

PANTALOONS PRESENTS JUNIOR FASHION ICON FOR THE SECOND CONSECUTIVE YEAR

PJFI title conferred to three young children from Varanasi

*Varanasi, June 5, 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 Sunday June 5, 2016 at Benaras Club, Varanasi. Vibrant attires and stellar performances by junior fashionistas captivated the audience. Raunak Sehta (age 6 Years), Navya Kapoor (age 11 years) and Ayaan Ahmad (age 11 years) were conferred with the title of PJFI. Anjan Sharma (5 years) and Agniprawah (10 years) 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 of Mrs. Amrita Burman - Deputy Director (Sunbeam Group of Educational Institutions), Varanasi, Mrs. Ashoo Kalra - Senior Principal (Delhi Public School), Varanasi and Mr. Atamjeet Singh - Director (Atamjeet Institute of Dance & Arts), Allahabad. Mr. Atamjeet Singh is a famous dance teacher & choreographer from Allahabad who has won a title in the recent reality show - Dance India Dance.

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.

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