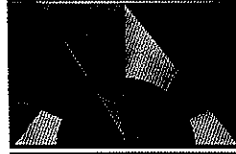


ADITYA BIRLA



FASHION & RETAIL

September 6, 2016

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001.

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Sub.: Press Release of Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion and Retail Limited) ("the Company")

Ref.: Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015

Dear Sir/ Madam,

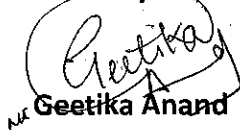
This is to inform you that the Company introduced the new range of Van Heusen men's innerwear & athleisure wear in Bangalore, Chennai and Hyderabad markets with the localized distribution model.

A Press Release issued by the Company in this regard, is enclosed for your information and records.

Thanking you,

Yours faithfully,

For **Aditya Birla Fashion and Retail Limited**


Geetika Anand

Asst. Vice President & Company Secretary

Encl: a/a



Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

701-704, 7th Floor, Skyline Icon Business Park,
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Aditya Birla Fashion and Retail forays into a new business segment

Van Heusen extends its presence to the progressing men's innerwear & athleisure category

Bangalore, September 6, 2016: India's fashion power-house, '**Aditya Birla Fashion and Retail Limited**', unfolds a new chapter in the Indian retail landscape by foraying into the Rs . 7000 crore men's Innerwear & Athleisure market. The company introduces the all new range of Van Heusen men's innerwear & athleisure wear in Bangalore, Chennai and Hyderabad markets with the localised distribution model.

Commenting on the launch of the new innerwear & athleisure segment, Mr. Ashish Dikshit, Business Head – Madura F&L, Aditya Birla Fashion and Retail Ltd.

With this new initiative, ABFRL aims to expand in the new segment and has plans to bring a differentiated product range to Indian customers. The innerwear sales in India are growing 13-14% a year and the premium segment of the market is growing even faster, wherein the market has lot of potential for growth in coming years. The company is also foraying into developing a fast growing category of Athleisure. Athleisure is an emerging space of multi purpose wear that goes from gym to street to couch.

Crafted on the principles of Fashion, Innovation and Performance, Van Heusen Innerwear & Athleisure offer sophisticated styling with new and innovative product features for the best in class comfort and fit.

The brand offers Innerwear range comprising of four collections – **Classic, Platinum, Signature and Active**. Each collection has been designed to offer a differentiated range to the various consumer segments

Classic – The classy wardrobe essential offering performance features like all day fresh and colour fresh.

Platinum – The range offering sophisticated styling and elevated comfort with Pima cotton

Signature- Fashion innerwear with Flexi stretch feature for body defining fit

Active- True sports innerwear with swift dry feature.



Athleisure - Crafted with elevated fashion and new age fabric, it also comes with Smart-Tech feature that offers benefits like quick dry, stain release and anti-stat, making this a true cross over between fitness and fashion

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for Men and Women. With a rich heritage of 128 years in the US, the brand entered India in 1990. Over a period of its 25 years of history in India, Van Heusen has emerged as a fashion authority for the ever evolving Indian professionals becoming the go-to source for the latest in fashion trends as well as for expert advice on what to wear, when to wear it and how to wear it. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and party wear. The brand embodies the positioning, 'POWER DRESSING'. Van Heusen customers are the corporate leaders for whom elegance and style are not just fads, but a philosophy. Thus the Van Heusen range is modern, minimalistic and timeless in design and is distinguished by high quality. Van Heusen with its distinctive and fashionable range of products helps corporate leaders create their best impact, as much for his style as for his substance.

About Aditya Birla Fashion and Retail Ltd. (formerly known as Pantaloon Fashion & Retail Limited):

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloon Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

For further information, contact:

Mumbai: Janet Arole | Head - Corporate Communications – Apparel & Retail Business,
The Aditya Birla Group

Email - janet.arole@adityabirla.com