

Pantaloons unveils its largest standalone store in Kolkata, in an all-new avatar at Kankurgachi

Actress Trina Saha unveiled the store

With a sprawling expanse of over 55,000 square feet, the Pantaloons' store stands as one of the most vibrant and playful fashion destinations in the city



Kolkata; September 4th, 2023: - Pantaloons, India's leading fashion brand from Aditya Birla Fashion and Retail Ltd., announced the grand re-opening of its largest standalone store in the city of Kolkata. The newly revamped Pantaloons store located at Kankurgachi was inaugurated by noted Actress Trina Saha.

Spanning an expansive 55000 sq. ft., the Pantaloons store boasts of new interiors and an enhanced shopping experience, like never before. Having joined the Pantaloons retail footprint in 2007, this store now takes its place among a large network of revamped Pantaloons stores in a new avatar, reaffirming the brand's deep connection with the city.

Commenting on the occasion, **Sangeeta Pendurkar, CEO, Pantaloons, Marigold Lane and Style Up** said, *"Kolkata's vibrant fashion culture has inspired us continually, and our newly revamped Kankurgachi store in Kolkata aims to elevate the retail experience to the next realm. Over the past*

decade, we've had the privilege to contribute to this city's fashion narrative. Kolkata has always been at the forefront of fashion and Pantaloons continues to bring the latest trends to our customers. This store is an embodiment of our commitment to offer diverse, high-quality fashion choices and an unparalleled shopping experience to customers."

With on-trend products catering to different occasions, the three floors of this meticulously designed store serves diverse customer needs across women's wear, men's wear, kids' wear, accessories, footwear and home products. An exclusive lounge area extends special privileges to Pantaloons' loyal customers. Interactive trial rooms featuring color-changing lights and digital fashion islands add to the modern and vibrant experience. One of the major and key highlights is the experiential accessories section, thoughtfully designed to provide ample browsing and an evocative ambience for customers.

With over 26 glorious years of fashion expertise, Pantaloons has meticulously designed this store to offer a new world of immersive shopping experiences.

About Pantaloons:

As a playground for fashion, Pantaloons offers a wide variety of styles across categories and occasions. The brand speaks to the ever-evolving millennial customer of today who is confident and expressive. Be it through the physical retail experience or online, the Pantaloons experience is exciting, friendly and uplifting. With a vibrant, expressive and fun loving approach to style, the brand seeks to enable the customer to be their fashionable best.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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