

Pantaloons unveils 9000 sq. ft. store in Pathankot

~ Queen of *Bhangra* music - Miss Pooja inaugurates new store~

Pathankot, 2nd December, 2017: Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd. opened its **first store in Pathankot**, located at **Dalhousie Road, Near Shani Dev Mandir**. The new fashion store, spread across **9000 sq ft.** is designed to give consumers a truly incredible shopping experience. The queen of *Bhangra* music, **Miss Pooja** launched the store with much pomp and show.

The store promises to be one of the most sought after, **one- stop shopping destinations** for men, women and kids, offering **WOW FASHION AT WOW PRICES**.

Commenting on the occasion, **Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloons** said, "We are very excited to launch our 9th store in Punjab, 1st in Pathankot. Our new store in Pathankot will be a one-stop shopping destination for the entire family; addressing their day-to-day fashion and special occasion needs, and 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 further added, "Apart from metros, we plan to expand our network extensively across Tier-2 and Tier-3 cities with a clear focus on making fashion accessible to our consumers across the country. 'In love with Fashion' being our guiding mantra, each of our stores stands out as a fashion destination. We strive to create an exciting shopping experience by making high fashion accessible at very affordable price-points to our consumers."

'Wow' Collection at Pantaloons:

The collection at Pantaloons is fabulous. The design philosophy at Pantaloons is to create fashion that makes customers find a "New You" every time they shop. So while Pantaloons captures the season's trends like cold shoulders, crop tops, statement tees, bardo dresses, embroidered and patched denims, badges, asymmetric & long length kurtas, jewel tone & printed shirts, etc., in their collections, they ensure that they are offered to customers at truly **WOW prices**.

Pantaloons is undoubtedly the **denim destination** and with its wide range it is sure to leave customers spoilt for choice. From gym to street looks with the **athleisure** range, to a delightful **party collection**, to spunky **street wear** from SF Jeans, Pantaloons is poised to be the favourite hangout for the youth this season.

pantaloons



This new store houses exclusive fashion brands apart from well-known national and international brands:

'Wow' brands at Pantaloons:

Women's Ethnic Wear: W, Rangmanch, Trishaa

Women's Fusion Wear: Fusion Beats, Akkriti

Women's Western Wear: Annabelle, Honey, Forever Glam, Ajile

Women's Denim Wear: Kraus, BARE Denim

Men's Formal wear: Peter England, John Miller, Richard Parker

Men's Casual: Allen Solly, Peter England, Urban Eagle, Byford, Spiritus, RIG, Ajile

Men's Denim: PEPE, Spykar, Urban Eagle, SF Jeans, Bare Denim

Men's Ethnic Wear: Indus Route

Kid's Wear: Chirpie Pie, Chalk, BARE, Poppers

'Wow' prices at Pantaloons:

For Men: T-shirts start at Rs.249, Casual shirts starts at Rs.799, Formal shirts start at Rs.699, Trousers start at Rs.799 and Denims start at Rs.799.

For Women: Western Tops start at Rs.249, Bottom Wear starts at Rs.699, Denims start at Rs. 699, Women's Kurtis start at Rs.499, Fashion Ethnics start at Rs. 799, Dresses start at Rs. 899.

Kid's Wear starts at Rs.149.

Footwear is available at delightful prices starting from Rs. 499 while **Fashion Jewelry** starts at Rs. 49 and **Hand Bags** start at Rs. 199.

Pantaloons Store Address: Pantaloons, Dalhousie Road, A&M Square, S -3/675, Near Shani Dev Mandir, Pathankot – 145001



About Pantaloon's

Pantaloon's, a division of Aditya Birla Fashion and Retail Ltd. is one of India's largest and fastest growing big box fashion retailers. 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.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed 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 & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It altogether 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.

For further information, please contact:

Janet Arole | Aditya Birla Group | janet.arole@adityabirla.com

Kirti Khemchandani | Ketchum Sampark | kirti.khemchandani@ketchumsampark.com | +91 9820550976

Prachi Vedant | Ketchum Sampark | prachi.vedant@ketchumsampark.com | +91 9967471074