

Pantaloons announces 'Pantaloons Miss Raja 2018' winner: Ms Sriya Smruti Raut

~Bollywood diva Richa Chadha crowns the winner ~

Bhubaneswar, 13th June, 2018: Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd celebrates Raja by hosting the first edition of Pantaloons Miss Raja. **Ms Sriya Smruti Raut** was awarded the coveted title of Pantaloons Miss Raja 2018 and was crowned by Bollywood diva Richa Chadha.

The grand finale of '*Pantaloons Miss Raja*' held at Pantaloons Saheednagar store was attended by crème de la crème of Orissa including the queen of Ollywood Suryamayee Mohapatra. The model hunt received a phenomenal response with the participation of over 2000 women.

It was a delight to see the gorgeous contestants walk the ramp with confidence and grace as they flaunted the latest Pantaloons Summer '18 collection. The Pantaloons collection included season's top trends – bell sleeves, bardo tops, pinafore dresses, maxi skirts, long-length asymmetric kurtas in floral, geometric and foil prints.

Congratulating the winners and speaking on the occasion, **Gaurav Chakravarty, Head, Marketing & Loyalty, Pantaloons** said, "We are delighted to host Pantaloons Miss Raja which is a tribute to young women from India's favourite family fashion destination - Pantaloons. We are happy to have received an overwhelming response from contestants across Bhubaneswar and Cuttack. We will continue working towards creating enriching experiences that bring us closer to our consumers".

Ms Sriya Smruti Raut won the title of 'Pantaloons Miss Raja 2018' and received prizes worth INR 20,000 along with an exclusive opportunity to feature in a Pantaloons video.

The evening hosted by the city's most popular RJ, Ms Komal was the perfect mix of glitz, glamour and tradition as each round was followed by Odissi performances by the talented team of Nrutyasudha Dance Academy.

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Family Fashion Destination. Pantaloons proposition of "WOW FASHION at WOW PRICES" has left customers spoilt for choice. There are over 4000 styles below Rs. 999 for Men, Women & Kids. Be it occasion wear, workwear, casualwear Pantaloons is a one-stop shopping destination.

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About Aditya Birla Fashion and Retail Limited:

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India's No 1. Fashion and Lifestyle entity. It 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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