



## **PANTALOONS, India's No.1 Family Fashion Destination opens `Pantaloons Kids' at Jabalpur**

*Children of Jabalpur get Big Dreams, Small Prices with Pantaloons Kids*

**Jabalpur, 29<sup>th</sup> July, 2016:** Pantaloons, one of India's leading fashion and lifestyle retail formats with 149 fashion destinations across the country, launched its exclusive kids' format – 'Pantaloons Kids' in the city. Located at South Avenue Mall, Narmada Road, Polipather, the store promises to be one of the most sought after, one-stop shopping destinations for kids offering – 'WOW FASHION AT WOW PRICES'.

**Commenting on the occasion, Mr Shital Mehta, CEO – Pantaloons, Aditya Birla Fashion and Retail Limited said, "Today's children are very style conscious, moreover parents also want their children to look their best at all times. Pantaloons Kids will provide an exciting collection at unbelievable prices. Pantaloons Kids is a tribute to the children of today from India's favourite family fashion destination."**

The new store is spread across 1710 sq.ft. and caters to every fashion need of kids right from newborns to teenagers (0 -14 yrs), for both boys and girls. The collection comprises of dresses, denims, t-shirts, polos, shorts and leggings for infants, toddlers and juniors, along with an exciting range of footwear.

Warm up to great fashion at cool prices at the Pantaloons Kids store. Mentioned below is an age-wise classification of brands along with the starting prices:

- For Infants (0-2 yrs) the Chirpie Pie collection starts at Rs.149
- For Toddlers (2-7 yrs) the Chalk and Toonz Collection starts at Rs.199
- For Juniors (7-14 yrs) the Poppers and Bare Kids collection starts at Rs.249

The store experience is a wonderland for kids transporting them to a land of bright colours and fun designs. From the special kids entrance to interactive and engaging mirrors; from mother and child friendly trial rooms to 'Magic box carry bag shooters' at the cash counter. Pantaloons Kids ensures that children are delighted and feel special every step of the way.

### **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 149 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

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points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

**Media RSVP**