

PANTALOONS BRINGS A FRESH, STYLISH SHOPPING DESTINATION TO PATNA WITH ITS REVAMPED STORE



Patna; March 10, 2025: - Pantaloons, India's leading fashion retailer from Aditya Birla Fashion and Retail Ltd., has unveiled its newly transformed store at Vasundhara Mall, Patna. Spanning 27,000 sq. ft., the store features a contemporary layout with curated aisles, eye-catching displays and refreshed design, offering an elevated shopping experience.

This is the first Pantaloons store in Patna to undergo this exciting transformation, as part of the brand's larger revamp initiative across select stores nationwide. The revamped store is designed to help shoppers discover fashion and complete their entire ensemble in one destination—from the latest trends hot off the runway to a special touch of accessories, colour cosmetics, and fragrances.

Speaking on the occasion, **Ms. Sangeeta Tanwani, Chief Executive Officer, Pantaloons and Style Up** said, *"We are excited to introduce an enhanced shopping experience for our customers in Patna. This grand re-opening reflects our commitment to delivering elevated and stylish fashion to our consumers that is inspiring and engaging. Our vision for Pantaloons is to be a styling destination for the city's fashion-forward audience."*

Adding to the excitement of the launch, Pantaloons created a citywide buzz with mannequin teasers placed at key locations across Patna, sparking curiosity and conversations among

locals. This unique pre-launch activity culminated in the grand reveal of the new store, further building anticipation ahead of its opening.

With more than 27 remarkable years in the fashion industry, Pantaloons has carefully crafted this store to provide an elevated and engaging shopping experiences.

The highly anticipated Pantaloons store at Vasundhara Mall is now open and just in time for Holi celebrations. Visit today to explore the latest trends and experience fashion like never before!



About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is a playful and youthful fashion destination with 417 stores, spread across 195+ cities and towns. As a playground for fashion, Pantaloons offers a wide variety of styles across categories and occasions. The brand speaks to the ever-evolving millennial customer of today who is confident and expressive. Be it through the physical retail experience or online, the Pantaloons experience is exciting, friendly and uplifting. With a vibrant, expressive and fun-loving approach to style, the brand seeks to enable the customer to be their fashionable best.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers, while **Style Up** is an emerging value retail format.

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

The Company's foray into the branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com