

Allahabad Gets Its First Pantaloons Store

Pantaloons to become the new fashion destination in Allahabad
Spread across two floors in over 19000 sq. ft.

Allahabad, April 23, 2010: Pantaloons, India's leading fashion retailer, a part of Future Group, today inaugurated its **first store in Allahabad at Sardar Patel Marg, Civil Lines**. Allahabad, situated at the confluence of three rivers namely Ganga, Yamuna and Saraswati houses prominent colleges and institutes with a large youth population. With the opening of this store, Pantaloons gives its customers great attractive shopping options in fashion apparel, (men, ladies, kids & infants), lingerie and nightwear, sports apparel, watches and sunglasses, fashion accessories, cosmetics, perfumes, toys and ladies hand bag. The store is spread over two floors in an area of 19,000 sq.ft.

Pantaloons store offers a wide range in apparel for men, women and kids to suit various occasions whether formal wear, casual wear, ethnic wear or fusion wear. The brands for Mens includes *John Miller, Lombard, Urbana, Scullers, Indigo Nation RIG, UMM, BARE Denim, BARE Leisure, and JM Sport*. For Women it has *Annabelle, Honey, Akkriti, RIG, UMM, BARE Denim Rangmanch, Trisha and Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids*.

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 – Chambor, Faces, Lakme and Revlon will respectively be the added attractions to the accessory and beauty segments of the store.

On this occasion, **Manish Mehrotra, Business Head – North Zone, Pantaloons said**, "After our successful stores in Lucknow and Kanpur we are creating a **whole new shopping experience** for the people of Allahabad, with the opening of our first Pantaloons store in the city. This store will provide its customers a large range of brands in categories like apparels for men, women and kids; watches, sunglasses, and accessories. We believe Pantaloons will become the preferred fashion destination for the people of Allahabad".

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd, is among India's largest chains of fashion stores, with 45 outlets across 24 cities. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude', offers a trendy and hip collection that is in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloons Fresh Fashion stands out as a segment trendsetter, in step with global fashion trends. 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 more than 25 cities across India - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zeerakpur, Gaziabad, Nagpur, Surat and Nashik.

For further information please contact

Mr. Atul Takle

Head - Corporate Communications

Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in