

Tasva's Ceremonial Dress for Team India at the Paris Olympics Unveiled by the Hon'ble Minister of Youth Affairs and Sports, Dr Mansukh Mandaviya



National, June 30, 2024: Tasva, the men's Indian wear brand by Aditya Birla Fashion and Retail Ltd. and celebrated designer Tarun Tahiliani, has taken on the prestigious task of designing the ceremonial dress for Team India at the upcoming Paris Olympics 2024. The Hon'ble Minister of Youth Affairs and Sports, Dr Mansukh Mandaviya, unveiled the Official Ceremonial Dress for Team India in the presence of Indian Olympics Association President, Dr PT Usha.

Tasva is all set to bring to Paris, the fashion capital of the world, its fresh take on Indian traditional wear. The ceremonial attire draws inspiration from the rich cultural tapestry of India and embraces a patriotic spirit reflected in the iconic tricolour palette of saffron, green, and white.

"We're incredibly honoured to dress Team India," Tarun Tahiliani, Chief Design Officer, Tasva, shared at the Kit Unveiling ceremony. "We worked closely with the Indian Olympic Association to create an attire that tells a story about India. The garments are designed to be visually captivating while also ensuring comfort and practicality. As our athletes make their grand entrance on a barge along the Seine for the opening ceremony, the airy, lightweight attire is perfectly suited for the summer warmth of Paris in July."

"We want our athletes to walk out on the global stage feeling like they are ambassadors of Indian culture and heritage," Tahiliani continued. "This is our dream — to see our traditions celebrated and honoured around the world."

At the opening ceremony, Team India's male athletes will wear a kurta bundi set while the female athletes will don an elegant saree with ikat-inspired digitally printed panels in saffron and green, blue buttonholes

representing the Ashoka Chakra, with an ivory base which represents peace and unity. The look is completed with modern trainers adorned with traditional Benares brocade, seamlessly blending tradition with contemporary fashion.

Tarun Tahiliani added, *“This ceremonial dress beautifully combines classic Indian style with a modern, athletic touch. The kurta bundi set is crafted from lightweight moss cotton, ensuring breathability and comfort. The saree, a symbol of grace and cultural identity, is reimagined in viscose crepe for a natural drape and breathability, ensuring our athletes feel both elegant and comfortable.”*

Sharath Kamal, who leads the Olympic Men’s Table Tennis team and the flag bearer of Team India at the Paris Olympics expressed, *“Putting on this ceremonial dress was a powerful experience. When I looked at myself in the mirror, I felt an overwhelming sense of pride and connection to our heritage. The lightweight fabric just makes it ideal for the occasion.”*

Ashish Mukul, Brand Head of Tasva, echoed this sentiment: *“The official ceremonial dress not only captures the essence of Indian style, it stands as a symbol of national pride and achievement, crafted specifically for those who have earned the honour of representing India on the global stage.”*

Tasva not only celebrates India’s rich cultural heritage but also showcases the country’s modern, dynamic spirit to the world. As the athletes step onto the global stage, they do so in an attire that is a true reflection of the essence of India — timeless, vibrant, and ever-evolving.

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 **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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