

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

July 22, 2021

To,

BSE Limited

The Listing Department
Phiroje Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001
Maharashtra, India.
Security Code : 542484
Security ID : ARVINDFASN

National Stock Exchange of India Limited

Manager - Listing Compliance
'Exchange Plaza'. C-1, Block G,
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 divests the assets of 'UNLIMITED' business".

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

Thanking You.

Yours Faithfully,

For Arvind Fashions Limited



Vijay Kumar B S
Company Secretary

Encl.: As Above

Arvind

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

CIN: L52399GJ2016PLC085595

MEDIA RELEASE

Arvind Fashions divests the assets of ‘Unlimited’ business

Will focus on growing the high-conviction profitable brands in the portfolio

Bengaluru, July 22, 2021: Arvind Lifestyle Brands Limited (ALBL), a wholly-owned subsidiary of Arvind Fashions Limited (AFL), India’s leading casual and denim player, has signed definitive agreements for strategic sale of assets of its Unlimited retail business to V-Mart Retail Ltd. in an all cash transaction.

Unlimited operates a chain of 74 value fashion retail stores across South and West India and retails fashion apparel and accessories for men, women and children at affordable prices.

As part of the transaction, ALBL will sell assets of the 74 retail stores, warehouses, inventory and the ‘Unlimited’ brand to V-Mart at its book value.

ALBL would receive cash consideration estimated at about INR 150 Crores upon the closure of transaction and thus, will fully recover the capital employed in the business. In addition, there are contingent payments to be received, based on certain milestones achieved by V-Mart over next few years for these stores, post the acquisition. The Company intends to utilise the amount so received for repayment of debt and for working capital purposes.

This sale will help AFL achieve its objective of focusing on its 6 high conviction brands which include US Polo Assn., Tommy Hilfiger, Arrow, Flying Machine, Calvin Klein and Sephora. This also significantly completes the process of reset that AFL had embarked on, to consolidate and sharpen its portfolio as well as to strengthen its balance sheet.

Speaking on this divestment, **Shailesh Chaturvedi, Chief Executive Officer, Arvind Fashions**, said, “We are delighted to find a strong home in V-Mart for Unlimited. We had created a scalable format with significant product capabilities in value retail, which has a large potential. However, in line with our strategy of focusing on our 6 high conviction brands, we decided to exit the business. This would help us put capital behind growing our six focus brands, helping generate significant shareholder value”

Commenting on the transaction, **Lalit Agarwal, Managing Director, V-Mart Retail Limited**, said, “V-Mart is one of the strongest players in northern & eastern India and is a leading value retail player for the masses in the fashion segment, primarily operating in Tier 2, 3 cities. We are proud to bring the ‘Unlimited’ stores within the umbrella of V-Mart family.

The business had been turned around by Arvind Fashions, and fits well with our strategy of expanding our regional presence as well as adding capabilities in select categories. Our combined strengths – V-Mart’s expertise in creating a scalable and profitable value fashion retailing business model, and Unlimited’s large presence in South India with strong fashion mindset and delivering a differentiated store experience to customers, provides a long runway for sustained stakeholder value creation & will allow us to gain strategic insights and presence in this very attractive market”

The completion of transaction is subject to necessary approvals and customary closing conditions.



Metta Capital acted as the exclusive financial advisor and Wadia Gandhi 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 US Polo Assn., Arrow, Tommy Hilfiger, Calvin Klein, Flying Machine, Aeropostale and Ed Hardy. It is also India's leading beauty retailer in partnership with Sephora. This portfolio ensures that Arvind Fashions Ltd has presence across lifestyle categories and consumer segments.

For more information, please contact:

Ankit Arora
Head – Investor Relations
Arvind Fashions Limited
Ankit.arora@arvindbrands.co.in