

Press Release

Pantaloons forges new ties with Snapdeal

Its online portfolio further expands to woo new markets

Mumbai, March 28, 2016: Pantaloons, one of India's leading fashion and lifestyle retail formats, announced its newest partnership with Snapdeal.

With its **Exclusive Brands** contributing to over 60% of its wholesome portfolio, Pantaloons boasts of a strong fan following and the new tie up with Snapdeal will further heighten the excitement. This new tie up with Snapdeal will help consumers purchase their favourite Pantaloons brands like Rangmanch, Akkriti, Trishaa, Annabelle, Ajile and Candies – New York online through leading online player, Snapdeal.

Shital Mehta, CEO - Pantaloons, Aditya Birla Fashion and Retail Ltd, said, "Pantaloons is the most loved family retail destination across segments. We are excited to build a new relationship with Snapdeal and reach out to a fresh consumer base in new markets. With our wide range of brands for men, women, kids and infants, we hope to make our consumers more fashionable and stylish."

He further commented, "Pantaloons continues to be the preferred '**Retailer of Choice**' amongst consumers. Our latest initiative '**Wow Fashion at Wow Prices**' is creating considerable excitement amongst our fan followers.

Speaking about the partnership, **Rahul Taneja, Vice President, Category Management, Snapdeal** said, "We are excited to partner with Pantaloons to bring their assortment online. We have the widest range of choices for our fashion buying customers and Pantaloons brands will be a great addition to our portfolio. We are confident that this partnership would be well received by the Snapdeal customers across 6000+ towns and cities of India."

The partnership would combine the strengths of the two companies and boost sales by further leveraging the enormous potential of online retail. Pantaloons' leadership strength in the offline fashion retail space with **125 large format stores** across the country, coupled with its vast portfolio of well established Exclusive Brands would complement Snapdeal's reach to millions of consumers in the online space.

The association is very promising because of the very DNA of both the partners – **Pantaloons has the biggest play in women's apparel; and Snapdeal with its leadership in the online space**, together will create new synergies for both players. With this association, Snapdeal would now be home to India's most loved brands from Pantaloons such as Akkriti, Rangmanch, Trishaa, Annabelle, Honey, Ajile, and Candies – New York.

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 125 fashion stores across 64 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 7000 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.

About Snapdeal

Snapdeal's vision is to create India's most reliable and frictionless commerce ecosystem that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com – India's largest online marketplace, with the widest assortment of 30 million plus products across 800 plus diverse categories from over 125,000 regional, national, and international brands and retailers. With millions of users and more than 275,000 sellers, Snapdeal is the shopping destination for Internet users across the country, delivering to 6000+ cities and towns in India. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as SoftBank, BlackRock, Temasek, Foxconn, Alibaba, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

For Media Queries

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