

August 20, 2025

To,
BSE Limited
Listing Dept. / Dept. of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

Security Code: 542484
Security ID: ARVINDFASN

To,
National Stock Exchange of India Ltd.
Listing Dept., Exchange Plaza, 5th Floor
Plot No. C/1, G. Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051

Symbol: ARVINDFASN

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the press release titled “Arvind Fashions Limited appoints Saikot Das as Chief Brand & Strategy Officer “ which is released today.

Kindly take the same on records.

Thanking You,

Yours faithfully,

For Arvind Fashions Limited

Lipi Jha
Company Secretary

Encl.: As above

REGISTERED OFFICE:

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Email: info@arvindfashions.com
CIN: L52399GJ2016PLC085595



Fashioning
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CORPORATE OFFICE:

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Arvind Fashions Limited appoints Saikot Das as Chief Brand & Strategy Officer

Bengaluru, August 20, 2025: Arvind Fashions Limited (AFL), India's leading fashion, casual wear, and denim company, has announced the appointment of Mr. Saikot Das as its new Chief Brand & Strategy Officer, effective August 19, 2025. Mr. Das will spearhead AFL's brand strategy, elevate consumer experiences, and drive growth initiatives across the company's diverse portfolio of fashion and lifestyle brands, as AFL gears up for its next phase of accelerated growth.

With over two decades of diverse cross-industry experience, Saikot brings a rare blend of strategic vision, commercial acumen, and deep consumer-centricity. Having led transformational journeys across FMCG, retail, media, and apparel, he has a proven track record of driving sustainable growth, shaping culturally resonant brands, and building high-performing teams.

Commenting on the appointment, **Ms. Amisha Jain, MD & CEO, Arvind Fashions Limited**, said, "We are delighted to welcome Saikot to the Arvind Fashions leadership team. Saikot's appointment comes at a pivotal time for AFL as we prepare to accelerate our next phase of growth. With his diverse cross-industry experience, multi-functional expertise, deep consumer understanding, and passion for building brands, Saikot is uniquely positioned to shape our brand strategy, strengthen AFL's market leadership, and unlock new avenues of growth across our portfolio."

With this appointment, Arvind Fashions strengthens its leadership team to accelerate brand-led growth and reinforce its position as one of India's most trusted fashion and lifestyle players.

Brief Profile of Mr. Saikot Das:

Saikot spent a significant part of his FMCG career at Colgate-Palmolive, leading diverse roles across category management, brand management, customer marketing, and commercial operations. He drove strong P&L impact through portfolio strategy, pioneered Colgate's early e-commerce initiatives, and led large-scale sales force digitization, transforming customer engagement and retail effectiveness.

He then moved to Olam International, where he managed a full-fledged business P&L as Business Head in Africa, gaining comprehensive exposure across commodity trading, global supply chains, and risk management. At Star TV (Disney India), Saikot drove channel growth and achieved prime-time dominance through data-driven content strategy and impactful marketing.

Most recently, as Senior Director – Marketing & Brand Experience at Levi Strauss & Co., Saikot led marketing across South Asia, the Middle East, Africa, Turkey, and Eastern Europe. Under his leadership, Levi's emerged as India's #1 apparel brand and a true cultural force. From partnering with icons like Deepika Padukone and Diljit Dosanjh to embedding Levi's into youth and music culture through bold collaborations such as Lollapalooza and the Dilluminati Tour, Saikot successfully transformed Levi's from being just a denim brand into a powerful lifestyle statement.

About Arvind Fashions Limited (AFL): Arvind Fashions Ltd is India's no. 1 casual and denim player, a lifestyle powerhouse with a strong portfolio of fashion brands catering to consumers across the sub-categories and price points. With a host of renowned brands, both international and indigenous, like U.S. Polo Assn., Arrow, Tommy Hilfiger, Calvin Klein and Flying Machine, it has presence across lifestyle brands.

For further information, please contact:

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