



**PRESS RELEASE**

## **INDIA'S BIGGEST JUNIOR MODEL HUNT— PANTALOONS JUNIOR FASHION ICON ANNOUNCES WINNERS**

***Two young fashionistas from Patna conferred with Pantaloons Junior Fashion Icon title at Kolkata***

**PATNA, MAY 16, 2015** Vibrant attires and stellar performances by junior fashionistas captivated the audience at the grand regional finale of the Pantaloons Junior Fashion Icon (PJFI) held on Friday May 15, 2015 at the South City Mall, Kolkata.

The event witnessed some great performances by kids. Nine-year-old girl Sukriti and 14-year old boy Warren Craig Stark from Patna were conferred with the Pantaloons Junior Fashion Icon title. 10-year old boy Mohit Kumar was adjudged the runners-up.

It was a delight to see the kids walk down the ramp with confidence and elegance. The kids presented the Denim and Casual range sporting Pantaloons exclusive apparel brands—Poppers, Chalk, Bare and Ajile.

PJFI—the biggest junior model hunt in the country is based on the premise that there is a 'star' in every house. Over 6,500 kids from across the county participated in this model hunt. The auditions were held across 18 cities culminating into four regional finales.

Mr. Shital Mehta, CEO Pantaloons said, "Pantaloons Junior Fashion Icon is a tribute to the children of today by India's favourite family fashion destination—Pantaloons. Today's children are quite discerning and style conscious, Pantaloons Junior Fashion Icon provides a platform for kids to showcase their talent and flair for fashion."

Contestants were divided into three age groups 4-7, 7-11 and 11-15 years. Every age group comprised two winners and two runners-up—boy and girl, respectively. Moreover winners were also declared under the 'Best Smile and Most Photogenic' categories.

The panel of judges comprised well known Bengali actress Sonika Chauhan, model & fitness expert Neeraj Surana and former MRS. India Riecha Sharma.



Winners of the model hunt will feature in Pantaloons kids campaigns and communications. However more than anything, every child participating will take home fond memories of all the excitement, rehearsals and indication to stardom.

Pantaloons houses 10 apparel brands for kids, including six exclusive apparel brands. At Pantaloons, shopping for kids wear is a joy—as there is something for every child, for every occasion. The kids collection, includes Chirpie Pie for infants (age 0-2 years), Chalk for little boys and girls between 2-7 years, Poppers, Bare and Ajile for kids between 7-16 years. Besides, Akkriti also has an exciting range of ethnic wear for kids between 2- 12 years.

#### **ABOUT PANTALOONS FASHION & RETAIL LTD**

Pantaloons Fashion & Retail Ltd. is a subsidiary of Aditya Birla Nuvo Ltd—USD 4.75 billion conglomerate operating in the services and manufacturing sector and commands a leadership position. Its service sector businesses include financial services (life insurance, asset management, NBFC, private equity, broking, wealth management and general insurance advisory), fashion & lifestyle (branded apparels & textiles), telecom, and IT-ITeS. Its manufacturing businesses encompass agri, rayon and insulators.

Aditya Birla Nuvo is part of the Aditya Birla Group—USD 40 billion Indian conglomerate. The Group operates across 36 countries. It is anchored by an extraordinary force of over 136,000 workforce belonging to 42 nationalities and derives over 50 percent of its revenue from its overseas operations.

Keeping pace with the style preference of today's young generation, Pantaloons, India's most preferred retail brand offers chic and trendy fashion to make every customer's wardrobe fashionably updated. With a plethora of choice across exclusive brands, the design philosophy is par excellence, offering way to unique silhouettes and bouncy styles.

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 needs across women, men and kids. Currently, the Group has a chain of about 103 fashion stores spread across 49 cities.

#### **FOR FURTHER INFORMATION, CONTACT**

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