

PRESS RELEASE

'Melange by Lifestyle' signs Deepika Padukone as Brand Ambassador

Bangalore, April 8th 2014: Lifestyle International Pvt Ltd has announced that it has signed leading Bollywood Actress, Deepika Padukone as the Brand Ambassador for its Ethnic Wear Brand – Melange by Lifestyle. Deepika will be the face of the brand going forward and will be featured in a new brand campaign scheduled to rollout in April across outdoors, print, digital and in-store.

Deepika recently shot for the latest Spring Summer campaign for Lifestyle and will also be endorsing the brand for its Autumn Winter range. The campaign would be primarily run on print and digital reaching out to the primary audience of the brand which is 18-32 years old urban female.

Deepika perfectly embodies the values that a customer of Melange by Lifestyle connects to. An inspiration for many with her achievements and persona, Deepika represents modern, confident go-getter woman of today who is in touch with her Indian roots.

Melange by Lifestyle has been growing at a phenomenal rate and today is Rs 100 crore brand. Melange by Lifestyle has presence across 40 Lifestyle stores and 6 exclusive stores. The campaign will be unveiled in media in mid-April and will be aggressively promoted across print, outdoor, radio, Cinema, DTH and Lifestyle's own Social Channels including facebook, twitter, Instagram and Pinterest which has a strong following. Lifestyle has over 4.2 million facebook fans and 15000+ followers on twitter.

Making a statement on this initiative, **Mr. Kabir Lumba, Managing Director, Lifestyle International Pvt Ltd** said "Melange by Lifestyle has grown at a phenomenal pace and has emerged as one of the most beloved ethnic wear brands in the country. We are happy to announce Deepika Padukone as our brand ambassador as she perfectly embodies the values that the brand stands for. We feel this initiative will help us further widen our appeal amongst our target audience".

Speaking about the association, **Deepika Padukone** said "Melange by Lifestyle has an amazing range of Salwar, Kurtas & Chudidars. The most amazing part about it is that it is ethnic yet so contemporary. I think it is perfect for Modern Indian Woman".

Lifestyle International (P) Ltd:

Lifestyle International (P) Ltd. opened its first Lifestyle store in India in 1999 and in a little over a decade has come to be recognized amongst leading retail companies in the country. It is a part of the multi-billion dollar Dubai based retail and hospitality conglomerate Landmark Group. Positioned as a trendy, youthful and vibrant store, Lifestyle offers consumers an enjoyable shopping experience. Each Lifestyle store brings together five concepts under one roof – Apparel, Footwear, Children's Wear, Home ware & furnishings and Skincare & Beauty; offering a convenient one-stop shop and a choice of over 500 national & international brands.