

## **India's Most Trusted Family Fashion Retailer Pantaloons - Now In Palakkad.**

### **Pantaloons Brings Wow Fashion at Wow Prices to Palakkad!**

**Palakkad, 10<sup>th</sup> March, 2016:** Pantaloons, one of India's leading fashion and lifestyle retail formats, launched its first store in the city. Located at College Road, Koppam, the store promises to be one of the most sought after, one-stop shopping destinations offering – **WOW FASHION AT WOW PRICES.**

**Commenting on the occasion, Mr. Shital Mehta, CEO – Pantaloons, Aditya Birla Fashion and Retail Limited said ,** *“Our first store at Palakkad will cater to a wide cross section of customers, 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 added *“Apart from top metros, we plan to expand our network extensively across Tier 2 and Tier 3 cities with a clear focus on making fashion accessible to every nook and corner of the country. ‘In love with Life, In love with Fashion’ being our guiding mantra – each one of our stores stand out as a fashion destination with a large number of exclusive fashion brands, apart from some of India's most well-known fashion brands. Men, women and kids can look forward to an exciting shopping experience at our stores that are high on fashion and yet offer affordable prices.”*

The new fashion store is spread across 8630 sq.ft. and will have something to offer for everyone, making it a shopper's paradise. Pantaloons offers 100+ well-known brands providing a unique shopping experience to its customers. The store has trendy western and ethnic apparel for men, women and kids along with a wide range of accessories for men and fashion accessories, fashion jewellery, footwear and handbags for women. In short, Pantaloons offers complete ensemble solutions to suit every occasion.< /o:p>

It was a delight to see the children of Palakkad walk the ramp at the newly launched Pantaloons Store. Cute toddlers and confident kids, dressed in Pantaloons exclusive branded apparel won the hearts of the audience, causing them to break into a spontaneous applause.

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

**Men:** Louis Philippe, Peter England, Van Heusen, Byford, Basics, John Miller, Ajile, Bare Denim, Bare Leisure, JM Sport, RIG, SF Jeans, Urban Eagle & Indus Route

**Women:** Honey, Rangmanch, Trishaa, SF Jeans, Ajile, Akkriti, Annabelle, Bare Denim & Alto Moda

**Kids:** Chalk, Bare, Chirpie Pie, Poppers & Akkriti

These brands are available at delightful prices. For Men: T-shirts start at Rs.299/-, Casual shirts starts at 899/-, Formal shirts start at Rs.699/-, Trousers start at Rs.1199/- and Denims start at Rs.1099/-.

For Women: Western Tops start at Rs.199/-, Bottom Wear starts at Rs.599/-, Denims start at 799/-, T-Shirts start at 249/-, Dresses start at 899/-, Women's Kurtis start at Rs.599/-and Fashion ethnics start at 799/-.

Kid's Wear starts at Rs.199/- with over 1000 styles available from prices starting at Rs. 399/- for kids, including infants, toddlers & juniors.

Footwear is also available at delightful prices starting from R s. 399/- , Handbags start from Rs. 499/-and Totes start from Rs. 99/-.

Fashion Jewellery starts at Rs. 49/-

**Store Address:** Pantaloons, Ward No:2, Block No.55, No.10/292/2, College Road, Koppam, Palakkad.

### **About Pantaloons**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's largest and fastest growing big box fashion retailer. 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. Currently, Pantaloons has a chain of 128 fashion stores across 68 cities.

### **About Aditya Birla Fashion and Retail Ltd**

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged 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 and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity with a proforma combined revenue of about INR 5,500 crore for FY'15, growing at a rate in excess of 20 percent and EBITDA of INR 532 crore (as of FY'15) that has been surging at an impressive rate of 30 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. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.