

PANTALOONS LAUNCHES 'WOMAN'S WEDNESDAY' IN CHANDIGARH



-A day dedicated for women to revel, indulge & pamper themselves-

Pantaloons, the newly acquired business by The Aditya Birla Group, one of India's leading international conglomerates is a powerhouse of fresh fashion and innovation. Pantaloons cater to the discerning and trendy Indian consumer.

Pantaloons apparels spell comfort and elegance, combined with a 'freshness' that is unparalleled. The styles cover a gamut of ready-to-wear western and ethnic apparel for men, women and kids, in addition to accessories and exotic fragrances. With a strong national presence in 77 exclusive stores across 38 locations in the country, Pantaloons houses over 100 leading brands.

Women's Wednesday was conceptualised to celebrate young fashionistas and to give them an opportunity to have fun while the mid week woes bear on them. "Revel, indulge, pamper..." sums up what Woman's Wednesday has to offer. The weeks to come will see select Pantaloons stores come alive to Woman's Wednesday celebrations every first Wednesday of the month. Right from professional advice from style advisors, to do-it-yourself makeup and styling workshops, Woman's Wednesday will be an action packed stylish affair. Women can also turn up with their gang of girls and have an evening of fun and games at Pantaloons. The thought behind 'Woman's Wednesday' was to give women more reason to indulge themselves at a Pantaloons store near them.

The property saw a grand launch by Ex-Miss India and Bollywood beauty, Gul Panag at Mumbai. Pantaloons is also creating a 12 page calendar in association with Cosmopolitan that will feature stylish, quirky, expressive young girls attired in Pantaloons apparel from different walks of life. Entries have been invited from Pantaloons stores across the country. Entries will be shortlisted and 12 lucky girls will get a once in a lifetime opportunity to feature in this Calendar.

Commenting on the occasion of the launch, Shital Mehta, CEO Pantaloons Fashion & Retail said "Pantaloons focuses on customer delight and nurturing fashion sensibilities. 'Woman's Wednesday' is one more fashion step in that direction. This marketing initiative is aimed at engaging with every young woman customer and thereby encourages her to express herself

through the way she styles herself and fashionably looks at her wardrobe. We aim to strengthen our dedication towards our consumers by providing the best of what Pantaloons has to offer."

About Pantaloons Fashion & Retail Ltd.

Pantaloons Fashion & Retail Ltd. is part of the prestigious Aditya Birla Group, a \$40 billion Indian multinational, operating in 36 countries across the globe with over 133,000 employees.

The first Pantaloons store was launched in Gariahat, Kolkata in 1997. Today it has 77 aesthetically designed fashion stores across 38 cities and towns and company is constantly extending its foot-print into the rest of modern India.

Pantaloons offers a collection of more than a 100 prestigious brands and provides an incredible and complete one-stop shopping experience to its buyers. The range caters to women, men and kids alike. The collection is all about ready-to-wear western and ethnic apparel for men, women and kids, complimented with an delightful range of accessories.

About Cosmopolitan India

Cosmopolitan is the world's largest-selling magazine, the ultimate market leader with 200 million readers in over 100 countries around the world! Cosmo India was the first international women's magazine to enter India, and has maintained its position as urban India's market leader.

Cosmo is so iconic, so loved, so powerful as a brand, it is actually referred to as the 'young woman's bible'.

Cosmo India covers everything a young woman wants to know about—relationships, fashion, beauty, and sex! In addition, the magazine aims to empower women, and does so with a monthly dose of 'confidence-boosting' articles and career advice and insights.

For further information, contact:

Mumbai: Janet Arole | Head – Corporate Communications Apparel & Retail Business, The Aditya Birla Group Email - janet.arole@adityabirla.com

Bangalore: Radhika | radhika.patel@mediamoments.in 0973 8007 755