

Tasva, by Aditya Birla Fashion and Retail and Designer Tarun Tahiliani, Announce Partnership as the 'Official Ceremonial Dress Partner' for Team India at the Paris Olympics 2024



National, 18 June 2024: Tasva, the Indian menswear brand by Aditya Birla Fashion and Retail Ltd. and celebrated designer Tarun Tahiliani, proudly announces its partnership with the Indian Olympic Association (IOA) as the 'Official Ceremonial Dress Partner' for Team India at the Paris Olympics 2024.

This prestigious collaboration marks a significant milestone in the fashion and sports industries, bringing together the elegance and heritage of Indian fashion with the spirit of global athleticism. As the 'Official Ceremonial Dress Partner', Tasva will design and provide exclusive ceremonial attire for the Indian contingent, blending traditional aesthetics with contemporary flair to showcase India's rich cultural heritage on the world stage.

Commenting on the partnership, **Tarun Tahiliani, Chief Design Officer, Tasva**, said, *"The aim was to create a look that represents our cultural heritage, incorporates the colours of the Indian flag, and, most importantly, embodies a new, dynamic, agile, and youthful India. We wanted the athletes to feel comfortable yet look formal, with tailored shapes that make them confident as they set out to represent our vibrant country. Tradition is honoured while standing on a global sporting arena."*

Mr. Ashish Mukul, Brand Head, Tasva, expressed his excitement about the partnership by stating, *"We are honoured to be the 'Official Ceremonial Dress Partner' for the Indian team at the Paris Olympics 2024. At Tasva, we believe in celebrating the spirit of India, and this partnership allows us to showcase*

our rich heritage and contemporary style. We look forward to contributing to the memorable journey of our athletes and feel privileged to support them as they strive for excellence on the world stage.”

P. T. Usha, President, Indian Olympic Association, commented on the new partnership: "We are delighted to welcome Tasva as our 'Official Ceremonial Dress Partner' for Team India at the Paris Olympics 2024. The elegant designs and commitment to excellence that Tasva embodies will ensure that our athletes not only perform at their best but also represent India with pride and style. We are confident that this collaboration will add a new dimension to the Olympic experience for our team."

This collaboration is set to elevate the presence of Indian fashion on a global platform, celebrating the intersection of style, tradition, and sportsmanship. The Indian contingent's ceremonial attire for the Paris Olympics 2024 promises to be a blend of sophistication, cultural pride, and contemporary design, making a powerful statement on the world stage.

About Tasva

Tasva is a leading Indian menswear brand born out of the collaboration between Aditya Birla Fashion and Retail Ltd and ace designer, Tarun Tahiliani. Tasva is dedicated to offering classy and comfortable Indian wear. With a strong emphasis on craftsmanship and contemporary style, Tasva is redefining Indian wear for the modern man. The brand offers an extensive range of kurtas, kurta bundi sets, sherwanis, Indo-western outfits, footwear, and accessories. The brand's exquisite products are available at exclusive Tasva stores across India and online at www.Tasva.com

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@abfrel.adityabirla.com