

Pantaloons Green Card & JetPrivilege Members get double advantage on their memberships

Mumbai, September 2, 2009: Pantaloons, India's leading fashion retailer, a part of Future Group, and Jet Airways' JetPrivilege, India's largest frequent flyer programme, have entered into a unique partnership starting, September 2, 2009.

This is an innovative tie-up between the loyalty programs i.e. Pantaloons - Green Card and Jet Airways-JetPrivilege.

The partnership will enable members of JetPrivilege and Green Card program to double dip i.e. enjoy benefits of two programmes, Jet Privilege and Pantaloons Green Card. Green Card members who are also members of the JetPrivilege programme will be able to earn JPMiles and enjoy attractive discounts for shopping at Pantaloons.

This partnership recognizes the elite tier status of JetPrivilege members and gives them direct entry into the corresponding tiers of the Pantaloons Green Card programme without any preconditions that are usually set to qualify for a Pantaloons Green Card.

Commenting on this unique tie up, Mr. Sanjeev Agrawal, CEO, Pantaloons said, "The tie up between Pantaloons Green Card and JetPrivilege is a first of its kind in retail. We are inviting JetPrivilege Members into the Pantaloons Green Card programme to avail of both JPMiles and Green Card discounts, on shopping at Pantaloons.

This partnership is part of our continued endeavour to present innovative offers to our customers and enrich their overall shopping experience at Pantaloons. "

According to Mr. Sudheer Raghavan , Chief Commercial Officer, Jet Airways, "This partnership is a major step in our efforts to not only increase the range of partnerships available to our members , but also to enhance their lifestyle experience , in a significant manner that has not been seen hitherto.

This path breaking double benefit offer is not only unique and innovative, but will also bear rich dividends by further strengthening our association with our loyal members."

The benefits include:

JetPrivilege Platinum members will be automatically enrolled into Pantaloons Green Card Program, upgraded to the highest level 7 Star membership, enjoy a waiver of the initial purchase requirement of Rs. 40,000/- in the preceding 12 months, earn 5 JPMiles on every Rs 100/- spent at any Pantaloons store across India, and enjoy a 10 % discount on every purchase.

JetPrivilege Gold members will be automatically enrolled into Pantaloons Green Card Program, upgraded to 5 Star membership , enjoy a waiver of the initial purchase requirement of Rs. 20,000/- in the preceding 12 months, earn 4 JPMiles on every Rs. 100/- spent at any Pantaloons store across India, and enjoy a 7.5 % discount on every purchase.

JetPrivilege Silver members will be automatically enrolled into Pantaloons Green Card Program, upgraded to 3 Star membership, enjoy a waiver of the initial purchase requirement of Rs. 8,000/- in the preceding 12



months, earn 3 JPMiles on every Rs. 100/- spent at any Pantaloon's store across India, and enjoy a 5 % discount on every purchase.

JetPrivilege Blue / Blue Plus members may shop for a nominal value, paying only Rs. 50/- (Rs. 100/- for other customers) to enrol into the Pantaloon's Green Card Program as 1 Star members and , earn 2 JPMiles on every Rs. 100/- spent at any Pantaloon's store across India, They will also receive an enrolment Gift Voucher worth Rs. 200/- from Pantaloon's.

Green Card discounts will not be available on Food, Furniture, Electronics and Mobile Phones.

Currently the benefits of this partnership will be available across all Pantaloon's stores located in - Agra, Ahmedabad, Bangalore, Baroda, Bhubaneshwar, Chennai, Delhi, Ghaziabad, Gurgaon, Guwahati, Hyderabad, Indore, Kanpur, Kolkata, Lucknow, Mangalore, Mumbai, Navi Mumbai, Nagpur, Nasik, Noida, Pune, Rajkot, Siliguri, Surat and Zeerakpur.

Jet Airways' JetPrivilege aims to leverage this partnership with Pantaloon's by providing an unbeatable shopping experience and value to its members through the various products and merchandize available at Pantaloon's.

For details on the partnership including the terms and conditions, please visit www.pantaloonretail.in/greencard.asp

About Pantaloon's

Pantaloon's, a part of Pantaloon Retail (I) Ltd., is among India's largest chains of fashion stores, with 45 stores across over 24 cities. Pantaloon's 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. Pantaloon's 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. Pantaloon's Fresh Fashion stores have presence in 24 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneshwar, Siliguri, Guwahati, Rajkot & Zeerakpur.

For further information please contact

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

Email: mediarelations@futuregroup.in

Website: www.pantaloonretail.in

