

India's Most Trusted Family Fashion Retailer 'Pantaloon's' Now In Kolhapur.

Pantaloon's Brings Wow Fashion at Wow Prices to Kolhapur!

Kolhapur, 19th February, 2016: Pantaloon's, one of India's leading fashion and lifestyle retail format, launched its 1st store in the city. Located at Bazaar Chowk, Rajarampuri, the store promises to be one of the most sought after, one-stop shopping destination offering '**WOW FASHION AT WOW PRICES**'.

Commenting on the occasion **Mr. Shital Mehta, CEO – Pantaloon's, Aditya Birla Fashion and Retail Limited** said, "Our 1st Store at Kolhapur will cater to a wide cross section of customers offering 'WOW FASHION AT WOW PRICES'. Our trendy apparel and fashionably upbeat accessories are sure to make our customers fall in love with fashion."

He added, "Apart from top metros, we plan to expand our network extensively across tier-2 and tier-3 cities with a clear focus of making fashion accessible to every nook and corner of the country. In love with Life, In love with Fashion being our guiding mantra – each one of our stores stand out as a fashion destination with a large number of exclusive fashion brands apart from some of India's most well known fashion brands. Men, women and kids can look forward to an exciting shopping experience at our stores that are high on fashion and yet offer affordable prices."

The new fashion store is spread across 12,290 sq. ft and will have something to offer for everyone making it a shopper's paradise! Pantaloon's offers **100+ well known brands** providing a unique shopping experience to its customers. The store has **trendy western and ethnic apparel for men, women and kids** along with along with a wide range of accessories for men and **fashion accessories, footwear and handbags** for women.

This new store houses some of the most well-known national and international brands:

For Men: Louis Philippe, Peter England, Allen Solly, Byford, Levis, Pepe, John Miller, Ajile, Bare Denim, Bare Leisure, JM Sport, RIG, SF Jeans, Urban Eagle, Indus Route, Lombard & Alto Moda

For Women: BIBA, Candies, AND, Global Desi, W, Kraus, 109F, Zink London Ajile, Akkriti, Annabelle, Bare Denim, Honey, Izabel- London, Jealous -21, Rangmanch, Trishaa ,SF Jeans & Alto Moda

For Kids: Chalk, Bare, Chirpie Pie & Poppers

These brands are available at delightful prices:

For Men: T-shirt's start at Rs.299/-, Shirts start at Rs.899/-, Trousers start at Rs.1199/- and Denim start at Rs.1099/- onwards.

For Women: Westernwear starts at Rs.199/- and Kurtis start at Rs.599/- onwards.

Kid's Wear starts at Rs.149/- onwards.

Store Address: Pantaloon's, Janta Bazaar Chowk, Rajarampuri, Kolhapur – 416008

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's largest and fastest growing big box fashion retailer. 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. Currently, Pantaloons has a chain of 125 fashion stores across 64 cities.

About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged 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 and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity with a proforma combined revenue of about INR 5,500 crore for FY'15, growing at a rate in excess of 20 percent and EBITDA of INR 532 crore (as of FY'15) that has been surging at an impressive rate of 30 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

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