limited, a subsidiary of Arvind Ltd, one of the largest players in the apparel brands and retail space in India, with a portfolio of 13 international brands & retail concepts and 12 own brands, will hold the exclusive multi-year license to manufacture and distribute Ed Hardy apparel and accessories throughout India. Ed Hardy is projected to launch in India during Autumn/Winter 2013 with a new global product and price strategy.

J Suresh, MD and CEO Arvind Lifestyle Brands Ltd & Arvind Retail Ltd., said, "*Ed Hardy is a well-known internationally recognized brand and enjoys the status of a 'cult classic' with massive fan following and a unique cutting edge image. We are thrilled to work with Iconix Lifestyle to bring Ed Hardy into India. As the brand rolls out in AW13, we foresee a very successful launch. Ed Hardy will also substantially strengthen our portfolio in the youth segment.*"

Commenting on the alliance, Darshan Mehta, CEO of Reliance Brands said, "*Tattoo art has a timeless appeal and Ed Hardy celebrates its history and beauty by creating dynamic apparel and related lifestyle products. We could not ask for a better partner than Arvind, as they understand this market extremely well and are equally committed to growing the Ed Hardy brand in India.*"

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About Arvind Lifestyle Brands Ltd

Arvind Lifestyle Brands Ltd 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 Lifestyle Brands Ltd has been a pioneer in bringing international brands to India and first brought Arrow to India in the year 1993. Arvind Lifestyle Brand Ltd has licensing relationships with many international Brands including Gant, Arrow, Izod, Energie, US Polo Association, Elle, Cherokee, Mossimo and Geoffrey Beene. Arvind also has a portfolio of 12 of its own brands. Arvind has a JV with Tommy Hilfiger for the Tommy Hilfiger business in India. It also runs India's largest value retail chain, Megamart.

Arvind's pursuit of multi-brand, multi-price point and multi-channel strategy over the last 5 years has paid rich dividend and has grown the business at a CAGR of 38%. Arvind is the only company in the fashion industry which has presence from Value to the Bridge to Luxury Segments. The company also has one of the strongest distribution networks in Indian apparel sector with over 1.3 million square feet of retail space available pan-India to its brands across 730 retail stores spread over 150 towns. This is in addition to Arvind Lifestyle Brands international doors in the Middle East and South Africa.

About Iconix Brand Group, Inc.

Iconix Brand Group, Inc. owns, licenses and markets a growing portfolio of consumer brands including: CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), MOSSIMO (R), LONDON FOG (R), OCEAN PACIFIC (R), DANSKIN (R), ROCAWEAR (R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R), WAVERLY (R), ZOO YORK (R), ED HARDY (R), SHARPER IMAGE (R) and UMBRO (R). In addition, Iconix owns interests in the ARTFUL DODGER (R), ECKO (R), MARC

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ECKO (R), MATERIAL GIRL (R), PEANUTS (R), TRUTH OR DARE (R) and BUFFALO (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments Iconix manages its brands to drive greater consumer awareness and equity.

About Reliance Brands Limited

Reliance Brands Limited is part of the Reliance Industries Group. The Company began operations in October 2007 with a mandate to launch and build international and domestic brand equity in the premium to luxury segment across apparel, footwear and lifestyle business. Its current portfolio of brand partnerships comprises of BROOKS BROS, DIESEL, ERMENEGILDO ZEGNA, HAMLEYS, ICONIX, KENNETH COLE, PAUL & SHARK, QUIKSILVER, ROXY, STEVE MADDEN, THOMAS PINK, STUART WEITZMAN, SUPERDRY, DUNE AND TIMBERLAND.

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