**Aditya Birla Group's Liva brand extends its association with BOLLYWOOD'S STYLE QUEEN KANGANA RANAUT**

**Mumbai:** Liva- the fluid fashion brand of the Aditya Birla Group - has extended its contract for yet another year with the scintillating Bollywood Diva Kangana Ranaut.

Speaking on the occasion Kangana Ranaut said," LIVA is like a baby to me. The brand got launched with my face and hence I feel like I am the mother of Liva. I am happy seeing the brand grow. Liva fabric is natural and fluid and is ideal for women with a free-spirited sense of fashion. The way brand marries new style with fun, modern nuance makes me fall in love with it. I am thrilled with the association and I look forward to the brand growing further in the years to come"

**Mr. Manohar Samuel, President – Business Development & Marketing, Birla Cellulose expressed,**
"Kangana Ranaut embodies the true values of LIVA of brand Liva with her effortless style, dynamic personality . Today she is by far the face that is reckoned with style, fashion and dynamism. The brand and its ambassador have a lot in common. Today Kangana has carved a unique space for herself among her fans. We are delighted to have her as the face of our brand. Kangana Ranaut has come a long way with her talent and passion towards her work. She has the ability to easily fit into any character with tremendous fluidity, just like LIVA fabrics. Fashion for her is about being oneself and having a sense of spontaneity."
Three and half years since its launch, Liva has seen phenomenal success. Today there are around 450 value chain partners (fabricators, spinners and weavers) who make high quality Liva fabric. The brands boosts of over 40 national level partners in organized retail and over 140 local players. It is available from approximately 30,000 retail doors across over 200 cities. Last year approximately 3.7 cr Liva tagged garments were produced. In 2015, Liva was around 5% of the overall merchandise mix in organized retail. Today Liva comprises 20% of the overall women's wear merchandise mix at the stores.
A recent **Brand Track Survey** conducted by Nielson across top five cities showed around 60% consumers were aware of Liva and 33% of them recalled Liva fabric without any prompt. The study showed that women associated Liva fabric with "Beautiful flow". The study showed a 29% growth from last season's Track results on the women wanting to consider buying Liva. This number was stagnant across Cotton and other fabrics.
Another study on **Liva product quality after wash** conducted by Nielson with the more than 1600 Liva buyers over the past 4 seasons showed that 94% women loved Liva and would recommend it to their friends and family.