



Pantaloon's unveils the biggest store in Allahabad

~ India's most loved TV Bahu, Hina Khan unveils the new look of 28,000 sq. ft. store ~

Allahabad, 24th September, 2017: Pantaloon's, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd transformed its Vinayak City Centre store, making it **bigger and bolder**. To celebrate this momentous occasion, India's most loved TV Bahu of "Yeh Rishta Kya Kehlata Hai" fame launched the store in its new avatar. The **refurbished store**, spread across **28,000 sq. ft.** is designed to give consumers a truly incredible shopping experience.

Promising to be a one- stop shopping destination for men, women and kids for apparel and accessories, the store will offer **WOW FASHION AT WOW PRICES**. The sprawling new-look store is aesthetically designed with vibrant colors and has **an entire floor dedicated to menswear**.

Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloon's said, "At Pantaloon's, we understand the constantly evolving fashion palate of our consumers and we work towards creating enhanced shopping experiences, to ensure we remain the **one-stop shopping destination** for them. We are delighted to introduce our store in its brand new avatar to our Allahabad consumers. The store will now offer the latest **festive collection**, a huge array of **new brands** and **exciting offers**."

Best Collection in Store: Pantaloon's festive collection is just fantastic. The design philosophy at Pantaloon's is to create fashion that makes customers find a "New You" every time they shop. So while Pantaloon's captures the season's trends like cold shoulders, crop tops, statement tees, bardo dresses, embroidered and patched denims, badges, asymmetric and long length kurtas, jewel tone and printed shirts, etc, in their collections, they ensure that they are offered to customers at truly **WOW prices**.

Pantaloon's is undoubtedly the **denim destination** and with its wide range it is sure to leave customers spoilt for choice. From gym to street look with the athleisure range, to a delightful **party collection**, to spunky **street wear** from SF Jeans; Pantaloon's is poised to be the favourite hangout for the youth this festive season.

Best Brands in Store:

Men's Wear: Peter England, Allen Solly, John Miller, Richard Parker, LEVI'S, PEPE, Spykar, John Player Jeans, SF Jeans, Bare Denim, Louis Philippe Sport, Peter England Casual, Celio, Byford, RIG, Urban Eagle, Ajile, Indus Route and Alto Moda

New In-store: Sportswear by **Louis Philippe Sport, US Polo, Arrow Sports** and **Indian Terrain**, denim wear from **Wrangler, Lee** and **Flying Machine**, casual wear from **United Colors of Benetton, Being Human, Celio** and **Spiritus**, formals by **Arrow, Blackberrys** and **Indigo Nation**

Women's Western Wear: 109F, Honey, AND, Annabelle, Kraus, Jealous 21, SF Jeans, Bare Denim, Ajile, Alto Moda

New In-store: Occasion wear by **Latin Quarters**, young and casual collection from **ZINK LONDON** and trendy, denim wear by **Pepe**, party-wear collection from **Forever Glam**

Women's Ethnic Wear: BIBA, Trishaa, W, Rangmanch, Global Desi, Fusion Beats, Akkriti

New In-store: Mix and Match range from **Aurelia** and fusion collection by **Ira Soleil**

Kid's Wear: Chirpie Pie, Chalk, Bare, Poppers

New In-store: Toddler-girls range by **Doodle**

Best Offer in Store: Pantaloons offers unbeatable offers that have been designed keeping our customers' convenience in mind. One can shop across multiple visits, club purchases across multiple visits and upgrade to grander gifts:

- Classy **Skybags Large Trolley bag** worth Rs. 9,990, on shopping for Rs. 25,000 for just Rs. 1499, or
- Classy **Skybags Cabin Trolley bag** worth Rs. 5,830, on shopping for Rs. 15,000 for just Rs. 999, or
- A premium **Borosil 17 pcs dinner** set worth Rs. 2,250 on shopping for Rs. 7,000 for just Rs. 399, or
- **FnS 18pcs cutlery set** worth Rs. 1495 on shopping of Rs. 4500 for just Rs. 149

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.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed 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 & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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