

GAP ANNOUNCES THE LAUNCH OF ITS FIRST DIGITAL STORE IN AHMEDABAD ON NNNOW.COM

An experiential pop-up at Alpha One Mall shows you how to open your very own Gap store

Ahmedabad, October 9, 2016: GAP, one of the world's most iconic apparel and accessories brand and the authority on American casual style announced its exclusive online partnership in India with NNNow.com through an interactive pop-up at Alpha One Mall. Customers can visit the pop-up on October 8 & 9 between 10 am to 9 pm. NNNow.com is Arvind Internet Limited's, (a division of Arvind Limited) hybrid start-up of tech and fashion which facilitates shopping online or offline; pick up in-store or to a location of your choice, same day delivery and immediate returns amongst other benefits.

With NNNow, GAP's classic American apparel and accessories will now be accessible across India via its digital store offering a complete range of GAP merchandise including babyGap and Gap Kids. At the interactive pop-up, marked by a giant location pin announcing the opening of the 24/7 shop, customers will be able to open their very own Gap store through iPads. The pop-up also showcases videos from Gap, showcasing inspiring looks from the brand and inviting customers to open their very own Gap store and avail a special opening weekend discount of 20% off on all merchandise. Gap's Fall 2016 collection for will also be showcased through imagery at this unique pop-up.

On the occasion of Gap's launch on NNNOW.com, **Mr. J Suresh, Managing Director and CEO at Arvind Lifestyle Brands Ltd** said, "We see tremendous interest from the residents of Ahmedabad in sporting Gap. While, we look to open our store in the city, we were keen to quickly provide access to the quintessential American brand to the city's discerning customers. Our exclusive partnership with NNNow will allow us to provide the entire Gap collection at the same price to GAP enthusiasts across the country. The site will also offer the babyGap and Gap Kids collections".

Mr. Kulin Lalbhai, Executive Director, Arvind Limited said "GAP is one of our power brands and among the most sought after brands in India in the Arvind Lifestyle Brands portfolio. We are enabling and powering GAP go digital and for us this means giving access to the brand to customers across the length and breadth of the country. We are powering this brand with the USPs of NNNow.com which is delivery speed, warehouse infrastructure, better service capabilities online and offline, technology, price parity and new age innovations that will make this partnership successful. "

Gap, babyGap & Gap Kids is now live and ready to be shopped at gap.nnnow.com