



Pantaloon's celebrates the onset of Bihu with Popular Assamese singers

~ Celebrating the traditional festivities of Bihu with the latest Pantaloon's festive collection ~

(Guwahati, April 10, 2019): Pantaloon's, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd. ushered in a celebratory mood as it brought its customers together at the onset of the auspicious festival of **Bihu**. To ring in the festivities, popular singers **Deeplina Deka, Geetanjali Das, Pranamika Goan, Mayuri Saikia, Jina Rajkumari, Chayanika Bhuyan, Gitali Kakaty** visited the Pantaloon's store at **Roodraksh Mall** in **Guwahati** to celebrate the beginning of the New Year with customers.

As part of the promotions, the brand organised live performances by several popular singers with more than 1500 people witnessing the event.

Bihu marks the beginning of the New Year in Assam. Pantaloon's, the perfect fashion companion, offers contemporary styles for men, women and kids as they head out to buy new clothes and ornaments in preparation for the New Year. The celebrated singers were given a warm welcome at Pantaloon's where he curated stylish looks from the latest collection.

Ryan Fernandes, Head Marketing & E-Commerce, Pantaloon's says *"Festivals are a quintessential part of Indian culture and are instrumental in bringing people together. Assam is an important market for us and we have received a phenomenal response from our existing stores in the state so far. Festivals are the perfect medium for Pantaloon's to engage with consumers and connect with them at an emotional level, thus bringing wardrobe solutions for every occasion."*

Pantaloon's is constantly innovating designs, concepts and products by infusing the latest styles in its offerings at affordable prices. The latest Pantaloon's collection for women includes pretty dresses and trendy high and mid waist denims that can be paired with stylish tops. For men, Pantaloon's offers premium stretch indigos, attitude tees, trendy shirts & classic chinos. Collection for kids ranges from sequin tees, tropical shorts & lace dresses.

The expansive store spread over 16,000 sq. ft, located in the heart of the city houses the stylish collection of casual wear, ethnic wear, formal wear, party wear and active wear for men, women and kids.



About Pantaloon's:

Pantaloon's, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has over 305 fashion destinations spread across 150+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloon's has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country. Website: www.pantaloon's.com

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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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