



# ARVIND

## **Arvind announces tie up with The Children's Place, America's largest children's specialty retailer, to open stores in India in 2015.**

**Bangalore – August 21, 2014** – Arvind today announced that its subsidiary, Arvind Lifestyle Brands Ltd has entered into a franchise agreement with The Children's Place, the largest pure play children's specialty apparel retailer in North America. Arvind Lifestyle Brands Limited is expected to open 50 stores over time beginning in the fall of 2015.

Jane Elfers, President and Chief Executive Officer of The Children's Place, stated *"We are excited to be partnering with Arvind, which has a proven track record of operating successful apparel brands in India. We are making significant strides in our International franchise business, and we remain focused on providing great fashion and value for kids around the world."*

Commenting on the new partnership, Mr. Sanjay Lalbhai, Chairman & Managing Director of Arvind Limited stated: *"We are extremely pleased to bring The Children's Place to India. The Children's Place will be the first of its kind children's retail format in India. It will be a one stop shop for children from infants to 14 year olds. We are delighted to bring The Children's Place to India which I am confident will be a big attraction for all mothers with young children in India."*

*"Indian Kidswear market presents huge opportunity and we are confident of gaining dominant share of the Indian kidswear market with the launch of 'The Children's Place', America's largest kidswear specialty retailer,"* said J. Suresh, Managing Director & CEO, Arvind Lifestyle Brands Ltd.

### **About The Children's Place, Inc.**

The Children's Place is the largest pure-play children's specialty apparel retailer in North America. The Company designs, contracts to manufacture, sells and licenses to sell fashionable, high-quality merchandise at value prices, primarily under the proprietary "The Children's Place," "Place" and "Baby Place" brand names. As of August 2, 2014, the Company operated 1,113 stores in the United States, Canada and Puerto Rico, an online store at [www.childrensplace.com](http://www.childrensplace.com), and had 54 International stores open and operated by its franchise partners.

### **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 a large number of 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, Mossimo and Geoffrey Beene*. Arvind also has a portfolio of 12 of its own brands. Arvind also runs the India retail operations of British retailers Debenhams and Next. Arvind has a JV with a subsidiary of PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs India's largest value retail chain, Megamart.

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