

# MANGO

Mango strengthens its presence in India by opening a new flagship store in Ludhiana



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- Spanning across two floors, it is the second Mango store in India to have the Woman, Man and Kids lines under one roof.
- The new point of sale presents the retail concept New Med that aims at reflecting the spirit and freshness of the brand with sustainability and architectural integration as key elements.
- With this new store, Mango strengthens its presence in India, the country in Asia with the highest number of points of sale with 80 at the end of 2022.
- In 2023, the company will continue accelerating its expansion in India by opening more than 35 new points of sale, bringing the total store network to more than 110 points of sale by the end of the year.

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Mango, one of Europe's leading fashion groups, continues to implement its expansion in India with the opening of a new flagship store in Ludhiana. Specifically, in Shop no. 20A, Malchair Cinema Road, Sarabha Nagar, Ludhiana.

The store, which spans 420 m<sup>2</sup> across two floors, is the second Mango store in India to have the Woman, Man and Kids lines under one roof after the opening in Bangalore in March. The new point of sale also features the Mediterranean-inspired concept known as New Med, already present in some of the group's flagships around the world. The concept aims at reflecting the spirit and freshness of the brand and has sustainability and architectural integration as key elements.

Mango has tripled its presence in the country in the past two years and India has become the country in Asia with the highest number of points of sale with 80 at the end of 2022, up 34 compared to the 46 stores the company had at the end of 2021 and three times more than the 28 it had at the end of 2020.

Mango launched in India its Kids line a year ago and its menswear line last January with the opening of the first Mango Man store in the country in New Delhi.

This launch shows Mango's commitment to bolster its presence in Asia and India, as it celebrated thirty years of international expansion in 2022. As Daniel López, Mango's Expansion and Franchise Director, points out, "India is one of the most important markets in our internationalisation strategy, because, according to all forecasts, this country is destined to become the third-largest consumer market in the world within the next few years and we want Mango to have a significant presence in it with the help of a local partner, Myntra".

Mango has been expanding in India since 2014 with the support of its franchise partner, Myntra, one of leading fashion players in the country, which provides expertise and assistance to understand and adapt its operations in the country.

In 2023, Mango will continue accelerating its expansion in India by opening more than 35 new stores, bringing the total store network to more than 110 points of sale by the end of the year. In addition to this, the company expects to refurbish some stores to adapt them to its Mediterranean-inspired store concept, New Med, already present in the company's flagship stores around the world.

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*Mango, one of Europe's leading fashion groups, is a global company with design, creativity and technology at the centre of its business model, and a strategy based on constant innovation, the search for sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2022 with a turnover of 2.688 billion euros, with 36% of its business originating from its online channel and with a presence in over 115 markets. More information at [mangofashiongroup.com](https://www.mangofashiongroup.com)*