

Reebok Celebrates International Yoga Day with Brand Ambassador Malaika Arora at South City Mall Store



Kolkata, June 21, 2024: Reebok, a global leader in sports footwear and apparel celebrated International Yoga Day with a special event at its South City Mall store in Kolkata with fitness icon and brand ambassador Malaika Arora.

The South City Mall store is a strategic move under the banner of Aditya Birla Fashion and Retail Limited (ABFRL) to meet the rising demand for premium sportswear in Kolkata. The store 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.

Addressing the enthusiastic crowd, **Malaika Arora** said, *"It is an honour to celebrate International Yoga Day with Reebok at the South City Mall store. The brand 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 Kolkata. I believe that fitness is not just about physical strength, but also about mental wellbeing, and through this association, I hope to inspire and empower individuals to prioritize their health and fitness."*

Manoj Juneja, COO of Reebok India, added, *"Our newly renovated store in Kolkata represents Reebok's dedication to enhancing the fitness and wellness journey of our customers. By offering a diverse range of high-performance athletic footwear, such as the innovative DMX Comfort+ for unparalleled walking comfort and the dynamic Maxfoam+ for exceptional running energy return, as*



well as stylish activewear and essential accessories, we continue to push the boundaries of what it means to lead an active and healthy lifestyle.”

The brand is committed to delivering top-quality fitness and lifestyle products to its consumers. Reebok’s innovative DMX Comfort+ shoe is designed to revolutionise the walking experience with its cutting-edge moving air technology with unparalleled comfort to deliver a truly exceptional walking shoe experience. Further bolstering the walking category, Reebok’s latest launch, the Space foam shoe has a max stack height cushioning feature that reduces impact, providing a smooth walking experience. It’s powered by Memory Tech Massage (MTM) Sock liner, which revitalises feet with luxurious cushioning, making each stride a delightful journey.

Reebok’s Maxfoam+ shoe is a new addition to the running category. Maxfoam+ introduces a dynamic response midsole technology, offering exceptional energy return. Its lightweight construction makes it an ideal running shoe for an everyday runner.

Store Address:

Reebok Store, 236, 2nd Floor, South City Mall, Prince Anwarshah Road, Kolkata - 700068

The latest collection is also available at www.reebok.abfrl.in.

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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

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 retailers.

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, Simon Carter 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 **‘Shantanu & 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.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com