

Pantaloons opens its First Store in Dehradun

Dehradun, 13th November, 2013: Pantaloons, India's leading fashion and lifestyle apparel retail brand, has announced the opening of its first store in Dehradun. The new store is opening at Pacific Mall, Dehradun a premium 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 13,000 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 brands Peter England, Van Heusen and Allen Solly. Apart from apparel, the store will also offer a wide range of stylish handbags 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.

Commenting on the occasion of the opening, Mr. Shital Mehta, CEO, Pantaloons Fashion & Retail Ltd. said, *"As a brand, Pantaloons 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 Dehradun will cater to wide cross section of customers offering a large range of brands under one roof. Customers in Dehradun 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 Dehradun as a market he added, *"Our presence here forms an important part of our growth strategy over the next few years."*

Today, Pantaloons has 76 aesthetically designed stores across 38 cities and towns. The apparel retail giant is constantly extending its foot-prints into the rest of modern India.

Store Address

Pacific Mall, Lower Ground Floor, Rajpur Road, Dehradun, Uttranchal-248001.

About Pantaloons Fashion & Retail Ltd.

Pantaloons 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, operating in 36 countries across the globe with over 133,000 employees.

The first Pantaloons store was launched in Gariahat, Kolkata in 1997. Today it has 76 aesthetically designed fashion stores across 38 cities and towns and company is constantly extending its foot-prints into the rest of modern India.

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 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.