



DLF BRANDS OPENS DISNEY & ME LICENSED STORES IN INDIA

- Two stores now open in Noida and Gurgaon -
- Stores feature dedicated zones from Disney, Marvel and Star Wars -

Delhi, April 11th, 2018: DLF Brands today announced the opening of two Disney & Me stores through a licensing arrangement with Disney Consumer Products in India. Designed specifically for Indian consumers, the licensed stores are located in Mall of India in Noida and Ambience Mall in Gurgaon with the aim to deliver a unique shopping experience. These stores are owned and operated by DLF brands.

Disney & Me will offer a wide range of products across the Company's iconic Disney, Marvel and Star Wars brands in a fun environment, reflective of Disney's most popular stories and characters. The stores will carry exclusive fashion lines and a global range of toys and novelty items for kids between 3-12 years.

"We are excited to open Disney & Me licensed stores in the country. We have curated the best of Disney, Marvel and Star Wars merchandise to provide something for every kid. Our aim is to offer parents an ultimate retail destination to find compelling products for their young ones," said Timmy Sarna, Managing Director, DLF Brands.

"Disney & Me licensed stores will play a critical role in how kids & families experience our stories & characters at retail. We are delighted that DLF Brands is extending Disney's magical experience to their consumers in the country," said Abhishek Maheshwari, Country Head, Disney India.

Each Disney & Me store will feature six uniquely designed, dedicated zones bringing to life the distinctive worlds of the popular franchises -- Disney's Mickey Mouse & Minnie Mouse, Disney Princesses, Frozen, Marvel's Avengers, Spider-Man and Star Wars – to immerse consumers in a world-class Disney shopping experience.

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About DLF Brands Ltd:

DLF Brands Ltd, a pioneering lifestyle retailer in the country has a pan-India presence, across various categories namely fashion, accessories, beauty and home. The company's strategic intent is to develop successful partnerships with international brands considered "Best in class". The company is committed to quality and trust, and aims to set global benchmarks by offering impeccable consumer experiences and unique products at affordable prices.

About Disney Parks, Experiences and Consumer Products:

The Parks, Experiences and Consumer Products (CP) segment is the hub where Disney's stories, characters and franchises come to life. Disney's global consumer products operations include the world's leading licensing business across toys, apparel, home goods, and digital games and apps; the world's largest children's publisher; Disney store locations around the world; and the shopDisney e-commerce platform. By uniting Disney's consumer products business and Disney Parks' robust retail and e-commerce operations, the Company is able to provide consumers with incomparable branded products and retail experiences that only Disney can create. Disney Consumer Products has had a presence in India for more than 25 years. India-based teams are focused on bringing exciting, locally relevant merchandise to consumers across the country through licensing, e-commerce and large retail collaborations.