

Prepared by Asiatic Public Relations Network (Pvt) Ltd.
Date: September 26, 2018



Khaadi launches its 47th National Store in Hyderi, Karachi

Karachi: Khaadi, Pakistan's premier fashion retail brand launched its 47th national store in Hyderi, Karachi recently, alongside its pret winter collection which will be available across all stores in Pakistan/across all local and international stores. This will also be Khaadi's 64th store.

Commented [H1]: Please confirm

"We strive to serve our customers by offering the best customer experience through continuous improvement as far as product quality, outstanding product display, and amiable staff are concerned because our customers give true meaning to the brand, Khaadi," said Shamoos Sultan, CEO Khaadi, "We are therefore committed to bringing their brand of choice as close to them as possible which is also the reason behind our constant market penetration and improvement in the retail square footage over the past few years."

Located in the famous Hyderi market, Khaadi's new store is spread over 8000 square feet of retail space and will create jobs for approximately 14 employees who will be part of the total retail workforce comprising of _____ employees across all local and international Khaadi stores. Hyderi's store includes _____

About Khaadi:

Khaadi is Pakistan's premier fast fashion and lifestyle brand. It currently operates 47 stores, in 17 cities across Pakistan and 17 stores across UK and the GCC, offering a wide range of products from apparel for women, men and kids to home-textiles, in both printed and hand-woven fabrics.

Contact: Anjum Rahman
Director Corporate Communications
Mobile: 0300-8504580
Anjum.rahman@khaadi.com