

Pantaloons Unveils its First Store in Mangalore With Noted Actor Arjun Kapikad

The brand's Summer Collection takes center stage at the all-new store



Mangalore; June 5, 2023: Pantaloons, India's leading fashion brand from Aditya Birla Fashion and Retail Ltd., announces the grand opening of its store at Fiza by Nexus, Mangalore. Spanning an expansive 13,500 sq. ft., the store was inaugurated by noted Tulu and Kannada actor **Mr. Arjun Kapikad**. The store marks a milestone in Pantaloons' ongoing commitment to delivering a new and exciting shopping experience to customers across the country.

The brand's much-awaited summer collection on display covers a noteworthy set of the latest trends in men's wear, women's wear, and kids' wear. Offering a wide range of options for the young and fashionable, Pantaloons also covers accessories, home décor and lifestyle offerings. With a host of exciting brands catering to formal, casual, festive and occasion wear, Pantaloons truly brings alive its proposition as a playground for fashion.

Pantaloons has firmly established its presence across 195+ cities in the country, emerging as a prominent fashion brand for over two decades. It caters to the varied apparel and non-apparel need of Indian consumers, creating a modern retail environment and making contemporary fashion accessible across the country.

The store is extending an exciting inaugural offer of a Rs. 500 gift voucher on every bill of Rs. 3000 or more, valid until 30th June 2023.

Store Address: Pantaloons, first floor, Fiza by Nexus, Mangalore

About Pantaloons:

Pantaloons is a playground where we enjoy the privilege of serving our customers to enable their fashion journey. We strive to make shopping a playful, joyful & engaging experience for our customers by helping them take steps towards being their fashionable best. With over 25 years of retailing experience, Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of the most loved fashion brands in India with 380+ stores spread across 185 towns and cities in the country. We offer a versatile collection & retail over 100 licensed and international brands, including our exclusive in-house brands. At Pantaloons, we bring you 'of-the-moment' fashion across stylish menswear, statement womenswear, happy kids wear and elegant accents for your home too. We showcase casual fluently, are experts of ethnic wear, boast of a strong workwear ethic and live for all the fun through our party wear. We strive to make the Pantaloons experience exciting, friendly & uplifting. We believe in going that extra mile to make our customers look & feel great and express themselves with confidence and élan.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).



It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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