

Reebok launches its new store in Lucknow with Malaika Arora

The new flagship store, located at the Lulu Mall, was inaugurated by the fitness icon and Reebok brand ambassador Malaika Arora



Lucknow; July 1, 2023: - Reebok, a leading worldwide brand in sports footwear and apparel has announced another significant milestone with the inauguration of its new store in Lucknow. Malaika Arora, iconic Bollywood actress and revered

fitness icon graced the inauguration event, embodying the essence of fitness and style that Reebok stands for, making this store opening a truly memorable occasion. The opening of the new store is part of Reebok's ongoing expansion in India under the aegis of Aditya Birla Fashion and Retail Limited and this highly anticipated exclusive outlet from Reebok promises to cater to the growing demand for quality sportswear in Lucknow.

This new store in Lucknow boasts a contemporary and welcoming design showcasing Reebok's signature collections in the brand's core categories of Running, Training, Walking and Lifestyle. The store provides customers with an immersive shopping experience with an extensive selection of high-performance athletic footwear, stylish activewear, and essential accessories designed to elevate their fitness journeys.

Mr. Manoj Juneja, Chief Operating Officer, Reebok India said, "We are thrilled to announce the grand opening of our latest store in Lucknow, a city renowned for its active lifestyle and



discerning preference for quality sports gear. This strategic expansion is a testament to our commitment to provide exceptional sports & fitness experience and the highest caliber of athletic footwear, apparel, and accessories to the thriving youth in India. We are pleased to have Malaika Arora, a fitness icon, at our grand opening. We believe that her passion for health and wellness will resonate with our customers and inspire them to reach new heights."

Addressing the enthusiastic crowd, **Malaika Arora said**, *"It is an honor to be a part of the grand opening of Reebok's new store in Lucknow. Reebok has always been at the forefront of promoting a healthy and active lifestyle, and I am thrilled to be a part of this initiative in Lucknow. I believe that fitness is not just about physical strength, but also about mental well-being. Through this association, I hope to inspire and empower individuals to prioritize their health and fitness. I am excited to share my journey, fitness tips, and engage with the passionate fitness community in Lucknow and beyond."*

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About Reebok:

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and lifestyle footwear, apparel and equipment. Reebok is a part of the Authentic Brands Group (ABG), with Aditya Birla Fashion and Retail Ltd. (ABFRL) as the operating partner in India. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied sports & fitness heritage

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly and Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok and Galeries Lafayette**.



The Company's foray into branded ethnic wear business includes brands such as **Jaypore**, **Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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