



Pantaloon's, India's most trusted Family Fashion Retailer comes to Bhadrak in Odisha

~Pantaloon's brings Wow Fashion at Wow Prices from Rs. 99 – Rs. 999 ~

Bhadrak, 10th February, 2017: Pantaloon's, one of India's leading fashion and lifestyle retail format, from Aditya Birla Fashion and Retail Limited launched its first store in the Bhadrak, Odisha. Located at Bypass Chowk in Bhadrak the store promises to be one of the most sought after, one-stop shopping destination offering – WOW FASHION AT WOW PRICES from Rs.99 - Rs.999.

The new fashion store is spread across 6500 Sq.ft and will have something to offer for everyone – men, women and kids, making it a shopper's paradise. Pantaloon's offers 100+ well-known brands providing a unique shopping experience to its customers. The store has trendy apparel and footwear for men, women and kids, fashion accessories for men and women and handbags and fashion jewellery for women. In short, Pantaloon's offers complete ensemble solutions for every occasion.

Commenting on the occasion, **Mr. Shital Mehta, CEO – Pantaloon's, Aditya Birla Fashion and Retail Limited** said, "Our 1st store in Bhadrak will cater to wide cross section of customers offering –WOW FASHION AT WOW PRICES. Our trendy apparel and fashionably upbeat accessories are sure to make our customers fall in love with fashion."

He further commented "Apart from top metros, we plan to expand our network extensively across metros, tier-2 and tier-3 cities with a clear focus of making fashion accessible to all the nooks and corners of the country. In love with Life, In love with Fashion being our guiding mantra – each one of our stores stands out as a fashion destination with a large number of exclusive fashion brands apart from some of India's most well-known fashion brands. Men, Women and Kids can look forward to an exciting shopping experience at our stores that is high on fashion and at affordable prices."

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

Men: SF Jeans, Bare Denim, JM Sport, RIG, Byford, Bare Leisure, John Miler, Richard Parker, Turtle and Indus Route

Women: Rangmanch, Akkriti, Trishaa, Bare Denim and Honey

Kids: Chalk, Bare and Poppers

You can enjoy shopping at Pantaloon's with:

For Men: T-shirts start at Rs.249/-, Casual shirts start at Rs.699/-, Formal shirts start at Rs.799/-, Trousers start at Rs.999/- and Denims start at Rs.799/-.

For Women: Western Tops start at Rs.199/-, Bottom Wear starts at Rs.399/-, Denims start at Rs. 799/- , Women's Kurtis start at Rs.499/-and Fashion ethnics start at Rs. 699/-.

Kid's Wear starts at Rs.299/-

Footwear is available at delightful prices starting from Rs. 499/-

Handbags starts at Rs 149 while **Fashion Jewellery** starts at Rs. 99/-

The store was inaugurated by the gorgeous Ollywood actress Archita Sahu who fell in love with the collection as she walked through the new store.



Store Address: Pantaloon's, Commercial Point, Mouza Mathsahi, Plot#2802, Dahani Gadia, Chhapulia, Bye Pass Road

About Pantaloon's

Pantaloon's, 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, Pantaloon's has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

The first Pantaloon's 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.

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 Pantaloon's 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.

For further information, please contact:

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