

Pantaloon expands its footprint, launches its largest store of Kerala



Thrissur, 09 March 2023: Pantaloon, India's leading fashion brand from Aditya Birla Fashion and Retail Ltd., has launched their largest store of Kerala on Kurrupam Road, Thrissur. The all-new 18,000 sq. ft store is located in the city, near the immensely popular Sri Vadakkumnathan temple at Swaraj Round. Well-known personality Mr. P.P. Sunny, Founder and CMD of Sunny Diamonds, inaugurated the store and engaged with the shoppers. The brand showcased the much-awaited 'Springing in Style' Spring '23 Collection which is also available on the brand's [website](#).

The latest collection features exciting wardrobe solutions for men, women, and kids, with accessories and home décor items from over 50+ brands. The store stages a portfolio of trendy assortments across various categories of casual wear, formal dress, occasional wear and festive wear.

Speaking on the occasion, **Mr. Shantiswarup Panda, CMO-Pantaloon, Style Up and Marigold Lane, said** "The expansion of the retail sector, encouraged by rising consumer demand, makes Thrissur a thrilling market for Pantaloon. With the launch of this store, we are happy to expand our footprint to 7 stores in the state. This largest store houses new fashion trends as well as the much-awaited Spring '23 collection."

Pantaloon has a presence across 185+ towns and cities in the country. It has emerged as a prominent brand in the fashion business over the last two decades, catering to different apparel



and non-apparel demands of Indian consumers in a modern retail environment and is making fashion accessible across the country.

The store extends exciting offers for customers who spend Rs 3,000 and will receive a Rs 500 gift voucher on their first visit to the store. This will be valid from 9th March until 31st March 2023.

Store address: Pantaloons Store, near Sri Vadakkumnathan temple at Swaraj Round, Thrissur.

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 ABFRL

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 points of sales in department stores across India (as on 31st March 2022).



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

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

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil, Tarun Tahiliani, Sabyasachi**' and '**House of Masaba**'. ABFRL has embarked on a significant Direct-to-Consumer play to build a portfolio of

new-age brands with a launch of **TMRW**, a digital-first lifestyle brand across fashion, beauty, and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

For further information, please contact:

Janet Arole, AVP & Head – Corporate Communications, ABFRL,
janet.arole@abfrl.adityabirla.com; 9702720666