

Pantaloons celebrates the onset of Bihu with Famous Assamese Actor Diganta Hazarika

~ Celebrating the traditional festivities of Bihu with latest Pantaloons festive collection ~

(Guwahati, April 08, 2019): Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd. ushered in a celebratory mood as it brought its customers together at the onset of the auspicious festival of **Bihu**. To ring in the festivities, **Diganta Hazarika**, popular model and actor visited the Pantaloons store at **D.T. Towers** in **Guwahati** to celebrate the beginning of the New Year with customers.

Bihu marks the beginning of the New Year in Assam. Pantaloons, the perfect fashion companion, offers contemporary styles for men, women and kids as they head out to buy new clothes and ornaments in preparation for the New Year. The celebrated actor Diganta was given a warm welcome at Pantaloons where he curated stylish looks from the latest collection.

Ryan Fernandes, Head Marketing & E-Commerce, Pantaloons says *"Festivals are a quintessential part of Indian culture and are instrumental in bringing people together. Assam is an important market for us and we have received a phenomenal response from our existing stores in the state so far. Festivals are the perfect medium for Pantaloons to engage with consumers and connect with them at an emotional level, thus bringing wardrobe solutions for every occasion."*

Pantaloons is constantly innovating designs, concepts and products by infusing the latest styles in its offerings at affordable prices. The latest Pantaloons collection for women includes pretty dresses and trendy high and mid waist denims that can be paired with stylish tops. For men, Pantaloons offers premium stretch indigos, attitude tees, trendy shirts & classic chinos. Collection for kids ranges from sequin tees, tropical shorts & lace dresses.

The expansive store spread over **25,000 sq. ft.**, located in the heart of the city houses the stylish collection of casual wear, ethnic wear, formal wear, party wear and active wear for men, women and kids.



About Pantaloon's:

Pantaloon's, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has over 305 fashion destinations spread across 150+ 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, Pantaloon's 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. Website: www.pantaloon's.com

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 Pantaloon's 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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