

Pantaloons, India's Leading Fashion Retailer Inks Partnership with Flipkart

Pantaloons Exclusive Brands will now reach the country's online shoppers across a wide geography

Mumbai, 15th July, 2015: Pantaloons strong national presence of 104 exclusive stores, across 49 cities is further augmented with the latest tie-up with Flipkart, India's largest e-commerce marketplace. Pantaloons Exclusive Brands for both men and women will be retailed through this channel.

Mr. Shital Mehta, CEO-Pantaloons says, "Pantaloons is rapidly expanding its footprint in both metros and mini metros. We strive to increase the accessibility of our products and develop new channels for reaching out to new consumers. We are happy to be associated with Flipkart and create a unique shopping experience for the online customers. Pantaloons Exclusive Brands provide amazing fashion at affordable prices and have struck a chord with customers."

Commenting on the tie-up, **Mr. Ankit Nagori, Chief Business Officer-Flipkart** said, "We are truly delighted to partner with Pantaloons. Furthering our commitment to provide quick and easy access to latest fashion trends in the country, customers now will be able to access a host of smart, chic and fashionable products from Pantaloons on our platform."

Mr. Nagori further added, "With fashion and lifestyle as our fastest growing categories, we are confident that this new partnership will strengthen our foothold in this segment."

Pantaloons Exclusive Brands contribute to more than 60% of the overall business. Pantaloons exclusive brands have a good fan following and the new tie up with Flipkart will further increase the excitement.

The partnership would combine the strengths of the two companies and boost sales by further leveraging the enormous potential of online retail. Pantaloons leadership strength in the offline fashion retail space and its vast portfolio of well established Exclusive Brands would complement Flipkart's enormous reach to millions of consumers in the online space.

This association will be very promising because of the very DNA of both the partners – Pantaloons with the biggest play in women's apparel; and Flipkart with its leadership in the online space, that will together create new synergies for both players. With this association, Flipkart would now be home to India's most loved brands -Akkriti, Rangmanch, Trishaa, Annabelle, Honey, Ajile, and Candies – New York.

Women's Wear

- Ethnic Wear- *Akkriti, Rangmanch, Trishaa*
- Casual Wear- *Candies, Honey*
- Formal /Evening Wear- *Annabelle*
- Active Wear- *Ajile*

Men's Wear

- Active Wear- *Ajile*
- Ethnic Wear- *Akkriti*

About Pantaloons Fashion & Retail Ltd.:

Pantaloons Fashion & Retail Ltd. is a subsidiary of Aditya Birla Nuvo Ltd. **Aditya Birla Nuvo Limited** is a ~USD 4 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, Housing Finance, Private Equity, Broking, Wealth Management, online money management and general insurance advisory), Fashion & Lifestyle (Branded apparels) and Telecom. It is a leading player in Linen, Agri, Rayon and Insulators businesses.

Aditya Birla Nuvo is part of the **Aditya Birla Group**, a USD 41 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of about 120,000 employees belonging to 42 nationalities and derives more than 50% of its revenue from its overseas operations.

Putting the spotlight on 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 inno

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 104 fashion stores across 49 cities.

About Flipkart:

Flipkart.com is India's leading e-commerce marketplace offering over 20 million products across 70+ categories including Books, Media, Consumer Electronics and Lifestyle.

Flipkart is known for its path-breaking services like Cash on Delivery, and a 30-day replacement policy. Flipkart is the only online player offering services like In-a-Day Guarantee (50 cities) and Same-Day-Guarantee (13 cities) at scale. Its annual subscription service, Flipkart First, is the first of its kind in the country.

Launched in October 2007, Flipkart has become the preferred online marketplace for leading Indian and international brands.

Flipkart, currently 33,000 people strong, has 45 million registered users clocking over 10 million daily visits. Flipkart's technology has enabled it to deliver 8 million shipments per month – and this number is only growing.

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