

Neil Nitin Mukesh, Mugdha Godse and Madhur Bhandarkar Visit Pantaloons, Phoenix Mills

- Flagged off the new men's fest- 'What Men Desire'
- Lucky winners win lunch date with Neil Nitin Mukesh and Mugdha Godse

Mumbai, November 3, 2009: The Pantaloons store at High Street Phoenix was abuzz with excitement as stars from the soon to be released movie 'Jail – Neil Nitin Mukesh, Mugdha Godse and acclaimed director, Madhur Bhandarkar visited the store to promote their movie. Neil, Mugdha and Madhur interacted with customers at Pantaloons and signed autographs for them.

On this occasion, all the three celebrities flagged off the new men's festival– 'What Men Desire'. The festival showcases wide range of mens apparel ranging from Formal wear brands like Daniel Hechter, Urbana, Lombard to Casual wear brands like Bare Denim, UMM, RIG and several others. During this fest a customer has to shop for Rs. 2,500/- worth of mens apparel, and s/he can get designer gifts.

Pantaloons had run a contest where you shop for Rs. 1000/- and winners get to dine with the stars of "Jail". The winners got to meet and have a luncheon with Neil Nitin Mukesh, Mugdha Godse and Madhur Bhandarkar. The contest was run across all Pantaloons stores and the winners were selected from various customers across the country.

"Pantaloons has been associated with several films in the past and this contest with an opportunity for customers to meet the stars is an extension of this endeavour. This adds to the in store excitement for customers and provides a platform for promoting like minded films at the store", said Zahid Shaikh, Head Marketing, Pantaloons.

The hard hitting 'Jail' is a prison break story and is all set to enthrall the audience. Coming from the sets of National Award winning director Madhur Bhandarkar, it is expected to have his special touch.

About Pantaloons

Pantaloons, a part of Pantaloons 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.

For further information please contact

Mr. Atul Takle
Head - Corporate Communications
Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in

