



PANTALOONS LAUNCHES ITS 75TH STORE IN INDIA IN AMRITSAR

Amritsar, 19th Oct'13: Pantaloon, India's leading lifestyle apparel retail brand, has announced the opening of its 75th exclusive store in India in Amritsar. The new store was launched with a fabulous fashion show case in the store premises. Pantaloon offers a collection of more than a 100 prestigious brands and provides an incredible and complete one-stop shopping experience to its buyers.

The brand new store will host a wide range of ready to wear fashionable clothes and accessories. The fashion store will have something to offer to everyone - men, women and kids, making it a shopper's paradise. Some of the major brands available at the store include John Miller, Louis Philippe, Allen Solly, Peter England, Lee Cooper, Rig, UMM, Ajile, Rangmanch, Trishaa, Akkriti, Biba, Honey, Annabelle, Bare Denim, Bare Kids among others. Apart from apparels, the store will also offer a huge range of fashion jewellery and handbags to its customers.

The store has been uniquely designed to enable a hassle free shopping experience to its prestigious patrons. Well trained staff, clean environment and most importantly spacious trial rooms have been developed keeping in mind the customer's requirement.

Commenting on the occasion of the opening, **Gaurav Chakravarty, Head – Marketing & Loyalty, Pantaloon Fashion & Retail Ltd.** said, *“Pantaloon is a brand known for fresh fashion and innovation, catering to the discerning and trendy Indian consumer through apparel and accessories that are visually appealing and fashionably upbeat. We are expanding and reaching out to consumers at a fast pace. The growth of the retail sector, supported by experimentative and brand conscious consumers makes Amritsar an exciting market. We aim to strengthen our commitment to our consumers by providing the best of what Pantaloon has to offer while keeping the consumer sentiments in mind.”*



Today, Pantaloons has 75 aesthetically designed stores across the country. The apparel retail giant is constantly extending its foot-prints into the rest of modern India. The opening of the first flagship store in Amritsar marks the emerging foothold of Pantaloons in northern India, which is an important region for the national retail brand.

Store Address

Pantaloons Store
Trilium Mall
Amritsar

About Pantaloons Fashion & Retail Ltd.

Pantaloons Fashion & Retail Ltd. which was previously controlled by the Future Group has now been taken over by Aditya Birla Nuvo Limited (ABNL). ABNL is a part of the prestigious Aditya Birla Group, a \$40 billion Indian multinational, operating in 36 countries across the globe with over 133,000 employees.

The first Pantaloons store was launched in Gariahat, Kolkata in 1997. Today it has 75 aesthetically designed fashion stores across 36 cities and towns and company is constantly extending its foot-prints into the rest of modern India.

Pantaloons offers a collection of more than a 100 prestigious brands and provides an incredible and complete one-stop shopping experience to its buyers. The range caters to women, men and kids alike. The collection is all about ready-to-wear western and ethnic apparel for men, women and kids, complimented with an exhaustive range of accessories.

For further information, contact:

Mumbai: Janet Arole | Head – Corporate Communications
Apparel & Retail Business, The Aditya Birla Group
Email - janet.arole@adityabirla.com

Bangalore: Nischal | nischal@mediamoments.in | 0973 8007 727
Mumbai: Stuti | stuti.singh@mediamoments.in | 0997 5085 407
Delhi: Kanika | kanika@mediamoments.in | 0989 9485 587