

## **Aditya Birla Fashion and Retail Ltd. Selects Dassault Systèmes' "My Collection" Industry Solution Experience**

***With Four of India's Top Fashion Brands and More than 7,000 Points of Sale, ABFRL Can Develop and Manage Collections from Concept to Consumers***

**VELIZY-VILLACOUBLAY, France — March 21, 2017 — [Dassault Systèmes](#)** (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that [Aditya Birla Fashion and Retail Ltd.](#) (ABFRL), India's largest fashion and lifestyle company, has adopted its "[My Collection](#)" industry solution experience to accelerate the time to market of its fashion collections and increase consumer satisfaction.

ABFRL is India's number one fashion lifestyle entity. The company recently engaged in a customer-centric strategy to develop innovative collections inspired by customers and trendsetters for its more than 7,000 points of sale across premium multi-brand stores and department stores. With Dassault Systèmes' "My Collection," the company has one digital solution to manage its collections from their initial concept to the retail environment.

Based on the 3DEXPERIENCE platform, "My Collection" helps manage the entire product lifecycle with digital continuity across inspiration, ideation, planning, design, development, sourcing, merchandising, visual assortment planning and product marketing. A collaborative environment standardizes and simplifies product development and sourcing processes across all collections and channels. "My Collection" enables ABFRL to connect internal and external stakeholders, integrate supply chains and improve visibility, flexibility and decision support. ABFRL can reduce material and trim costs and eliminate production errors or delays.

"We chose Dassault Systèmes' 'My Collection' industry solution experience to replace our existing Product Lifecycle Management solution after a thorough evaluation of various competing solutions," said Ashish Dikshit, Business Head, Aditya Birla Fashion and Retail Ltd. "The combination of the technological superiority of the 3DEXPERIENCE platform, the visionary product roadmap, and the industry knowledge of Dassault Systèmes' value-added reseller Simbus Technologies is a winning proposition for us and will help us to consolidate our market leadership and achieve key business objectives of speed to market, cost leadership and profitable growth."

"Aditya Birla Fashion and Retail is the latest example of how the largest fashion company in India is transforming its business by connecting its people, information and ideas with the 3DEXPERIENCE platform," said Chris Colyer, Vice President, Consumer Goods and Retail Industry, Dassault Systèmes. "Dassault Systèmes offers comprehensive, ready-to-deploy functionality for multi-category management in one environment with scalability to support

growth. Brands and retailers can improve operational efficiency and reduce cost of goods by up to 30 percent.”

ABFRL brands include four of India’s top fashion brands: Louis Philippe, Van Heusen, Allen Solly and Peter England. The company also houses a range of fashion formats such as Planet Fashion and The Collective and Pantaloons, the most loved large format fashion retailer in India.

For more information on Dassault Systèmes’ industry solution experiences for Consumer Goods & Retail, visit: <http://www.3ds.com/industries/consumer-goods-retail/>

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#### **About Dassault Systèmes**

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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