

## BHILLAI GETS ITS FIRST FASHION RETAIL DESTINATION!



Bhilai, 29th November, 2013: Pantaloons, India's leading fashion and lifestyle apparel retail brand, has opened its first store in Bhilai. The new store is at Surya Treasure Island Mall, Bhilai a fashion shopping destination. Pantaloons offers a collection of more than a 100 prestigious brands and provides an incredible and complete one-stop shopping experience to its buyers.

The new store spreads across more than 23,000 sq. ft and will house a wide range of fashionable apparel and accessories. The fashion store will have something to offer for everyone - men, women and kids, making it a shopper's paradise.

Some of the major brands available at the store include ethnic wear from Rangmanch, Trishaa and Aakriti, contemporary western wear for men from Ajile, JM Sport, Bare and for women from Annabelle and Honey while the best from kids wear is from Chalk.

Also present are India's loved brand Peter England and other sought after brands such as Pepe, Spykar, Biba, Global Desi, 109 F, And, Turtle, Jealous 21, John Miller and Indigo Nation.

Apart from apparel, the store will also offer a wide range of stylish Handbags, Footwear, Watches, Sunglasses, Cosmetics and Fashion Accessories

The store has been uniquely designed to enable a hassle free shopping experience to its prestigious patrons. Well trained staff, plush ambience and most importantly spacious trial rooms have been conceptualized keeping in mind the customer's needs.

That's not all –the store will also launch Indians most preferred loyalty program –PAYBACK GREENCARD. PAYBACK GREENCARD is the only loyalty program in the country that offers points, discounts and privileges to its members. On being a 3 Star, 5 Star and 7 Star member one gets discounts of 3%, 5% and 7% respectively on all transactions. A unique benefit that only Pantaloons offers to its esteemed member. Members also earn PAYBACK points and enjoy several privileges including free shipping.

Commenting on the occasion of the opening, Mr. Shital Mehta, CEO, Pantaloon Fashion & Retail Ltd. said, "As a brand Pantaloon has always been committed to our promise of 'Fresh Fashion' translating to our apparel and accessories being visually appealing and fashionably upbeat. Our first store in Bhilai will cater to wide cross section of customers offering a large range of brands under one roof.

Customers in Bhilai are exposed to latest fashion trends and always look for something fresh. I am optimistic about the brand's performance in this market."

Further talking about Bhilai as a market he added, "Our presence here forms an important part of our growth strategy over the next few years."

Today, Pantaloon has 77 aesthetically designed stores across 39 cities and towns. The apparel retail giant is constantly extending its foot-prints into the rest of modern India.

Store Address

Surya Treasure Island Mall, Near Surya Vihar, Bhilai

Pantaloon Fashion & Retail Ltd.

Pantaloon Fashion & Retail Ltd. which was previously controlled by the Future Group has now been taken over by Aditya Birla Nuvo Limited (ABNL). ABNL is a part of the prestigious Aditya Birla Group, a \$40 billion Indian multinational.

The first Pantaloon store was launched in Gariahat, Kolkata in 1997. Today it has 77 aesthetically designed fashion stores across 39 cities and towns and company is constantly extending its foot-prints into the rest of modern India.

Pantaloon offers a collection of more than a 100 prestigious brands and provides an incredible and complete one-stop shopping experience to its buyers. The range caters to women, men and kids alike. The collection is all about trendy western and ethnic apparel for men, women and kids, complimented with an exhaustive range of accessories.