

PANTALOONS VOTED INDIA'S NO. 1 TRUSTED APPAREL RETAILER
FOR 2013

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We are delighted to share that Pantaloons has been voted as India's No. 1 trusted Apparel Retailer for 2013 by The Economics Times' Brand Equity.

Brand Equity
(The Brand Trust Report,
India Study - 2013)

Our CEO Shital Mehta is delighted. "At Pantaloons, we strive to offer fresh fashion and more to our customers. And I am delighted that our consumers recognize this fact and trust us so deeply. On our part, we will continue to build on this trust by providing high quality and innovative merchandise to them."

The Most Trusted Brands is an annual, independent nationwide survey conducted for The Economic Times' Brand Equity, that identifies brands which possess that most special ingredient - the consumer's trust. Conducted by Nielsen, it is among the largest research project of its kind in India. This year, it covered a design sample of 7,200 across socio-economic classifications, age, income, and geography.