

JAYPORE Achieves Remarkable Expansion Pace; Unveils Second Store in Hyderabad Just 50 Days After Grand Debut

Making its indelible mark in the cultural melting pot of Hyderabad

JAYPORE, the cherished artisanal lifestyle brand, has unveiled its newest store in Hyderabad at the iconic Inorbit Mall, Solidifying its presence in this city's most popular shopping destination



Hyderabad; August 16, 2023: - JAYPORE, the leading artisanal lifestyle brand from Aditya Birla Fashion and Retail Ltd (ABFRL), is excited to announce the opening of its second store in Hyderabad. The new store is located on the first floor of the popular Inorbit Mall. With an impressive lineage of 20 successful retail landmarks already established across India, JAYPORE's latest brand outlet further strengthens its presence. The expeditious inauguration of this new store, achieved within an astonishing 50-day window since its splendid debut in Hyderabad, serves as a testament to JAYPORE's unwavering dedication in amplifying its sphere of impact and captivating the fervent admiration of craft and art enthusiasts nationwide.

Renowned for its steadfast commitment to showcasing Indian craftsmanship and facilitating a global connection between artisans and patrons, JAYPORE proudly unveils its 21st retail establishment in India. This new store stands as a testament to the brand's unwavering dedication to harmoniously weaving Indian heritage into contemporary lifestyles, a true embodiment of their refined ethos.

Hyderabad, a city renowned for its cultural opulence and discerning taste for refined craftsmanship, serves as an emblematic choice for JAYPORE's strategic retail expansion. Being at Inorbit Mall, which

is the favourite shopping destination in the city, the store will attract a large audience eager to explore the best of Indian heritage crafts & designs.

Rashmi Shukla, Business Head, JAYPORE, Aditya Birla Fashion and Retail Limited stated, *"We are thrilled to mark the opening of our second store in Hyderabad, a city brimming with creativity and rich heritage. At JAYPORE, we transcend the conventional retail paradigm – we are not merely a purveyor of products, but an embodiment of an artisanal lifestyle. This store, more than a retail space, is a haven of experiential immersion, inviting customers to intimately witness, engage, and wholeheartedly embrace a plethora of crafts. Our expansion endeavours are firmly rooted in our unwavering belief in preserving and revitalizing India's artisan legacy. Through JAYPORE, traditional artisans are empowered to bridge the gap between age-old techniques and contemporary sensibilities, fostering a symbiotic exchange that propels heritage into modernity."*

Jaypore's new store in the Inorbit Mall offers a wide range of products including apparels, home decor, jewellery, and accessories, each with an unique story that reflects the essence of Indian craft heritage. Visitors can discover exquisite collections like ['Mausiqi'](#)- a crafted dinnerware range inspired by Mumbai's art deco architectural marvels like the `Royal Opera House'. Artisanal finery can be seen brimming in dainty silver handcrafted for Raksha Bandhan. In apparel, craft heritage can be seen through collections like 'Chandini' inspired by the shifting shapes of the moon and 'Leshya' with authentic soof embroidery.

All this and much more can be experienced at JAYPORE's newest and thoughtfully curated store at Inorbit Mall.

Store Address: F29, First Floor, Inorbit Mall, APIIC software layout, Madhapur, Hyderabad – 500081

Mausiqi - <https://www.jaypore.com/shop-collection/mausiqi-jaypore-resplendent-dinnerware-inspired-by-the-royal-opera-house-24289>

Rakhis - <https://www.jaypore.com/shop-collection/mithali-jaypore-auspicious-silver-rakhis-for-a-blessed-occasion-adorned-with-beads-rudraksha-20535>

Chandini - <https://www.jaypore.com/shop-collection/chandini-jaypore-khadi-printed-evening-wear-inspired-by-the-shifting-shapes-of-the-moon-24151>

Leshya - <https://www.jaypore.com/shop-collection/leshya-jaypore-calming-off-white-silhouettes-with-soof-embroidery-24159>

About JAYPORE

JAYPORE is one of India's leading destination brands for all things Craft and Artisanal across exquisite apparel, jewellery and home products. India has a rich heritage of handmade crafts and traditional products. JAYPORE as a brand is committed to designing, sourcing and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website along with 21 stores pan India.

JAYPORE



In a very short time, JAYPORE has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

The brand runs an eponymous label called JAYPORE and aggregates other artisan-based brands on its portal. JAYPORE ships worldwide and has a global audience. At the heart of everything JAYPORE does is the commitment to offering authentic products that elevate everyday life.

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 **Galleries 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.

For further information, please contact:

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