

## Reebok Launches Two New Stores in Chennai with Brand Ambassador Taapsee Pannu



**Chennai, 08 June 2024:** Reebok, a global leader in sports footwear and apparel, has marked a significant milestone in its Indian retail journey by launching two new stores in Chennai, Anna Nagar & Phoenix Marketcity, respectively. The grand opening event featured Taapsee Pannu, versatile actress and Reebok Brand ambassador, who officially inaugurated the stores, epitomising the fitness and style ethos of the brand.

These new Reebok stores are a strategic move under the banner of Aditya Birla Fashion and Retail Limited (ABFRL) to meet the rising demand for premium sportswear in Chennai. Both stores boast 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.

**Taapsee Pannu**, who inaugurated the stores, remarked, *"As an advocate of fitness and an active lifestyle, I appreciate Reebok's dedication to providing products that meet diverse fitness needs. These new stores are a fantastic addition to Chennai's fitness scene, and I am proud to be part of Reebok's expansion here."*

**Mr Manoj Juneja, CEO of Reebok India**, commented on the launch, stating, *"The opening of these new stores in Chennai represents more than just an expansion for Reebok; it symbolises our deep-*



*rooted commitment to fostering a thriving sports and fitness culture in this vibrant city. Chennai, with its dynamic spirit and evolving fitness ethos, presents an opportune landscape for us to further our mission of enabling individuals to lead healthier, more active lives. By establishing these new stores, we aim to not only provide easy access to Reebok's innovative products but also to serve as catalysts for inspiration and transformation within the community."*

Reebok's innovative product DMX Comfort+ 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 Spacefoam 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+ 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.

Reebok's continued growth in India underscores its commitment to supporting the fitness and wellness aspirations of its customers. The launch of these new stores further strengthens Reebok's position as a leading provider of sportswear and fitness solutions in the country.

**Store Address:**

**Anna Nagar**

Reebok Store, C48, TNHP Complex, Block X, Second Avenue, Anna Nagar, Chennai, Tamil Nadu, 600040

**Phoenix Marketcity**

Reebok Store, No. 142 G 61, Phoenix Mall, Lower Ground Floor, Velachery Main Road, Velachery, Chennai - 600042

The latest collection is also available at [www.reebok.abfrl.in](http://www.reebok.abfrl.in) and online platforms such as Flipkart and Myntra.

**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 **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 '**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**.

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