



Unlimited launches its seventh store at VR Mall, Chennai

~Offers a wide range of collections for the entire family~

Chennai, July 2nd, 2018: Today, Unlimited, from the house of Arvind, launched its seventh store in Chennai, Tamil Nadu. **Located at VR Mall in Anna Nagar**, the store aims at providing high-quality, aspirational fashion wear at affordable prices for the entire family with an enhanced shopping experience.

Spread across around **9200 sq. ft.**, the store features Unlimited's latest collection such as tropical colored linen outfits and floral printed garments in cotton for both women and men. The collection encapsulates international trends and colours with contemporary two-way tops, dresses, statement tees, Polo shirts, floral printed shirts, ethnic wear and accessories. Kids wear in Unlimited offers a wide range of designs to choose for every occasion, be it fashion, casual or athleisure. Overall, the store is a one stop destination for all who are looking for a large collection of International and Indian fashion.

Speaking on the occasion, **Shekar CS, CEO, Unlimited**, said, *"We are excited to announce the launch of our seventh store in Chennai. The brand continues to reinforce its role in enabling affordable and value fashion for every member of the family. The purpose of launching this store is to serve our esteemed customers with exclusive offerings and a remarkable in-store experience in the heart of Chennai. We are confident that we will receive continued support from the people of Chennai and we are extremely happy about this journey."*

The new store is located at: Unlimited, Second Floor, VR Chennai, Jawaharlal Nehru Road, Anna Nagar, Chennai 600 040.

About Unlimited:

Unlimited – the family fashion store, from the trusted house of Arvind, is a front-runner in the value apparel retailing concept. It is known for affordable and quality fashion for the entire family. As one of the major players in this segment Unlimited has a network of over close to 85 power format stores spread across 45 cities/towns in India. Over the last two years, Unlimited has forged ahead and further strengthened its brand portfolio by offering both private and international apparel brands. Unlimited strives to understand the changing needs and preferences of the value conscious consumers and wishes to exceed expectations and enhance lifestyles by offering an unprecedented mix of value, variety, quality and style.

About Arvind Limited:

Arvind Limited is one of India's largest integrated textile and apparel company with a strong presence in branded garments. It is one of the largest manufacturers and exporters of textile products with a turnover of US\$ 1.7 billion. Arvind has an unmatched portfolio of owned brands such as Flying Machine; as well as licensed product brands such as Arrow, GAP, Gant, Izod, Aeropostale, Nautica, US Polo Assn.,



to name a few. The portfolio also includes retail brands like Unlimited, The Arvind Store, The Children's Place and Hanes.

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Unlimited

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