

Presenting



#PROUDLYABC

Enriching Lives. Winning As **ONE.**

Spring Summer 2026



#PROUDLYABC

Spring - Summer 2026

ABC Store is Aditya Birla Capital's work-life merchandise store. It brings the **#OneABC** identity into everyday life through thoughtful, modern gear designed for the way employees work, move, and live.

Each product is created to support real routines - commutes, workdays, travel, and the moments in between - enabling employees to express **#OneABC** pride, connection, and belonging in a warm, natural way. ABC Store represents the point where work-life meets ABC style - a simple, modern expression of what it means to be **#ProudlyABC**.



The EVP Collection

Inspired by our Employer Value Proposition, Enriching Lives. Winning as ONE, **The EVP Collection** celebrates what makes Aditya Birla Capital a meaningful place to grow and belong.

Designed for real work life moments, each piece reflects the five pillars of inclusion, learning, collaboration, service, and shared success that shape life at #OneABC.



Enriching Lives. Winning As **ONE.**

Whether used, worn, or gifted, these products allow employees to carry their pride into everyday routines in a warm and natural way.

The EVP Collection is a simple expression of how we show up as **#ProudlyABC.**





#ProudlyABC
Jacket
Rs. 1100



#ProudlyABC
Laptop Skin
Rs. 120



#ProudlyABC



#WinsONE
Enriching Lives. Winning As ONE.



ADITYA BIRLA CAPITAL
Enriching Lives. Winning As ONE.



#IncludeasONE
Enriching Lives. Winning As ONE.

#BuildasONE
Enriching Lives. Winning As ONE.



#LearnasONE
Enriching Lives. Winning As ONE.

EVP Pillars
Coasters
Rs. 580

EVP Pillars
Stickers
Rs. 60

#IncludeasONE



We listen to every **voice**, value different **perspectives**, and create a workplace where people feel **safe, supported, and included.**

#IncludeasONE
Water Bottle
Rs. 450

#IncludeasONE
Bag Charm
Rs. 60





#LearnasONE

We are **future first**.

We are consistently **evolving**
and **transforming**.

We expand our horizons of
ideas and influences.

#LearnasONE
Notebook
Rs. 250



#BuildasONE

#BuildasONE

#BuildasONE

We create, improve, and grow the organisation together, with shared ownership, collaboration, and responsibility.



#BuildasONE
Mousepad
Rs. 150



#BuildasONE
Unisex T-Shirt
Rs. 750

#ServeasONE

We become **leaders** and **role models**. We find new ways to **serve** and grow **each other**, our **community** and our **organization**.



#ServeasONE
Mug
Rs. 250

#ServeasONE
Pouch
Rs. 250



ABC
Store

#ProudlyABC



#WinasONE

We win when our
customers, partners,
community,
and **society** win.

We win when we fulfil
lives as **ONE Force.**



#WinasONE
Tote Bag
Rs. 350



#WinasONE
Laptop Sleeve
Rs. 670



ABC
Store

#ProudlyABC

SHOD



NOW!





ABC Store turns everyday gear into symbols of #OneABC connection and belonging. It reinforces our shared identity by making pride wearable, usable, and part of daily routine moments - across offices, regions, roles, teams, and partner and customer interactions.

For Leaders, this makes ABC Store a powerful tool to strengthen belonging, unify teams, build pride at scale, and elevate both the employee and channel experience. Whether you're welcoming new team members, celebrating milestones, energising your frontline, or representing ABC with partners and customers, ABC Store helps you bring the #OneABC spirit to life in ways that feel real, modern, and meaningful.

ABC Store gear reflects who we are, what we stand for, and the pride we share as one community.

**Choose gear that our people will use, love, and proudly carry.
Choose ABC Store.**

Reserve your Bulk Buys with Team ABC Employer Brand today.