

## Pantaloons celebrates its 10<sup>th</sup> Anniversary in Guwahati with an enthralling 'Bihu Xubhojatra'

~Utpal Das, renowned Assamese actor joined the celebrations~

**Guwahati, 14<sup>th</sup> April, 2018:** Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd celebrates **10 years of opening its 1<sup>st</sup> Store at DT Tower, Guwahati**. Since then, the brand has come a long way. This week; Pantaloons launched its 4th store at **Lachit Nagar** while its other stores are located at Roodraksh Mall and Adabari Tiniali. These milestones coincide with the Assamese New Year Rongali Bihu as Pantaloons thanks the people of Guwahati for their love and support with a 2.5 km long **Bihu Xubojatra**.

Utpal Das, renowned Assamese actor joined the celebrations. The spectacular **Xubhojatra** comprised of beautifully decorated traditional *jhankis* with artists performing live to the beats of *Dhul* and *Pepa* followed by a large fleet of adorned cycle rickshaws with Pantaloons models sporting the latest Summer '18 Collection. The breath-taking **Bihu Xubhojatra** saw enthusiastic performances by the **Yuva music band** and the **Joydev Deka dance troupe**. The artists were dressed in traditional Assamese attire; the women looked gorgeous in *mekhla chadar* while the men danced away in the traditional *dhoti, kurta* and *gamchas*. The city participated wholeheartedly in the **Xubhojatra** celebration with more than **2000 people** witnessing the live performances.

Speaking at the occasion, **Gaurav Chakravarty, Head - Marketing & Loyalty, Pantaloons Fashion Retail Ltd** said, *"Bihu is an integral part of Assamese culture and Pantaloons is delighted to partake in these festivities and bring local communities together through this initiative. We are grateful to our loyal customers for the phenomenal response that we have received over the last decade in Guwahati and we will continue working towards creating enriching experiences that bring us closer to our consumers"*.

Bihu marks the onset of the new season and Pantaloons Summer collection is something to forward to - the latest styles and trends:

- Women's Ethnic Wear: Long length, asymmetric kurtas in floral, geometric and foil prints
- Women's Western Wear: Bell sleeves, cold shoulders, pinafore dresses and bardot tops
- Menswear: Printed polos & shirts, mandarin necklines and breezy linens
- Kids wear: Toon merchandise, floral dresses, summer shorts, patched denims and more

### **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:**

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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