

Louis Philippe launches its First store in Itanagar with football legend Bhaichung Bhutia

~The brand grows stronger with 8 stores in North East India~

Itanagar, May 17, 2019: Louis Philippe India's leading premium, international menswear brand has unveiled its maiden store in Itanagar, Arunachal Pradesh. The newest shopping destination in the city was inaugurated by sporting legend and the torchbearer of Indian Football in the International arena, **Bhaichung Bhutia** who looked top notch and dapper in Louis Philippe ensemble. Louis Philippe was brought to India by **Aditya Birla Group** in 1989, and ever since the brand has been known for precision in craftsmanship that translates into clothing which is classic and contemporary. With the launch of the brand new store in **Zero Point Tinali Itanagar** which is spread over **1250 sq. ft.**, Louis Philippe now has **8 stores** in **North-East India**.

Speaking on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said "The growth of the retail sector, supported by increasing consumer demand makes Itanagar an exciting market for the brand. At present we have 8 stores across North East India and we are excited to launch our latest store which will house a vast ensemble of premium fashion trends for every occasion. The launch which has been graced by celebrated Football legend Bhaichung Bhutia is a significant achievement for us and underlines the importance of North East region for Louis Philippe".

She further added "It has been our endeavour to enhance customer experience at our stores by delighting our patrons with superior craftsmanship, great quality and an unmatched retail experience."

Louis Philippe is a leader in the premium menswear segment in India. The brand has constantly innovated itself to suit changing consumer needs and offers a range of **formals, semi-formals, casual, wedding apparels and accessories**. Addressing the fashion prerequisites of the style-conscious men, the new store in Itanagar boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store houses season's latest offering that includes **Permapress Voyage, The Finest Wrinkle Free Collection**, Apart from wrinkle free feature, there are other functional features which has been carefully crafted to make the life of a man on the go much more convenient. The store also features the timeless **Gods and Kings Range** and the highly performance driven **Athwork Line** along with **LP Sports and LP Jeans** which lend a casual touch and a sartorial edge to a discerning gentleman's wardrobe.

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. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

About Aditya Birla Fashion & Retail Ltd.:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed 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 & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1 Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets.

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