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## Pantaloons does a hat-trick with India Book of Records with its 'Tallest Diya'

~Pantaloons enters the India Book of Records with India's Tallest Diya~

~The spectacular Diya was unveiled by Prathmesh Zamindar, Royal family of Indore city~

**Indore, September 26, 2017:** As a prelude to the festival of lights, Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd., created India's Tallest Diya in Indore. The brand etched its name in the India Book of Records once again for creating '**India's Tallest Diya**' measuring 23ft in height and 22 width. The spectacular Diya was unveiled by **Prathmesh Zamindar, Royal family of Indore city** to usher in the celebrations.

Diwali is one of the most significant festivals of the country; and with Diya being symbolic of the victory of good over evil; it is a quintessential part of the celebrations. The majestic Diya, capturing the essence of Diwali was a sight to behold, as it stood tall and mighty in all its glory at **Treasure Island Mall, Indore**. The splendid structure was made by a team of **25 specialists** over a period of **15 days**, using **75kg iron waste**. This phenomenal work of art will be on display till **22<sup>nd</sup> October**.

**Gaurav Chakravarty, Head, Marketing & Loyalty, Pantaloons** said, "*This is a moment of pride for us as we enter the India Book of Records for the third consecutive time; the first record made for **Denim Ganpati**, the second feat for **Tallest Dandiya** and this time for creating the **Tallest Diya**. At Pantaloons, we believe in creating enriching experiences that bring consumers closer to the brand, our campaign '**Dil mein Diwali, Style mein Pantaloons**' reflects this philosophy. With Diwali just around the corner, we invite our consumers to partake in the festivities as we introduce our **fabulous festive collection and exciting offers.**"*

This Diwali, Pantaloons urges you to spread the light not the noise by saying no to firecrackers.

**Fabulous Diwali Collection:** Pantaloons Diwali Collection is just fantastic. The design philosophy at Pantaloons is to create fashion that makes customers find a "New You" every time they shop.

Pantaloons festive collection captures the latest 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. These trends are offered to customers at truly **WOW prices**.



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

#### **Best Brands in Store:**

**Men's Wear:** Louis Philippe, Van Heusen, Allen Solly, Peter England, John Miller, Richard Parker, Levi's, Pepe, Spykar, John Players Jeans, SF Jeans, Bare Denim, Louis Philippe Sport, Peter England Casual, Indigo Nation, Celio, Byford, Urban Eagle, Ajile, Manyavar, Indus Route

**New In-store:** Sportswear by **US Polo**, denim wear from **Wrangler** and **Urban Eagle Denim** and effortless, casual range from **Spiritus**

**Women's Western Wear:** Zink London, 109F, Honey, AND, Annabelle, Levi's, Pepe, Kraus, Jealous 21, SF Jeans, Bare Denim, Ajile, Wills Lifestyle, Alto Moda

**New In-store:** Occasion wear by **Latin Quarters** and trendy, party collection from **Forever Glam**

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

**New In-Store:** Mix and Match range from **Aurelia**

**Kids Wear:** Barbie, Gini & Jony, Bare, Poppers, Chalk, Chirpie Pie

**New In-store:** Amazing toddler collection from **Mini Klub**

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

- Classy **Skybags Large Trolley bag** worth Rs. 9,990, on shopping for Rs. 25,000 for just 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

Pantaloons invites its customers to visit stores and join the Diwali celebrations.



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### **About The India Book of Records**

The India Book of Records is dedicated to identify the excellence and to honor the most deserving one, while maintaining the highest level of transparency and the fair processing. We have a team of professionals who work round the clock in accordance with International Protocol for Records (IPR), where preserving the evidence of records for future reference and forming Guidelines to Set Records (GSR) are among some of the major responsibilities. India Book of Records is registered with the Government of India with RNI no HARENG/2010/32259.

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### **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.

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

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