



PRESS RELEASE

PLANET FASHION DRAWS UP NEW STRATEGY TO TAP THE WEDDING SHOPPING SEGMENT

Creates a retail format for Wedding Shoppers

Patna, 2nd April 2016: Planet Fashion, India's single largest multi-brand apparel retailer in the men's premium segment, extends its retail portfolio with the launch of its 5th store for wedding shoppers in Patna. The brand continues its close bond with the city and its consumers by launching its largest flagship Planet Fashion store in the city at the Patna One Mall, Patna.

The multi-brand apparel retail chain provides a wide variety of wedding trousseau options for men that promises to make the groom stand out on his wedding day. Generally, women are the target group for most multi-brand apparel retail chains. However, through this launch, Planet Fashion intends to provide comprehensive wardrobe solutions to today's progressive men, who are equally fashion conscious.

Weddings in India are an elaborate affair that can range from three to seven days with different celebrations planned on each day. If you are about to tie the knot and are looking for the perfect western wear outfits to wear for every function, Planet Fashion is the right place for you.

There is an exhaustive selection from leading brands on display, all under one roof. According to **Rahul Jhamb – Brand Head, Planet Fashion**, "Men today are inclined to get fashionably right at their weddings. Planet Fashion, a retail initiative of Aditya Birla Fashion and Retail Limited, has been the favourite destination for the wedding shopper – with the best menswear brands like Louis Philippe, Van Heusen and Allen Solly, all under one roof. This wedding season too, we have put together a great collection. We are well positioned as the preferred destination for the discerning wedding shopper, the progressive Indian man. In addition to suits for every wedding-related occasion, customers can find a wide range of suits at Planet Fashion for other key occasions in men's life as well, such as business meetings, interviews, black tie events, a graduation ceremony, evening outings, parties, etc."

In an endeavour to offer a complete wedding trousseau, Planet Fashion showcases a wide array of premium shirts, ranging from wrinkle-free and best white to linen and pure cotton shirts. Planet Fashion also offers a wide range of trousers in slim, custom and regular fit, as well as accessories like ties, cufflinks, pocket squares and belts, in addition to suits. The stunning VDot party shirts are very popular as undershirts paired with blazers.



Planet Fashion boasts of over 100 options in suits and blazers to choose from. Starting from a basic blazer at Rs. 5,000, the range goes up to a fine premium collection of suits made from pure Italian wool and wool blends with cashmere, silk, mohair and other fabric, prices of which go up to Rs. 25,000.

With an array of premium brands, Planet Fashion has suits in a variety of fits, slim fit being the most popular. The sizes match all profiles, from 36" to as large as 50"/52" which are normally not available readymade. "Wedding wear is a onetime purchase and customers require special attention. We have specially trained suit specialists at each store to personally attend to the customers with great hospitality. We also have trained alteration masters to ensure that the fit and appearance is perfect for that special day," says Mr. Jhamb.

Planet Fashion has been successfully creating a strong presence all over the country. Apart from this being the wedding shopping destination in Patna One Mall and their 6th store in Patna at Hathwa Market, Planet Fashion is actively working on expanding its retail footprint in East India and currently operates with around 37 retail stores in 31 locations across East India.

The winning retail model has been successful nationwide not only in premium locations of metros, mini-metros and tier-1 towns of the country, but also in smaller towns of East India, like Angul, Shillong, Muzaffarpur, Begusarai, Bhagalpur, Puri, Hazaribagh, Behrampore and many more. There are several more locations on the brand's radar that are going to be turned into stores soon, intensifying its focus on the region substantially.

Planet Fashion is the largest apparel retail chain of its kind in the country and the brand has entrenched its exclusive store presence across the country with 260 stores in 200 towns, with an average store footprint that ranges from 1,500-6,000 sq., depending on its location.

Crafted on the principles of Formals, Fashion, Fun and Friends, the Planet Fashion brand philosophy aims to accentuate the style score of every man that is associated with the brand.

Store Address: PLANET FASHION, Ground Floor, Patna One Mall, Opposite Petrol Pump, Dakbunglow Chowk, Patna-01

Phone number: 0612-3229122



About Planet Fashion

Over the last 16 years, Planet Fashion has made men look good and fashionable and continues to make them look better with their hand-picked collection of Suits, Jackets, Shirts, Trousers, Denim and Accessories.

Today, Aditya Birla Fashion and Retail Limited has the highest market share in the premium menswear segment in the country. The multi-brand apparel-retailing arm of the company, Planet Fashion, houses leading in-house brands such as Louis Philippe, Van Heusen, Peter England, and Allen Solly.

Each of these brands is a complete lifestyle brand and has an exhaustive range of shirts, trousers, knits, winter wear, suits and accessories. They offer the best range across formal, semi-formal and casual occasions and across various price ranges. Louis Philippe caters to the style-conscious contemporary man. Van Heusen formals are the ideal choice for the corporate customer, while Allen Solly is unconventional and associated with Friday Dressing, and offers relaxed wear for the young and ambitious trendsetter. Peter England is value for money, and caters to the mid-price segment.

With 260 stores across 200 towns, Planet Fashion is the largest apparel retail chain of its kind in the country. The winning retail model has been successful not only in premium locations, but also in smaller towns such as Udupi, Bareilly, Angul, Behrampore, Dehradun and many more. Planet Fashion is one of the largest chain of stores of its kind in India, with an average store footprint that ranges from 1,500-6,000 sq.ft. depending on its location.

Recently, Planet Fashion decided to overhaul its brand identity to cater to the discerning tastes of today's urbane Indian male. As part of this re-branding exercise, Planet Fashion's new logo features the '**Infinity**' symbol in red and white, with a black accent.

Crafted on the principles of **Formals, Fashion, Fun and Friends**, Planet Fashion's new brand identity is youth-centric and symbolizes infinite fashionable and stylish options for the progressive Indian man.

In addition to a selection of aspirational brands, customers in the store will also experience high-quality customer service. Special care is taken while selecting the staff who are well trained to assist customers in their buying decisions.

The multi-brand apparel retail chain from Aditya Birla Fashion & Retail Limited has 5 million loyalty members, a clear testament of the trust that Planet Fashion consumers place in the brand. This has made it a phenomenal success in the Indian apparel industry.



About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

For further information, contact:

Mumbai: Janet Arole | Head - Corporate Communications – Apparel & Retail Business,
Aditya Birla Group

Email - janet.arole@adityabirla.com