



Arvind announces launch of first exclusive Gap store in Kolkata

South City Mall to host the first Gap store in the region

Kolkata, April 13, 2018: Arvind Lifestyle Brands Limited, Gap's franchisee in India, today announced the launch of its first exclusive Gap store in Kolkata at South City Mall, continuing a nationwide expansion of one of the world's most iconic apparel and accessories brands and the authority on American casual style. This will be the thirteenth exclusive Gap store in the country, joining 15 shop in shop locations, opened in February this year in multi-brand retailers, primarily in tier II and tier III cities.

Launching with Gap's Spring 2018 collection, the Kolkata location is the second adults-only store format in India; the first adults-only Gap store in India opened in March 2018 at Mantri Mall in Bangalore. Other Gap store formats available to India customers include full expressions of the brand's Adult, Kids and Baby assortments, as well as dedicated Kids and Baby destinations.

The 2450 sq. ft. store at South City Mall will feature wardrobe must-haves such as bright chinos, colored denim, khakis for men, and workwear ankle pants for women. Customers can also look forward to unique Gap logo tees including palm print, and skyline versions for men, and floral Gap logo tees for women. As a first, the range also includes polo tees for women, complementing floral spring dresses, and chinos. The line also includes soft and durable lightweight linen collection of shorts and pants. The adults range is infused with seasonal hues, prints and a palette of pastels.

"We are excited to announce the launch of our first Gap retail location in Kolkata," said Parag Dani, Gap India Business Head at Arvind Lifestyle Brands. "The region's consumers have been looking forward to experiencing Gap in their city and Kolkata is a very important market for us. This will be the thirteenth exclusive Gap store in India and we're pleased to have established an exclusive retail presence on the Eastern shores of the country."

In addition to Kolkata, Arvind operates exclusive Gap stores in the National Capital Region, Mumbai, Bangalore, Pune, Chennai and Indore. 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 about 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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