

PANTALOONS PRESENTS JUNIOR FASHION ICON FOR THE SECOND CONSECUTIVE YEAR

Four Kids from Vadodara Presented with title of Pantaloons Junior Fashion Icon

Vadodara, June 3, 2016: *Pantaloons*, India's most loved family fashion destination presents Pantaloons Junior Fashion Icon (PJFI) for the second consecutive year. PJFI, one of the biggest junior model hunts in the country is based on the premise that there is a 'star' in every house. Over 3000 kids from across the county participated in this model hunt. The auditions were held across 13 cities culminating in the finales.

The finale of the Pantaloons Junior Fashion Icon (PJFI) was held on Friday June 3, 2016 at INOX Multiplex, Race course Road, Vadodara. Vibrant attires and stellar performances by junior fashionistas captivated the audience. Mahir Jani (6years), Jiya Patel (6years) Darsh Shah (10yrs) and Diya Bhatt(10yrs) were conferred with the title of PJFI. Adrit Behra (6 years), Misri Ashra (6years), Krishay Shah (10years) & Rutvi Shah (10years) were adjudged runners-up.

It was a delight to see the bubbly kids walk down the ramp with confidence. The kids presented the Denim, Casual and Party range from Pantaloons exclusive apparel brands for kids—Poppers, Chalk, Bare* and Ajile.

Commenting on the occasion, Mr. Shital Mehta, CEO – Pantaloons, Aditya Birla Fashion and Retail Limited said, "Pantaloons Junior Fashion Icon is a tribute to the children of today from India's favourite family fashion destination—Pantaloons. Today's children are quite discerning and style conscious and Pantaloons Junior Fashion Icon provides a platform for kids to showcase their talent and flair for fashion."

Contestants were divided into two age groups 4-7 years and 7-11 years. From every age group, for boys and girls, respectively, two winners and two runners-up were announced.

The panel of judges comprised three of Vadodaras well known models and choreographers- Rohan Thakkar, Mansi Christian and Vidisha Shahani.

Pantaloons houses 10 apparel brands for kids, including six exclusive apparel brands. At Pantaloons, shopping for kids wear is a joy—as there is something for every child, for every occasion. The kids collection, includes Chirpie Pie for infants (age 0-2 years), Chalk for little boys and girls between 2-7 years, and Poppers, Bare* and Ajile for kids between 7-16 years. Besides, Akkriti also has an exciting range of ethnic wear for kids between 2- 12 years.

*Bare is a registered trademark of Future Brands Limited and is under licence from Future Brands Limited.

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of India's largest and fastest growing big box fashion retailers. Constantly innovating designs, concepts and products by infusing the latest trends in fashion and clothing styles, Pantaloons has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

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 need for women, men and kids. Currently, Pantaloons has a chain of 143 fashion stores across 75 cities.

About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

For further information, contact:

Mumbai: Janet Arole | Head - Corporate Communications – Apparel & Retail Business,
Aditya Birla Group

Email - janet.arole@adityabirla.com