ARROW is India's Most-Trusted Apparel brand
Wins the prestigious title in The Brand Trust Report 2018

May 10, 2018, Bangalore: ARROW, the men's formal wear brand by Arvind Fashions Ltd., has been ranked the 'Most Trusted Brand' in the Apparel category by the 2018 edition of TRA's 'The Brand Trust Report, India Study'. The Brand Trust Report is an annual research conducted using TRA's proprietary 61-Attribute Brand Trust Matrix – a precise methodology to measure Brand Trust, conducted among consumer-influencers in India. This year, the survey was conducted among 2488 respondents from across 16 cities.

ARROW, a brand with 167 years of legacy, also celebrates twenty five years in India in 2018. ARROW has more than 250 exclusive brand stores and 500+ shop-in-shop counters in India, and caters to a large, loyal, and growing customer base. Acknowledged as an expert shirt maker, the brand has regularly enhanced its wide range of product offerings over the years with innovations such as the AutoPress - the wrinkle free shirt, Smart shirt, Superluxe - the stitchless shirt and many more.

"When ARROW focuses on its trust with intensity, it leads to generating not only brand trust but also on building better customer relationships. This gives the brand a chance to develop a strong loyalty with its consumers." **said Sachin Bhosle, Research Director, The Brand Trust Report.**

Mr. Sumit Dhingra, Chief Operating Officer – Heritage Brands Division, Arvind Fashions Limited, said, *"The mark of a great brand is not just the size of its business, but also the kind of trust and loyalty it inspires in its customers. ARROW is one of our heritage brands, and the fact that it has earned the trust of Indian consumers is all the validation we need of its success in India. It proves that the steps we have taken to engage with our customers and build a strong pan-India brand have all been in the right direction."*

About The Brand Trust Report
TRA Research released the eighth edition of its annual 'Brand Trust Report – India study' in April 2018. In this year's most-trusted list, brands from Bangalore have dominated the top ten. It is the most intensive study on brand trust across the globe, factoring more than 11,000 different brands this year. The list includes 320 new brands in the top 1000.
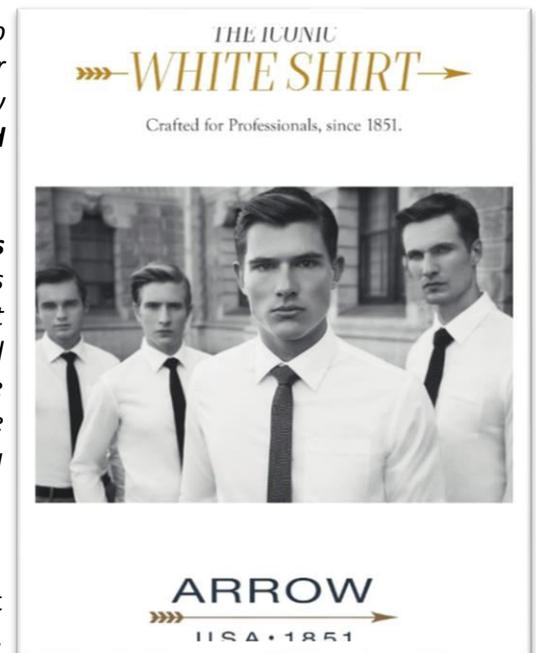
About Arrow

Born in 1851, Arrow is a blue blooded American brand – bold, timeless and elegant. For more than 160 years this symbol of quality and trust has ruled the hearts and minds of audiences. It has innovated every important style: introduced the detachable collar, launched the adjustable waist bands in trousers and brought the wrinkle-free, stain-free concepts to clothing. Today, this exceptional brand has a range that suits the corporate corner office decision-maker as well as it does the young professional who, someday, seeks to get there.

Facebook: arrowlife

Instagram: arrowlife_1851

About Arvind Lifestyle Brands Limited

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to many fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought Arrow to India in the year 1993. Arvind has licensing relationships with many international brands including Gant, Nautica, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee, and Geoffrey Beene. Arvind also has a portfolio of 12 of its own brands. Arvind is launching stores of marquee retailers Gap and The Children's Place. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart.

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