

PANTALOONS pays tribute to the woman of today with exclusive retail format `Pantaloons Woman'

Leading Actress Riya Sen launches `Pantaloons Woman' in Howrah

Howrah / Kolkata, 11th August, 2016: Pantaloons, one of India's leading fashion and lifestyle retail formats, extended its shopping experience in Howrah with the launch of a new retail format '**Pantaloons Woman**', exclusively for its women customers. The store is spread across 3000 sq. ft., and is located at Dobson road. '**Pantaloons Woman**' promises to be one of the most sought after, one-stop shopping destinations for women from every walk of life, spanning across working professionals to entrepreneurs, and home makers to students.

Commenting on the occasion, Mr. Shital Mehta, CEO - Pantaloons, Aditya Birla Fashion and Retail Limited said, "The newly launched `Pantaloons Woman' is a tribute to the woman of today who is fashion conscious and trendy. This store is sure to make every Indian woman fall in love with fashion."

The new format store 'Pantaloons Woman' will have something to offer every woman, making it a shopper's paradise. The store has trendy western and ethnic apparel along with a wide range of footwear, handbags, fashion jewellery and accessories.

Pantaloons offers complete ensemble solutions for every occasion. 'Pantaloons Woman' houses some of the most well-known national and international brands:

Ethnic Wear Brands include:

Rangmanch - Mix-n-Match Ethnic wear | **Trishaa** – Elegant ethnic sets | **Akkriti** – Indo-western wear

Western Wear Brands include:

Izabel London – Day glamour & easy evening western wear | **Annabelle** – 9 to 9 fashion

Honey - Peppy casual wear | **SF Jeans** - Rock star inspired denims | **Bare Denim** – Jeans wear brand

The store was launched by the gorgeous actress Riya Sen, who strolled through the store and fell in love with Pantaloons' fabulous collection of dresses, Bohemian-inspired ethnic fusion wear, long line tunics, statement tees, waterfall capes and fashion denim. Her favorite pick was a chic ensemble from Honey and SF Jeans.

Store Address: 49, Dobson Road, Near Howrah A.C. Market, Howrah

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of India's largest and fastest growing big box fashion retailers. Constantly innovating designs, concepts and products by infusing the latest trends in fashion and clothing styles, Pantaloons has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

The first Pantaloons store was launched in Kolkata in 1997. Over the years, the brand has undergone an evolution process to bring to life compelling trends and styles catering to every fashion need for women, men and kids. Currently, Pantaloons has a chain of 150 fashion stores across 77 cities.

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.



