

George at Asda expands ‘Sourcing as a Service’ partnership with PDS to new territories across EMEA

Under CSS Near East, PDS acquires the George@ Asda sourcing entity in Turkey

Feb. 20, 2024, Mumbai/London: PDS Limited, the global fashion infrastructure company has announced the expansion of its partnership with ‘George’, an exclusive fashion label of UK and Europe’s leading retail chain Asda across new territories. This new expansion will be under Collective Near East Sourcing Services (“CSS Near East”) within PDS and is implemented to hold an exclusive relationship with George at Asda.

PDS is acquiring the existing George@Asda sourcing operations in Turkey. As part of the acquisition the dedicated team and infrastructure based in Istanbul will provide “Sourcing as a Service” within the EMEA region for the clothing, footwear, and accessories categories. In our 20 years of fruitful collaboration, this is the second exclusive agreement between George@Asda and PDS, as PDS cemented an exclusive arrangement and dedicated operations in Dhaka, Bangladesh catering to clothing, footwear, and accessories sourced from Bangladesh and India in 2022.

Speaking on the expansion, **Pallak Seth, Executive Vice Chairman, PDS** “Based on the success of our partnership with CSS in Bangladesh and India, we have expanded our reach to Turkey with Collective Near East. We are highly confident that Collective Near East will prove to be beneficial for both our colleagues and suppliers associating with PDS. Our vision is to establish a forward-thinking, proactive, and world-class transparent sourcing service, seamlessly integrating with George’s objectives and ethos”.

Sanjay Jain, Group CEO, PDS added, “Being a global platform we provide customized solutions to leading brands/retailers. After a successful partnership with George and CSS over 18 months, we are expanding our service offerings into new territories. This expanded partnership has fortified our confidence in our longstanding alliance, as the George and PDS teams work together to deliver superior merchandise backed by our expertise in global fashion trends.”

Launched in 1989, ‘George’- a mass-market fashion label in the UK, is now sold in over 560 stores and through George.com, which is one of the fastest growing online fashion businesses serving over 800,000 customers a week. ‘George’ exclusively at Asda, UK’s leading supermarket chain, has helped to lead the changing face of British fashion over the past three decades and has become one of the largest fashion retailers in Great Britain.

About PDS Limited: (www.pdsltd.com)

PDS Limited is a global fashion infrastructure platform offering product development, sourcing, manufacturing, and distribution for major brands and retailers worldwide handling over \$1.5 billion of Gross Merchandise Value. The Company operates a vast global network covering over 60 offices in 22 countries, with over 3,900 employees and 6,800 factory associates worldwide. PDS also offers a bespoke end-to-end outsourcing solution, engaging dedicated talent and infrastructure as an extended arm of retailers and brands. The Company reported consolidated revenues of ₹10,577cr in FY23.

PDS is listed on leading stock exchanges in India, BSE Ltd. (Scrip Code: 538730) and the National Stock Exchange of India Ltd (Scrip Code: PDSL). Follow us on [LinkedIn](#)

PDS Limited

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