

Aditya Birla Fashion and Retail launches its brand 'ABOF' on Flipkart and Myntra



Mumbai; August 18, 2021: Aditya Birla Fashion and Retail Limited, India's leading fashion company, today announced a further strengthening of their relationship with the launch of its fashion brand 'ABOF' (all about fashion) which will now be available on the e-commerce platforms of Flipkart and Myntra for sale through third party sellers. Targeted at youth aged between 18 to 25 years, ABOF offers 600+ styles and best in-house trendy apparels.

With this launch, ABOF, through third party sellers, aims to expand its reach across India by utilizing Flipkart and Myntra's vast network, thereby enabling customers access to a wide range of the brand's 'global trends-inspired' collections. ABOF collection on the e-commerce platform of Flipkart and Myntra will feature newest styles, daily dose of fashion, style hacks and lots more. Available in a variety of sophisticated designs, distinctive patterns and dynamic colours, ABOF collection includes an exciting range of affordable apparels for both men and women. Each garment in the brand is handpicked by a group of in-house experts and carefully designed for the fashion forward youth. The collection includes t-shirts, shirts, joggers, jeans, shorts, dresses, tops, leggings, and loungewear. The range comprises products to cater to the casual, street, active and lounge wear needs of every fashionista. ABOF captures the best trends in its collections like

versatile stripes, vibrant colour blocked styles and many more. The price range of the collection begins from INR 599/- onwards.

Commenting on the launch, **Mr. Manish Singhai, Chief Operating Officer, ABOF, Aditya Birla Fashion and Retail Ltd** said, *“At ABOF, we aim to offer high-fashion merchandise to the youth and make it accessible to them from the comfort of their homes or handheld devices with superb shopping experience. This association with Flipkart Group has the potential to accelerate the growth of apparel industry in India and reshape the youth fashion and athleisure segment. The collaboration will further enhance the reach for ABOF, Flipkart and Myntra by offering the latest styles across categories for men and women at attractive prices.”*

Speaking about the partnership and launch of ABOF, **Nishit Garg, Vice President - Flipkart Fashion** said, *“We are happy to strengthen our relationship with ABFRL for the launch of ‘ABOF’, which addresses the growing need for affordable high-fashion streetwear. This launch elevates our existing strategic partnership as we seek to address a wide range of consumer needs in fashion. With the launch of ABOF, consumers will be able to access the latest ‘runway’ trends regularly, with new styles available every month.”*



Ayyappan Rajagopal, Chief Business Officer, Myntra, said *“The ABFRL Group has been an enabling partner in Myntra’s journey of creating value for our customers, and the launch of ABOF on our platform now is an important milestone. Riding on the back of our collective strengths including an ever-growing customer base and deep customer understanding – along with ABOF’s best-in-class, affordable range of ‘Fashion in Trend’ and Myntra’s differentiated technology experience, geographical reach and efficient services, we are looking to create a truly joyful shopping experience for our fashion-forward customers who are looking for fashion in trend buys*



at an accessible price point.” He added, “Moreover, with ABOF, we will see fashion in trend styles being launched at a higher frequency, thereby bolstering our catalog and supplementing customers’ wardrobes with some of the best high-street pieces.”

ABOF is a go-to online brand for the best-in-fashion shopping and trend watching, as it launches two unique collections every month. With more than 600 fashion products and styles, ABOF offers a wide array of apparel for both men and women. The brand plans to expand its portfolio in kidswear and accessories segments. The brand’s core philosophy is rooted in ‘customer centricity’. This is clearly reflected in its curated range of value-added-fashion merchandise and differentiated shopping experience. The brand offers quality fashion inspired by global trends at affordable prices. Bridging the gap between streetwear, activewear, and athleisure, ABOF promises to delight its customers with trendy collections and seamless shopping experience.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), 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 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India’s largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company’s foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers ‘**Shantanu & Nikhil**’, ‘**Tarun Tahiliani**’ and ‘**Sabyasachi**’

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About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million,



offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com