

Pantaloons Launches Festive Collection on an Exclusive Cruise Date in Goa

~The spectacular fashion show was the highlight of the evening~

Goa, August 31, 2018: Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd. celebrated the **first anniversary of its Goa store** with the launch of its **Festive'18 collection on an exclusive cruise date**. The festive collection was unveiled to Pantaloons guests through a breath-taking fashion show featuring ethnic and western wear range for men and women. The models looked gorgeous in **vibrant ghera skirts, asymmetrical kurtas, fusion tops, maxi dresses and pinafores, while the men looked dashing in denim, classic polos and trendy kurtas just apt for this festive season**.

Speaking at the occasion, **Mr. Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloons, Aditya Birla Fashion and Retail Ltd.** said, *"Goa is an important market for us and we are delighted with the overwhelming response our first store has received in the last one year. At Pantaloons, we believe in creating enriching experiences that bring consumers closer to the brand. This exclusive preview of the upcoming Festive Collection was the perfect way to thank our loyal consumers for their constant support"*.

Pantaloons is constantly innovating designs, concepts and products by infusing the latest styles in its offerings at affordable prices. There are over **4000 styles below Rs. 999 - women's western wear collection starts at Rs. 399, women's ethnic wear collection starts at Rs. 799, men's wear starts at Rs. 399 while kids wear starts at Rs. 149**. This festive season, Pantaloons will have ensembles that will style you for every occasion – be it an office party, a movie with friends, family reunions or just a casual day at shopping.

The expansive store is spread across 17,500 sq. ft, located in the heart of the city at Osia Commercial Arcade, Margao and houses the stylish collection of casual wear, ethnic wear, formal wear, party wear and active wear for men, women and kids.

So, this festive season, break away from mundane fashion and experiment with some brand new trendy looks at Pantaloons, where you find designs for every occasion.

About Pantaloons

Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd. has over 284 fashion destinations spread across 132+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.

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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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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