



LOUIS PHILIPPE



Louis Philippe Launches 1st Store in Mahbubnagar with Shiv Sena Reddy, Chairman of Sports Authority of Telangana



Mahbubnagar, 22nd July 2024: Louis Philippe, India's leading menswear brand from the house of Aditya Birla Fashion and Retail, proudly announces the opening of its first store in Mahbubnagar. Known for its impeccable craftsmanship and timeless style, Louis Philippe continues to expand its footprint across India with this prestigious launch. The inauguration was graced by the esteemed presence of Shiva Sena Reddy, Chairman of Sports Authority of Telangana.

The new Louis Philippe store spans across a spacious 1165 sq. ft on the Ground Floor of a High Street Outlet in Mahbubnagar. This store promises to showcase Louis Philippe's latest collections, including Permapress Formal shirts, Gamescape fashion T-shirts, Golf leisure Polo T-shirts, Smart Fit Jeans, washed Indigo Shirts, and selections from the Royal Wedding Collection.

Farida Kaliyadan, COO, Louis Philippe said, *"Mahbubnagar holds immense promise as a burgeoning market for premium menswear, and we are delighted to introduce Louis Philippe's signature blend of craftsmanship and style to this vibrant city. Our new store reflects our commitment to offering discerning customers in Telangana an unparalleled shopping experience, showcasing our latest collections designed to elevate every man's wardrobe. We look forward to welcoming the community and forging lasting connections here."*

The store's strategic location and expansive layout are designed to cater to the fashion needs of the city's burgeoning clientele, offering them the best in menswear. Louis Philippe's commitment to superior craftsmanship and innovative design is evident in every collection, ensuring that every customer finds something that resonates with their personal style.

Store Address: Door no. 1-4-134/16/E&F, Opposite Government Hospital, Beside Reliance Mart, Mahbubnagar, Telangana – 509001

About Louis Philippe

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc.

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@abfml.adityabirla.com