

## JM Financial Acts as the Exclusive Financial Advisor to Jaypore for Acquisition by Aditya Birla Fashion and Retail Limited

The Board of Directors of Aditya Birla Fashion and Retail Limited (ABFRL) yesterday approved the signing of Share Purchase Agreement to acquire 100% of shares of Jaypore - a niche omni channel curator for handmade, handwoven and handcrafted apparel, jewellery, home textiles and accents, based on craft forms, selected carefully from all over India.

The acquisition is significantly strategic for ABFRL as it reflects their focus on Ethnic Wear segment - a segment which was hitherto underrepresented in their diversified portfolio as per their own admission. Jaypore with its strong brand equity and differentiated offering provides a great platform for them to build a strong presence in what is the largest segment of the Indian fashion apparel market.

**JM Financial acted as the exclusive financial advisor to Jaypore and its shareholders.** JM Financial played a critical role in identifying the right strategic buyer that would see maximum value creation to its existing business by transforming Jaypore to a niche business in the premium segment. The transaction was one of the few successful strategic deals among highly competitive omni channel plays. To ensure expeditious funding of the business, the deal was consummated in a period of three months after intense negotiations and due diligence at a valuation which was in excess of the average market precedents.