



## **Pantaloon's launches 1<sup>st</sup> store in Warangal, Telangana**

~Popular actress Nidhhi Agerwal inaugurated the store~

**Warangal, 9<sup>th</sup> September, 2019:** Pantaloon's, India's leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. has launched a new store in Warangal, Telangana. The newly launched store is spread over 17,000 sq.ft. Popular actress Nidhhi Agerwal inaugurated the store, unveiled the latest festive collection and interacted with shoppers. The store was launched with an exciting inaugural offer.

Speaking on the occasion, **Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloon's** said *"The growth of the retail sector, supported by increasing consumer demand makes Warangal an exciting market for Pantaloon's. We are happy to launch first store in the city which will house a vast ensemble of latest fashion trends."*

He further added *"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. 'Style Your Change' being our guiding mantra – each one of our stores stands out as a fashion destination with a large number of exclusive fashion brands and some 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, ghera skirts, printed tops, asymmetrical kurtas, graphic tees, fashionable denims, smart chinos, printed shirts and lots more. Pantaloon's, the perfect fashion companion, offers contemporary styles for men, women and kids as they as they head out to buy new clothes and ornaments for the upcoming festive season.

Pantaloon's, one of India's leading fast fashion brands has 323 fashion destinations spread across 155+ towns and cities in the country with 24 stores in Telangana and a total of 85 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.

**New store address:** Nakkalagutta Main Road, Near Landmark Hotel, Hanamkonda, Telangana.

### **About Pantaloon's:**

Pantaloon's, 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, 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](http://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 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.

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.

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