

Pantaloons Celebrates Durga Pujo with India's 'Longest Street Alpona'

~Tollywood Actor Prosenjit Chatterjee unveiled the 1 km long Alpona~

~Over 400 people participated in the creation of this artistic masterpiece~

Kolkata, 19th September, 2017: Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd commemorated the homecoming of Goddess Durga on the auspicious day of Mahalaya with the longest street Alpona. It was unveiled by Bengali superstar, Prosenjit Chatterjee, amidst the foot-tapping beats of Dhak and mystical sounds of Shank (conch) on Mahalaya morning, as a sign of invocation of Maa Durga. Also present at the artistic extravaganza were leading Bengali actors, Sabyasachi Chakraborty and Chandan Sen.

Alpona is integral to the Pujo celebrations and Pantaloons is happy to be able to partake in the festivities and bring local communities together through this initiative. The response was overwhelming; over 400 people participated in the creation of this artistic masterpiece. The two-day activity saw 300 students from prominent art colleges such as Government Art college and Rabindra Bharti college, and approximately 100 consumers and local residents coming together to add their personal touch to the Alpona. This activity was in line with Pantaloons' ethos towards creating enriching experiences which bring consumers closer to the brand.

The breathtaking 1 km-long street Alpona at Samaj Sevi Puja Mandap, Lake Road was made with exterior paint to ensure it lasts throughout the Pujo celebrations. The spectacular Alpona with vivid colors, intricate and free-flowing designs was a great prelude to the ensuing Durga Pujo celebrations.

Pantaloons originated in Kolkata, and through its 'Pujo Manei Pantaloons' campaign, it is retracing its Bangla roots. This year, Pantaloons celebrates 20 years of adding glamour and style to the people of Kolkata. On this joyful occasion, Pantaloons paid a tribute to its very first customers in the form of a beautiful Alpona, revamped stores, a festive video, a fabulous collection, exciting offers and lots more.

Pantaloons' festive video captures the essence of Pujo celebrations, voiced beautifully by the immensely talented Konkona Sen Sharma. Packed with all the emotions every Bengali will identify with, the video has already received over 8.1 million views and 14,000 shares. Pantaloons is also the fashion partner of this season's most awaited blockbuster-*Yeti Obhijaan*, directed by Srijit Mukherji and starring Prosenjit Chatterjee, Jisshu Sengupta and Aryann Bhowmik.

Best Collection in Store: Pantaloons Pujo Collection is just fantastic. 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 and long length kurtas, jewel tone and printed shirts, etc. in their collections, they ensure that they are offered to customers at truly WOW prices.

Pantaloons is undoubtedly the denim destination with over 800+ styles and 20+ brands; its wide range is sure to leave customers spoilt for choice. From gym to street look with the athleisure range, to a delightful party collection, to spunky streetwear from SF Jeans for young men; Pantaloons is poised to be the favourite hangout for the youth this shopping season.

Pantaloons has a special Pujo collection as part of its "Many India Initiative". The colours and silhouettes are in keeping with the festivities. No matter what the occasion, this Pujo, Pantaloons is the one stop shop for fashion for the entire family— apparel, accessories, footwear, handbags and fashion jewellery.

Best Offer in Store: The Pujo offer at Pantaloons is unbeatable. The offer has been designed keeping our customer's convenience in mind. One can shop across multiple visits, club purchases across multiple visits and upgrade to grander gifts, including:

- Samsung LED TV worth Rs. 14,900 for just Rs. 2,999, on shopping of Rs. 29,999, or
- Classy Skybags Trolley bag worth Rs. 5,830 for just Rs. 799, on shopping for Rs. 15,999, or
- Premium Borosil 26 pcs Dinner Set worth Rs. 3,499 for just Rs. 599, on shopping for Rs. 9,999, or
- 2 Elegant Portico Double Bedsheet Sets worth Rs. 2,999 for just Rs. 499, on shopping for Rs. 4,999

Best Brands in Store: Pantaloons has introduced new brands and strengthened its men's wear portfolio comprising of US Polo, United Colors of Benetton, Allen Solly, Turtle, Celio, Louis Philippe Sport, Indigo Nation, Indian Terrain, Arrow Sport, Skult, V Dot, Being Human, Byford, Rig, Urban Eagle, Spiritus, Ajile, John Miller, Peter England, Van Heusen, Blackberry's, Louis Philippe, Arrow, Richard Parker, Lee, Levis, Pepe, John Players Jeans, Killer, Moustache, Spykar, Wrangler, Flying Machine, SF Jeans, Bare Denim, Manyavar, Indus Route, and plus size brand-Alto Moda.

The women's wear range housed by Pantaloons comprises of brands such as W, Biba, Aurelia, Ira Soleil, Prapti, Indian Ink, Rangmanch, Trishaa, Global Desi, Fusion Beats, Akkriti, AND, Annabelle, Honey, Ajile, Forever Glam, Latin Quarters, Zinc London, 109F, Gypsy, Wills Lifestyle, Kraus, Jealous 21, Levis, Pepe, SF Jeans, Bare Denim, and plus size brand-Alto Moda.

Forever Glam is the newest addition to the youth brands portfolio and flaunts the latest trends for young girls. Spiritus for men is a casual wear brand for men who like effortless, casual style.



About Pantaloons

Pantaloons, 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, 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.

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 Pantaloons 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.

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