

December 29, 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 Limited
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/Media Release - Arvind Fashions to Acquire the Stake of Flipkart in Arvind Youth Brands

Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

In continuation of our today's intimation on Share Purchase Agreement ("SPA") with Flipkart India Private Limited ("Seller") to acquire the Seller's entire shareholding i.e. 31.25% on a fully diluted basis in Arvind Youth Brands Private Limited and pursuant to Regulation 30 of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose the copy of the Press Release being issued by the Company titled - "Arvind Fashions to Acquire the Stake of Flipkart in Arvind Youth Brands".

The above information will also be made available on the website of the company at <https://www.arvindfashions.com/>.

This is for your information and records.

Thanking you,

For Arvind Fashions Limited

Lipi Jha

Company Secretary

Encl.: As above

REGISTERED OFFICE:

Arvind Fashions Limited
Arvind Limited Premises, Naroda Road,
Ahmedabad - 382 345, Gujarat, India.
Phone: +91 79 6826 8000
Email: info@arvindfashions.com
CIN: L52399GJ2016PLC085595



Fashioning
Possibilities

CORPORATE OFFICE:

8th Floor, DuParc Trinity, 18, MG Road,
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Media Release

Arvind Fashions to Acquire the Stake of Flipkart in Arvind Youth Brands

Bengaluru - December 29, 2025: Arvind Fashions Limited (AFL), India's leading casual wear and denim company, today announced its decision to acquire Flipkart Group's stake for Rs 135 crores, in Arvind Youth Brands Pvt. Ltd. (AYBPL), making it a wholly owned subsidiary.

Over the last five years Flying machine has re-established as a well-accepted brand on the digital channels. The partnership with the Flipkart group helped Flying Machine become one of the top casual wear brand on digital platforms, catering to the fashion-conscious youth of India.

Amisha Jain, Managing Director & Chief Executive Officer of Arvind Fashions, said, "We are thankful to the Flipkart Group for their support in building Flying Machine into a brand of choice on digital channels. Our relationship with the Flipkart group will continue ensuring consumers can still shop Flying Machine on its platforms. The brand will also be available to consumers on other digital channels and portals."

About Flying Machine

Flying Machine, an iconic Indian denim brand with a 40-year legacy, has been retailing on digital channels for over a decade. Known for its strong design sensibilities and youth appeal, Flying Machine is among India's leading denim brands and a preferred style partner across metros and tier-II towns.

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 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:

Yatin Padia

Group Head, Corporate Communications, Arvind Ltd.

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