

22<sup>nd</sup> July 2024

To Listing Department The National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400051 Symbol: TRENT	To Corporate Relations Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001 Scrip Code: 500251
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**Sub: Press Release on the launch of Westside's 230<sup>th</sup> Store in Lucknow**

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a press release on the opening of Westside's 230<sup>th</sup> Store in Lucknow.

A copy of the press release would be uploaded on the website of the Company at [www.trentlimited.com](http://www.trentlimited.com)

This is for your information and records.

Thanking you,

**For Trent Limited**

**Krupa Anandpara**  
**Company Secretary**  
**Membership No.: A16536**

Encl.: as above



## Westside launches its 230<sup>th</sup> store in Lucknow

**Westside, a Tata Enterprise under Trent Ltd has launched its new store at Ashiyana**

Westside, a part of the iconic Indian family - TATA, has inaugurated its newest store in Lucknow with an aim to inspire fashion enthusiasts. Located at Ashiyana Paradise Commercial Plot No . CP/03 Sector G, Kanpur Road, Lucknow – 226005, this standalone store is spread across 28042 sq ft. With a conscious effort to make style simple for every moment, it will feature most of Westside's brands across apparel, accessories, cosmetics, footwear, and HOME - all conveniently available at one location!

The new store seamlessly embodies the brand's vision of delivering an extraordinary retail experience, providing customers with contemporary and modern fashion trends at an exceptional value. It is committed to offering a seamless shopping experience, with meticulously arranged and clutter-free displays that highlight the newest fashions. With distinctive style, the brand embraces innovation and refreshes their collection every three weeks on Friday.

All the ladies, get ready to splurge till you drop with the fashion's favourite labels at the best prices! Indian wear by Westside is equally fashionable and engaging as the western wear. **Utsa** offers a versatile collection and is the modern solution to the everyday ethnic wardrobe. The most loved **Bombay Paisley** presents a contemporary, creative, free-spirited and fusion while **Vark** is coordinated ethnic wear for occasions that are modern, opulent, warm and sophisticated. **Zuba**, on the other hand, is premium day-wear that personifies elegance and modernity that is majestic and understated.

**NUON** is for all young girls who love party-glam and are zestful about fashion. The brand reflects youth that engages a social generation. Looking for smart and feminine casuals? Look no more as **L.O.V** is the answer for anything subtle and flattering. The collection at **Gia** is smart, casual and comfortable for all curvy women. **Wardrobe**, a 9 to 9 fashion, is a workwear that is stylish, sophisticated and confident. Right from Casuals to Fusion to Indian, you name it and they have it all.

Men, don't you fret as Westside has got you covered! **WES** presents a work to weekend range, along with lounge wear that is comfortable and urban. For millennials for whom fashion comes first, **NUON MEN** is the go-to clothing line with curated street-wear that is always trending. **E.T.A** is relaxed urban wear with an ethnic edge. It is more Indian, artisanal and inspired from contemporary ethnic styles.

**Studio West** offers an exclusive range of beauty products not only for Indian women, but for men as well. With an extensive range of cosmetics, fine fragrance and mists, luxurious bath & body products, this cosmetic line is cool and edgy, creative, disruptive for everyone who is confident, loves to express and are fashionable.

# WESTSIDE

**Westside's kids wear** effortlessly combines fashion and functionality. The collection showcases an array of charming and trendy outfits, designed to bring out the playful spirit of your little ones. From adorable dresses and stylish tops to cozy knitwear and versatile bottoms, Westside offers a delightful selection for every occasion.

Blending comfort and style seamlessly, **Westside's footwear** collection is truly captivating. Whether you're looking for casual sneakers, elegant heels, sturdy boots, or sporty sandals, Westside has the perfect pair to elevate your footwear game. Discover the joy of walking with confidence and panache with Westside's stunning footwear collection.

At the store, you'll find a fantastic selection of home decoration items for your bedroom, kitchen, and living room. Enjoy a hassle-free shopping experience and discover exciting options to enhance your home décor from Westside **HOME**.

What else? Maximize your shopping experience with the WestStyleClub membership, guaranteeing superior service and birthday treats!

With all the details at your disposal, there's no reason to delay your shopping plans any further. Make your way to the newly opened Westside store immediately!

For more details, check out [westside.com](https://www.westside.com) or shop Westside on [Tata CLiQ](https://www.tatacliq.com).

## **About Trent:**

Trent Limited is part of the Tata Group and operates a portfolio of retail concepts. The primary customer propositions of Trent include Westside, one of India's leading chains of fashion retail stores, Zudio, a one stop destination for great fashion at great value and Trent Hypermarket, which operates in the competitive food, grocery and daily needs segment under the Star banner. Trent's new fashion concepts include Samoh, a differentiated & elevated occasion wear offering and Misbu that offers a curated & compelling range of beauty, personal care and fashion accessories.

Westside stores have a footprint of predominantly between 18,000-34,000 sq. ft. across 90 cities. Westside stocks a broad range of products ranging from apparel, footwear, accessories to cosmetics and perfumes to home accessories and gifts amongst others. Each Westside store presents international shopping ambience, superior merchandise at affordable prices and excellent service.

Zudio, the value fashion format destination, operates with stores having a footprint of around 7,000-10,000 sq. ft. Zudio stores offer several product categories to meet the varied shopping needs of customers. These include apparel across men, women and kids and footwear.

## **For media queries, please contact:**

Divya Prabhu | 9920991644 | [divya.prabhu@adfactorspr.com](mailto:divya.prabhu@adfactorspr.com)

Janesis Fernandes | 7718975418 | [Janesis.fernandes@adfactorspr.com](mailto:Janesis.fernandes@adfactorspr.com)

Mansi Muskan | 7856866499 | [mansi.muskan@adfactorspr.com](mailto:mansi.muskan@adfactorspr.com)