

## Aditya Birla Fashion and Retail Limited Selects Accenture to Accelerate Its Digital Transformation Journey



**Mumbai, February 22, 2022:** Aditya Birla Fashion and Retail Limited (ABFRL), one of India's leading fashion companies, announced its collaboration with Accenture (NYSE: ACN) for a digital transformation program designed to drive growth, increase business agility and improve operational efficiency.

As part of its transformation strategy, ABFRL has chosen Accenture as a partner to design, develop, and deploy an enterprise resource planning (ERP) system based on SAP S/4HANA® to streamline business processes and improve visibility and accessibility of data across ABFRL.

The new ERP system will support ABFRL which owns brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England across stores in India to efficiently manage multiple fulfilment channels and consolidate disparate technology systems. It will be designed to enhance customer service by combining ABFRL's manufacturing and retail functions into a digital core using SAP S/4HANA® for Fashion and Vertical Business.

**Praveen Shrikhande, Chief Digital and Information Officer at ABFRL** commented, *"We are happy to partner with Accenture on a digital transformation program. To stay ahead in today's fast-changing fashion industry, it is important to spot and react with speed to changes in consumer preferences. The consolidation and digitization of our core ERP system will help us improve agility and responsiveness in a digital-first world, even as we expand our operations and integrate new businesses to grow our brands and product portfolio, enter new consumer segments, and expand into new markets."*



**Manish Gupta, a managing director at Accenture who leads its Products practice in**

**India** said, *“The disruption of the past two years has made it clear that technology is predominant for businesses as we shape the future of retail. Our collaboration with ABRFL will not only help them build an integrated digital core across manufacturing, wholesale and retail functions to drive operational efficiencies but also unlock new value for future disruptions and growth.”*

Additionally, ABFRL will use Accenture myConcerto® — an insight-driven platform — to define a transformation vision and build a value case that guides its manufacturing, delivery, and change management operations, and underpins the company’s continuous innovation.

Accenture’s Retail industry group helps retail companies and their ecosystem partners adapt to change, remain resilient and stay true to their purpose in a responsible way. To learn more, visit <https://www.accenture.com/us-en/industries/retail-index>.

### **About Aditya Birla Fashion and Retail Limited (ABFRL)**

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). ABFRL’s ‘Lifestyle brands’ include **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. The ‘Youth Western Wear’ comprises **American Eagle** and **Forever 21**. ‘Super Premium brands’ extends to **The Collective**, India’s largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

The ‘Innerwear, Athleisure and Active wear’ segment is establishing itself as India’s most innovative and fashionable brand. **Pantaloons** is one of India’s largest fast fashion store brand. The Company’s portfolio of **Ethnic wear** brands is built with craft-based brand **Jaypore**, mid-premium women’s wear brand **Marigold Lane** and premium men’s wear brand **Tasva**. The Company’s has also entered into strategic collaborations with India’s leading designers **Sabyasachi, Tarun Tahiliani** and **Shantanu & Nikhil**.

### **About Accenture**

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world’s largest network of Advanced Technology and Intelligent Operations centres. Our 674,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of



change to create value and shared success for our clients, people, shareholders, partners, and communities. Visit us at [accenture.com](https://www.accenture.com).

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