

## Aditya Birla Fashion and Retail Ltd.'s `Planet Fashion' launches 2<sup>nd</sup> store in Bhatinda

### ~Men walked the ramp at Planet Fashion's glittering fashion show~

**Bhatinda, December 3, 2016:** After receiving an overwhelming response for its first store, Planet Fashion, the multi-brand retail format today opened its second store in Bhatinda. The store is spread across 3200 sq. ft., and is located opposite Mittal Mall at Guniana Road.

The brand promises to be a one-stop shopping destination offering complete wardrobe solutions at the best prices. The store has trendy casuals and western formal wear for men and women. The store will showcase the latest collections of top-notch brands like Louis Philippe, Allen Solly, Van Heusen and Peter England.

Commenting on the occasion, **Rahul Jhamb, Brand Head, Planet Fashion-Madura F&L, Aditya Birla Fashion and Retail Limited** said, *"This is our tenth store in Punjab & Chandigarh region and the second one in Bhatinda. As part of our growth strategy, we have further plans to expand our network extensively in Tier 2 and Tier 3 cities with a clear focus on making fashion available for one and all."*

*"This Planet Fashion store is strategically located in the high fashion street area of Bhatinda and will cater to a wide variety of customers offering them solutions for all their shopping needs under one roof. Customers can choose from smart casuals to fashion formals, from business suits to ceremonial dressing and the presence of India's top notch brands under one roof will enable them to keep their individual style intact and yet be fun and fashionable,"* he further added.

The store will offer hand-picked collections ranging from casuals to formals to ceremonial dressing and will be a shopper's paradise for the fashion forward.

**This new store houses some of the most well-known national and international brands:**

**Brands in -store:** Louis Philippe, Van Heusen, Allen Solly, Peter England, Levi's, Octave, Monte Carlo

**Categories in-store:** Shirts, Trousers, Jeans, Suits, Blazers, Jackets, Sweaters & T-shirts

**Store Address:** Planet Fashion, Adjoining Sagar Ratna, Opposite Mittal Mall, Guniana Road, Bhatinda

The official launch of the store was followed by a fashion show where the city's best models were seen walking the ramp wearing the latest collections of brands that will be housed in the store.

**About Planet Fashion:**

Planet Fashion is a noted global retail clothing brand from Aditya Birla Group's retail store enterprise – ABFRL. Launched in 2001, Planet Fashion houses top-notch brands like Louis Philippe, Allen Solly, Peter England and Van Heusen. With an exquisite offering that caters to today's discerning men and women, Planet Fashion aims to bring fashionable clothing, choice and convenience to everyone at one platform to offer a complete wardrobe solution for all their needs. The multi-brand outlet also has a tie-up with Levi's for denim, Monte Carlo for winter wear and Van Heusen for innerwear. From suits, shirts, denims to knits and accessories, one can find an ensemble for all wardrobe requirements.

**About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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