



## Pantaloon's opens 18<sup>th</sup> store in Karnataka, 1<sup>st</sup> in Shivamogga

~ Pantaloon's brings Wow Fashion at Wow Prices for the entire family ~

**Shivamogga, March 30, 2017:** Pantaloon's, India's leading family fashion destination from Aditya Birla Fashion and Retail Limited launched its first store in Shivamogga. Pantaloon's has marked its presence across all key cities of Karnataka including Bengaluru, Mangaluru, Mysuru, Hubballi, Davangere and is now expanding its footprint across the state with the launch of 18<sup>th</sup> store.

Located in Bearys City Centre in Shivamogga, the store promises to be one of the most sought after one-stop shopping destination offering – WOW FASHION AT WOW PRICES.

The new fashion store is spread across 9000+ sq.ft and will have something for everyone – men, women and kids, making it a shopper's paradise. Pantaloon's offers 100+ well-known brands providing a unique shopping experience to its customers. The store has trendy apparel, footwear and fashion accessories like women's handbags and fashion jewellery. In short, Pantaloon's offers complete ensemble solutions for every occasion.

Commenting on the occasion, **Mr Shital Mehta, CEO – Pantaloon's, Aditya Birla Fashion and Retail Limited** said, "Our first store in Shivamogga will be a one-stop shop for the entire family as it caters to men, women and children. At Pantaloon's, we address day-to-day fashion and special occasion needs offering WOW FASHION AT WOW PRICES. Our trendy apparel and fashionably upbeat accessories are sure to make our customers fall in love with fashion."

He further added "Apart from metros, we plan to expand our network extensively across all tier-2 and tier-3 cities with a clear focus on making fashion accessible to all parts of the country. In love with Life, In love with Fashion being our guiding mantra – each one of our stores stands out as a fashion destination with a large number of exclusive fashion brands apart from some of India's most well-known fashion brands. We strive to create an exciting shopping experience by making high fashion accessible at very affordable price-points".

This new store houses some of the most well-known national and international brands:

**Men:** SF Jeans, Bare Denim, Basics, JM Sport, Byford, Richard Parker and Bare Leisure

**Women:** Rangmanch, Trishaa, Akkriti, Biba, Izabel London, Annabelle, Bare Denim, Honey, Kraus and SF Jeans

**Kids:** Chirpie Pie, Chalk, Bare and Poppers

### You can enjoy shopping at Pantaloon's with:

**For Men:** T-shirts start at Rs.249/-, Casual shirts start at Rs.699/-, Formal shirts start at Rs.599/-, Trousers start at Rs.799/- and Denims start at Rs.799 /-.

**For Women:** Western Tops start at Rs.299/-, Bottom Wear starts at Rs.399/-, Denims start at Rs. 699/-, Women's Kurtis start at Rs.499/-, Fashion ethnics start at Rs. 799/-, Dresses start at Rs. 899/-



**Kid's Wear** starts at Rs.169/-

**Footwear** is available at delightful prices starting from Rs. 499/- while **Fashion Jewellery** starts at Rs. 99/- and Handbags start at Rs. 249/-.

**Store Address:** Pantaloon's, Bearys City Centre, B.H Road, Shivamogga – 577201

### **About Pantaloon's**

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

The first Pantaloon's 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 Pantaloon's 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, 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.

### **For further information, please contact:**

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