

Pantaloon Embarks On Its 'Next Gen' Journey

*Opens Its 50th Flagship Store In Delhi
New 'Avatar' With High End Concept Feel*

Delhi, November 27, 2010: Pantaloon, India's leading fashion retailer, a part of Future Group, today achieved a significant milestone with the launch of the 50th store at **Ambience Mall, Vasant Kunj Delhi**. This marks the entry of Pantaloon store with a new 'avatar' that gives it high end concept feel with colourful and bright interiors.

Spread over two floors in an area of 31,109 sq. ft, the 50th Pantaloon Flagship store has been uniquely designed to create an international shopping experience for customers. The aesthetic, creative and prestigious ambience gives its patrons a chance to interact with the merchandise through touch and feel.

The interior walls are made up of dark wood and tiles giving it a contemporary look. The lighting plays an important role in the showroom, climatically increasing its beauty with strategic accented highlights while the colour scheme used in the store is bright. The floor has been done in modern Italian tiles to provide just the right amount of sheen to the store. Display of merchandise has been spaced out uniformly giving its customers room to walk around at their leisure enjoying the store experience

Commenting on this milestone, **Mr. Rakesh Biyani, Director & CEO - Retail, Future Group** said, *"Pantaloon today has set another benchmark with the launch of 50 stores. More than a number, the journey has been an indicator of our successful growth nationally. It makes us only believe that we have successfully delivered on Pantaloon's promise of providing our customers Great Fashion at Great Value with extensive array of private and internationally acclaimed brands.*

"Delhi is one of our key markets and we are pleased to open our flagship store in this city. We have been receiving encouraging footfalls from customers across all our stores here. Sleek, contemporary and elegant are the key elements of the design of this store and we plan to replicate the same design to our forthcoming Pantaloon stores as well," he added.

Speaking at the launch **Mr. Kailash Bhatia, Chief Executive Officer & Director, Pantaloon Retail (I) Ltd.** said, *"Pantaloon has always strived to remain the first choice for its customers through its trendy designs, wide range of apparel and customer service without losing the fashion sense. It is one format that provides fashion for every occasion to all its customers."*

The store offers comprehensive lifestyle experience with the best and trendy fashion merchandise. The store features ready to wear collections for men, women and kids, a full

range of men's and women's accessories which would include a selection of ladies bags, belts, watches, sunglasses apart from cosmetics and perfumes. The store will be providing its customers an exquisite experience in shopping with a luxurious combination of personnel service and attention to details.

In western wear the brands for Mens include *John Miller, Lombard, Urbana, Scullers, Indigo Nation RIG, UMM, BARE Denim, BARE Leisure, and JM Sport*. For Women it has *Annabelle, Honey, RIG, UMM, Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids*. In Ethnic wear customers can go for in-house brands like *Rangmanch, Trisha and Akkritti* along with trying hands on brands like *Biba, W etc.*

Apart from apparels, customers can shop for watches from brands like *Tommy Hilfiger, Citizen, Titan, Fastrack, Timex, Esprit, Kenneth Cole and more*. The customers can also buy trendy sunglasses from popular brands like *Allen Solly, Polaroid, I Dee, Scott, Guess, Police and many more*. Ladies handbags brands like *Lino Perros, Richborn & 'Baggit'* and Colour cosmetics and perfumes will respectively be the added attractions to the accessory and beauty segments of the store.

To share the joy and excitement with customers, Pantaloons has announced a bonanza of great offers and fabulous prizes. Every 50th customer will be given a gift voucher worth Rs. 250/- while the highest shopper on the launch day will be adorned with a gift voucher worth Rs. 2,500.

On this eventful occasion, Pantaloons welcomes its customers to shop and win gifts. It also takes the opportunity of thanking its valued customers for their trust and support so far and continues to believe that it will remain so forever.

About Pantaloons

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 50 stores present across 27 major cities including both metros and smaller towns. Pantaloons 'Great Fashion, Great Value' with its focus on 'fresh look, feel and attitude', offers trendy and hip collection that is in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloons 'Great Fashion' stands out as a segment trendsetter, in step with global fashion trends. This 'great fashion, great value' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience at affordable prices. Pantaloons stores have presence in cities across India - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik and Bhopal.

For details, visit www.pantaloonretail.in and www.futuregroup.in.