

MEDIA RELEASE**POPULAR BRITISH FRESH FOOD CHAIN PRET A MANGER SETS FOOT IN INDIA WITH THE OPENING OF ITS FIRST SHOP IN MUMBAI**

Mumbai, 20th April 2023: After announcing their India partnership with Reliance Brands Limited last year, Pret A Manger, the UK-based popular freshly made food and organic coffee chain, is all set to launch its first shop in the country. Opening its doors to the public on 21st April 2023, in Maker Maxity, Mumbai, it will be the first of many shops set to open later this year. The inaugural Mumbai shop is a recreation of Pret's iconic London shops with a large dining space spread across 2,567 sq ft. Fresh food and organic coffee lovers in the city can drop by to dine-in with their family and friends or grab a quick takeaway.

The new Pret shop will offer customers a wide range of delicious and freshly made sandwiches, baguettes, salads, soups, as well as a variety of organic coffee, tea, shakes and smoothie options. Popular options like the Pret Pickle & Posh Cheddar Granary Sandwich, Avocado & Toms- Stone Baked Baguette, Smoked Salmon Protein Box Salad and a selection of freshly baked goods including Pret's best-selling croissants and cookies constitute the food menu and will bring to India Pret's classics without any additives to products. All freshly made food will be hand prepared in Pret's onsite kitchen daily and never held over to the next day.

"We are thrilled to be opening the first Pret A Manger shop in India. Freshness of ingredients, authenticity of recipes, and a curiosity in processes defines the new Indian consumer. Our partnership with Pret A Manger aims to tap into this curiosity with an offering that we can proudly say - ensures traceability of coffee beans as much as a zero additive approach to food." said **Darshan Mehta, MD, Reliance Brands Limited**. *"With a commitment to provide fresh, clean and sustainable offerings, customers in India can now enjoy the same exceptional food that has made Pret A Manger a beloved and successful chain around the world."*

Known for their 100% organic Arabica coffee, Pret's drinks menu offers a range of brews, including the classic Espresso. Some of the popular freshly brewed hot coffee options include the classic Espresso, Americano and Latte, along with a range of iced coffee options which are perfect for hot summer days. Additionally, customers can choose from a variety of non-dairy milk options such as almond, oat, and coconut to customize their coffee order at no extra cost.

Pano Christou, CEO of Pret A Manger, said: *"We have been working closely with the RBL team to create an offer for Indian consumers that reflects the Pret brand, while also adapting to local preferences and food habits. People will recognize some of our freshly prepared lunch-time classics, our delicious croissants and 100% organic Arabica coffee. Coming to India has been a goal of ours for a long time, and the opening of our first shop in Mumbai is a landmark moment in our international expansion plans. We're confident that with the support of RBL, the Pret brand will be a hit with consumers in India, and a welcome addition to the country's growing food-to-go market."*

In addition to the freshest menu offerings, the Pret shop will feature an adaptation of the “Emanating Star”, a central element of the Pret logo, with traditional Warli patterns and modern design elements representing Mumbai. Reflecting Pret’s commitment to support local craftsmanship, the artwork is conceptualized and created by Guerrilla Art and the Vayeda brothers using coffee as the base - symbolic of the fresh organic coffee served at Pret around the world commemorating the fusion of cultures by combining traditional Indian art with modern-day Pret aesthetics.

To celebrate its 1st opening Pret is hosting the freshest breakfast in town before it opens its doors to customers on the Morning of 21st April. It will have over a hundred food & brand lovers like actress Sara Ali Khan invited to enjoy their London breakfast right in the heart of Mumbai. Customers will have the opportunity to win complimentary goodies to match their excitement for the opening and a few lucky ones will also get the chance to join Pret for breakfast.

The new Pret A Manger store will be open all days of the week from 8:30am to 11.30pm.

Address: Pret A Manger, Maker Maxity Ground Floor, 3 North Avenue, Bandra Kurla Complex Rd, Mumbai - 400 051, Maharashtra

Email: customerservice@pretamanger.in

Instagram: pret.india

ABOUT RELIANCE BRANDS LIMITED

RBL is a subsidiary of Reliance Retail Ventures Ltd and began operations in 2007 with a mandate to launch and build global brands in luxury to premium segments across fashion and lifestyle.

Its current portfolio of brand partnerships comprises Armani Exchange, Bally, Bottega Veneta, Brooks Brothers, Burberry, Canali, Clarks, Coach, Diesel, Dune, EA7, Emporio Armani, Ermenegildo Zegna, G-Star Raw, Gas, Giorgio Armani, Hamleys, Hugo Boss, Hunkemoller, Iconix, Jimmy Choo, Kate Spade, La Martina, Lenscrafters, Manish Malhotra, Michael Kors, Mothercare, Muji, Paul & Shark, Paul Smith, Pottery Barn, Pottery Barn Kids, Pret A Manger, Raghavendra Rathore, Replay, Salvatore Ferragamo, Satya Paul, Steve Madden, Superdry, Scotch & Soda, Tiffany & Co., Tod’s, Tory Burch, Tumi, Valentino, Versace, Villeroy & Boch, and West Elm. RBL today operates 2,126 doors split into 868 stores and 1,258 shop-in-shops in India.

In the past five years, RBL has also invested in building and operating homegrown designer brands besides acquiring the iconic British toy retailer Hamleys. Globally Hamleys has 178 doors across 16 countries.

ABOUT PRET A MANGER

Pret A Manger opened in London in 1986. Pret’s sandwiches, salads and wraps are freshly made eachday in shop kitchens using quality ingredients. Pret currently has shops in the UK, US, Hong Kong, France, Dubai, Switzerland, Brussels, Singapore, and Germany.

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