

Press Release

Arvind Limited showcases Sustainable Clothing Collection

A collective display at concluding day of SAC annual member meeting

Bangalore, 23rd May 2017: With a purpose to promote sustainability in the country's textile industry, India's leading lifestyle and fashion conglomerate, Arvind Limited has today showcased its sustainable collection of clothing through a fashion show. The successful showcase was held on the side-lines of Sustainable Apparel Coalition (SAC) annual member meeting in Bangalore. The display included sustainable collection of products by Arvind such as Denim, tops, shirts, Khadi clothes etc.

A beautifully choreographed event by Bangalore-based renowned fashion stylist and choreographer Prasad Bidapa was witnessed by around 250 guests from leading brands, manufacturers, NGOs and Academia. A 45-minutes fashion showcase was divided into three brief segments in order to present a comprehensive sustainability-focused product portfolio by Arvind Limited. The first part emphasised on sustainable input material that includes clothes manufactured by using environment-friendly cotton, recycled polyester etc. The second segment focused on various practices that play a significant role in producing sustainable garments. And, the last piece promoted the Indian craftsmanship approach by showcasing clothing made from Khadi and local handlooms. Production of such products carries a huge demand overseas; hence this can become a significant part of Indian textile export industry.

On the successful completion of the event, **Mr. Punit Lalbhai – Executive Director, Arvind Limited** said, *“Sustainability is the new buzz word in the textile industry worldwide and it has always been our key-focus area. With our strong research and development team, it has always been our constant endeavour to innovate new apparel manufacturing techniques. Today, thanks to SAC annual meeting, we got an opportunity to showcase an entire range of sustainable clothing.”*

Also present at the event, **Mr. Ashish Kumar – CEO, Shirts, Arvind Limited** said, *“In current times, Sustainability has become need of the hour and we all should take necessary steps to make our environment pollution free. We take immense pride in today's fashion showcase, wherein we could display a variety of our clothing manufactured by using environment-friendly products and practices.”*

Arvind Limited has also received Asia's Best First Time Sustainability Report award at the recently concluded 2016 Asia Sustainability Reporting Awards (ASRA) in Singapore. Arvind was also declared joint winner in the Asia's Best Materiality Reporting category where it shared the award with Qatar General Electricity and Water Corporation.

About Arvind Limited

Arvind Limited is one of India's largest integrated textile and apparel companies with a strong retail presence. Arvind is also the pioneer of denim in India with a turnover of around US\$1.3 billion in FY2015-16. Arvind has an unmatched portfolio of owned, licensed brands and retail formats. The company's own product brands include



Megamart (recently rebranded as Unlimited), Flying Machine, Colt, Ruggers, Excalibur among others while its licensed product brands have big global names like GAP, Arrow, Gant, Izod, Elle, Cherokee, US Polo Assn, The Children's Place and Sephora, to name a few. It has a joint venture in India with global majors Tommy Hilfiger and Calvin Klein.

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