

Pantaloons Celebrates Diwali with 'Doston Wali Diwali' Campaign

~The 360° campaign will be amplified across TV, print, outdoor, digital, radio~

Mumbai, 15th October, 2019: Pantaloons, India's leading fast fashion brand from **Aditya Birla Fashion and Retail Ltd.** gears up to celebrate the festival of lights with a heart-warming campaign '**Doston Wali Diwali**'. This thematic campaign is based on the premise that Diwali is always celebrated with loved ones and Pantaloons brings this custom to life by celebrating Diwali with friends who are like family. The 360° campaign is amplified across TV, print, outdoor, digital and radio. Additionally, all of the Pantaloons stores have come alive with festive themed windows.

Talking about the new campaign, **Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloons**, said, *"Diwali is one of the most important festivals across the country and it is the perfect occasion for Pantaloons to engage with our consumers and become more relevant in their lives as we celebrate with them. Diwali is an occasion when a lot people buy new clothes and as a fashion retail brand, it is important for us to strengthen our connection with consumers at this time. Our campaign '**Doston Wali Diwali**' re-enforces the celebratory mood and festive fervour as we present our rich ethnic collection that showcases the vibrant colours of Diwali. We are grateful to our consumers for the phenomenal response that we have received so far and we will continue to work towards creating enriching experiences that bring us closer to our consumers."*

Today, the youth from small towns move to bigger cities in pursuit of their dreams. As a result, they end up living away from their families. For them, friends are like family. Conceptualized by Ogilvy, the new commercial captures this insight beautifully with a story of friends who decide to celebrate the festival even before Diwali. The TVC showcases Pantaloons' new festive collection that is perfect for '**Doston Wali Diwali**'.

Sukesh Nayak, Chief Creative Officer, Ogilvy Mumbai said, *"This Diwali we decided to celebrate the lives of doston wali family. The story beautifully brings alive the brand's promise of partnering and styling the moments of change in the lives of our consumers."*

Pantaloons is constantly innovating designs, concepts and products by infusing the latest styles in its offerings. The latest Pantaloons Festive collection includes casual and ethnic dresses, brocade lehengas, printed and crop tops, festive kurtas, graphic tees, fashionable denims, smart chinos, printed shirts and lots more. Pantaloons, the stylish fashion destination, offers contemporary styles for men, women and kids as they as they head out to buy new clothes and accessories for the upcoming festive season.

Watch the TVC here: https://www.youtube.com/watch?v=IDKX_FeZsqc

pantaloons



You can shop all the latest styles online on: www.pantaloons.com

About Pantaloons:

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's favourite Fast Fashion Destination has 331 fashion destinations spread across 155+ 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.

Aditya Birla Fashion and Retail Ltd.:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18,000+ multi-brand outlets and 5,000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years.

Pantaloons is one of India's largest value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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