

Pantaloons Announces Winners of 'Pantaloons Junior Fashion Icon', Salem Edition

~Over 200 kids from the city participated in the model hunt~

Salem, October 6, 2017: Vibrant attires and stellar performances by junior fashionistas captivated the audience at the Salem edition of the Pantaloons Junior Fashion Icon (PJFI) held recently at Pantaloons, GK Towers, Sharada College Road.

Melwin S. (8 years) of Jairam Public School and **Kushi Modi** (11 years) of Emerald Valley Public School walked away with the **Pantaloons Junior Fashion Icon title while Jiya Basu** (8 years) of Emerald Valley Public School and **Alisha Asmath** (10 years) of The Indian Public School. **Yutika Jain** (6 years) of Emerald Valley Public School won "The Fans Choice" award. The Winners were awarded a Scholarship of Rs. 25,000 while the Runners-up and other Finalists received Pantaloons Gift Vouchers.

It was a delight to see the little superstars trot the ramp in Pantaloons exclusive apparel brands - **Chalk, Poppers and Ajile**. The little princesses looked adorable in **pretty dresses, sequined tops, culotte shorts, fashionable skirts and cool denims** while the little champs sported **denims, shirts and tees** from Pantaloons **Racing Collection** and **Denim Edit**.

Pantaloons Junior Fashion Icon (PJFI)—the biggest junior model hunt in the country is based on the premise that there is a 'star' in every house. The event received an overwhelming response with 200+ kids from 10 + schools across the city participating in the model hunt. After an extensive round of auditions, top 24 finalists were shortlisted for the Grand Finale.

Congratulating the winners and speaking on the occasion, **Mr. Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloons, Aditya Birla Fashion and Retail Limited** said, *"Pantaloons Junior Fashion Icon is a tribute to the children of today from India's favourite family fashion destination—Pantaloons. Today's children are quite discerning and style conscious and Pantaloons Junior Fashion Icon provides a platform for them to showcase their talent and flair for fashion."*

The jury included **Mrs. Meenakshi, Principal, Thangam Mount Litra Zee School, Salem** and **Mr. Farook Abdullah, Cluster Manager, Dream Zone School of Creative Studies**.

At Pantaloons, shopping for kidswear is a joy; there are **over 1000 styles under Rs 599**. The kids collection, includes **Chirpie Pie** for infants (age 0-2 years), **Chalk** for little boys and girls between 2-7 years, and **Poppers and Ajile** for kids between 7-14 years.



About Pantaloon's

Pantaloon's, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Family Fashion Destination. Pantaloon's proposition of "WOW FASHION at WOW PRICES" has left customers spoilt for choice. There are over 4000 styles below Rs. 999 for Men, Women & Kids. Be it occasionwear, workwear, casualwear Pantaloon's is a one-stop shopping destination.

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's 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.

For further information, please contact:

Janet Arole | Aditya Birla Group | janet.arole@adityabirla.com

Kirti Khemchandani | Ketchum Sampark | kirti.khemchandani@ketchumsampark.com | +91 9820550976

Prachi Vedant | Ketchum Sampark | prachi.vedant@ketchumsampark.com | +91 9967471074