

## Pantaloons to exclusively retail '3 Idiots' Merchandise Collection

- Highlight of the collection - 'Doodle T-Shirts' inspired by doodles hand drawn by Aamir Khan during the making of the film.
- Converse shoes also launches its special line with the 3 Idiots "Doodle" collection
- India's first virtual gifts - doodle t-shirt and shoes - limited edition available on Pantaloons Facebook page

**Mumbai, December 4th, 2009:** Pantaloons, India's leading fashion retailer, a part of Future Group, has collaborated with India's leading boutique film company Vinod Chopra Films, to launch the **3 Idiots apparel and accessories collection**. 3 Idiots is directed by Rajkumar Hirani and stars Aamir Khan, Kareena Kapoor, R Madhavan, Sharman Joshi and Boman Irani.

The collection will be showcased at a gala event in Mumbai on December 4, with Aamir Khan walking the ramp.

The ten, *hand drawn Doodle T shirts*, designed by Aamir Khan during the making of the film, are the highlights of the collection. They reflect both his inimitable style and the soul of the film. *Aamir Khan* was in an 'Aal Izz Well' mood and dressed in one of the Doodle T-shirts for the ramp walk. He was very jubilant about his creation and said, "*I hope people like my doodles.*"

"It is very exciting for Pantaloons to associate with a movie like 3 Idiots and an actor of the calibre of *Aamir Khan*. Such a unique film required a new approach to replicate its irrepressible spirit." said **Mr. Sanjeev Agrawal, CEO, Pantaloons**.

"The collection offers shoppers an opportunity to partake of the magic of the movie as well as experience the style of their favourite stars. This association is one more step ahead in defining Pantaloons as a stylish and fashion forward brand. We are very confident that this collection will become a 'must have' in every one's wardrobe this season," **Mr. Agrawal added**.

The 'Doodle designs' are the first time a major star has personally designed film merchandise. The collection channels Aamir Khan's knack to connect to the youth and mirrors a funky attitude and outspokenness.

**Vidhu Vinod Chopra said**, "I am delighted with the collection that Pantaloons has conceptualised along with Aamir. It's so good that I can't wait to wear some of the funky T-Shirts from the 3 Idiots collection."

This collection will be available across all Pantaloons stores in the country. The T-shirts start at a price point of Rs. 399/-. Apart from the Aamir Khan Doodles tees, the collection also includes replicas of t-shirts worn by Aamir Khan in the film, tees inspired by the film, garments worn by Madhavan and Sharman Joshi in the film, as well as replicas of garments and jewellery worn by Kareena Kapoor in the film.

Shoppers will also be able to add the *Converse 3 Idiots range* shoes to their collection, which will be retailed out of all *Planet Sports (a part of Future Group)* stores in the country. The designs based on the moods and characteristics of the movie consists of *three basic ranges* – worn by Aamir Khan in the movie and *seven specially designed doodle collection range* – sketched and designed by Aamir Khan.



Another interesting aspect of the tie up is an innovative initiative on Facebook, whereby a combination 'doodle t-shirt' and 'Converse shoe' virtual gift will be available for Indian users to share with their friends. The virtual gift will be launched on Pantaloon's Facebook Page - [www.facebook.com/pantaloons](http://www.facebook.com/pantaloons) - and is available to all those who sign up for Facebook.

**Said Meenal Balar, International Marketing Manager Facebook,** "Facebook has made it very easy for Indians to connect with things they care about – whether it's sharing their thoughts on a film or engaging with a celebrity like Aamir Khan. Pantaloons and Vinod Chopra Films have now launched a limited edition virtual gift that '3 Idiots' fans all over India can share with their friends and family. It's a fun way to celebrate the spirit of friendship that is reflected in the film."

### **About Pantaloons**

Pantaloons, a part of Pantaloon Retail (I) Ltd., is among India's largest chains of fashion stores, with 45 stores across 24 cities. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude' offers, trendy and hip collections that are in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers. Pantaloons Fresh Fashion stands out as a fashion trendsetter, on the lines of how fashion is followed internationally. This 'fresh fashion' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience. Pantaloons Fresh Fashion stores have presence in 26 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zeerakpur, Gaziabad, Nagpur, Surat & Nashik.

### **About Vinod Chopra Films**

Vinod Chopra Films is India's leading boutique film company. Founder Vidhu Vinod Chopra has directed films like *Khamosh*, *Parinda*, *1942 - A Love Story*, *Kareeb*, *Mission Kashmir* and *Eklavya - The Royal Guard*.

Vinod Chopra Films has also produced *Munna Bhai MBBS*, *Parineeta* and *Lage Raho Munna Bhai*. The latest production *3 Idiots*, which stars Aamir Khan is directed by Rajkumar Hirani and will release in December 2009. Other films that are in pre-production at Vinod Chopra Films include Rajesh Mapuskar's *Ferrari Ki Sawaari*, Rajkumar Hirani's *Munna Bhai Chale Amerika*, Ram Madhvani's *Taalismaan* and Vidhu Vinod Chopra's *50vi Saalgirah*, which he will direct after completing his first English language feature, *Broken Horses*.

### **About 3 Idiots**

Vinod Chopra Films' *3 Idiots*, one of the most awaited films of the year, brings together Aamir Khan and Raju Hirani.

Slated to release Christmas this year, *3 Idiots*, sees Aamir Khan, Madhavan, Sharman Joshi, Kareena Kapoor and Boman Irani in pivotal roles. The movie revolves around the story of two friends [Madhavan and Sharman Joshi], who embark on a quest for a lost buddy. It is a comedy of ideas that is as provocative as it is funny, as wildly entertaining as it is insightful. A laugh-riot that talks about the most important of human pursuits: self-actualization.

### **About Join the Dots**

This association has been initiated by Anand Jaisingh and Hetal Adesara of Join The Dots Pvt Ltd, which owns [Businessofcinema.com](http://Businessofcinema.com) - the premiere media portal on the Indian film industry. The association with *3 Idiots* marks Join The Dots' continued expansion into the film marketing, branding and services sector.

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