November 19, 2026

To,
BSE Limited
Listing Dept. / Dept. of Corporate Services, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

Security Code: 542484
Security ID: ARVINDFASN

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

Symbol: ARVINDFASN

Dear Sir/ Madam,

Sub: Press Release

Ref: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations)

Dear Sir / Madam,

Please find enclosed the press release titled "U.S. Polo Assn. Sets Sights on ₹4,000 Crore in Consumer Sales in India in FY27" which is released today.

The aforesaid intimation is also being made available on the website of the Company at www.arvindfashions.com

Kindly take the same on records.

For Arvind Fashions Limited

LIPI JHA Digitally signed by LIPI JHA Date: 2026.11.19 12:43:54 +05'30'

Lipi Jha
Company Secretary and Compliance Officer

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U.S. Polo Assn. Sets Sights on ₹4,000 Crore in Consumer Sales in India in FY27

The brand records high double digit teens growth,, with retail expansion and category diversification contributing to its India business

Bengaluru, November 19, 2026: U.S. Polo Assn., the official sports brand of the United States Polo Association (USPA), continues to strengthen its position in the Indian apparel market. The brand recorded high-teens growth, reflecting its strong consumer connect and established presence in the country's casualwear market.

India is the brand's third-largest market globally, following the United States and Turkey, and its fastest-growing market. Through its long-standing partnership with Arvind Fashions Limited, U.S. Polo Assn. has built a significant presence in the Indian apparel industry, supported by its strong brand positioning, extensive retail network and established consumer base.

Globally, U.S. Polo Assn. recorded retail sales of US$2.7 billion in 2025, with a presence across 190 countries, approximately 1,200 branded retail stores and thousands of additional distribution points worldwide. India contributes approximately 20% to the brand's global sales, underlining its significance within the international business.

Commenting on the brand's performance and presence in India, **J. Michael Prince, President, CEO & Board Member, USPA Global**, said, "India has established itself as one of the most important markets in U.S. Polo Assn.'s global business, driven by the strong connection consumers have developed with the brand. Our partnership with Arvind Fashions Limited has played an important role in translating U.S. Polo Assn.'s global identity and heritage into a proposition that resonates with Indian consumers. The brand's performance in India reflects the strength of this partnership, its relevance across consumer segments and the continued demand for quality, versatile apparel."

In India, U.S. Polo Assn. has established a strong presence in the menswear segment, where it is recognised as one of the country's leading sports-casual brands. Its portfolio spans menswear, womenswear, kidswear, footwear, accessories, and underwear, catering to a diverse consumer base. The brand's product proposition combines comfort, versatility, quality and contemporary styling, while remaining rooted in its association with the sport of polo.

The brand's distribution strategy is supported by an integrated retail and digital ecosystem, with a presence across exclusive brand stores, multi-brand retail, department stores and online channels. This omnichannel approach enables U.S. Polo Assn. to engage with consumers across multiple shopping touchpoints.

The brand's performance also aligns with Arvind Fashions Limited's broader focus on strengthening its direct-to-consumer ecosystem. Direct channels currently account for **53% of Arvind Fashions' overall sales**, with the company targeting an increase in this contribution to **65% over the long term**.

Sharing his perspective on the brand's India journey, **Mr. Kulin Lalbhai, Vice Chairman and Non-Executive Director, Arvind Fashions Limited**, said, "U.S. Polo Assn. has built a strong and enduring connection with Indian consumers over the years, supported by its distinctive brand positioning and ability to remain relevant across generations. Our partnership has been instrumental in translating the brand's global identity into a proposition that resonates with the Indian market. The brand's performance reflects the strength of its consumer franchise, distribution network and product portfolio. Its established presence across categories and channels has been central to building its scale in India."

U.S. Polo Assn.'s India business reflects the strength of its global brand heritage, combined with its understanding of local consumer preferences. With an established retail footprint, a diversified product portfolio and a strong omnichannel presence, the brand continues to be a significant part of India's casualwear market. The brand has also been strengthening its marketing and consumer engagement efforts through strategic brand associations, high-impact campaigns, collaborations and initiatives featuring Global Brand Ambassador HH Maharaja Sawai Padmanabh Singh (Pacho), reinforcing its connection with the sport of polo while building relevance among India's evolving consumer base.

About U.S. Polo Assn. and USPA Global

U.S. Polo Assn. is the official sports brand of the **United States Polo Association (USPA),** the largest association of polo clubs and polo players in the United States, founded in 1890. With a multi-billion-dollar global footprint and worldwide distribution through more than 1,200 U.S. Polo Assn. retail stores as well as thousands of additional points of distribution, U.S. Polo Assn. offers apparel, accessories, and footwear for men, women, and children in more than 190 countries worldwide. U.S. Polo Assn.’s Global Polo Shirt Campaign, *An Icon Born from the Game,* is a powerful tribute to the iconic polo shirt’s authentic sports origins and its evolution into one of the world’s most enduring style essentials.

The global sports brand sponsors major polo events around the world, including the U.S. Open Polo Championship®, held annually at the USPA National Polo Center in The Palm Beaches, the premier polo tournament in the United States. Historic deals with ESPN in the United States, TNT and Eurosport in Europe, Star Sports in India, and BeIN Sports in the Middle East now broadcast several of the premier polo championships in the world, sponsored by U.S. Polo Assn., making the thrilling sport accessible to millions of sports fans globally for the very first time.

U.S. Polo Assn. has recently been named one of *USA Today's* Most Trusted Brands and in 2026 was ranked the top sports licensor in the world, surpassing the NFL, PGA Tour, and Formula 1, according to *License Global*. The sport-inspired brand has been recognized internationally with awards for global growth and sports content. Due to its tremendous success as a global brand, U.S. Polo Assn. has been featured in *Fortune, Forbes, Modern Retail, WWD, and GQ,* as well as on *Yahoo Finance* and *Bloomberg*, among many other noteworthy media sources around the world.

USPA Global is a subsidiary of the United States Polo Association (USPA) and manages the multi-billion-dollar sports brand, U.S. Polo Assn. USPA Global also manages its subsidiary, Global Polo, which is the worldwide leader in polo sport content. To learn more, visit globalpolo.com or Global Polo on YouTube.

About Arvind Fashions Limited

Arvind Fashions Ltd is India's no. 1 casual and denim player, a lifestyle powerhouse with a strong portfolio of fashion brands catering to consumers across sub-categories and price points. Arvind fashions houses a number of renowned brands, both international and indigenous, like U.S. Polo Assn., Arrow, Tommy Hilfiger, Calvin Klein, and Flying Machine.

For more information, visit uspoloassn.in & follow @uspoloassnindia