



PRESS RELEASE

Pantaloons, India's No. 1 Women's Wear Retailer signs exclusive deal with British Brand 'Izabel London'

UK high street brand 'Izabel London' marks its foray into the country across 145 Pantaloons stores

Mumbai, 23rd June, 2016: Pantaloons, a division of Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited) ("*Pantaloons*"), India's No 1 Women's Wear retailer added yet another international brand Izabel London to its rich portfolio of exclusive brands. Pantaloons is amongst the leading fashion retailers in the country with a host of leading Indian and international brands as part of its portfolio.

Izabel London is a contemporary women's western wear brand from London. The brand is available in most of the major UK high street department stores and leading retail chains such as Debenhams, Dorothy Perkins, House of Fraser and many more. It has a growing consumer base with availability in 500+ points of sale within the UK. It is also rapidly expanding across Europe, Asia and the Pacific region with 1000+ points of sale globally.

Speaking on the launch of Izabel London in Pantaloons, Mr. Shital Mehta, CEO – Pantaloons said, "Pantaloons is one of the most popular destinations for women's wear. The women's wear segment is growing rapidly and contributes to a very large part of the overall business share. Our intent behind introducing 'Izabel London' to our women consumers is to create exciting moments for them to shop at our Pantaloons stores."

He further added, "We are delighted to offer Izabel London to our consumers with international designs at Wow prices. With 200+ styles as part of the SS16 launch, the brand has already won the hearts of women consumers."

Izabel London is a multifaceted brand with a wide range of ensembles ranging from day glamour to easy evening wear. The collection has a superb mix of smart dresses, easy tunics, shrugs, chic palazzos and maxi dresses – a must-have wardrobe for every fashion loving woman. Izabel London's easy flowing dresses and tunics have been infused with 'Liva' fabric that adds softness and fluidity, making the garments more comfortable and fun to flaunt.

The collection from Izabel London showcases eclectic collections such as 'Road to Divinity' and 'Indigo Rush'. '**Road to Divinity**' is inspired from Morocco with its rich history of architecture. Furthermore, '**Indigo Rush**' takes its inspiration from the Middle East 'Arabic' influences of blues and indigos.

With 'Wow fashion at Wow Prices', Izabel London is attractively priced. Izabel London will be available in 145 Pantaloons stores across the country.

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited) is one 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 145 fashion stores across 76 cities.

About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged 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 (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. **Pure Play** Fashion Lifestyle entity, growing at a rate in excess of **25 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, **in addition to 2,100+** exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than **13.5** million loyalty members as of **March '16**, ABFRL has a strong bouquet of loyalty programmes in India.

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