

Pantaloon's celebrates the onset of Ugadi with popular singer Madhu Priya

~ Celebrating the traditional festivities of Ugadi with latest Pantaloon's festive collection ~

Hyderabad, March 26, 2019: Pantaloon's, 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 **Ugadi**. To ring in the festivities, Madhu Priya, **popular playback singer** visited the Pantaloon's store at **Inorbit Mall** in Hyderabad to celebrate the beginning of the New Year with customers.

Ugadi marks the beginning of the New Year in Andhra Pradesh. Pantaloon's, the perfect fashion companion, offers contemporary styles for men, women and kids as they head out to buy new clothes and ornaments in preparation of the New Year. The popular singer Madhu Priya was given a warm welcome at Pantaloon's where she curated stylish looks from the latest collection.

Moreover, Madhu Priya is the winner of **Pantaloon's SIIMA 2018 Awards** for best playback singer award for the Telugu film, Fidaa.

Ryan Fernandes, Head Marketing & E-Commerce, Pantaloon's says *"Festivals are a quintessential part of Indian culture and are instrumental in bringing people together. Andhra Pradesh 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 Pantaloon's to engage with consumers and connect with them at an emotional level, thus bringing wardrobe solutions for every occasion."*

Pantaloon's is constantly innovating designs, concepts and products by infusing the latest styles in its offerings at affordable prices. The latest Pantaloon's collection for women includes pretty dresses and trendy high and mid waist denims that can be paired with stylish tops. For men, Pantaloon's 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 across 23000 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

The logo for Pantaloon, featuring the word "pantaloon" in a white, lowercase, sans-serif font on a teal rectangular background.

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 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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