



Arvind announces launch of its first Gap store in Raipur

Magneto Mall to house first Gap store in the Central region

Raipur, July 20, 2018: Continuing the expansion of one of the world's most iconic apparel brands across India, Arvind Lifestyle Brands Limited, Gap's franchisee in India, today announced the launch of its first store in Raipur at Magneto Mall. Opening on 20 July, this will be the 14th Gap store in the country, joining 17 shop-in-shop locations launched in February this year in multi-brand retailers, primarily in Tier II and Tier III cities.

The 4300 sq. ft. Raipur location will offer a full expression of the brand's Adult, Kids, and Baby assortments. Launching with Gap's summer 2018 collection, customers will discover Gap's innovative **Wearlight collection** for men and women, consisting of denim, khakis, chinos, shorts and linen selections made using incredibly comfortable and durable fabrications with a lighter feel. An assortment of **dresses** for women are available in midi, maxi and short styles with *Tropical* and *Global Bazaar* prints that are considered essential for any summer wardrobe. Gap's **White Sands collection** offers crisp white and cream denims, jackets, tops, and dresses. For kids and baby, Gap's **Americana range** is all about red, white, and blue. The summer collection includes dresses, t-shirts, shorts and logos, including Disney character prints.

"We are excited to announce the launch of our first Gap store in Raipur," said Parag Dani, Gap India Business Head at Arvind Lifestyle Brands Limited. "Raipur is a fashion forward city and consumers here are brand conscious. This is a new territory for Gap and we believe that the new location will help the iconic American brand establish a strong presence in Central India, as part of our broader growth strategy to bring Gap to customers across the country."

In addition to Raipur, Arvind operates exclusive Gap stores in the National Capital Region (NCR), Mumbai, Bangalore, Pune, Chennai, Indore and Kolkata. In addition, Gap products are available online on nnow.com and Amazon.in/gap, garnering larger visibility and access to the brand across the country.

About Gap

Gap is one of the world's most iconic apparel and accessories brands and the authority on American casual style. Founded in San Francisco in 1969, Gap's collections are designed to build the foundation of modern wardrobes – all things denim, classic white shirts, khakis and must-have trends. Beginning with the first international store in London in 1987, Gap continues to connect with customers online and across the brand's more than 1,600 company-operated and franchise retail locations around the world. Gap includes Women's and Men's apparel and accessories, GapKids, babyGap, GapMaternity, GapBody and GapFit collections. The brand also serves value-conscious customers with exclusively-designed collections for Gap Outlet and Gap Factory Stores. Gap is the namesake brand for leading global specialty retailer, Gap Inc. (NYSE: GPS) which includes Gap, Banana Republic, Old Navy and Athleta. For more information, please visit www.gapinc.com.



About Arvind Limited:

Arvind Limited is one of India's largest integrated textile and apparel company with a strong presence in branded garments. It is one of the largest manufacturers and exporters of textile products with a turnover of US\$ 1.7 billion. Arvind has an unmatched portfolio of owned brands such as Flying Machine; as well as licensed product brands such as Arrow, GAP, Gant, Izod, Aeropostale, Nautica, US Polo Assn., to name a few. The portfolio also includes retail brands like Unlimited, The Arvind Store, The Children's Place and Hanes.

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