



Actress Kirti Kharbanda celebrates Diwali at Pantaloon's, Mantri Mall store

Bangalore, 16th October, 2019: Pantaloon's, India's leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. ushered in a celebratory mood at the beginning of the New Year for its consumers. To ring in the festivities, popular Actress Kirti Kharbanda visited the brand's Mantri Mall store in Bangalore and unveiled the festive collection designed for the auspicious festival.

Speaking on the occasion, **Ryan Fernandes, Head Marketing & E-Commerce, Pantaloon's** said, *"Pantaloon's is proud to celebrate the Indian culture in its' myriad forms. With Diwali just around the corner, we invite our consumers to partake in the festivities as we introduce our fabulous Diwali collection and exciting offers. Festivals are a quintessential part of Indian culture and are instrumental in bringing people together. Diwali is the perfect occasion for Pantaloon's to engage with our consumers and connect with them at an emotional level. 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 them."*

Pantaloon's is constantly innovating designs, concepts and products by infusing the latest styles in its offerings. The latest Pantaloon's 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. Pantaloon's, 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.

Pantaloon's, one of India's leading fast fashion brands has 331 fashion destinations spread across 155+ towns and 30 stores in Karnataka and a total of 90 stores across the five states in South India. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloon's 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.

The expansive store spread over 32,000 sq. ft., houses the stylish collection of casual wear, ethnic wear, formal wear, party wear and active wear for men, women and kids.

Festive offers at the stores in Karnataka, AP and Telangana:

Shopping at Pantaloon's is always exciting, shop for **Rs. 7999** and get a celebration card at **Rs. 499** to win one of the assured gifts like **LED TV, trolley bags and many more.**



About Pantaloon's:

Pantaloon's, 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, Pantaloon's 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.pantaloon's.com

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 18000+ multi-brand outlets and 5000+ 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.

Pantaloon's is one of India's largest fast 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.

For further information, please contact:

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