

**PANTALOONS: THE EXCLUSIVE FASHION PARTNER OF BOLLYWOOD'S  
HOTTEST FILM OF THE YEAR 'BANG BANG!' STARRING HRITHIK  
ROSHAN AND KATRINA KAIF**

20th September 2014

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Sport the looks of Hrithik Roshan & Katrina Kaif with the launch of Bang Bang movie inspired Pantaloons Limited Edition Collection

Mumbai, 20th September 2014: Pantaloons, India's leading fashion and lifestyle retail format, the exclusive fashion partner of Bang Bang movie that releases on October 2, launched their latest limited edition collection inspired by the highly anticipated Bollywood movie. The launch saw the city's top models sporting the Bang-Bang Inspired Limited Edition Pantaloons Collection. Hrithik Roshan and Katrina Kaif, also graced the event by their presence.

The Bang-Bang line, filled with dynamism and energy, translates the style statement of the characters played by the iconic pair in the movie. The men's line inspired by Bang Bang has sleeveless t-shirts, burn outs and Aztec prints dominating the collection, camo denims are the shining stars of the denim range. This limited edition range will be available in over 60 variants in menswear.

The woman's Bang Bang collection is a mix of party and bling with palazzos and dresses being the highlights. The collection features a lot of lace and embellishments. The women's range is available across 30 options and 25 unique designs and styles.

Commenting on the occasion, Mr. Shital Mehta, CEO, Pantaloons Fashion & Retail Ltd. said, "Pantaloons has stayed true to its mantra - In Love with Life, In Love with Fashion. Bollywood being the single largest inspiration when it comes to the fashion-aspirations, our association with Bang-Bang as a fashion partner reinforces our commitment to provide our customers with the latest fashion-trends and styles. The Bang- Bang inspired line is a limited edition collection available across Pantaloons stores. This exclusive range features newly introduced brands such as Candies and SF Jeans. Candies from New York, is for young ladies who like to flaunt their style whereas SF Jeans (San Frisco Jeans Co.) offers the latest edgy attitude in jeans wear for young men and women."

Bang Bang, the most awaited action romantic film of 2014, is directed by Siddharth Anand and produced by Fox Star Studios. The film is scheduled to release worldwide on October 2, 2014 in three different languages Hindi, Tamil and Telugu.

According to Shikha Kapur, Fox Star Studios, "Style and fashion is an inherent part of Bang Bang. The look is of urban sophistication and class, and the lead characters exude a sense of style that is both fashion-forward and aspirational. We are delighted that Pantaloons, as the exclusive fashion partner of the film, has managed to translate the same energy and style in

their Bang Bang collection, and created a line which is trendy and dynamic. We hope that through this collection, we take fans a step closer to their favourite stars and reach out to them in ways that extend beyond just the film."

Pantaloons, a brand that spells comfort and style that is combined with unique 'freshness', truly proves that they house an exciting, holistic and fashion forward collection. Apart from this exclusive line, it covers a gamut of ready-to-wear western and ethnic apparel for men, women and kids, in addition to accessories and exotic fragrances. The Brand enjoys a strong national presence in 85 exclusive stores across 44 cities.

The Limited Edition Bang-Bang inspired collection starts from Rs. 699/- available in SF Jeans, RIG and Ajile and Candies.

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

Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 40 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of over 120,000 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 85 fashion stores across 44 cities.

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