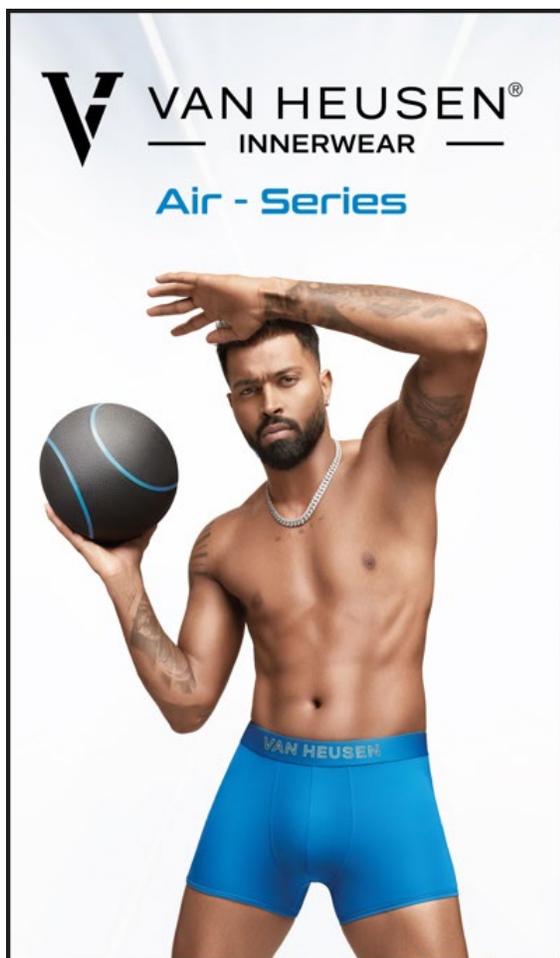


Van Heusen Innerwear collaborates with Ace Indian Cricketer Hardik Pandya



Mumbai; October 5, 2023: - Van Heusen Innerwear, a renowned name in the world of mid-premium innerwear, has launched its latest advertising campaign featuring cricketing sensation Hardik Pandya. This collaboration marks the commencement of an exciting and dynamic partnership between one of India's foremost innerwear brands and one of the nation's most iconic sports figures. Van Heusen Innerwear is part of Aditya Birla Fashion and Retail Limited (ABFRL), India's leading fashion and apparel company.

In this new-age advertisement, viewers will see Hardik donning the Van Heusen Air Series Innerwear in a gripping narrative. The film portrays the journey of a contemplative cricketer undergoing rigorous training in a virtual reality simulator. Throughout the storyline, Hardik is subjected to a test of both physical and psychological fortitude, and he excels under pressure, courtesy of the lightweight and adaptable Van Heusen Air Series innerwear. The campaign artfully showcases the distinctive features of the collection and ends with Hardik seemingly levitating in innerwear that is "as light as AIR".

Commenting on the campaign, **Mr. Puneet Kumar Malik, CEO, Van Heusen Innerwear** stated, *"We are excited to launch our new campaign featuring cricketing sensation Hardik Pandya. Van Heusen Air Series Innerwear collection is a perfect blend of high performance and fashion, making it a game-changer in the mid-premium segment. We believe Hardik's unwavering passion and his dynamic persona adds the edge required to make Van Heusen Innerwear reach larger base of consumers seeking ultimate comfort. This strategic collaboration aims to solidify our industry leadership in delivering innovative and stylish innerwear addressing the ever-evolving needs of modern consumer."*

In response to this collaboration, **Hardik Pandya**, who is exclusively managed by RISE Worldwide said, *"I am pleased to be associated with Van Heusen Innerwear for their Air Series campaign. The brand is renowned for its high fashion sense, comfort, and innovation. Van Heusen Air Series innerwear, which is ultra-breathable, ultra-light, and ultra-stretchable, perfectly aligns with my preferences. I look forward to being part of their upcoming brand journey."*



The Van Heusen Innerwear Air Series campaign will be amplified through a mega-media mix across YouTube, Hotstar, Inshorts, ESPN Cricinfo and Onground activations.

Van Heusen Innerwear offers an extensive range of Innerwear products, available across a network of 150+ exclusive stores 32,000+ multi brand outlets and major large-format retail chains.

Link of the campaign – <https://www.youtube.com/watch?v=t3LzPvAS6pM>

About Van Heusen Innerwear

Van Heusen Innerwear and Athleisure is one of the most innovative and fashion forward brands launched in the year 2016, aiming to redefine the category codes in mid premium segment. The brand is built on the pillars of innovation, performance, sophistication, and fashion. They offer a wide range of styles across innerwear, athleisure, activewear and loungewear catering to ever evolving lifestyle of new age consumers.

The brand is also in limelight for winning the IFA's Images Most Admired Fashion Brand for the year 2022 for the third time, after achieving the same feat in 2019 and 2021.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.

The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, **TMRW** is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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