

PANTALOONS OPENS ITS 1ST STORE AT HUBLI



Pantaloon's, India's premier Retail Fashion Destination opens its 1ST store at Hubli

Hubli, 22nd March 2014: Pantaloon's, one of India's leading fashion and lifestyle retail format, launched its first store in the city. Located on the ground floor of Urban Oasis Mall, the store promises to be one of the most sought after, one-stop shopping destination.

The new fashion store is spread across 18,500 sq ft and will have something to offer for everyone – men, women and kids, making it a shopper's paradise. Pantaloon's 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 jewellery and handbags for women, Pantaloon's offers complete ensemble solutions for every occasion.

The launch saw a spectacular fashion show to showcase the new Spring Summer 14 Collection created by Pantaloon's Design Studio with leading in-house designers of the country.

Furthermore, Pantaloon's launched three new brands exclusively for men, plus size individuals and infants. These brands include Byford, a British country inspired sport lifestyle apparel brand for men; Alto Moda targeting plus sized individuals both men and women and Chirpie Pie, created exclusively for infants between the age group 03-24 months.

Pantaloon's most successful in-house brands such as Rangmanch, Trishaa, Aakriti, Ajile, JM Sport, Lombard, RIG, Bare, Annabelle, Honey and Chalk will be available at the store. Also present are India's loved brands - Van Heusen, Allen Solly and Peter England.

Commenting on the occasion Mr. Shital Mehta, CEO, Pantaloon's Fashion & Retail Ltd. said, "Our 1st store in Hubli 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."

He further commented “We plan to expand our network extensively while targeting metros as well reaching out to tier 2 cities. Our focus will continue to grow our in-house brands and create additional excitement around them”.

That's not all – Pantaloons most preferred loyalty program –PAYBACK GREENCARD is the only loyalty program in the country that offers points, discounts and privileges to its members. On being a 3 Star, 5 Star and 7 Star member one gets discounts of 3%, 5% and 7% respectively, a unique benefit that only Pantaloons offers to its esteemed members.

Store address: Pantaloons, Urban Oasis Mall, Ground floor, Gokul Road, Hubli.

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), Telecom, and IT-ITeS. Its manufacturing businesses comprise of the Agri, Rayon and Insulators businesses.

Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 42 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of over 136,000 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 81 fashion stores across 40 cities and towns.