

ARVIND FASHIONS LIMITED

A MEMBER OF THE LALBHAI GROUP

Corporate Office: Du Parc Trinity, 8th Floor, 17, M.G. Road, Bengaluru – 560 001

Tel: 91 -80-4155 0601

www.arvindfashions.com

November 03, 2023

BSE Limited

Listing Dept. / Dept. of Corporate Services

Phiroze Jeejeebhoy Towers

Dalal Street

Mumbai - 400 001

Security Code: 542484

Security ID: ARVINDFASN

National Stock Exchange of India Ltd.

Listing Dept., Exchange Plaza, 5th Floor

Plot No. C/1, G. Block

Bandra-Kurla Complex

Bandra (E)

Mumbai - 400 051

Symbol: ARVINDFASN

Dear Sir/Madam,

Sub.: Press Release pursuant to provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We are enclosing herewith a copy of the press release being issued by the Company titled “Arvind Fashions exits Sephora India business”.

You are requested to bring this to the notice of all concerned.

Thanking You,

Yours faithfully,

For Arvind Fashions Limited

Lipi Jha

Company Secretary

Arvind FASHIONS

Regd. Office: Main Building, Arvind Limited Premises, Naroda Road, Ahmedabad – 380 025.

CIN: L52399GJ2016PLC085595

PRESS RELEASE

Arvind Fashions exits Sephora India business

Will sharpen focus on growing the 5 marquee industry leading brands in the portfolio

Bengaluru, Nov 3, 2023: Arvind Fashions Limited (AFL), India's leading casual and denim player, has signed definitive agreements with Reliance Beauty & Personal Care Limited (RBPCL) to sell its wholly owned subsidiary Arvind Beauty Brand Retail Limited (ABBRL) which runs its Sephora India business, in an all cash transaction. RBPCL is a wholly owned subsidiary of Reliance Retail Ventures Limited.

AFL intends to utilise the proceeds to invest in growth of its brands portfolio and repayment of debt.

Sephora operates 26 stores across the country offering prestige beauty products across categories such as makeup, skincare, fragrance, haircare.

With this sale, AFL will emerge as a pure-play branded fashion company and will further sharpen its focus on profitably growing its 5 marquee industry leading brands which include U.S. Polo Assn., Tommy Hilfiger, Arrow, Flying Machine and Calvin Klein.

Speaking on this transaction, **Shailesh Chaturvedi, Chief Executive Officer, Arvind Fashions**, said, *"We are proud to have scaled up Sephora India business from 4 stores to 26 currently, delivering one of the highest sales productivity in premium beauty in India and would like to thank Sephora for their partnership. This transaction will help AFL put capital behind growing our 5 high conviction brands and accelerate the journey towards higher free cash flow and return on capital employed"*

"We are equally grateful to Arvind for their partnership over the past eight years to get us positioned for the next stage of growth" **said Alia Gogi, Asia President, SEPHORA**

Metta Capital acted as the exclusive financial advisor and Anagram Partners acted as the legal advisor to AFL for this transaction.

About Arvind Fashions Limited

Arvind Fashions Ltd. is India's leading casual and denim player, a lifestyle powerhouse with a strong portfolio of fashion brands catering to consumers across sub-categories and price points. It has an unmatched portfolio of renowned brands, both international and indigenous, like U.S. Polo Assn., Arrow, Tommy Hilfiger, Calvin Klein and Flying Machine. This portfolio ensures that Arvind Fashions Ltd. has presence across lifestyle categories and consumer segments.

For more information, please contact:

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