

PANTALOONS OPENS ITS FIRST FLAGSHIP STORE IN CHANDIGARH



Chandigarh, 31st May 2013: Pantaloons, India's leading lifestyle apparel retail brand, has announced the opening of its first flagship store in Chandigarh. The brand is opening its new store in Elante Mall, Chandigarh's largest mall and a premium shopping destination. 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 new store spreads across more than 25,000 sq. ft and will house a wide range of ready to wear fashionable clothes and accessories. The fashion store will have something to offer to everyone - men, women and kids, making it a shopper's paradise. Some of the major brands available at the store include John Miller, Indigo Nation, Lee Cooper, Rig, AND, 109F, Trishaa, Aakriti, Biba, Bare Kids among others. Apart from apparels, the store will also offer a huge range of fashion jewellery to its customers.

The store has been uniquely designed to enable a hassle free shopping experience to its prestigious patrons. Well trained staff, clean environment and most importantly spacious trial rooms have been developed keeping in mind the customer's requirement.

Commenting on the occasion of the opening, Mr. Shital Mehta, CEO, Pantaloons Fashion & Retail Ltd. said, "As a brand Pantaloons has always focussed on giving shoppers the 'newness factor' through fashion apparel and accessories that are visually appealing and fashionably upbeat. Our flagship store in Chandigarh will cater to wide cross section of customers offering a large range of brands under one roof. Customers in Chandigarh are exposed to latest fashion trends and always look for something fresh. I am optimistic about the brand's performance in this market, since we aim to address the existing need gap in the current scenario."

Further talking about Chandigarh as a market he added, "Chandigarh is among the fastest growing retail markets in the country. Our presence here forms an important part of our growth strategy over the next few years."

Today, Pantaloons has 71 aesthetically designed stores across 35 cities and towns. The apparel retail giant is constantly extending its foot-prints into the rest of modern India. The opening of the first flagship store in Chandigarh marks the emerging foothold of Pantaloons in northern India, which is an important region for the national retail brand.

Store Address

Elante Mall,

Chandigarh Industrial Area - Phase 1, Chandigarh

About Pantaloons Fashion & Retail Ltd.

Pantaloons Fashion & Retail Ltd. which was previously controlled by the Future Group has now been taken over by Aditya Birla Nuvo Limited (ABNL). ABNL is a 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 71 aesthetically designed fashion stores across 35 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 is all about ready-to-wear western and ethnic apparel for men, women and kids, complimented with an exhaustive range of accessories.