

Date: 01.07.2021

<b>To</b>  <b>Corporate Relationship Department BSE Limited 1<sup>st</sup> Floor, Rotunda Building P.J Towers, Dalal Street, Mumbai-400 001.</b>	<b>To</b>  <b>National Stock Exchange of India Limited Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051.</b>
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Dear Sir/ Madam,

**Sub: TCNS CLOTHING SIGNED INDIAN ACTRESS ALIA BHATT AS BRAND AMBASSADOR.**

We are glad to inform you that TCNS CLOTHING CO. LIMITED has signed Indian actress Alia Bhatt as Brand Ambassador. Enclosed herewith is a press release dated July 01, 2021 on the above subject.

This is for your information, record and in compliance with applicable Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

**For and on behalf of TCNS Clothing Co. Limited**



**Piyush Asija**  
**Company Secretary and Compliance Officer.**  
M. No. ACS 21328

Date: 01.07.2021

Place: New Delhi



## **Alia for Aurelia**

- Aurelia ropes in Alia Bhatt as its new brand ambassador

**New Delhi, 1<sup>st</sup> July, 2021:** TCNS Clothing Co. Ltd, the leading apparel company for women have signed the Bollywood actress Alia Bhatt as the face for the brand for its ethnic-wear brand Aurelia. The actress known not only for her impeccable performances but also for her fashion choices will collaborate with the Indian ethnic wear brand to promote the range.

Aurelia, by TCNS, is an Indian ethnic wear brand targeted at women who are looking for great design, fit and quality for their casual, work and occasion wear requirements. The brand is synonymous with ethnic designs that effortlessly fit into a modern woman's wardrobe. The synergy between Aurelia and Alia will appeal to the quintessential Indian woman and further enhance the deep-rooted connection.

Talking about the association with Alia, **Anant Kumar Daga, Managing Director, TCNS Clothing** said, "Aurelia has always promoted effortless style - encouraging women to choose their own representation of beautiful. Associating with Alia Bhatt was a strategic decision to communicate the same ethos. Alia is a youth icon who loves her effortless style. The brand's youthful image appeals to young and modern women who do not believe in superficial barriers and Alia is someone who portrays the same through her onscreen as well as off-screen presence seamlessly."

Having increasingly made its dominance felt in the Indian women apparel market, Aurelia has catered to the ethnic wear needs of the modern Indian woman for over a decade. The brand is available both online and offline through 220+ exclusive brand outlets & presence in 1000+ large format stores across 150 cities across India, Srilanka, Nepal and Mauritius.

Commenting on the brand association, **Alia Bhatt** said, "*I am proud to partner with Aurelia, one of the most loved ethnic wear brand by women across age groups and professions for its effortless design and styles. The brand while staying in the realm of tradition, is re-defining ethnic wear, and I look forward to our association.*"

### **About Aurelia**

Aurelia is a contemporary ethnic wear brand targeted at women looking for great design, fit and quality for their casual and workwear requirements. Aurelia has 220+ exclusive brand outlets and is present in 1000+ large-format store outlets located across 150 cities. The brand is also available online through its own brand site as well as all leading portals like Myntra, Amazon, Flipkart etc. Please visit <https://www.shopforaurelia.com/> for more information.

### **About TCNS**

TCNS is India's leading women's branded Apparel Company. The company designs, manufactures, markets and retails a wide portfolio of women's branded apparel across multiple brands. Its product

## **PRESS RELEASE**



portfolio includes top-wear, bottom-wear, drapes, combination sets and accessories that cater to a wide variety of the wardrobe requirements of the Indian woman, including everyday wear, casual wear, work-wear and occasion wear. It sells its products across India and through multiple distribution channels. As of March 31<sup>st</sup>, 2021, it sold its products through 550+ exclusive brand outlets, 2000+ large format store outlets and 1000+ multi-brand outlets. It also sells its products through exclusive brand outlets in Nepal, Mauritius and Sri Lanka. In addition, it sells its products through its website and online retailers.