

PDS Multinational Fashions Limited on-boards team focusing on young fashion print and fast fashion

21st July 2021: PDS Multinational Fashions Limited (“the Company”) is a design-led sourcing, manufacturing & supply chain platform catering to leading brands and retailers globally with a presence in over 22 countries.

PDS is focusing on building and strengthening its presence in new geographies and categories intending to cater to new customers and increase its penetration with its existing customers. The Company has already onboarded senior business heads to drive business in new categories and new geographies including the US, South Africa, Australia amongst others.

In line with our strategy of growth and category expansion, we are pleased to announce that the Company has brought on board a team of 8 led by Russell Wyeth. Russell brings, to the PDS platform, 30 years of experience supplying to the UK high street & digital retailers. In 2007, Russell set up his company, Collective Apparel Ltd, where the business grew from an idea into sales of \$50mn in 2020. Russell is joined by Anna Wallace (Merchandise Director), Lisa James (Design Director), and Kate Coates (Commercial Director). This team will be focusing on young fashion print across categories of jerseys, t-shirts, shorts, hoodies, jackets, and swim shorts and will also cater to online channels. Along with focusing on adding new customers in the UK and Europe region, Russell and the team will also collaborate with our existing teams in Turkey to provide young fashion print for our fast-fashion customers.

“We are happy to have Russell Wyeth and the team join the PDS platform. The team brings expertise in categories/segments in which we are focusing on building capabilities. Not only is this bringing in new customers and new categories, but we also see a lot of synergies with our existing businesses that currently operate in other geographies enabling us to deliver more value to our customers” said **Pallak Seth, Vice Chairman**, based out of Hong Kong.

Sanjay Jain, Group CEO further added “The PDS plug and play platform operates with entrepreneurship spirit at its core. We continue to leverage this business model and have new business teams join us and enable us to expand our global footprint. Fast-fashion has gained immense traction globally and we have seen large and successful brands operate in this segment. Russell and the team further strengthen the PDS platform and bring with them immense expertise and experience in young fashion print and fast fashion. We are thrilled to have them join us and look forward to this translating into a win-win journey for the PDS platform, our customers, and our stakeholders”.

“We are very excited to join the PDS ecosystem and will focus on bringing a new point of difference to the already successful PDS platform. Clothes are not a commodity to us but the experience of taking an idea, along with our market intelligence to create a new platform of the product. The retail world has changed forever, and we are perfectly positioned to maximize the opportunity.” said **Russell Wyeth**

Russell Wyeth and the team will be based out of UK.



Global, Collaborative, Ethical

About PDS Multinational Fashions Ltd: (www.pdsmultinational.com)

PDS Multinational Fashions Limited operates an integrated design-led platform offering product development, sourcing, virtual manufacturing, and distribution for major brands and retailers worldwide. The Company operates a vast global network covering 50 offices, 22 countries, and over 3,000 employees and 5,000 associates & factory workers worldwide.

The Company reported consolidated revenues of ₹6,213cr in fiscal 2020-21, an increase of 1.3x over the last five years. Further, Profit after tax has increased at a 5-year CAGR of 40%, with a ROCE of 22% in 2020-21. Notwithstanding the business disruptions caused due to COVID pandemic, the Company is taking steps to minimize the impact and ensuring the safety and well-being of its employees, business partners, and communities.

The Company is listed on the BSE Ltd. (538730) and the National Stock Exchange of India Ltd (PDSMFL).

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