

## PANTALOONS LAUNCHES ITS FIRST STORE IN MEERUT

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Pantaloon launches its first store in Meerut

With 87 stores across the country, Pantaloon looks to expand its reach in Metros and Mini Metros

Pantaloon, one of India's leading fashion and lifestyle retail format, launched its first store in the city. Located on the Upper- ground and ground floor of Shopprix Mall, the store promises to be one of the most sought after, one-stop shopping destination.

The new fashion store is spread across 16000 sq ft and will have something to offer for everyone – men, women and kids, making it a shopper's paradise. Pantaloon offers 100+ prestigious brands providing a unique shopping experience to its customers. With trendy western and ethnic apparel for men, women and kids along with a wide range of footwear, fashion accessories and handbags for women, Pantaloon offers complete ensemble solutions for every occasion.

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

For Men: Bare, Ajile, Byford, RIG, John Miller, V.Dot, Lee Cooper, Levis, SF Jeans, Lombard, F- Factor, Alto Moda & Bare Leisure

For Women: Rangmanch, Trishaa, Akkriti, Annabelle, Honey, Candies, RIG, BIBA, Global Desi, Zinc, Ajile & Alto Moda

For Kids: Chalk, Poppers, Bare Kids & Chirpie Pie.

Commenting on the occasion Mr. Shital Mehta, CEO, Pantaloon Fashion & Retail Ltd. said, "Our 1st store in Meerut will cater to wide cross section of customers offering large range of brands under one roof. Our trendy apparel and fashionably upbeat accessories are sure to make our customers fall in love with fashion.

"This store will also feature newly introduced brands such as Candies and SF Jeans. Candies from New York, is for young ladies who like to flaunt their style whereas SF Jeans (San Frisco Jeans Co.) offers the latest edgy attitude in jeans wear for young men and women."

He further commented "Apart from top metros, we plan to expand our network extensively across 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 no of exclusive fashion brands apart from some of India's most well known fashion brands."

Store address: Pantaloon Fashion Retail Limited, Anchor 2, Upper Ground & Ground Floor, Shopprix Mall, Sports Goods complex, Major DC Nagar, Hapur bye-pass, Delhi – Meerut Highway, Uttar Pradesh

## About Pantaloons Fashion & Retail Ltd.:

Pantaloons Fashion & Retail Ltd. is a subsidiary of Aditya Birla Nuvo Ltd. Aditya Birla Nuvo is a USD 4 billion conglomerate operating in the services and the manufacturing sectors, where it commands a leadership position. Its service sector businesses include Financial Services (Life Insurance, Asset Management, NBFC, Private Equity, Broking, Wealth Management and general insurance advisory), Fashion & Lifestyle (Branded apparels & Textiles), and Telecom. Its manufacturing businesses comprise of the Agri, Rayon and Insulators businesses.

Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 40 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of over 120,000 employees belonging to 42 nationalities and derives more than 50% of its revenue from its overseas operations.

Spotlighting today's buoyant youth, Pantaloons, India's most loved retail brand offers chic and trendy fashion to make every customer's wardrobe fashionably updated. With a plethora of choices across exclusive brands, the design philosophy is par excellence giving way to innovative silhouettes and playful styles.

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 needs across women, men and kids. Currently we are a chain of 87 fashion stores across 43 cities.

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