

PANTALOONS OPENS ITS 6TH STORE IN BANGALORE



Pantaloons, India's premier Retail Fashion Destination opens its 6th store in Bangalore

Bangalore, 1st March 2014:Pantaloons, one of India's leading fashion and lifestyle retail format, launched its Flagship store in the city. Located on Mahatma Gandhi Road, it is the 6th store in Bangalore and promises to be one of the most sought after, one-stop shopping destination.

The new fashion store is spread across 17,000 sq ft and will have something to offer for everyone – men, women and kids, making it a shopper's paradise. Pantaloons 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, Pantaloons offers complete ensemble solutions for every occasion.

The launch saw a spectacular fashion show to showcase the new Spring Summer 14 Collection choreographed by none other than Sheetal Sharma, Bangalore's leading Social Diva. The Spring Summer 14 Collection has been created by Pantaloons Design Studio with 200+ leading in-house designers of the country.

Furthermore, Pantaloons launched three new private brands exclusively for men, infants and plus size individuals. These brands include Byford, a British Country Inspired Sport Lifestyle Brand for men originating from London. While Alto Moda targets plus sized individuals. Chirpie Pie is created exclusively for infants in the age group 3-24 months.

Pantaloons 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 now available in Pantaloons stores.

Commenting on the occasion Mr. Shital Mehta, CEO, Pantaloons Fashion & Retail Ltd. said, "Our 6th store in Bangalore 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 gaining good traction. 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: 52 M.G. Road, Jogupalya, Near M.G. Road Metro Station.

p> About Pantaloons Fashion & Retail Ltd.:

Pantaloons Fashion & Retail Ltd. is a subsidiary of Aditya Birla Nuvo Limited (ABNL). ABNL is in turn 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 79 aesthetically designed fashion stores across 38 cities and towns and company is constantly extending its foot-prints 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 includes western and ethnic as well as casual and formal apparel for men, women and kids, complimented with an exhaustive range of accessories.