



pantaloons



## Pantaloons creates India's tallest Dandiya on the auspicious festival of Navratri

*~Measuring 48 feet, the tallest Dandiya by Pantaloons enters the India Book of Records~*

*~The majestic Dandiya was unveiled by the gorgeous Karishma Tanna~*

**Ahmedabad, September 21, 2017:** Marking the celebrations for the auspicious festival of Navratri, Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd, installed the tallest Dandiya in Ahmedabad. Entering the India Book of Records, the statuesque Dandiya structure measuring **48 feet tall**, was unveiled by the **gorgeous Karishma Tanna**, amidst much pomp and show, with enthralling performances to foot-tapping Garba music by local artistes, who were dressed in traditional attire.

Navratri is one of the most popular festivals of the country, with Dandiya being the most significant part of the festivities. The majestic Dandiya, capturing the essence of the Navratri festival is a visual delight as it stands tall with intricate and vivid colours at **One Mall in Ahmedabad**.

The planning and creation of the installation took **over two months**, with great care taken to create this master piece. The team working on this project included **art, design and technical specialists and over 20 skilled artists**. The Dandiya standing **48 feet tall** weighs over **1 ton** and will be on display till 30<sup>th</sup> September.

**Gaurav Chakravarty, Head, Marketing & Loyalty, Pantaloons said, "We are delighted as Pantaloons enters the India Book of Records for the second time. At Pantaloons, we believe in creating enriching experiences that bring consumers closer to the brand. Moreover, this philosophy is reflected in our 'Aapni Navratri, Aapno Pantaloons' campaign. Dandiya being symbolic of the Navratri celebrations, we are happy to celebrate the festival with our customers."**

**Fabulous Navratri Collection:** Pantaloons has crafted an exquisite Navratri collection as part of its "Many India Initiative". This collection is inspired by "Ghumar", a popular folk dance, where women wear flowy garments. The wide range includes ghera skirts, kurtas and palazzos in festive bright colors across its exclusive ethnic wear brands such as Rangmanch, Trishaa and Akkriti. Men and Kids can get ready for garba with Akkriti and Indus Route collections.



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The design philosophy at Pantaloons is to create fashion that makes customers find a "New You" every time they shop. Pantaloons captures the season's trends like cold shoulders, crop tops, statement tees, bardo dresses, embroidered and patched denims, badges, asymmetric and long length kurtas, jewel tone and printed shirts, at truly WOW prices.

Pantaloons is undoubtedly the denim destination. Its wide range of styles and brands is sure to leave customers spoilt for choice. From gym to street look with the athleisure range, to a delightful party collection, to spunky streetwear from SF Jeans for young men, Pantaloons is poised to be the favorite hangout for the youth this festive season.

#### **About The India Book of Records**

The India Book of Records is dedicated to identify the excellence and to honor the most deserving one, while maintaining the highest level of transparency and the fair processing. We have a team of professionals who work round the clock in accordance with International Protocol for Records (IPR), where preserving the evidence of records for future reference and forming Guidelines to Set Records (GSR ) are among some of the major responsibilities. India Book of Records is registered with the Government of India with RNI no HARENG/2010/32259.

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#### **About Pantaloons**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of India's largest and fastest growing big box fashion retailers. Constantly innovating designs, concepts and products by infusing the latest trends in fashion and clothing styles, Pantaloons has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

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 need for women, men and kids.



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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 altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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