



Pantaloons Rajkot Gets an All New Look!

Pantaloons Brings Wow Fashion at Wow Prices to Rajkot!

Rajkot, 11th March, 2016: Pantaloons, one of India's leading fashion and lifestyle retail formats, revamped its store in the city. The new look store with its welcoming ambience, warm illumination and helpful staff promises to be one of the most sought after, one-stop shopping destinations offering '**WOW FASHION AT WOW PRICES**'. At Pantaloons, starting this season there will now be four collections and every 45 Days the entire store will get a brand new stylish collection at affordable prices.

Commenting on the occasion **Mr. Shital Mehta, CEO – Pantaloons, Aditya Birla Fashion and Retail Limited** said, "In keeping with our customers' expectations of a superior, convenient and more friendly shopping experience, we have made substantial investments in revamping our store. Pantaloons store in Rajkot caters 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, "With 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 look store is spread across 12682 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 along with a wide range of men's accessories and fashion accessories, footwear & cosmetics for women.

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

For Men: Ajile, AKKRITI ,ALTO MODA, BARE DENIM, BARE LEISURE, BYFORD, CELIO, F FACTOR, JM SPORTS, JOHN MILLER, PETER ENGLAND, RIG, SF JEANS, SPYKAR, PEPE, RICHARD PARKER, URBAN EAGLE, INDUS ROUTE.

For Women: 109F, Ajile, ALTO MODA, AND, ANNABELLE, BARE DENIM, CANDIES, HONEY, JEALOUS, SF JEANS, Kraus, IZABEL LONDON, AKKRITI, ALTO MODA, BIBA, GLOBAL DESI, RANGMANCH, W, TRISHAA.

For Kids: Ajile Kids, Chalk, Bare, Chirpie Pie, Akkriti & Poppers.

These brands are available at delightful prices:

For Men: T-shirts start at Rs.299/-, Shirts start at Rs.899/-, Trousers start at Rs.1199/- and Denim starts at Rs.1099/- onwards.

For Women: Western wear starts at Rs.199/- and Kurtis start at Rs.599/- onwards.

Kid's Wear starts at Rs.149/- onwards.

Store Address: Pantaloons, Aditya Birla Fashion & Retail Ltd., Bharath Iscon Mall, Plot no.64, TP Schme No.3, 150 Ft ring Road, Off Kalawad Road, Opp Parijat Party Plot, Kalawad Road, Rajkot, 360005.

**About Pantaloon's**

Pantaloon's, 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, Pantaloon's has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

The first Pantaloon's 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, Pantaloon's has a chain of 129 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 Pantaloon's 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.

For further details, please contact:

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