

Brand Factory sale gets 90 crore business and over 1 million walkins in four days

Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashion Limited, saw an astounding response in its recent weekend sale. The 50% off Anything & Everything sale was for four days from 13th to 16th April 2017. The sale saw 90 crore business and over 1 million walkins with more than 1.5 million merchandise being sold.

The Anything & Everything sale led to a phenomenal growth of 50% in sportswear. 50% of the stores touched more than 50 lacs sales on a single day. The Chennai market, which is a new one, saw an amazing response. The sale took place across all Brand Factory outlets in India.

Suresh Sadhwani - Business Head at Brand Factory said, "We are extremely thrilled with the response. We hope to keep coming up with better and bigger offers. The emphasis at Brand Factory has always been to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand."

Keeping in mind the response, Brand Factory plans to open 100 stores in the next three years.

The flat 50% discount was on all fashion categories including men, women and kids wear. The most popular category during the sale was denim and men's casualwear.

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.

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.

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