

Pantaloons Celebrates the Pujo Rockstars this Pujo with its new campaign

~Celebrating the traditional festivities of Pujo with latest festive collection by Pantaloons ~

Mumbai, 20th September, 2019: Pantaloons, India's leading fast fashion brand from **Aditya Birla Fashion and Retail Ltd.** commemorated the homecoming of Goddess Durga by unveiling its new campaign 'Hello Pujo Rockstars'. This thematic campaign shows Pantaloons as a progressive brand that walks hand in hand with the go-getter spirit of today's youth. It is a 360° campaign with presence on TV, print, outdoor, digital, radio and in-store activation. Additionally, all of the Pantaloons stores have come alive with Pujo themed windows.

Talking about the new campaign, **Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloons**, said, *"Pujo is the most popular festival in West Bengal and the perfect medium for Pantaloons to engage with our consumers and become more relevant in their lives as we celebrate with them. We are grateful to our loyal consumers for the phenomenal response that we have received so far from West Bengal and we will continue to work towards creating enriching experiences that bring us closer to our consumers."*

Conceptualized by Ogilvy, the TVC showcases and celebrates the go-getter spirit of the youth today who go all out to achieve their dreams. The lead of the new story is an ambitious young girl who aspires to perform during the Pujo Ashtami celebrations. When faced with a setback she proves her metal and takes up the challenge to form her own destiny. The amplified festive fashion quotient as well as the upbeat music of the film is sure to resonate with the consumers.

Sukesh Nayak, Chief Creative Officer, Ogilvy Mumbai said, *"Bengal has always had a strong culture of music and arts. This is what inspired the story of an all-girls band that puts up a stellar performance for Pujo. It is a tribute to girl power which in a way is the essence of this festival."*

The Festive Collection has been curated in traditional red, white and gold palettes, especially for Pujo. It is crafted in the most exquisite fabrics adorned with prints and designs that compliment all the festivities. The collection includes *ghera* skirts in beautiful prints and embroideries, brocade and embellished tops, kurtas in an assortment of prints and fits, ethnic bottom wear ranging from metallic prints to voluminous *shararas* and ethnic dresses.

Watch the TVC here: <https://www.youtube.com/watch?v=FeoqC2zbgRk>

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

pantaloons



About Pantaloons:

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's favourite Fast Fashion Destination has 323 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.

Website: www.pantaloons.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 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 fast fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and selects mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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