

Pantaloons Unveils Pujo Campaign 'Hok Tomar Agomon'



A festive tribute to Maa's arrival and every individual's celebration of style

National, September 3, 2025: Durga Pujo in the City of Joy is not just a festival, it is an emotion that fills every street corner with music, colour, and anticipation. As dhaak beats echo through the streets, shiuli blossoms mark the season's change, and pandals light up the city, the celebration takes many forms. Young people curate their festive looks and individuals find their own ways to start anew.

Pantaloons has been part of these special moments for years, and this year, ushers in the festive season with its heartwarming new campaign, 'Hok Tomar Agomon' (Celebrate Your Arrival).

Inspired by the quintessential call of "Maa asche", the campaign shifts the lens from collective celebration to personal expression. It highlights how Pujo is not only about welcoming Maa Durga but also about people embracing their own journeys—through self-expression, flair, and the joy of marking new beginnings in their own way.

Speaking about the campaign, **Sangeeta Tanwani, Chief Executive Officer, Pantaloons and Style Up**, said, *"Durga Pujo is a festival of joy, belonging, and new beginnings. With 'Hok Tomar Agomon', we wanted to capture that spirit of arrival, not just of Maa Durga, but of every individual stepping into the season with confidence and style. Pantaloons has been part of Pujo traditions for decades, and with this campaign we look forward to creating new memories with a new generation, while staying true to the cultural essence of the festival."*

"Having grown up in Kolkata, we chose symbols of Maa's arrival – kaash phools, boats, bamboo scaffoldings, joba phool – styled with people expressing themselves in modern Indo-Western silhouettes and fresh accessories," added **Sohan Ray, Creative at Talented**. *"The intent was to orchestrate a real IYKYK moment for all Bengalis."*

Pantaloons' festive collection this year embraces contemporary silhouettes with traditional touches, offering something for every mood and moment of Pujo, from pandal-hopping to family gatherings. With vibrant designs and effortless styles, the collection ensures that every festive appearance is memorable.

The '*Hok Tomar Agomon*' campaign will be brought alive through a high-impact media plan spanning television, digital, outdoor, and in-store activations across key markets in West Bengal and beyond, ensuring the message resonates with audiences wherever they celebrate Pujo.

This Pujo, Pantaloons invites everyone to celebrate not just the arrival of the Goddess, but also their own, with style, individuality, and joy. Hok Tomar Agomon.

Link to the campaign - <https://www.youtube.com/watch?v=b7jSlDap1SQ>

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd., is a playful and youthful fashion destination with 405 stores, spread across 189+ cities and towns. 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.

Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq. ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India's top designers such as **Sabyasachi, Tarun Tahiliani, Shantnu & Nikhil, and House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W, Aurelia, Wishful, Elleven and Folksong**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

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