

ABFRL's Jaypore Unveils New Mumbai Store

Published on 29 Jan 2026 | By IFI Correspondent



Aditya Birla Fashion and Retail Limited (ABFRL), through its artisanal lifestyle brand **Jaypore**, has opened a new retail store in Mumbai as part of its expanding physical footprint in the country. The new outlet marks another significant step in Jaypore's ongoing strategy to strengthen its presence in key urban markets and bring India's craft heritage to more customers.

A New Retail Address in the City

The new Jaypore store spans approximately **1,037 square feet** and is located in Mumbai's bustling retail corridor. This latest store offers customers the opportunity to experience Jaypore's curated collection of handcrafted and artisanal products in person.

Blending Tradition with Contemporary Lifestyle

Jaypore is known for bringing together India's rich craft traditions with modern design sensibilities. The brand's collections include a wide range of ethnic apparel, handcrafted jewellery, home décor, accessories and lifestyle products that celebrate artisanal techniques like embroidery, block printing and handmade textiles. Each store is designed to provide an immersive shopping experience that highlights the story and craftsmanship behind every piece.

Part of a Larger Expansion Strategy

This Mumbai opening adds to Jaypore's growing network of retail stores across India. The brand, which was acquired by ABFRL and integrated into its ethnic wear portfolio, has been expanding steadily with flagship stores in major cities. Recent launches include outlets in Gurugram, Chandigarh, Hyderabad and Thane, affirming the company's commitment to deepen engagement with urban shoppers and craft enthusiasts.

About Jaypore and ABFRL

Founded with an ethos to preserve and promote India's artisanal heritage, Jaypore sources products from craft clusters across the country and blends traditional techniques with contemporary aesthetics. The brand operates both online and through brick-and-mortar stores, giving customers a multi-channel experience. As part of the ABFRL umbrella, Jaypore contributes to the fashion conglomerate's diverse portfolio of offerings that cater to a broad spectrum of lifestyle and ethnic fashion consumers.

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