



February 26, 2014

National Stock Exchange of India Ltd.
Listing Dept., Exchange Plaza, 5th Floor
Plot No. C/1, G. Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051

Dear Sirs,

Sub : Press Release

We send herewith a copy of the press release being issued by Arvind Goodhill Suit Manufacturing (P) Ltd. a Joint Venture between Arvind Limited and M/s Goodhill Corporation of Japan titled "Arvind Goodhill Suit Manufacturing launches formal suits; targets Rs. 100 crore revenue".

You are requested to bring this to the notice of all concerned.

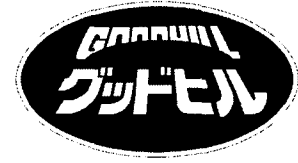
Thanking you,

Yours faithfully,

A handwritten signature in black ink, appearing to be "R. V. Bhimani", written over a horizontal line.

R. V. Bhimani
Company Secretary

Encl : As above.



Press Release

Arvind Goodhill Suit Manufacturing launches formal suits; targets Rs. 100 crore revenue

Company has set-up Greenfield unit with capacity of 350,000 pieces of jackets and 600,000 pairs of trousers annually

Bengaluru, February 26, 2014: Arvind Goodhill Suit Manufacturing Private Limited, a joint venture between Arvind Limited & M/s. Goodhill Corporation Limited of Japan, announced launch of formal suits on Wednesday, February 26. The joint venture firm has set up a Greenfield suits manufacturing facility based out of Bommasandra Industrial estate in Bengaluru, to produce high-end formal suits catering to the needs of evolved Indian and Overseas customers.

The unit has started with two lines each for jackets and trousers, with the capacity to produce 350,000 pieces of jackets and 600,000 pairs of trousers annually. In its first year of operation, it expects to achieve a turnover of around Rs. 100 Cr.

Commenting on product launch, **Mr. Kulin Lalbhai, Executive Director, Arvind Limited**, said, "With this venture, Arvind Limited has entered into the worsted segment and suits manufacturing, expanding its product portfolio offering. The Company now offers a complete vertical solution in the garmenting space ranging from suits to jeans and from formals to casuals. With Goodhill's design and process technology, we will be able to target the premium market and offer our customers a product made in India and marked to perfection."

Mr. Hideki Yoshioka, President, Goodhill Corporation Limited, Japan said, "With its diverse culture and large population base, India offers immense growth potential for suiting business. Through this joint venture with Arvind Limited, we will have the advantage of the wide network presence of one of India's largest apparel brands and retail players. With over 50 years of experience in this space we intend to bring the best technology and collaborate with Arvind to bring world class products to India. We believe this collaboration will turn out to be a perfect entry to the Indian market."

Currently producing 6 million pieces of Jeans and 4 million pieces of shirts annually out of their 7 production facilities in Bengaluru, Arvind is expanding its offering to offer complete solution to its customers who are the most marquee global and Indian names in apparel brands and retail.

For further information, please contact

Manoj Kumar/ Anjan Jayasimha

Adfactors PR Pvt. Ltd.

M: +919742272213/ +919742272201

E: manoj@adfactorspr.com / anjan.jayasimha@adfactorspr.com