

PANTALOONS LAUNCHES ITS FIRST STORE IN MUZAFFARNAGAR

14th December 2014

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With 89 stores across the country, Pantaloon looks to expand its reach in North India

Muzaffarnagar, 14th December, 2014: Pantaloon, one of India's leading fashion and lifestyle retail format, launched its first store in the city. The newly launched Pantaloon store is on the ground Floor of ASJ Grand Plaza located at Bhopa Road, Muzaffarnagar.

The new fashion store is spread across 14,000 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 fashion accessories, watches, sunglasses, cosmetics and handbags. Pantaloon offers complete ensemble solutions for every occasion.

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

For Men: Bare, Ajile, RIG, John Miller, Lee Cooper, Levis, SF Jeans, Lombard, F- Factor, Alto Moda, Bare Leisure, Allen Solly, Louis Philippe, JM Sport & Peter England.

For Women: Rangmanch, Trishaa, Akkriti, Annabelle, Honey, Bare Denim, Candies, RIG, BIBA, AND, Global Desi, Ajile, Alto Moda, Jealous 21, SF Jeans & 109 F.

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

These brands are available at delightful prices:-

For Men: T-shirt's start at Rs.299/-, Shirts starting at Rs.899/-, Trousers start at Rs.1199/- and Denim start at Rs.1099/-.

For Women: Western Top Wear start at Rs.249/-, Bottom Wear start at Rs.599/- and Women's Kurtis start at Rs.599/-

Kid's Wear starts at Rs.199/-

Commenting on the occasion Mr. Shital Mehta, CEO, Pantaloon Fashion & Retail Ltd. said, "Our 1st store in Muzaffarnagar 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 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 no of exclusive fashion brands apart from some of India's most well known fashion brands.”

Store address: Pantaloons Fashion Retail Limited, Ground Floor, ASJ Grand Plaza Mall, Bhopa Road, Muzaffarnagar, 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 4.75 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 89 fashion stores across 45 cities.