



Sharmishtha Chatterjee from Dehradun enter the finale of MTV Pantaloons Style Superstars

~ Popular TV actresses Sana Saeed and Shruti Seth along with famous music artist Arjun Kanungo will judge the finale ~

Dehradun, January 3rd, 2019: Pantaloons, India's leading fast fashion destination from Aditya Birla Fashion and Retail Limited and MTV India along with Liva Fluid Fashion are on the look-out for India's next fashionista. The seven finalists who will compete for the title have been shortlisted for the grand finale of **Pantaloons MTV Style Superstars** after exciting rounds of auditions held in various cities across the country.

MTV Pantaloons Style Superstars provides a platform for fashionistas to showcase their talent, flair for fashion and individual style quotient. Over 5000 contestants between the age group of 18-26 years participated in the auditions held in various cities. Popular MTV VJ Benafsha will be hosting the grand finale, TV actresses Sana Saeed and Shruti Seth along with the famous music artist Arjun Kanungo will engage with the participants and judge the finale.

Nishtha Pathak and Aryan Gupta from Delhi, Rahul Hazari from Pune, Sneha Ramdev from Ahmedabad, Anusha Arora from Indore, Amar Ojha from Goa and Sharmishtha Chatterjee from Dehradun are the finalists of MTV Pantaloons Style Superstars. The winner will feature in the webisodes telecast by MTV and rub shoulders with the who's who of music and fashion fraternity.

Ryan Fernandes, Head Marketing & E-Commerce, Pantaloons says "Music and fashion are the strongest pillars of youth culture; MTV Pantaloons Style Superstars is the perfect confluence of music and fashion. The youth of today is discerning and fashion conscious. MTV Pantaloons Style Superstars gives them an opportunity to express their individuality & distinct sense of style and brings to life Pantaloons brand proposition "**Style your Change**".

About Pantaloons:

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has over 296 fashion destinations spread across 145+ 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.

Website: www.pantaloons.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 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.

For further information, please contact:

Janet Arole | Head – Corporate communication, Aditya Birla Fashion and Retail Ltd. | janet.arole@adityabirla.com