



Press Release

Aditya Birla Group's 'House of Brands' venture TMRW partners with 8 Digital-First Lifestyle Brands

The partnerships are poised to catapult the venture on a path to INR 1500 Cr+ annual revenue run-rate over the next 12 months

Bengaluru, November 28, 2022: TMRW, an Aditya Birla Group venture, today announced partnership with 8 Digital-First lifestyle brands. These partnerships with the new-age founders have been struck within few months of the launch of the venture. TMRW is on a path to create a leading technology-led Digital First 'House of Brands' business over the next several years. With these 8 brands on board, TMRW has achieved a revenue run-rate of INR 700 Cr+ and is on a path to cross an annual revenue rate of INR 1500 Cr+ in the next 12 months.

The investment in these 8 D2C brands establishes a strong foundation with a diversified portfolio across several fashion sub-categories. With this portfolio, TMRW has established presence across a broad spectrum of apparel segments ranging from Casual Wear, Kid's Wear to Western Wear. The plan is to expand in related Lifestyle categories including Beauty & Personal Care. TMRW's vision is to partner with new-age founders by bringing in strategic, operational & technological capabilities in addition to growth capital. With synergistic investments that will power multiple brands, TMRW will enable blitz scaling and brand building.

TMRW has established a strong D2C portfolio across multiple large and growing sub-categories across these 8 brands:

- **Women's Western Wear (Berrylush)**: Style forward, fast fashion brand for Gen-Z women
- **Casual & Expressive Wear (Bewakoof)**: India's largest D2C fashion brand in expressive & casual wear for Gen-Z / Millennials led by various pop culture & fandom trends
- **Women's Casual & Western Wear (Juneberry)**: Emerging fashion forward brand for Women focusing on casual wear occasions
- **Teen's Occasion Wear (Natilene)**: Western Wear Brand for Teen Girls
- **Kid's Wear (Nauti Nati)**: Premier Kid's Occasion Wear Brand for Girls & Boys
- **Athleisure & Active Wear (Nobero)**: Youth focused D2C brand for active consumers. Trendy yet minimalistic products for fashion and functionality
- **Casual & Denim Wear (Urbano)**: Leading Denim lifestyle brand offering quality and fashion at affordable price points
- **Casual Wear & Fast Fashion (Veirido)**: Fast Fashion brand in casual wear and streetwear for young men and women



Speaking about the investment, **Ashish Dikshit, Managing Director, Aditya Birla Fashion and Retail Ltd**, said, “ABFRL has a distinctive heritage of building marquee Fashion & Lifestyle brands. By tapping into ABFRL’s fashion capabilities and category expertise, TMRW is on the path to replicate the success in the Digital First space by building the next generation of memorable brands that will drive India’s E-Commerce growth.”

Prashanth Aluru, CEO and Co-founder, TMRW, said, “We are excited about partnering with these amazing entrepreneurs that are disrupting multiple Lifestyle categories. With our investment and deep value-addition, we are confident in scaling existing leading brands to become category leaders as well as be the category creators in several emerging categories. We will also leverage our deep partnerships within the E-Commerce & D2C ecosystem to be a force multiplier in the brand’s growth journey.”

Some of these transactions are subject to customary closing conditions and signing of definitive documents.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 point of sales in department stores across India (as on 31st March 2022).

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

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

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 brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers ‘**Shantanu & Nikhil**’, ‘**Tarun Tahiliani**’, ‘**Sabyasachi**’ and ‘**House of Masaba**’. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.



About TMRW

TMRW, an Aditya Birla Group venture, is building India's largest portfolio of disruptor brands in the fashion & lifestyle space and enabling the next phase of direct to consumer (D2C) growth in India.

The brand is the new-age D2C force multipliers who partner with young entrepreneurs of the fashion & lifestyle world. It empowers digital-first brands and together scale them to the next level of Excellence!

TMRW adds value to their partner brands through - Cross Channel Expertise, Deep Consumer Insights, Value Chain Mastery, Intelligent Fashion & Lifestyle Technology, and Powerful E-Commerce Ecosystem connects.

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