

Arvind to be Rs. 2000 Cr brand in 5 years

Company is now aiming to grow the format multi-fold to over 400 stores over the next five years.

June 7, 2013: Arvind Limited, one of India's largest integrated textile and apparel companies is planning to build the 'brand Arvind' into a Rs. 2000 Cr brand by FY 2017-18. The brand Arvind which is a premium fabric brand for both men's and women's fabrics clocked revenues of close to Rs. 500 Cr. in the last fiscal, and is an important part of Arvind's overall brands and retail portfolio which touched revenues of Rs. 1900 Cr in FY 2012-13. The four fold growth strategy will see Arvind expand beyond its traditional distribution model with a rapid roll-out of its new retail format 'The Arvind Store' and growing in the premium fabric market with its new brand 'Tresca'.

With 100 Arvind Stores up and running, Arvind Ltd is now aiming to grow the format multi-fold to over 400 stores over the next five years. Taking a step away from the conventional look-and-feel, The Arvind Store is a modern and futuristic layout to provide the best of Arvind merchandise under one roof. By exhibiting all of Arvind's finest fabrics, customised tailoring, customised jeans and the best of Arvind's ready-made brands, 'The Arvind Store' is designed as a complete lifestyle destination. The store format provides a comprehensive wardrobe solution to the discerning consumer. The Arvind Store franchise is likely to cross Rs. 600 Cr in revenues by FY 2017-18.

Recently, Arvind Ltd introduced its most premium fabric offering 'Tresca' to target the high-end shirting and suiting market. With growing disposable incomes in India, the premium fabric market is a high growth market in which Tresca aims to establish itself as a leading brand. Tresca will offer premium products, contemporary international design and a lifestyle positioning. Arvind aims to build Tresca into a Rs. 250 Cr brand over the next 5 years.

Commenting on the plan, Mr. Kulin Lalbhai, Executive Director of Arvind Ltd, said, "Our aim is to make Arvind a Rs. 2000 Cr mega-brand in the next five years. It will be made possible with the rapid roll-out of 'The Arvind Store' format which will have over 400 stores and revenues of over Rs. 600 Cr by FY 2017-18. Our new premium fabric brand 'Tresca' will target the fast growing premium shirting and suiting fabric market. The 'Brand Arvind' will play a critical role towards Arvind Ltd's vision of building a \$ 1 Bn brands and retail business. Our aim for the brand Arvind is to attain a leadership position in the fabric brands and retail market in India."



The Arvind Store aims to substitute the old and weary mom-&-pop channel with modern retail, which matches the aspirations of modern India. It widens the portfolio of products offered to attract the younger customer – casual fabrics, denim fabrics and Arvind Denim Lab - a concept new to the consumer. It plans to access a very large consumption market of more 500 cities which can sustain this model.

“Tresca fabric is made primarily from 3 natural fibres – cotton, linen and wool. Quality is ensured by using the best raw materials and by using cutting edge technologies throughout the production phases from processing the fibre to finishing the fabrics. This fabric brand is designed for a discerning individual who wants to look young and trendy and one who wants to get rid of the boredom of a typical formalwear range,” added Mr. Kulin Lalbhai.

Tresca will be made available at leading retail outlets across India and is directly serviced by the company. It will showcase 4 collections in a year with over 2000 designs to choose from.

About Arvind Limited

Arvind Ltd., a US \$ 1 Bn Lalbhai Group company is one of the largest apparel brand and retail companies and a pioneer of denim in India. It has the largest portfolio of foreign licensed apparel brands like Arrow, US Polo, GANT, Nautica, Izod and Tommy Hilfiger. The company owns & operates India’s largest 225-outlet strong value retail chain under the brand name ‘Megamart’. It is setting-up exclusive stores across the country - ‘The Arvind Store’ that brings the best of fabric and ready-mades to its customers.

Apart from this, company is present in Denim, Woven’s and Voiles Fabrics, Technical Textiles, Real Estate and Organic Cotton Production through cotton farming. The company has forayed into real estate to realize the cash flow of large land bank either through sale or development in form of joint venture or on its own. It entered technical textile segment to cater to large demand in the industrial sectors Like Personal Protection, Industrial Filtration, Wind Energy, Defence, Auto Components, Transportation, and Housing & Infrastructure.

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