



Pantaloon's Ganga Safai Abhiyan gets support from Employees and Customers

~Massive cleanliness drive held at Jatar Ghat in Varanasi~

Varanasi, May 23, 2017: Pantaloon's, one of India's leading fashion retail format from Aditya Birla Fashion and Retail Ltd. launched the Ganga Safai Abhiyan, an initiative to Save the Ganga. Being a socially responsible corporate, with a strong commitment to the community, Pantaloon's launched this cleanliness drive at the Jatar Ghat in Varanasi.

Pantaloon's is committed towards its community and environment and strives to make a positive impact on the ecology. Taking forward this philosophy, the Ganga Safai Abhiyan initiative witnessed participation from Pantaloon's employees and hundreds of its loyal customers who came forward to support this cause. It was a demonstration of how a small step to could create an impact.

Talking about the initiative, **Mr. Shital Mehta, CEO - Pantaloon's, Aditya Birla Fashion and Retail Ltd** said, *"Sustainability is a key pillar of our business strategy and practice. We are committed towards protecting our environment which reflects in our business operations. Ganga Safai Abhiyan is our step towards preserving nature. We are thankful to our customers and employees who have shown immense support by coming forward and participating in this cause."*

Mr. Sharma an enthusiastic participant at the Pantaloon's **Ganga Safai Abhiyan** said "I am feeling a sense of joy and pride that I could play a part in cleansing the Ganga. I feel inspired to take up initiatives like this one by Pantaloon's."

About Pantaloon's

Pantaloon's, 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, Pantaloon's 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:

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

