



## **TEXTILE MAJOR ARVIND LIMITED ANNOUNCES THE LAUNCH OF PRIMANTÉ – ENTERS WORSTED SUITINGS CATEGORY**

A luxury and high-end worsted suiting's fabric, **PRIMANTÉ** is the perfect combination of Australian Merino wool and Italian design

**August 8<sup>th</sup>, 2016:** Arvind Limited, one of the largest integrated textile and branded apparel players in India, announces the launch of its premium worsted suiting brand **PRIMANTÉ**. **PRIMANTÉ** is the perfect combination of Australian Merino wool and Italian design conceptualized by Arvind for the urbane and affluent Indian customers. With **PRIMANTÉ**, Arvind aims to capture a 10% market share of the 2000 cr. worsted suit market in next 3 years and 20% in next 5 years.

**PRIMANTÉ** has all wool and wool rich fine count fabrics ranging from Super 120s to Super 200s with blends like Silk, Mohair, Lycra, Linen and innovative Poly filaments. Apart from suit fabrics, offerings include fabrics for sport coats, tweed jackets and business coats. The product development and quality control parameters have been set of the global standards. The designs offered are path breaking and carry the essence European fashion.

Apart from selling **PRIMANTE** worsted suiting's in fabric form in Indian market through its exclusive brand outlets "The Arvind Store" and directly to various multi-brand outlets, **ARVIND** also aims to expand its exposure in high end MADE to MEASURE customer suits business for India and global market through its venture **CREYATE**.

Commenting on the launch of the suiting brand, **Mr. Kulin Lalbhai, Executive Director, Arvind Ltd.**, said, "We sensed the demand for innovation in the premium suiting category and took on the challenge of bringing something novel yet luxurious to the Indian consumer. **PRIMANTÉ** will set new benchmarks in product and design. We are very excited about entering the worsted market and going forward, we aim to have a 10% market share in the over Rs. 2000 crore worsted suiting market in next 3 years and 20% Market share in 5 years. The kind of products we are coming with **PRIMANTE** will redefine the fashion in worsted suiting's category."

In the fabric category, Arvind Ltd. is currently present across 200+ Arvind Stores (EBOs), 1500+ Direct to Retail (DTR) outlets, 10,000 Multi Brand Outlets (MBOs) and 15 Made to Measure (M2M) outlets.

“In the first year of **PRIMANTÉ** launch, we expect to cover 200 EBOs and 200 Direct to retail outlets. In the next three years, we expect to gradually increase **PRIMANTÉ**'s presence across 1,000 MBOs. This is a part of our expansion plan of EBOs, DTR accounts and M2M outlets in next 3 years,” Mr. Kulin Lalbhai said.

The company recently launched India's first true omni-channel platform NNNow.com, which seamlessly integrates online and in-store shopping experiences.

### **About Arvind Limited**

Arvind Limited is one of India's largest integrated textile and Apparel Company with a strong retail presence and a pioneer of denim in India with turnover of around US\$ 1.3 billion in FY2015-16. Arvind has an unmatched portfolio of owned and licensed brands and retail formats. Company's own product brands include Flying Machine, Colt, Ruggers, Excalibur amongst others while its licensed product brands have big global names like Arrow, Gant, Izod, Elle, Cherokee, US Polo Assn. to name a few. It has a joint venture in India with global major like Tommy Hilfiger and GAP, also has retail brands like Megamart, The Arvind Store, Club America, Next and Debenhams.

### **For further information, please contact:**

Nirali Thanawala  
Senior Manager - Corporate Communications  
Arvind Limited  
Mobile: +91 9901566655  
Email: [nirali.thanawala@arvind.in](mailto:nirali.thanawala@arvind.in)

OR

Narayan Bhatt / Darshan Mankad  
Adfactors PR  
99799 15777 / 90999 47434  
[narayan.bhatt@adfactorspr.com](mailto:narayan.bhatt@adfactorspr.com) / [darshan.mankad@adfactorspr.com](mailto:darshan.mankad@adfactorspr.com)