

# ARVIND LIFESTYLE BRANDS LIMITED

A MEMBER OF THE LALBHAI GROUP

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Website : <http://www.arvindmills.com>

Dear Garment Manufacturer Friends,

Greetings!

With your support we started the process of Reverse Auction in Oct-Nov'20. The process introduced us with many new vendors from across the country, with excellent capabilities and manufacturing facilities.

The first round had a few teething troubles, but overall it was a very successful initiative as we were able to close orders of 2.5 L units.

We are now making this process as our primary method of placing fresh orders and would like to extend an invite to you to participate in our future growth.

Unlimited is the retail chain from the trusted house of Arvind (Arvind Fashion Limited) with a significant presence across multiple states. Its large, well laid out stores (average size – around 10000 sq ft) offer the customer a unique and delightful shopping experience. With its own labels Unlimited brings to its customers a wide range of curated fashion across menswear, womenswear (ethnic and western), kidswear, footwear and accessories. Some of the private labels of Unlimited are Cherokee, Ruggers, Elle Studio, Karigari, Donuts, Excalibur, Anahi, Sugr, Colt and Donuts.

The process for taking part in this journey with us is as follows:

- First step is registration. Kindly use the link to provide your details. The relevant details will be captured in our system and registration done. Pl use the link <https://arvindbrands.enavexpense.com/BidRegistration>
- The registration will open on 23<sup>rd</sup> Dec'20 and close on 5<sup>th</sup> Jan'21.
- We are planning the reverse auctions in the first week of January'21. The details of the same will be sent to you post the registration
- The categories covered in this round of auction are Men's: Woven, Knitwear and Denim | Women's Knitwear, Woven and Denim | Womens Ethnic | Kids (boys & girls) Woven and Knitwear
- The quantity for this round of auction is 6 L units for all these categories put together

We are looking towards expanding our garmenting partner base to cater to the future growth in business. We look forward to building a long term relationship with you.

We are thankful to CMAI for extending this invite to its esteemed members. We eagerly look forward to your registration and participation in the auction.

Kind regards



Himanshu Chakrawarti

CEO – Unlimited

Arvind Fashion Limited

**Arvind**

REGD. OFFICE : Arvind Ltd., Arvind Mills Premises, Naroda Road, Ahmedabad - 380 025.

CIN : L64201GJ1995PLC024598