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PVH Group Acquires 50% Stake In Arvind Murjani Brands

by Irfan Khan | September 08,2011 - 01:42 PM

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PVH Group has acquired 50% stake in **Arvind Murjani Brands** Pvt Ltd and has also bought out Murjani Group's license for the Tommy Hilfiger trademarks in India.

AMB has been the apparel sublicensee of the Tommy Hilfiger Brand since 2004. Arvind Limited is the other partner in the company.

Transaction Reference: BseIndia

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TRANSACTION NOTE



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Mohan Murjani, Chairman of the Murjani Group, partnered with Tommy Hilfiger in 1985 to launch the American designer's brand and company in US. In 2004, the Murjani Group launched Tommy Hilfiger brand in India, it also sublicensed apparel, footwear and handbags to AMB.

Other brands with AMB are IZOD and Arrow. Tommy Hilfiger branded products are distributed in India through a network of more than 80 stores in 30 cities.

In 2006, Tommy Hilfiger sold his company to Apax Partners for nearly \$1.6 billion due to declining sales, and last year PVH Corp bought it from the private equity company for nearly \$3 billion.

India was not part of these global transactions because Mohan Murjani had the rights for India. This transaction seems to be a part of PVH Group's expansion in India and other emerging economies.

Globally, PVH Corp owns brands such as Van Heusen, Calvin Klein, Tommy Hilfiger, IZOD and ARROW and its licensed brands include Geoffrey Beene, Kenneth Cole New York, Sean John, Chaps and DKNY. Calvin Klein and Tommy Hilfiger brands together account for more than three-fourths of PVH Corp revenues and profits and are expected to drive the group's future revenue and profitability growth, Emanuel Chirico, chairman of PVH Corp said in June.

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DEAL TRACKER FOR

Date	Type	Sub Type	Buyer	Size (\$mn)
Arvind Murjani Brands - PVH Group				
08/09/11	M&A	Acquisition	PVH Corporation	0.00

RECENT TRANSACTIONS IN THE SECTOR

Date	Type	Buyer	Target	Size (\$mn)	State
08/09/11	M&A	PVH Corporation	Arvind Murjani Brands Private Limited	0.00	Completed
29/08/11	Private Equity		FabIndia Overseas Private Limited	45.40	Planned
22/07/11	Private Equity	Nexus India Capital Advisors Private Limited	Bigshoebazaar India Private Limited	9.01	Completed
04/07/11	Private Equity		Madura Fashion & Lifestyle	0.00	Rumor

PROFILES

Company Name	Promoters	Office	Competitor	Website
Arvind Murjani Brands Private Limited	The Arvind Mills Ltd Murjani Group	Arvind Mills Premises, Naroda Road, Railway Pura Post		www.murjanigroup.com

PVH Group | Arvind Murjani Brands Pvt Ltd | Murjani Group | Tommy Hilfiger | Arvind Limited |

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