



MTV and Pantaloons announce the Mumbai finalists for “MTV Pantaloons Style Superstars”

~ Famous TV actress Sana Saeed and popular MTV VJ Krissann Barretto judged the contest ~

Mumbai, November 20, 2018: Pantaloons, India's leading fast fashion destination from Aditya Birla Fashion and Retail Limited and MTV India along with Liva Fluid Fashion are on the look-out for India's next fashionista. The audition for “**MTV Pantaloons Style Superstars**” was held recently at **Infiniti Mall, Malad**.

MTV Pantaloons Style Superstars provides a platform for fashionistas to showcase their talent, flair for fashion and individual style quotient. Over 2000 contestants between the age group of 18-26 years participated in the Mumbai audition. **Famous TV actress Sana Saeed and popular MTV VJ Krissann Barretto** engaged with the participants and judged the contest.

Sagar Kadam, Kajal Rawat, Shah Rukh Khan, Sayyed Bari Imaam, Tejal Shinde, Priya Singh & Githika Rane, were selected as Mumbai's most stylish while, **Vaishnavi Shetye** was rewarded with LIVA Fluid superstar of Mumbai award. One of them will represent the city at the grand finale that is slated to be held later this year. They will also feature in the webisodes telecasted by MTV and rub shoulders with the who's who of music and fashion fraternity.

Ryan Fernandes, Head Marketing & E-Commerce, Pantaloons says “Music and fashion are the strongest pillars of youth culture; MTV Pantaloons Style Superstars is the perfect confluence of music and fashion. The youth of today is discerning and fashion conscious. MTV Pantaloons Style Superstars gives them an opportunity to express their individuality & distinct sense of style and brings to life Pantaloons brand proposition “**Style your Change**”.

About Pantaloons:

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has over 296 fashion destinations spread across 145+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.

Website: www.pantaloons.com

About Aditya Birla Fashion and Retail Limited:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.