



TASVA launches its range of stylish Indian wear for men on Myntra

~The much sought-after menswear brand from Aditya Birla Group and Tarun Tahiliani, now available to shoppers across the country

National, October 18, 2022: Myntra, one of India's leading platforms for fashion, beauty and lifestyle, has announced the launch of Tasva, enhancing its men's ethnic wear portfolio, ahead of Diwali. The collection features smart, stylish ethnic wear for men with the Tarun Tahiliani design philosophy of modern silhouettes and expertise of comfortable fits as the central focus

This association marks Tasva's entry into the e-commerce marketplace, the first outside of its own website. With this launch, TASVA has put its multi-channel strategy on an overdrive, by being accessible across 19,000+ pin codes, leveraging Myntra's robust country-wide network, apart from being available already at 21 physical stores, spread across 14 cities and its website, www.tasva.com.

TASVA's collection for consumers brings together timeless style in a modern context, premium quality and wearable designs that make it the go-to brand for every man looking for traditional celebration wear that matches their modern outlook. The all-encompassing range features a variety of kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, aligarhis, and other garments, expertly crafted with impeccable attention to detail and design that is associated with the celebrated Tarun Tahiliani. Accessories like safas, sarpechas, brooches, pocket squares, buttons, sehras, stoles, shawls, and footwear, will also be added in the next few months to the collection to elevate an outfit to suit any occasion.

Tasva's foray into the e-commerce marketplace with Myntra will enable it to reach Myntra's unparalleled fashion-forward customer base throughout the country and amplify the brand's visibility across tiers. Myntra's pioneering contributions to the fashion, beauty and lifestyle e-commerce space with the introduction of its social-commerce verticals have further revolutionized how Indians shop, making it the platform of choice for brands to reach their desired audience.

Tarun Tahiliani, Chief Design Officer, Indivinity Clothing said, "I am thrilled that TASVA will now be available to male consumers across the country through this launch on Myntra. A TASVA ensemble is designed to provide our consumer, the Indian Man, with a fabulously made, internationally constructed, comfortable, well-cut Indianwear with Tarun Tahiliani styling yet complete cost accessibility."

"We have created a strong customer connect and a proven business model with TASVA's physical and online stores. While our rapid retail expansion continues, we are aware of the huge untapped potential and are excited to make TASVA available to consumers at a much larger scale with Myntra as a digital partner assisting us in bringing quality, stylish and comfortable mens Indian wear to every corner of the country." **said Sandeep Pal, CEO, TASVA**

Commenting on the launch, Padmakumar Pal, VP, Category Management, Myntra, said, "We are extremely excited for our fashion-forward customer base, who will now be able to access the Indian wear brand TASVA on Myntra. With esteemed designer Tarun Tahiliani being associated with the brand, TASVA has carved a forte for itself in the men's ethnic wear space, which is one of the fast growing categories on our platform. The launch of TASVA during the festive season, will give customers the opportunity to experience stylish ethnic collections which also promises modern cuts and comfort."

About Myntra



Myntra is one of India's leading platforms for fashion brands and in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. Myntra platform offers a wide range of over 5000+ leading fashion and lifestyle brands in the country such as H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more. Myntra services over 19,000 pin codes across the country.

About Indivinity Clothing

Indivinity Clothing, Pvt., Ltd. is the product of the strategic partnership that was entered into by Fashion Designer, Tarun Tahiliani, and Aditya Birla Fashion & Retail Ltd. in early 2021. The brand's flagship fashion label, TASVA, was launched in December 2021 and it caters to the premium occasion-wear segment and offers an entire range of high-quality, sophisticated celebration wear for men at accessible price points. Since its inception in 2021, TASVA - derived from the amalgamation of the Sanskrit words Tat (that) and Sva (me/mine) denoting all that is me, all that is mine - has aimed to rethink the Indian male celebratory experience, whether it is fitting out the Indian groom or creating magnificent statements in the pantheon of traditional celebrations. And it does so in Tarun's signature style combining historical sartorial elegance with contemporary chic, refined luxury with meticulous tailoring.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a 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 and Marigold Lane. The Company has strategic partnerships with Designers 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty, and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen the consumer connect of its brands and expand its portfolio into emerging consumer segments.