

**Pantaloons announces
'Nikita Ojha' & 'Yash Tiwari' as 'Pantaloons Face of Raipur'**

~ Received overwhelming response from 200+ participants ~

Raipur, February 19th, 2018: Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd announced the winners of the '**Pantaloons Face of Raipur**'.

The grand finale of the 'Pantaloons Face of Raipur' was held at the newly opened Pantaloons store at **City Centre Mall, Pandri, Raipur**, spreading over 15,000 sq. ft. The event received an overwhelming response with 200+ participants.

The finalists walked down the ramp wearing the latest Pantaloons Spring Summer '18 collection comprising of the season's top trends for women - Bell sleeves, Ruffle dresses, Asymmetric & long-length kurtas and printed polos & mandarin necklines for men.

Ms. Nikita Ojha & Mr. Yash Tiwari were awarded the title of '**Pantaloons Face of Raipur**' and **Mr. Mandeep Singh & Ms. Niharika Tiwari** were the first runners up. **Ms. Ishmeet Kaur Matharu** won the online Facebook contest for '**Pantaloons Most Popular Face of Raipur**'. The winners were presented with gift hampers worth Rs. 12,000 while the runners-up received gift hampers worth Rs. 7000.

Congratulating the winners, **Mr. Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloons, Aditya Birla Fashion and Retail Limited** said, "*Congratulations to the winners and to the city of Raipur for the warmth and overwhelming participation. Our new initiative, the '**Pantaloons Face of Raipur**' is a tribute to the fashionable people of Raipur. Today's consumers are discerning and style conscious and this initiative provides a platform for them to showcase their talent and flair for fashion.*"

The jury included **Mr. Akshay Nayak** (Mr. Chhattisgarh 2014; Mr. Face of Central India 2016; Mr. Bharat Third Runner Up 2015), **Ms. Avinash Kaur** (Ms. India Khadi 2017 Timeless Beauty Award; **Mrs. Akanksha Sonwani** (Mrs. India-Chhattisgarh 2017).

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, work wear, casualwear Pantaloons is a one-stop shopping destination.

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About Aditya Birla Fashion and Retail Limited:

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.

For further information, please contact:

Janet Arole | Aditya Birla Group | janet.arole@adityabirla.com