

Brand Factory launches 6 stores in Mumbai

Kishore Biyani promises Best Brands at great discounts all 365 days

12th April 2016, Mumbai: Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashions Limited, now opens at 6 locations in Mumbai at Haji Ali, Mira Road, Kandivali, Vikhroli, Thane and Vasai. With a proposition to provide the best fashion brands at discounted prices throughout the year, Brand Factory is set to change the way Mumbai shops.

Fashion labels for men, women and kids are on offer at the stores. Brands such as Levis, Lee, Wrangler, Flying Machine, Nike, Fila, Louis Phillipe, Allen Solly and Gini & Jony are available at 20% to 70% off on all 365 days of the year. This makes Brand Factory an ideal destination for smart shoppers, looking for great brands at a really affordable price.

Speaking about the launch, **Kishore Biyani, Group CEO, Brand Factory** said, *“Brand factory is one of its kind store in India that gives great discount on all top fashion brands around the year. Wherever we have Brand Factory we see its own set of loyal customers. It is a great proposition for customers and for us a sustainable business model that builds loyalty with the young and price conscious customers.”*

With little or no competition, Brand Factory is the only fashion store in India with premium, national and international fashion brands at pocket-friendly prices. Brand Factory for the past 10 years has given Indian consumers the promise of revolutionizing value shopping by offering more than 200 best Indian and International brands at smart prices.

Brand Factory is India's leading fashion discount chain present in 20 cities across 46 stores. It attracts over 20 million walk-ins in a year and boast of 1.6 million loyal customers. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand. Brand Factory sells more than 20 million pcs of merchandise in a year across categories like Denim, top wear, bottom wear, t-shirts and sportswear.



About Brand Factory:

Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.