



MEDIA RELEASE

Reliance Retail Acquires Priyanka Chopra Jonas's Anomaly, Accelerating Expansion of Its Beauty Portfolio

~ Acquires 'Anomaly' trademarks and digital assets to drive India and global growth ~

~ To accelerate Omnichannel scale-up across retail network and Tira ~

Mumbai (India), 30th April 2026: Reliance Retail Limited (RRL) today announced the acquisition of **Priyanka's** global haircare brand **Anomaly**, including its trademarks, brand assets, and digital properties. The acquisition marks a significant expansion of Reliance Retail's fast-growing beauty portfolio and reinforces its commitment to building and scaling high-growth consumer brands in India and globally.

Founded by the global actor and entrepreneur in 2021, Anomaly is a clean, vegan, high-performance haircare brand offered at an accessible price point. Since its inception, the brand has established a strong international presence with distribution across key global markets.

Through this acquisition, Reliance Retail brings full ownership of the brand's intellectual property and digital ecosystem into its portfolio, enabling it to scale Anomaly through its expansive retail network and omnichannel platforms. The move aligns with Reliance Retail's broader strategy to deepen its presence in the fast-growing beauty and personal care category, leveraging its offline footprint and digital commerce platforms, including Tira, to accelerate brand growth and enhance consumer accessibility.

Ms. Isha Ambani, Executive Director, Reliance Retail Ventures Limited, said, *"Bringing Anomaly into our portfolio marks a strategic step in expanding our basket of new-age, high-growth beauty brands. Anomaly's strong global positioning, clean formulation philosophy, and accessible pricing make it a compelling addition to our ecosystem. We see immense potential in collaborating with Priyanka to scale the brand in India by leveraging our omnichannel capabilities and deep consumer insights, while continuing to grow its international presence."*

Reliance Retail will focus on expanding Anomaly's brand equity and market share with India as a priority market. Innovation tailored to Indian hair and scalp needs will be a key driver, alongside strengthening product development and localized solutions. The brand will also continue to scale its international footprint across markets such as North America, United Kingdom, and the Middle East as part of its global growth journey.

Reliance Retail Limited

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Priyanka will continue to play an integral role in the brand’s evolution as Creative Director, driving innovation, brand vision, and product development. She said, *“This is a defining moment for Anomaly. What began as a deeply personal journey has grown into a brand with real purpose and global ambition, and Reliance Retail’s acquisition marks an exciting new chapter. Their scale, retail expertise, and commitment to innovation will allow us to bring Anomaly to far more consumers in India and around the world. I’m especially excited to be working alongside the inimitable Isha Ambani, whose leadership I value tremendously. In my new role as Creative Director, I remain deeply involved in guiding Anomaly’s evolution, ensuring we continue to grow and innovate while staying true to what we set out to build from the very beginning.”*

This strategic alignment underscores Reliance Retail’s continued focus on curating and scaling future-forward consumer brands within its beauty portfolio, while combining global brand equity with its market expertise, retail scale, and omnichannel capabilities to unlock the next phase of growth for Anomaly across India and international markets.

ABOUT RELIANCE RETAIL LIMITED (RRL):

Reliance Retail Limited is a subsidiary of Reliance Retail Ventures Limited (RRVL), the holding company of all the retail companies under the RIL (Reliance Industries Limited) group. RRVL, through its subsidiaries and affiliates, operates an integrated omni-channel network of 20160 stores and digital commerce platforms across Grocery, Consumer Electronics and Fashion & Lifestyle and Pharma diverse consumption baskets. RRVL has a registered customer base of over 387 million. RRVL reported a consolidated turnover of ₹ 3,70,026 crore and EBITDA of ₹ 27,033 crore for the year ended March 31, 2026.

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