



Press Release

Pantaloons brings fresh fashion to Nashik

Launches its first store in the city; spread over 18,000 square feet

Nashik, May 22, 2009: Pantaloons, India's leading fashion retailer, today, opened its new store in *Nashik in Sarda City Centre, Unttawadi, Lavate Nagar*. The store is on the ground floor and spread over 18,000 sq. ft. This new fashion store in Nashik will provide great shopping options to customers in apparel (men, ladies, kids & infants), watches and sunglasses, perfume and cosmetics, footwear, sports apparel, lingerie, fashion accessories and much more.

The Pantaloons store offers a wide range in apparel for Men, Women and Kids to suit various occasion whether it formal wear, casual wear, ethnic wear or Fusion wear. The brands for Men includes *John Miller, Lombard, Urbana, Scullers, Indigo Nation RIG, UMM, BARE Denim, BARE Leisure, JM Sport, Akkriti and Ajile*. For Women it has *Annabelle, Honey, Akkriti, RIG, UMM, BARE Denim Rangmanch, Trisha and Ajile and Chalk and BARE 7214 for Kids*.

The apparel for men's wear start at Rs. 219/-, women's wear start at Rs. 199/- and kids- wear start at Rs. 149/-. Apart from apparels, customers can shop for watches from brands like *Tommy Hilfiger, Citizen, Titan, Fastrack, Timex, Esprit, Giordano and more*. The customers can also buy trendy sunglasses from popular brands like *Allen Solly, Polaroid, Van Heusen, Diesel, Carrera, Louis Phillip, Peter England, Spykar and many more*. This store also offers a wide range of perfumes and cosmetics from various brands.

Commenting on the new store opening, **Rajesh Shetty, Business Head- West Zone, Pantaloons, said:** "We are creating a whole new shopping experience for the people of Nashik, with the opening of our first Pantaloons store in the city. This store will provide customers a large range of brands in categories like apparels for men, women and kids; jewellery, watches, sunglasses, footwear and home- furnishings. There is a lot to choose from for the entire family and we believe Pantaloons will become the preferred fashion destination for the people of Nashik".

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India's largest chains of fashion stores, with 44 stores across over 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 24 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot & Zeerakpur.

For further information please contact

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

Email: mediarelations@futuregroup.in

Website: www.pantaloonretail.in