



ARVIND LIMITED TAKES KHADI DENIM TO THE GLOBAL FASHION MARKET MOU WITH KVIC TO STRENGTHEN THE INDIA-MADE FABRIC'S GLOBAL PRESENCE

Ahmedabad, July 21, 2017

Arvind Ltd. and Khadi & Village Industries Commission (KVIC) have signed an agreement, certifying Arvind's Khadi products to be presented to the world with a Khadi mark. The global denim giant has been a leading actor in the revival of the most sustainable fabric in the world; presenting it in its new, global avatar, as Khadi denim – hand-spun, hand-dyed, and handwoven by artisanal communities from across the villages of India. Arvind showcased their Khadi Denim collection at the official media launch of Khadi Denim, at Hyatt Regency, Ahmedabad, on Friday.

The dignitaries present included Vinai Kumar Saxena – Chairman, KVIC, Punit Lalbhai, Executive Director – Arvind Limited, Mr. KS Rao, Deputy CEO- KVIC. Arvind's Khadi Denim represents the organization's core values of Design, Innovation, and Sustainability, and this event is a testimony to our commitment to the cause.

Hon'ble Prime Minister Shri Narendra Modi ji has rejuvenated khadi by giving a call on Mann Ki Baat to countrymen to buy khadi and support rural artisans of our country. KVIC has taken marketing initiatives to involve corporates and PSUs to develop market for khadi and provide sustainable employment to khadi artisans.

'Khadi is a mission and we are committed to bring khadi to its prime glory as was visualised by Mahatma Gandhiji. Khadi for all is our goal. Khadi for youth and teenagers too. The KVIC-Arvind initiatives for launching Denim khadi is a step in this direction, the khadi journey is eternal', said Shri Vinai Kumar Saxena, Chairman, KVIC.

The profound symbolism of this traditional Indian textile finds even greater significance in our present world. With world leaders stressing upon the importance of sustainability in every aspect of life, Khadi shows us the way. In its modern avatar, presented by Arvind Limited, Khadi retains its original values of being the most sustainable fabric in the world. The hand-spun yarn is hand-dyed in organic indigo dyes, and then woven on handlooms into fashionable denim.

Arvind engages entire communities of artisans in the production of modern Khadi. Such a unique value chain facilitates not only sustainable fashion, but empowers families across Indian villages, giving them access to a better way of life. The impact of Khadi goes beyond the visible human impact, to the socioeconomic environment of the country. In a way, Khadi stands as the most comprehensive form of sustainability.

Taking Khadi to the world is only the beginning for Arvind Denim. The group's vision is to build a substantially scalable supply chain platform, capable of servicing large international brand requirements. The Global Denim Awards have improved awareness and visibility for Khadi on the international fashion scenario and generated a good deal of excitement on a global scale. Several of Arvind's potential clients are major fashion brands which have expressed interest in creating their clothing lines around Khadi Denim.

About Arvind Limited

Arvind Limited is one of India's largest integrated textile and Apparel Company with a strong retail presence and a pioneer of denim in India with turnover of around US\$ 1.3 billion in FY2015-16. Arvind has an unmatched portfolio of owned and licensed brands and retail formats. Company's own product brands include Flying Machine, Colt, Ruggers, Excalibur amongst others while its licensed product brands have big global names like Arrow, Gant, Izod, Elle, Cherokee, US Polo Assn. to name a few. It has a joint venture in India with global major like Tommy Hilfiger and GAP, also has retail brands like Megamart, The Arvind Store, Club America, Next and Debenhams.

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