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FOR IMMEDIATE RELEASE

Aditya Birla Fashion and Retail Limited Collaborates with Adobe to Transform Omnichannel Customer Experiences

This partnership will bring personalised customer experiences across brands under Aditya Birla Fashion and Retail Limited

New Delhi, July 19, 2022: Aditya Birla Fashion and Retail Limited (ABFRL), one of India's leading fashion companies, announced a partnership with Adobe for a customer experience programme, designed to deliver high-quality digital experiences. As part of ABFRL's digital transformation strategy, iconic brands including Louis Philippe, Van Heusen, Allen Solly, Peter England, and Pantaloons will utilise Adobe Experience Cloud (AEC) to power their websites and mobile applications. AEC will allow these brands to deliver unified and personalised content experiences on their individual platforms.

Praveen Shrikhande, Chief Digital and Information Officer, ABFRL commented, "We are happy to partner with Adobe to accelerate our digital transformation initiative. To stay ahead in today's fast-changing fashion industry of an emerging India, it is important to spot and react with speed to changes in consumer preferences. This partnership is in line with ABFRL's vision to satisfy consumer needs in the fashion apparel and accessories market. Our digital transformation strategy aims to reimagine customer experiences across both online and offline channels."

Vyshak Venugopalan, Head - Solution Consulting, Adobe India said, "Today, consumers expect brands to deliver memorable experiences which makes *customer experience* the new currency of the digital economy, prompting brands to make every engagement targeted and personal. Aditya Birla Fashion and Retail Limited is one of the leading fashion brands in the country, and we're honoured to work with them to power their omnichannel strategy by leveraging tech like AI and real-time customer data to deliver exceptional experiences online as well as at their brick-and-mortar stores."

ABFRL is leveraging Adobe Experience Manager as a Cloud Service to manage content needs, create and deliver thousands of assets and optimise personalised experiences for millions of its customers.

Adobe Analytics, implemented by Adobe Consulting Services, is empowering ABFRL to take a data-driven approach and derive real-time insights across channels. This has generated an incremental increase in online clicks, click-through rates, order participation, and revenue participation of individual assets. The Adobe-ABFRL partnership has already started delivering great results for Pantaloons.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/in.



About Aditya Birla Fashion and Retail Limited (ABFRL)

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 Cr. spanning retail space of 9.2 million sq. ft. (as on March 31, 2022), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 point of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India's largest brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, established for over 25 years. Pantaloons is one of India's leading fashion retailer.

ABFRL's international Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands and has long term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle and Reebok.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. The company has strategic partnerships with Designers 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

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