

ADITYA BIRLA FASHION AND RETAIL LIMITED

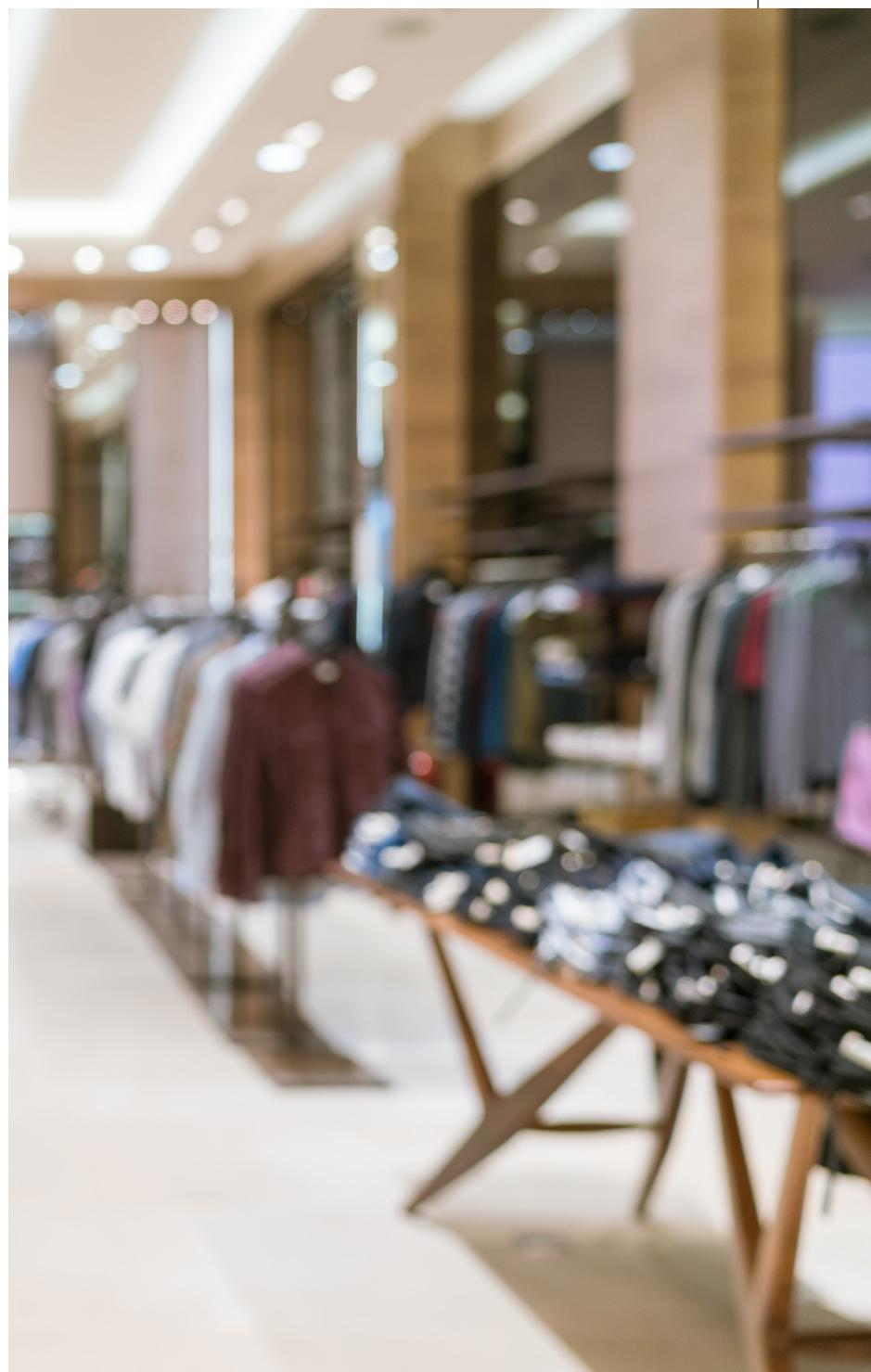
THE TRENDSETTERS

The amalgamation of the best of retail fashion houses in India in May 2015, laid the birth of the Aditya Birla Fashion and Retail Limited. Followed by this coalition of the largest fashion names in the industry, ABFRL have become the trendsetters for the ostensibly fashion hungry customers; who style themselves with the best of branded wear and walk on the aisle of excellent dressing. India's growing economic power and strengthening of its robust office going population celebrated their success in style empowering themselves

with world class clothing provided by ABFRL.

FASHION ICONS

The embryonic companies that led to the formation of Aditya Birla Fashion and Retail Limited included the branded apparel businesses of Aditya Birla Group comprising ABNL's Madura Fashion Division and ABNL's subsidiaries Pantaloons Fashions and Retails (PFL) and Madura Fashion and Lifestyle (MFL) forming a major group that stormed the market with fashion wear that suited all pockets. The coming together of two major fashion iconic brands sealed ABFRL as the



"numero uno" fashion entity of India, with the combined revenue of 6,633 crore for the financial year 2017 accelerating at a rate of 10%.

Pantaloons a division of ABFRL is one of India's most trusted, loved and is one of the fastest growing retail brands, the spread of the popularity of Pantaloons is apparent from the fact that in every two weeks a new store is opened and is

now present in 78 towns/ cities in India, selling - casual wear, party wear, formal wear, ethnic wear, and active wear for men, women, and kids.

The journey of ABFL has been ever evolving, partnering, cosmopolitan styles, while comprehensively catering to the demand and style of their customers bringing them on an equal platform with the world fashion wear.