

Glamorous Anchor Anushree launches Brand Factory’s ‘Unbranded to Branded’ Festival for Ugadi

Bring your old clothes or footwear to get Exchange Value + Discount on new clothes

Bangalore, 5th April 2019: It’s that time of the year where every state in India is gearing to celebrate Ugadi, Gudi Padwa, Bihu, Vishu, Puthandu, Baisakhi, Pohela Boishakh, Bwisagu and Pana Sankranti to welcome the New Year. Festivities means shopping everything new and most importantly buying the best of fashion. With Brand Factory’s ‘Unbranded to Branded’ Festival customers can save and at same time get some of the best national and International brands at a discounted price.

Celebrating the New Year with all its customers, Brand Factory’s ‘Unbranded to Branded’ Festival starts from 5th to 14th April 2019. Customers can exchange their old unbranded clothes, footwear, luggage and many fashion products and get Xchange discount vouchers which can be used for additional discounts apart from the ongoing offers in the store.

| Product | Exchange Value | Base Discount |
|--------------------|----------------|---------------|
| Denim / Trousers | Flat 300 Off | Upto 40% |
| Shirts | Flat 200 Off | Upto 40% |
| Ladies Western | Flat 100 Off | Upto 40% |
| T-shirts | Flat 100 Off | Upto 40% |
| Ladies Ethnic | Flat 100 Off | Upto 40% |
| Kids FLF / Kids PB | Flat 100 Off | Upto 40% |
| Shoes | Flat 400 Off | Upto 40% |
| Back-Pack | Flat 250 Off | Upto 40% |
| Duffle Bags | Flat 250 Off | Upto 40% |
| Luggage | Flat 500 Off | Flat 50% |
| Suits & Blazers | Flat 500 Off | Upto 50% |

Customers can enjoy smart shopping and save through the xchange discount vouchers that range from Rs.100 to a maximum of Rs. 500. In addition to this, customers will get upto 50% discount on shopping the popular brands.

Currently, Brand Factory has 92 stores which are present in 41 cities across the country. Customers need to visit their nearest Brand Factory store and can exchange a list of fashion products for women, men and even kids and get original branded products in return. The products include kid’s apparel, ladies western and ethnic top wear, t-shirts, shirts, denims (men’s & women’s), chinos, formal trousers, sports footwear, suits & blazers, luggage, backpack, duffle bag, handbags and more.

Speaking about the offer **Suresh Sadhwani, CEO, Brand Factory** said, “Festivals is all about refreshing your wardrobe with the latest fashion. At Brand Factory, our endeavor is to make the festival special for our customers in a way where they can clear their old fashion and get an xchange value which will help them shop new original brands at a discount. We invite all our customers to make the most of the festival and wish them a very Happy New Year.”

Brand Factory offers minimum 20% and upto 70% discount on more than 200 original brands throughout the year. Some of the brands include Adidas, Reebok, Skechers, Fila, Spykar, Levis, PEPE, US Polo, Crocodile, Buffalo, Lee Cooper, Indigo Nation, London Bridge, Louis Philippe, John Miller, Turtle, Peter England, Huar, Srishti, Iktara, Gini & Jony, Mini Klub, VIP, Skybags, Caprese, Lavie and much more.

About Brand Factory:

Brand factory is India's only discount fashion destination with over 92 stores in 41 cities. 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.

About Future Lifestyle Fashions Ltd (FLFL):

FLFL is India's largest integrated fashion company. It has a diversified portfolio spanning 30 fashion brands (both owned and licensed) such as Lee Cooper, Indigo Nation, Jealous 21, BARE, aLL among others. FLFL serves varied customer segments through 400+ stores spread over 6 million square feet comprising company operated chains Central and Brand Factory, EBOs, department stores and multi brand outlets. FLFL's integrated model of "design to distribution" is unique in the Indian fashion industry and primes it to gain leadership in building both fashion brands and fashion retailing. FLFL sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.

FOR MORE INFORMATION, CONTACT:

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