



Pantaloon's launches two new stores in Lucknow, Uttar Pradesh

Lucknow, 14th October, 2019: Pantaloon's, India's leading fast fashion brand from **Aditya Birla Fashion and Retail Ltd.** recently launched its two new stores in **City Mall and Umrao Mall, Lucknow, Uttar Pradesh**. The newly launched stores are spread over **8,500+ & 10,000+ sq.ft** respectively. The new stores have the latest festive collection and exciting inaugural offers.

Speaking on the occasion, **Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloon's**, *"With its' love for fashion & dressing up, Lucknow is an exciting market for Pantaloon's. We are happy to launch our 6th store in the city and 29th in the state .We have aggressive plans to expand our store network across India with a clear focus on making fashion more accessible to all parts of the country. Each one of our stores stands out as a fashion destination with a large number of exclusive fashion brands and many of India's well-known national brands."*

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 cities in the country with 29 stores in Uttar Pradesh. 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.

Festive offer in store:

Shopping at Pantaloon's is always exciting, shop for **Rs. 6000** and get a celebration scratch card at **Rs. 999** only to win one of the assured gifts **like Royal Enfield, LED TV, Microwave and many more.**

Store addresses:

City Mall, Vipul Khand – 4, Gomti Nagar, Lucknow

Umrao Mall, Plot No 752 Mahanagar, Nishatganj Bridge, Lucknow



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 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.

For further information, please contact:

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