



Louis Philippe Celebrates 1st Anniversary of their Shakuntala Road Store in Agartala

The anniversary celebrations were honoured by the presence of Mr. Pranab Ghosh, President for Generalist Association of Press

Agartala, August 23, 2024: Louis Philippe, India's premier menswear brand known for its exceptional craftsmanship and timeless elegance is proud to celebrate the first anniversary of its expanded store in Agartala. The store, which relocated to Shakuntala Road last year, has seen a remarkable response from customers, solidifying its position as the go-to destination for wedding shopping and festive celebrations. The festivities mark a significant milestone for Louis Philippe, a flagship brand under Aditya Birla Fashion and Retail Limited (ABFRL), a leader in the Indian fashion and retail industry.

In response to the increasing demand for a more spacious and convenient shopping experience, spanning across an expansive 1800 sq. ft., Louis Philippe has relocated to Shakuntala Road, right in the heart of the city. This expansion has allowed the brand to cater to a wider audience and offer a more extensive collection, particularly for wedding shopping. Over the past year, more than 200 grooms have chosen Louis Philippe's elegant suits from the Agartala store to celebrate their special day, underscoring the brand's significance in the local wedding market.

Louis Philippe's journey in Agartala began seven years ago, and since then, the store has gained a loyal following. With more than 10,000 happy customers, the store has become a symbol of luxury and trust for the residents of Agartala. As the brand commemorates this milestone, it continues to serve as a one-stop destination for those looking to make a statement with their attire.

Ms. Farida Kaliyadan, COO of Louis Philippe, expressed her excitement, saying, "We are thrilled to celebrate the one-year anniversary of our expanded store in Agartala. This milestone reflects our commitment to providing our customers with an unparalleled shopping experience, whether they are



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looking for the perfect wedding suit or festive attire for Puj. Over the last seven years, our store in Agartala has built a strong relationship with the community, and we are excited to continue this journey with them for years to come."

As the festive season approaches, the store is gearing up to offer an exclusive collection for the Puj celebrations. Last year, over 1,000 customers celebrated Puj in style with Louis Philippe merchandise, and this year promises to be no different. The store's carefully curated collection ensures that every customer can find something unique to mark the occasion.

As Louis Philippe continues to grow its presence in Agartala, the brand remains dedicated to delivering world-class fashion and exceptional customer service, solidifying its position as the preferred choice for discerning shoppers.



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



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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.

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