

Arvind Limited
LALBHAI GROUP

Naroda Road, Ahmedabad 380 025, India
T +91 79 30138000 W www.arvind.com
CIN - L17119GJ1931PLC000093

Arvind

July 2, 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 subsidiary of the Company titled "Arvind announces Partnership with Aeropostale Inc., one of America's Largest Specialty Youth Retailers with Over 1,000 locations across the Globe - To launch in India in 2016".

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 announces Partnership with Aeropostale Inc., one of America's Largest
Specialty Youth Retailers with Over 1,000 locations across the Globe
▪ To launch in India in 2016**

Bangalore – (July 2, 2015) - Arvind Limited, one of the largest integrated textile and branded apparel players today announced that its subsidiary, Arvind Lifestyle Brands Ltd has entered into a license agreement with Aeropostale, Inc., the specialty retailer of casual and active apparel for young women and men. The New York- based youth retailer boasts of over 1,000 locations across the U.S, Canada and through licensing partnerships in the Middle East, Asia, Europe, Mexico and South America. The license agreement covers brick & mortar retail locations as well as e-commerce.

Arvind Lifestyle Brands Limited is expected to open 30 standalone stores and 25 shop-in-shop locations over the next three years, beginning March 2016. Arvind will also launch e-commerce selling of Aeropostale products in India.

Julian R. Geiger, Chief Executive Officer of Aéropostale, Inc., said, "We are thrilled to bring the Aéropostale brand into India as we continue to expand our international presence aggressively. India is a truly exciting retail market, driven by its growing economy and vibrant youth culture. We are extremely pleased to partner with Arvind Lifestyle Brands Limited, a partner who brings great knowledge and expertise to building brands and operating licensed stores in India. We look forward to working with such an established partner as we expand the Aeropostale brand into this key market."

Commenting on the new partnership, Mr. J. Suresh, Managing Director & CEO of Arvind Lifestyle Brands Limited said "We are extremely pleased to bring Aeropostale to India. Aeropostale will be the first of its kind youth focused retail format in India. With 40% of India's population below the age of 20, we expect Aeropostale to be hugely popular and successful".

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, 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 is launching 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 Aéropostale, Inc.

Aeropostale, Inc. is a specialty retailer of casual apparel and accessories, principally targeting 14 to 17 year-old young women and men through its Aeropostale stores and website and 4 to 12 year-olds through its P.S. from Aeropostale stores and website. The Company provides customers with a focused selection of high quality fashion and fashion basic merchandise at compelling values in an exciting and customer friendly store environment. Aeropostale maintains control over its proprietary brands by designing, sourcing, marketing and selling all of its own merchandise, other than in licensed stores. Aeropostale products can be purchased in Aeropostale stores and online at www.aeropostale.com. P.S. from Aeropostale products can be purchased in P.S. from Aeropostale stores, in certain Aeropostale stores and online at www.ps4u.com and www.aeropostale.com. The Company currently operates 761 Aeropostale® stores in 50 states and Puerto Rico, 52 Aeropostale stores in Canada and 26 P.S. from Aeropostale® stores in 12 states and Puerto Rico. In addition, pursuant to various licensing agreements, the Company's licensees currently operate 278 Aeropostale® and P.S. from Aeropostale® locations in the Middle East, Asia, Europe, and Latin America. Since November 2012, Aeropostale, Inc. has operated GoJane.com, an online women's fashion footwear and apparel retailer. GoJane products can be purchased online at www.gojane.com.

Media Contact

Manish Mallick | + 91 9769806866 | Group Head- Corporate Communications |
manish.mallick@arvind.in