



pantaloons

Pantaloons launches its 200th store in India

~Pantaloons celebrates Bihu with its 2nd store in Guwahati~

Guwahati, April 17, 2017: Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Limited marked an important milestone with the launch of its 200th store in India and the 2nd in Guwahati. Pantaloons has etched its presence across key cities of Assam including Jorhat, Shillong and Silchar and is now expanding its footprint with the launch of its 5th store in the state.

Located at Roodraksh Mall in Guwahati, the new fashion store is spread across 17000+ sq.ft and will have something for everyone including men, women and kids, thereby creating a shopper's paradise. Pantaloons offers 100+ well-known brands providing a unique shopping experience to its customers. The store has trendy apparel, footwear and fashion accessories like women's handbags and fashion jewellery. In short, Pantaloons offers complete ensemble solutions for every occasion.

Commenting on the occasion, **Mr Shital Mehta, CEO – Pantaloons, Aditya Birla Fashion and Retail Limited** said, "On the launch of our 200th store in the country and 2nd in Guwahati, we thank our customers for their immense trust and continuous support. Our new store will be a one-stop shopping destination for the entire family, addressing their day-to-day fashion and special occasion needs, offering WOW FASHION AT WOW PRICES. We are happy to launch our store on the auspicious festival of Bihu, adding more excitement to the celebrations. We wish all our customers a very Happy Bohagi Bihu."

He further added "Apart from metros, we plan to expand our network extensively across tier-2 and tier-3 cities with a clear focus on making fashion accessible across the country. 'In love with Fashion' being our guiding mantra, each one of our stores stands out as a fashion destination. We strive to create an exciting shopping experience by making high fashion accessible at very affordable price-points".

This new store houses exclusive fashion brands apart from well-known national and international brands:

Men: Turtle, John Miller, Richard Parker, SF Jeans, Bare Denim, JM Sport, Byford, Bare Leisure and Indus Route

Women: Rangmanch, Trishaa, Akkriti, Biba, Honey and Bare Denim

Kids: Chalk, Bare and Poppers

You can enjoy shopping at Pantaloons:

For Men: T-shirts start at Rs.249/-, Casual shirts start at Rs.699/-, Formal shirts start at Rs.799/-, Trousers start at Rs.999/-.

For Women: Western Tops start at Rs.199/-, Bottom Wear starts at Rs.399/-, Denims start at Rs. 799/-, Women's Kurtis start at Rs.499/-, Fashion ethnics start at Rs. 699/-, T-shirts start at Rs.249/-

Kid's Wear starts at Rs.149/-

Footwear is available at delightful prices starting from Rs. 499/- while **Fashion Jewellery** starts at Rs. 49/-



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Prastuti Parashar, the gorgeous Assamese actress visited the new store and fell in love with our fabulous Spring 17 collection.

Store Address: Pantaloons, Roodraksh Mall, Bhangagarh, GS Road, Guwahati, Assam - 781003

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.

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, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

For further information, please contact:

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