



Unlimited launches its second store at MGM circle in Warangal

~Offers a wide range of options for the entire family~

Warangal, April 29, 2018: Today, Unlimited, from the house of Arvind, inaugurated its second store in Warangal, Telangana. **Located at MGM circle opposite the government polytechnic college**, the launch of the store aims at providing contemporary, quality and affordable fashion for the entire family with an enhanced shopping experience. With an extensive retail network across the nation, this is the 15th Unlimited store in the state.

Spread across around **6700 sq. ft.**, the store was inaugurated by eminent delegates at Warangal **MLC Konda Muralidhar Rao, MLA Konda Surekha, MLA Dasyam Vinay Bhasker, Mayor of Warangal, Nannapaneni Narendar** and renowned **Telegu actress Hebah Patel**. The store will feature Unlimited's latest summer collection such as floral printed garments in cotton and linen with tropical colors. The collection will also include trendy tops and dresses, two-way tops, statement tees, polo and the exuberant floral printed shirt that capture the latest trends at fabulous prices. Kids wear in the Unlimited offers a wide range of designs to choose for every occasion, be it fashion, casual or athleisure. Overall, this store would prove to be the would the one-stop destination for all who are looking for a large collection of International and Indian fashion.

Speaking on the occasion, **Shekar CS, CEO, Unlimited**, said, *"We are excited to announce the launch of our second store in Warangal. Unlimited has always strived to be in the forefront providing quality branded products across varied price points. We are aiming to serve our esteemed customers with unique offerings and with indulging aesthetics and a memorable in-store experience. We are confident that we will receive the same great response that we have received from the people of this city and we are excited to provide the customers of this store the best of value fashion from Unlimited."*

The new store is located at: Auto Nagar Road, MGM Circle, Opposite Government Polytechnic college, Warangal

About Unlimited:

Unlimited – the family fashion store, from the trusted house of Arvind, is a front-runner in the value apparel retailing concept. It is known for affordable and quality fashion for the entire family. As one of the major players in this segment Unlimited has a network of over close to 99 power format stores spread across 45 cities/towns in India. Over the last two years, Unlimited has forged ahead and further strengthened its brand portfolio by offering both private and international apparel brands. Unlimited strives to understand the changing needs and preferences of the value conscious consumers and wishes to exceed expectations and enhance lifestyles by offering an unprecedented mix of value, variety, quality and style.



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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