

# PLAYBOY GROUP™

## Playboy Expands Global Footprint to India

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Playboy Enterprises has announced the expansion of its global consumer products business into India as part of a partnership with Jay Jay Iconic Brands, a leading fashion and lifestyle Company in India.

With a proven track record of successful brand extensions in more than 180 markets worldwide, Playboy now looks to India as it seeks to expand its international footprint and unleash the brand's lifestyle category offerings in the market. The Playboy and Jay Jay partnership was brokered by Ashish Saxena of MDR Brand Management.

"With Playboy's proven track record as a leading fashion and lifestyle brand in China, Japan, Korea and Taiwan, we are confident that expansion into India to meet the young Indian consumers' demand for streetwear fashion is the best next step in the evolution of our international roadmap," says Ben Kohn, chief executive officer, Playboy Enterprises. "We are enthusiastic about our partnership with Jay Jay Iconic Brands, who has demonstrated its ability to create exceptional shopping experiences for leading global brands."

The Playboy international portfolio has been flourishing for more than 25 years in several South Asian markets such as China and Japan. In particular, it has strategically targeted the millennial and gen-Z audiences across categories such as apparel, footwear, home textiles, eyewear and watches. Both teams are working closely to identify other exciting extension opportunities in key lifestyle categories including beauty and grooming, food and beverage and sexual wellness.

"Playboy is an amazing brand, rich in heritage and unique assets such as the Rabbit Head logo," says Dr. Rohit Malhotra, chief executive officer, Jay Jay Iconic Brands. "The Indian market today is dominated by consumers under the age of 35, who represent more than 65 percent of the country's total population and are driving India's significant online shopping growth. The Playboy brand's core values of playfulness and exploration resonate strongly with the expressed desires of today's younger millennial consumers. For us, Playboy was the perfect fit."